The Minnesota State Legislature approved Minnesota Laws of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

Como Park Zoo and Conservatory is one of the top visited cultural destinations in the state of Minnesota, with over 2 million visitors each year, because it’s free, interactive, welcoming, and accessible for families. Como Park Zoo and Conservatory celebrates diversity in many forms, across cultures, ethnicity, economics and generations and visitors come from all over the state.

Como will create the following projects that will interweave the arts, culture and history into the guests that participate, along with increasing the number of participates and students that are exposed to the arts and culture. The Arts and Cultural Heritage FY 2012 & 2013 grant initiatives represent six projects:

- Music Under Glass & Lecture Series
- Interpretive Signage
- EdZOOcation Programs
- Special Exhibits
- Children’s Garden & Formal Garden
- Theatrical Show Presentation

Attached is a summary for each of these projects.
Project Name & Description
Music Under Glass & Literary Lecture Series
Como Park Zoo and Conservatory offers a unique venue to showcase musicians. These free programs also offer the venue in times outside of the standard public hours and introduce the arts to a new audience. The first series will begin January 12, 2012 and offers six evenings of music featuring local musicians in the Marjorie McNeely Conservatory. A second music series will begin in June 2012. The lecture series will begin in September 2012 and will feature experts in the fields of plant and animal conservation.

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Funding
Project Budget = $30,140
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo...for programmatic development.”

Additional Funds
0

Duration
January 2012 – March 2013

FTEs
.2

Direct Expenses & Administration Costs
Direct Expense = $30,140
Administrative Costs = 0

Measurable Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest Evaluations</td>
<td>Providing a community venue to provide local musicians and lectures an opportunity</td>
</tr>
<tr>
<td>Attendance Figures</td>
<td>Increase use of facility during non-open hours</td>
</tr>
<tr>
<td>Staff Evaluations/Observation</td>
<td>Use of space to create a memorable experience for guest and talent</td>
</tr>
<tr>
<td>Surveys</td>
<td>Create a baseline of information, follow-up survey after programs</td>
</tr>
</tbody>
</table>

Fiscal Agent
Minnesota Department of Administration
Jane Xiong - Jane.Xiong@state.mn.us - 651-201-2525
Project Name & Description
Interpretive Signage: As a core to Como’s mission on education, updating the aging interpretive signage and adding interactive and technology based interpretive and hands-on experiences is important. The cost to develop, design and produce these items is needed for African Hoofstock, Large Cats and the Japanese Gardens. The displays will demonstrate Como Zoo’s commitment to world-wide conservation measures.

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Funding
Project Budget = $81,000
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

Additional Funds
0

Duration
• Large Cats - Signage development began in December 2011 and final execution will be complete by June 2012.
• African Hoofstock - Signage development will begin in February 2012 and final execution will be complete by August 2012.
• Japanese Gardens - Signage development will begin in April 2012 and final execution will be complete by January 2013

FTEs
.1

Direct Expenses & Administration Costs
Direct Expense = $81,000
Administrative Costs = 0

Measurable Outcomes
| Visitor Survey | Increasing knowledge, awareness and interest in topic |

Fiscal Agent
Minnesota Department of Administration
Project Name & Description
EdZOOcation Programs: Little Explorer Thursdays & Como’s Nature Engineers: Como will develop a free weekly program series that will attract our youngest of guests for perhaps their first introduction to education experiences that will feature hands-on programming and interactives. The programs will be designed to encourage family learning and foster environmental awareness.

Education programs will “hit the road” with Como’s Nature Engineers, offering free programming to a variety of venues targeting under served communities in which financial barriers limit their access to our venue and other educational experiences at their locations.

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Funding
Project Budget = $63,608.34
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

Additional Funds
0

Duration
Programming is offered January 2012–April 2012 and September 2012 – April 2013.

