

District 2 Awards - Hall of Honor Application

Award applying for (Check only one. See category for eligibility)

Regional Treasure Category

Professional Leadership Category

Legacy Category

Name of Nominee or Regional Treasure Folsom City Zoo Sanctuary

Person Submitting the Nomination

Name Robert Goss Title/Position Parks & Recreation Director

Mailing Address 50 NATOMA ST

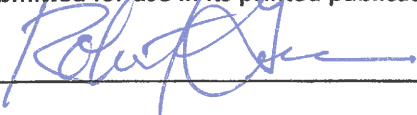
City/State FOLSOM CA Zip Code 95630

Phone 916-355-7336 Email rgoss@folsom.ca.us

Person Submitting the Nomination should follow the steps below:

1. Review CPRS District 2 boundary map at www.cprsd2.com.
2. Review the complete submitted category criteria (professional, etc.).
3. If you need assistance Provide a Letter of Intent "Recommended": Due June 1, 2012. So that we may be able to assist you in providing a complete application please provide on a separate sheet of paper: Your name and contact information, the name of the Nominee or Regional Treasure, category you are applying for, recognizing the sub-criteria within the category identify what information you can provide and what you may need assistance with. Please submit to Barbara Wackford at the address below.
4. Application Filing Deadline: Friday, October 5, 2012 5:00 p.m. Submit on a separate sheet, detailed information about each sub-criteria area of the category submitted. Providing information on as many sub-criteria categories as applicable will enhance the eligibility and merit of the nomination. Incomplete applications will not be accepted. Award recipient will be required to submit electronically a copy of the application and 6 to 8 high resolution photographs with captions along with support materials.
5. If assistance or answers to questions are needed, Barbara Wackford, Chair of the Selection Committee, can be reached at (916) 422-1429.
6. The stated deadlines will be strictly adhered to by the Selection Committee.
 - Submit Letter of Intent, application and supporting information to:
 - Name: Barbara Wackford
 - Address: 5618 Delcliff Circle, Sacramento, CA 95822
 - Email: bwackford@aol.com
 - Applications reviewed and evaluated: October-November 2012.
 - Notification of results to applicant by December 2012.
 - Presentation of awards: Spring 2013. Details of presentation and award ceremony will be discussed with award winners at time of notification.
7. Person submitting nomination additionally agrees to the following:

I hereby give CPRS District 2 the irrevocable right and permission to copyright and publish photographs or other digital materials submitted for use in its printed publications, audiovisual presentations, and/or online presentations.

Signature  Date October 4, 2012



Background

In 2013, the Folsom City Zoo Sanctuary (FCZS), will celebrate 50 years of providing quality recreational and leisure opportunities as well as environmental education to the nearly 2 million residents of the greater Sacramento region.

The Folsom City Zoo Sanctuary is a 6.5 acre nature education facility located on a larger park parcel with the mission, "Teaching Responsible Behavior Toward All Animals." Operated by the City of Folsom since 1963, the Zoo features over 90 rescued native, domesticated, and exotic animals.

The creation of the FCZS was largely due to the efforts of Gordon Brong, Folsom's Superintendent of Parks in the late 1950's. The zoo began when a ranger from the State Department of Fish and Game brought an injured deer to Gordon's "caretaker's" home at Folsom City Park. A second injured deer soon joined the first, and City Park's reputation as a haven for injured wildlife was established.

The zoo's collection expanded in response to a growing community interest and the need for adequate facilities became urgent. The City, local service clubs and private donors joined in a community effort and in 1963, the Folsom City Zoo opened on a two acre site at its current location in Folsom City Lion's Park. Under Gordon's direction, the animal collection continued to grow in population and diversity of species until his retirement in January 1982. Since that time two other individuals have led the effort to improve the zoo in terms of animal care, exhibition quality, program expansion and increasing the zoo's reach through increasing participation at the gate and through programs. Head Zoo Keeper, Terry Jenkins, led the zoo from 1982 to 2002 and Jocelyn Smeltzer took over in 2003 and continues to lead the zoo today.

