

**\$1.4 million**

Voluntary Donations help support Como's free admission policy.

**\$162.7 million**

Annual generated economic impact for the Minnesota economy

**2,093**

Jobs generated

## ECONOMIC ENGINE

Although Como has a Free admission policy, a voluntary donation program generates **\$1.4 million** each year. These funds make up **17%** of **Como's annual \$8.1 million annual operating budget**. The City of Saint Paul's general fund contributes **41% of the annual budget**. The remaining **58%** includes private support through **Como Friends** and earned revenues from concessions and the amusement park. **Como operates at a cost of \$4.49 per visitor**. Other similar Minnesotan cultural destinations range \$13.50-\$45.00 per visitor.

A recent economic impact study found that **Como Park Zoo and Conservatory** generates \$162.7 million in economic impact for the Minnesota economy each year. It also helps generate 2,093 jobs.



Legacy Amendment Arts & Cultural Heritage Funds are a good investment at Como Park Zoo & Conservatory!



**COMO PARK  
ZOO & CONSERVATORY**

**FY  
20  
21**



**COMO PARK  
ZOO & CONSERVATORY**

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2019

funding support for FY20/21

[comoparkzooandconservatory.org](http://comoparkzooandconservatory.org)

**INSPIRE!**

LEGACY AMENDMENT'S ARTS & CULTURAL HERITAGE FUND

ALLOWS: FREE & ACCESSIBLE PROGRAMS //

ENHANCEMENTS THAT: INTERWEAVE ARTS // CULTURE // HISTORY //



INSPIRE!

Legacy Funded Programs

3,743

Lil' Explorers  
serving both children  
and adults

2,552

Students  
in **126** classrooms

286,020

Special Exhibit Guests  
experiencing one-of-a-  
kind exhibits

11,884

Music in Nature Guests  
listening to **73**  
Minnesotan Musicians



Funding support from the Legacy Amendment's Arts & Cultural Heritage Fund allows Como Park Zoo and Conservatory to provide a variety of accessible and free programs and enhancements that inter-weave the arts, culture, and history for citizens of the entire State. For FY20/21, Como Park Zoo and Conservatory requests **\$1.5 million per year**.

Como Park Zoo and Conservatory is a treasure in our backyard. A world-class natural wonder in the heart of the city that is enjoyed by residents from all over the State.

Como Park Zoo and Conservatory **is owned by all, enjoyed by all, and free to all**. There are few places like it anywhere else.

This unique statewide resource for every Minnesotan, inspires nearly **two million annual visitors** with the wonders of the natural world.



**\$1.5 Million per year for FY20/21 requested in Legacy Amendment Arts & Cultural Heritage Funds**



**1,805,803 // Annual Visitors**

**361,171 // from Greater Minnesota**

**270,878 // from outside of Minnesota**



More than a century since its founding, **Como's free admission, family-friendly accessible environment and free non-formal education programs** continue to make this facility the State's most visited cultural destination. The Arts & Cultural Heritage Funds have allowed Como to meet the growing needs of our 21st century audience, while preserving the historic character that visitors value. In addition, funds have been leveraged with private support through Como Friends as the successful private/public partnership flourishes.

**Funded initiatives fall into the following categories:**

- // Natural Encounters: EdZooCation
- // Programs that feature: Como in the Community and the Residency Program
- // Public Engagement Events that include:
  - Lil Explorers
  - Senior Strolls
  - Sensory Friendly Days
  - Special Exhibits
  - Garden Preservation,
  - Habitat Renewal
  - Music in Nature Series