



# 2008 Zoo Levy Issue 17 Fact Sheet

## Election Date:

- March 4, 2008 (Presidential Primary Election)
- Coincidentally, the Zoo is Issue #17 on the ballot, the same as in 2003

## Important Levy Facts:

- Renewal with a slight increase (within the rate of inflation) of **.46 mills**.
- Will cost the owner of a \$100,000 home **\$9.44** per year.
  - In 2004, the same homeowner paid \$9.12 per year.
- Levy duration – five years (2009-2013).
- Will generate approximately **\$7.2 million** in the first year for the Zoo.
- Levy proceeds can only be used for the **feeding and care of animals, horticulture and building maintenance and repair**.

## Key Messages:

- The Cincinnati Zoo & Botanical Garden is our region's leading cultural attraction, and the No. 1 year-round attraction in the Cincinnati area. It draws over **one million visitors** annually, over half of which are children. It boasts over **42,500 family memberships** and more than **1,000 volunteers**.
- The Zoo provides an annual **economic impact of \$124.6 million**, an **increase of more than 41% since 2001**, according to the University of Cincinnati.
- The Zoo generates over **1,600 jobs** with **\$42.7 million in household earnings** annually.
- The Zoo is an irreplaceable educational asset for Hamilton County. It hosts the country's first full-time, college preparatory zoological high school. Also, more than **212,000 pre-school and school-age children** have educational experiences annually through **3,700 presentations of over 120 programs**. Most programs are offered at nominal or no cost.
- The Zoo is a **world-leader in conservation programs**, and the propagation of endangered plants and animals. These efforts help ensure that future generations will enjoy the wildlife that continues to enrich all of our lives.
- The Cincinnati Zoo is the **least subsidized zoo in Ohio**, and one of the least subsidized zoos in America.

## For information, to volunteer or contribute:

- Zoo levy campaign Web site: [www.friendsofthecincinnati.org](http://www.friendsofthecincinnati.org).
- Campaign office: **513.475.6171**