The FCZS demonstrates a commitment to educational and interpretive concepts, exhibits and programs that stress the intrinsic worth of every animal as an individual living being, as well as a representative of a species. Additionally, the importance of preservation of ecosystems through conservation and education is included in zoo programs. Educational emphasis is placed on animals that are indigenous to the Folsom area and

Background *(continued)*

greater Central Valley / Sierra Nevada environment, so that visitors can relate their zoo experience to their own neighborhoods and region.

All of the FCZS exhibits feature rescued animals. Each has a story we help to tell regarding how humans have negatively impacted their lives. We fulfill our mission to teach responsible behavior towards all animals by educating people how to minimize their impacts on these animals. The word "Sanctuary" was added to the zoo's name in 2002. The purpose of this addition was to illustrate and solidify to the public the lifetime commitment that is made to FCZS animals.

Both native and non-native animals in California suffer negative impacts from human development. There is a compelling need to prevent this in the future. While we emphasize local animals, we also feature animals subjected to captive breeding programs such as our tigers (rescued from one of the worst cases of animal cruelty in the state of California) and other non-releasable animals.

The Friends of the Folsom Zoo Sanctuary (Friends), a non-profit support organization with a goal to support the Zoo was founded in 1981. Their mission is to preserve and enhance a city treasure by assisting in the enrichment of the lives of the animals living at the Folsom City Zoo Sanctuary. With over 500 members, they have played an invaluable role in raising funds to support the animals and mission of the FCZS.

The Zoo's collection of native resources includes a protected wetland and over 100 plant species such as protected oaks, buckeye trees, and riparian vegetation. The Zoo is also home to over 90 animals with the majority (approximately 60%) being native to North America including: mountain lions, black bears, wolves, wolf-dog hybrids, bobcats, coyotes, raccoons, ravens, hawks, deer, owls, eagles, squirrels, foxes, opossum, prairie dog and skunks. Exotic residents (approximately 20%) include macaques (monkeys), tigers, macaws, parrots, squirrel monkeys, lizards, non-native insects, peafowl and snakes. Domesticated and feral inhabitants (approximately 20%) include feral pigs, equines (horse and pony), livestock guarding dogs, sheep, ducks, chickens, ferrets, rabbits, zebu, feral cats and miniature donkeys.

Today the zoo is recognized as one of the City's finest resources and a local/regional tourist attraction. The FCZS annually attracts more than 130,000 patrons through its gates, and reaches an additional 12,500 through its outreach programs, camps, classes, tours and corporate rentals.



Folsom City Zoo Sanctuary

1) Profound or original influence on the recreation and leisure opportunities and/or quality of life within the region.



For five decades, the FCZS has been a destination location for seniors, families and youth seeking an entertaining and educational experience. For many visitors, the destination starts as an opportunity for entertainment; a chance to see a variety of animals; native, exotic, domesticated and feral in an intimate setting that allows visitors to witness the beauty of nature and observe natural animal behaviors in an up-close and personal manner. Many of the exhibits are designed to allow close proximity to the animal residents and all are safe guarded with the animals ultimate welfare

in mind – exhibits are designed to allow the animals to retreat from public exhibition at their own will. This practice is unusual as many mainstream zoos lock animals out on exhibit to force them to be on display to the public.

Each animal has it's own name and story, interpreted through signage at the exhibit. The stories tell how the animals came to be a resident at the FCZS. The public begins to see a pattern of human interference that ultimately results in the need to provide sanctuary to the animal. For some, human encroachment into their native habitat was the culprit. For others, good and bad willed individuals tried to domesticate wild animals for their personal satisfaction, only to encounter difficulties with the outcome. The reoccurring theme of the Zoo's mission to "Teach responsible behavior towards all animals" becomes a lesson that most visitors will take away from their visit.

In addition to being a destination to visit and see a wide range of animals, the FCZC offers a wide range of lifelong learning opportunities for all ages. The FCZS provides classes, seasonal camps, special events, educational outreach programs, story times, training programs and volunteer opportunities. Individuals of all ages, ethnicities and abilities have benefitted from this wide range of programs by expanding their knowledge



1 (continued)

base, or using their personal skills to help create a better environment for the visitors and animal residents.