FTEs
.7

Direct Expenses & Administration Costs
Direct Expense = $63,608.34
Administrative Costs = 0

Measurable Outcomes

<table>
<thead>
<tr>
<th>Participation Numbers</th>
<th>Increase participant number for on-site and off-site programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate Survey</td>
<td>Increase knowledge in conservation and make connections between living things in our lives.</td>
</tr>
<tr>
<td>Staff Evaluations/Observations</td>
<td>Provide meaningful programs and opportunities to expand knowledge and experience</td>
</tr>
<tr>
<td>Participate Evaluations</td>
<td>Meet and exceed guest expectations</td>
</tr>
</tbody>
</table>

Fiscal Agent
Minnesota Department of Administration
Jane Xiong - Jane.Xiong@state.mn.us - 651-201-2525
Project Name & Description
Special Exhibits: Como will design, develop and produce a variety of opportunities in seasonal exhibits including Roots, Shoots and Fruits: The Incredible Edible Garden and a Bird Aviary. In addition, special exhibits in the Gallery will also feature photography and build partnerships to feature exhibitions on topics like bears, wolves, and mushrooms.

- Gallery Exhibits will feature at least four rotating exhibitions beginning in November 2011, focusing on the off-peak season in 8 to 12 week runs.
- Roots, Shoots and Fruits: The Incredible Edible Garden will be featured May 2012-September 2012.
- Bird Aviary work will begin in September 2012 and open May 2013.

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Funding
Project Budget = $103,521.66
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

Additional Funds
0

Duration
- Programming will be offered January 2012– April 2012 and September 2012 – April 2013 for a total of 52 weeks.

FTEs
.7

Direct Expenses & Administration Costs
Direct Expense = $103,521.66
Administrative Costs = 0

Measurable Outcomes

<table>
<thead>
<tr>
<th>Attendance Figures</th>
<th>Increase off-peak attendance during exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Surveys</td>
<td>Create opportunities to inspire public and educate</td>
</tr>
</tbody>
</table>

Fiscal Agent
Minnesota Department of Administration
Jane Xiong - Jane.Xiong@state.mn.us - 651-201-2525
**Project Name & Description**

**Children’s Garden & Formal Garden:** One project on Como’s master plan is the design development of ornamental gardens in the form of a Children’s Garden and Formal Garden in front of the Visitor Center. The concept of the Gardens is to provide a central pedestrian mall as the primary organizing element related to the front entrance of Como Park Zoo and Conservatory and the Visitor Center. This includes a formal gardens, pathways, use of water features, seating, and plantings in the form of beds and topiaries. Also identified in this project is the need for better vehicle drop off points for added accessibility to the main entrances. In the meantime, additional resources to construct these gardens will be sought.

**Contact**

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Como Zoo & Conservatory  
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**Funding**

Project Budget = $77,000  
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

**Additional Funds**

A $50,000 grant from Como Friends, the non-profit partner of Como Park Zoo and Conservatory is leveraged as part of this project for a total project budget of $127,000.

**Duration**

- June 2012 – June 2013

**FTEs**

.1

**Direct Expenses & Administration Costs**

Direct Expense = $127,000  
Administrative Costs = 0

**Measurable Outcomes**

<table>
<thead>
<tr>
<th>Public Input - Open House, Web Page</th>
<th>Provide multiple opportunities for users to comment on design development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>Stakeholders on effectiveness of gardens</td>
</tr>
</tbody>
</table>

**Fiscal Agent**

Minnesota Department of Administration  
Jane Xiong - Jane.Xiong@state.mn.us - 651-201-2525
Project Name & Description
**Theatrical Show Presentation:** Como Park Zoo and Conservatory will work with local artisans and performers to develop, design and produce a live theatrical performance that will help visitors make a stronger connection to the animals, plants and gardens to foster appreciation, conservation and preservation. The shows will run three times a day, May through September 2012.

Contact
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Funding
Project Budget = $40,730
Minnesota Law of 2011, Special Session, chapter 6, article 4, Arts and Cultural Heritage Fund appropriations for fiscal years 2012-13: “grants of $200,000 each year to the Como Park Zoo…for programmatic development.”

Additional Funds
0

Duration
- December 2011 – September 2012

FTEs
.6

Direct Expenses & Administration Costs
Direct Expense = $40,730
Administrative Costs = 0

Measurable Outcomes

<table>
<thead>
<tr>
<th>Participation Figures</th>
<th>Meet or exceed goal of more than 200,000 guests touched by show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Survey</td>
<td>Increase knowledge in conservation and make connections between living things in our lives.</td>
</tr>
<tr>
<td>Staff Evaluations/Observations</td>
<td>Provide meaningful programs and opportunities to expand knowledge and experience</td>
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