Other opportunities for learning and discovery include the chance to volunteer at the facility for anyone age 16+ and interested in a more in-depth zoological experience. The Zoo Ambassador Program provides young people, ages 11 to 15, supervised opportunities to work with animals. Camps offer children ages 4-10 opportunities to associate the relationship of humans to the environment. A deeper understanding and enjoyment of our resources is fostered through hands-on opportunities to prepare and deliver enrichment and create nutritionally balanced diets for the various zoo animals. In the FCZS Classroom, they learn about the challenges facing wild communities regionally and world-wide.



Folsom City Zoo Sanctuary

2) Will continue for generations



To ensure that the FCZS continues to be a sanctuary for animals and an educational and entertainment facility for visitors, a comprehensive Zoo Master Plan was developed and updated as recently as 2007. The Master Plan developed operational principles aimed at ensuring the financial sustainability and longevity of the Zoo. Changes were made to the staffing plan to create operational efficiencies and cost savings, a plan to increase donations and sponsorships was outlined; expansion of volunteer opportunities were developed, and marketing

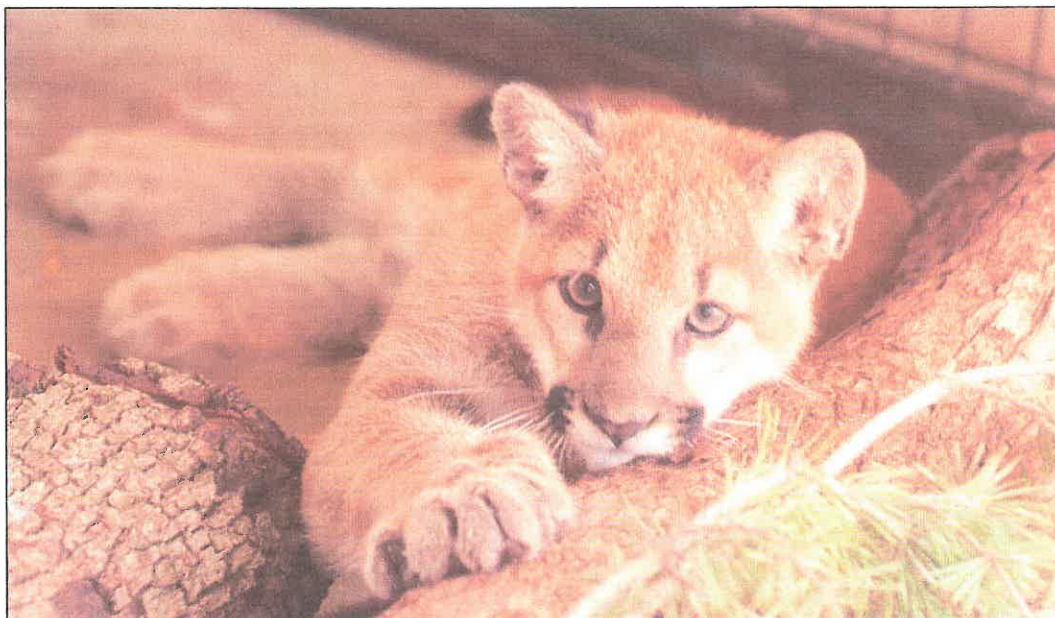
strategies were developed to increase patronage. Additionally, revenue enhancements were designed through programming efforts, acquisition of a food concession operation and enhancements to the gift shop are made to increase revenue potential. Evaluation and adjustment to gate fees were made to ensure sufficient revenues while keeping in mind that the gate fees have always remained relatively low to encourage more widespread participation. A long term plan for site improvements, ADA access, exhibit enhancements and animal acquisitions was made as well.

Additionally, although the Zoo is owned and operated by the City of Folsom, there are many stakeholders involved with the FCZS:

1. The Friends of the Folsom Zoo – 500+ members
 - Over the years, the Friends have funded a wide range of projects, contributed to operational support, provided funding for food for special animal diets, continuing education for staff, and animal enrichment items, as well as contributing significant capital funds for exhibit enhancement or new construction. Since 2004, they have contributed over \$1,000,000 to the FCZS.
2. 250-350 annual volunteers including educational docents, zookeeper aides, gift shop volunteers, horticulture volunteers, ROP students, developmentally disabled volunteers and local businesses and community groups.
 - The zoo's budget is augmented by approximately a third due to donations of cash, goods and services, as well as volunteer work efforts. These increases in patronage, revenue, volunteerism and service and product donations will continue to trend upward on an annual basis.
3. Local veterinarians who donate well over \$10,000 in animal care annually
4. Local food suppliers who donate over \$10,000 worth of food annually
5. Folsom Animal Control Services – for animal adoptions and immunization clinics
6. Local rescue organizations – for animal adoptions

7. Dyer Family Foundation – provided financial support for veterinary equipment
8. Sacramento Valley Veterinary Medical Association provides annual financial support
9. Wendy P. Macaw Foundation – \$15,000 for the Canid Exhibit
10. Ikea – \$10,000 for classroom equipment and signage
11. Intel – \$5,000 grant for Dry good storage shed
12. Harvego Foundation – built pasture barns
13. Bosack Kruger Foundation – multiple grants for the Canid Exhibit, New Aviary, Mt. Lion Exhibit and zoo mobile.
14. Multiple local businesses and organizations who form work parties to assist with maintenance and renovation projects annually through out the zoo.
15. County Supervisor Roger Niello, in 2001, reaffirming the unique benefits the Folsom City Zoo offers to the region, was instrumental in obtaining grants totaling \$40,000 from the Sacramento County Transient Occupancy Tax fund for the “Native Americans, Animals and Plants – A Regional Perspective, and The Monkey Exhibit Upgrade” projects.
16. Assemblyman Dave Cox designated the Folsom City Zoo as a beneficiary of major funding from the Park Bond Act of 2000 approved by California voters in March 2000, which later was incorporated in the Governor’s Budget. As a result the FCZS was awarded a \$1,889,000 grant allocation in the State’s Fiscal Year 2000 Budget for several projects including the Black Bear Exhibit Expansion, Canine Exhibit and Zoo Operations Center.

Through careful implementation of the Master Plan and it’s operational policies and implementation strategies, and through the support of the many stakeholders involved with the FCZS, the facility is well positioned to serve many generations to come.



Folsom City Zoo Sanctuary

3) Has contributed to the quality of the development and growth of individuals, quality of life, causes or movements



The Zoo's mission statement is "Teaching Responsible Behavior Toward All Animals." The first word is "teaching" for a reason. Learning opportunities for the public include a minimum of seven different ways: self-guided tour; guided for fee tours; specialty camps; docent-led presentations; hands-on visitor encounters, special events, and how-to classes.

Before a zoo can teach, it must nourish. The concept of

stewardship is fundamental to the Zoo. The fact that all Zoo animals are rescued is compelling. Giving visitors an accessible and tangible illustration of whom and what we are stewards of, illustrates why humans must make thoughtful changes in lifestyles and expectations. The efforts can be local and small. The Feral Cat Exhibit teaches that if all domestic cats were spayed or neutered, there would be an enormous positive effect on wildlife due to reduced feral cat populations and small animal predation. Visitors learn that when pets are fed inside and kept in at night, coyote, raccoon, and skunk "problems" can be alleviated. Families need to understand that by resisting the temptation to purchase exotic snakes and birds they are directly helping to reduce the detrimental world traffic of these species and their unintended introduction to non-native environments. When humans keep campsites clean there are fewer confrontations with bears, resulting in fewer nuisance bears that may ultimately be destroyed.

Due to encroachment into wilderness areas and aggressive urbanization in the Sacramento region, humans and wild animals are placed in positions of potential conflict. Zoo programs teach the public how to cohabitate peacefully with native wildlife. Some of the newer animal exhibits were built to display animals in larger exhibits that more closely replicate a natural setting, thus fostering more natural animal behavior for public observation. Native American cultures had a harmonious relationship with animals and the environment for thousands of years, from which many lessons in conservation can benefit visitors. Signage throughout the FCZS tells stories about the Native American culture and their interaction with the environment. The FCZS also is home to a number of farm animals. The connection with animals that often provide food and fiber for humans is vital to foster the respect and preservation of these creatures.

The Zoo is unique as there are no other zoo sanctuaries within Folsom nor within the Sacramento Metropolitan Area. The nearest mainstream, non-rescue zoo is 28-miles away and specializes in and interprets primarily exotic animals. Their fees are higher than the fees of the FCZS presenting a potential financial barrier for some people. Folsom Zoo is also the only area zoo that provides guided tours for

preschool children. Another distinctive aspect of our Zoo is that we provide personalized interpretation of the lives of our animal inhabitants. Resident animals' names, photos and histories are displayed generating a close connection between animal and visitor. And finally, the FCZS does not breed our animals, unlike many other zoos that do so to generate a revenue stream. In this Zoo, animals live out their lives as naturally as possible.

The animal exhibits have information about the impacts of humans on the environment. Our signage and programs explain how humans can safely coexist with wild animals. The majority of Zoo animals would have been euthanized because their histories (often brought about by inappropriate contact with humans) have rendered them unfit to be released back into the wild. These histories cause visitors to reflect on human impacts to wildlife. Many people choose to learn at our facility because they can more closely relate and directly react to local issues concerning wildlife and the pet/performance animal trade. These have at least as much impact on wildlife as do global issues focused on by mainstream zoos.

FCZS animals inspire a positive emotional response that generates understanding, which results in a sense of stewardship. The zoo's message illustrates the cost associated with the loss of native habitat due to population growth and climate change for every species represented at our facility. The second theme concerns coexistence. The animals provide the focus of all teaching with the goal of conveying how we can better co-exist with each other, care for and preserve natural habitat and how every day personal choices make powerful impacts.



Folsom City Zoo Sanctuary

4) Has contributed to the quality of the development and growth of individual or group training or education, life fulfillment or leisure pursuit



The FCZS's foremost educational goal is to instill a sense of respect, understanding and appreciation for animals. As mentioned in the zoo's mission statement, visitors are encouraged to consider the human impact on animals and the environment. The zoo actively promotes responsible behavior toward all animals in its philosophy and operation.

The zoo's basic educational objective is reinforced and expanded through several different

channels: signage, staff, tours, outreach programs, classes, research support and recycling. Signs posted at exhibits offer specific information about the species, as well as the names, photos and histories of the individual animals within each exhibit. Signage that includes personal histories distinguishes the FCZS from most other facilities. These distinct stories are part of the zoo's educational message. The zoo also offers interactive opportunities via hands-on displays, sculpture, artwork and interactive signage.

Throughout the year, the zoo hosts hundreds of public tours. The zoo provides educational on-site presentations to schools, service clubs and businesses among other organizations. The programs not only reinforce the mission of the zoo but additionally encourage individual and group involvement and educate on the individual animal, species and natural habitat. In addition to the continuing education programs for staff and volunteers which the zoo provides, it also provides an extensive education schedule for the public.

In addition to providing educational growth to visitors and patrons in our classes, events and programs the FCZS has more in depth programs for volunteers. Trained volunteers work on a regularly scheduled basis in all areas of the zoo including gift shop volunteers, educational department docents and zookeeper aides who work alongside paid zookeepers assisting in animal care with every animal from rabbits to bears. These volunteers are essential to the zoo's operation. The zoo provides youth oriented opportunities to volunteer such as community service hours and also senior service opportunities for the elderly in the community.

Docents are volunteers who are trained by zoo staff to act as interpreters of information about animals, programs, goals and the zoo's mission. Through tours, outreach presentations and events, docents speak to thousands of children and adults each year. The training program involves zoo history and philosophy,

4 (continued)

individual animal histories and the basics of interpretation. Docents also help in several other ways such as with outreach and animal handling assistance.

Zookeeper Aides perform various tasks related to animal care and maintenance. These include activities such as cleaning, feeding, food preparation, as well as grounds maintenance and other labor-intensive work.

Horticulture volunteers maintain the FCZS extensive plant population.

Enrichment volunteers contribute items for animals to utilize and play with thereby stimulating their daily routine and “enriching” their lives.

Gift shop volunteers are responsible for daily operations of the retail business such as greeting customers, operating the register, displaying merchandise, pricing inventory and completing accurate cash deposits.



Folsom City Zoo Sanctuary

5) Has received recognition, awards, honors from the greater public



Listed below are some of the accolades and awards that the FCZS has received in recent years:

- Top 5 Activity - Respondents to a statistically valid 2006 Community Needs Assessment were asked to rate the importance of 47 sports and recreational activities and facilities, as well as arts and cultural programs and events. The Zoo was rated number 5, just below trails and open space.
- Trip Advisor “Certificate of Excellence for 2012” received from the world’s largest travel site in recognition of excellent guest ratings.
- “Favorite Kids Activity” 2008, 2009, 2010, 2011, 2012, as voted by *Style Magazine* reader’s poll with participation of 5,000 voters. The regional magazine has over 80,000 monthly readers.
- “Best Family Activity” 2011, 2012 as voted by the *Folsom Telegraph* newspapers which circulates to 52,000 readers each month.
- In recent surveys, the average visitor rating (1 = poor, 10 = excellent) was 9.32 out of 10.
- 2011 U.S. Postal Stamp Unveiling, Selected as location to unveil the Vanishing Species Semi-Postal stamp (Tiger Conservation Fund) which supports the Multinational Species Conservation Funds.
- *Weekend Adventures in San Francisco and Northern California*, included in award winning author, Carole Terwilliger Meyers 9th edition travel book.
- “People Love us on Yelp”, 2010, 2011 average reviewer rating 4.5/5 stars. Yelp is an internet site designed to help people find great local businesses and attractions. Yelp visitors have written over 30 million local reviews.
- Living Social and Groupon; Excellent reviews revealed from social internet advertising participation. Data collected during sales promotion by Living Social and Groupon reflect over a 90% return rate from participating customers who came from the immediate vicinity and outreaching locations.
- Folsom History Museum – showcased a special exhibition “And It Grew Into A Zoo” in Jan-March 2012 on the history of the FCZS.
- 2008: Professional and Service Award; Champion of the Community – Linda Mueller on behalf of the Folsom City Zoo Sanctuary
- 2005: Professional and Service Award; Champion of the Community – Roberta Ratcliff on behalf of the Folsom City Zoo Sanctuary
- 2004: Award of Excellence – Agency Showcase, Single Focus Brochure – Folsom City Zoo Sanctuary Brochure
- 1999: Award of Excellence – Agency Showcase, Economic Development – Growl, Howl & Wine Event
- 1996: Award of Excellence – Facility Planning Award, for the Mountain Lion Exhibit

Folsom City Zoo Sanctuary

6) **Contributes to the economic vitality of the region.**



The FCZS offers a valuable educational and recreational resource for all citizens of the expanding Folsom community and Sacramento region in general, (two million people). Today the zoo is recognized as one of the City's finest resources and a local/ regional tourist attraction.

Gate patronage has been trending upwards each year. In FY 11/12 over 130,000 people visited the FCZS. An additional 12,500 people enrolled in programs and classes at

the Zoo. Great effort is made by zoo staff to continue making the zoo facility a favored attraction for the area. Exhibit improvements, facility enhancements, educational camps, junior zoo keeping programs, educational tours, group rental opportunities, excellent animal care and great guest experiences are continually monitored to continue our success.

As zoo surveys attest, the zoo is a region-wide destination bringing additional outside tax dollars into Folsom. Over the past two years, visitors who have signed the guest book have included national guests from: Oregon, Alaska, Nevada, Minnesota, North Carolina, Illinois, New Hampshire, Ohio, Missouri, and Kentucky and international visitors from: Norway, Guatemala, Canada, England, New Zealand, Scotland, Mexico, Spain and Brazil. Over 50% of zoo visitors are from the local region (Sacramento Metropolitan area) and 84% of our visitors come from areas outside of the city of Folsom (97 different zip codes).

These satisfied guests of the zoo spend time before or after their visit expend their dollars at other Folsom and/or regional businesses.