THE ECONOMIC IMPACT OF THE

CINCINNATI ZOO & BOTANICAL GARDEN

ON GREATER CINCINNATI

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Table Of Contents

Executive Summary iii

Section I - Introduction 1
Purpose of the Study 1
Definitions 1

Section II – Overview of the Cincinnati Zoo's Impact on the Local Economy..... 3

Section III - Economic Impact of the Cincinnati Zoo 4
Cincinnati Zoo Operations 4
Construction and Capital Equipment 5
Attendance 5
Visitor Spending 6
Total Economic Impact 7
Household Income and Employment 8
Zoo Growth 9

Section IV - Local Fiscal Impacts 10

Section V - Impact of "New" Dollars 11

Section VI - Other Local Impacts 12

Section VII - Conclusion 13

Section VIII - Methodology 14

Executive Summary

The Cincinnati Zoo & Botanical Garden is one of the premier recreational and cultural attractions in the Cincinnati Tri-state region, creating adventure through its exhibits and special events, conveying knowledge through its educational programs, and conserving nature through its conservation efforts. In addition to its international reputation as an environmental and educational institution, it creates economic benefits for numerous households and businesses in the Greater Cincinnati community through its employment and business activity.

This report estimates the economic impact of the Zoo on Greater Cincinnati's employment, household earnings, and business sales for 2001. The impact of The Cincinnati Zoo on Greater Cincinnati [1] is multi-faceted. Through its spending, its contracted services, and spending by visitors from outside the area, it benefits the regional economy. Through its plant and animal exhibits, programs, special events, and continuing development, it has an impact on the surrounding community in many other ways.

Total Economic Impact

- The total economic impact of the Cincinnati Zoo is $88.4 million. This includes a household earnings impact of over $30 million. The total impact on employment in Greater Cincinnati is more than 1,200 jobs.

- Together, these economic activities generated nearly $2.7 million annually in local sales, earnings, and property tax revenue. This includes more than $700,000 for Hamilton County and the City of Cincinnati in sales and earnings taxes, and another $1.2 million in property taxes for Hamilton County jurisdictions.

- When the total economic impact of $88.4 million is compared with the Zoo's spending of $23.0 million for operations and construction, it results in an overall economic multiplier of 3.84, a number which very few local enterprises can match.

Sources of Economic Impact

- The economic impact of the Cincinnati Zoo operations accounts for $46.0 million of the total economic impact, which generates $17.4 million in household income and supports 664 full- and part-time jobs.

- Related spending by out-of-town visitors on dining, lodging, and other purchases, accounts for another $30.7 million of the total economic impact, which generates $9.3 million in household income, and supports 445 full- and part-time jobs.

- The economic impact of the Cincinnati Zoo capital expenditures for construction accounts for the remaining $11.7 million of the total economic impact, which generates $3.6 million in household income and supports 109 full- and part-time jobs.

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[1] Greater Cincinnati is the Cincinnati-Hamilton Consolidated Metropolitan Statistical Area, which includes the counties of Hamilton, Butler, Warren, Clermont, and Brown in Ohio; Boone, Kenton, Campbell, Gallatin, Grant, and Pendleton in Kentucky; and Dearborn and Ohio in Indiana.

New Money

- Through attraction of visitors from outside the area, the Cincinnati Zoo brings $19.5 million in new money into the region, replenishing and expanding the Greater Cincinnati economy.

- Hamilton County specifically benefits as a result of both visitors from outside the area and Zoo visitors who come from other counties within the Cincinnati area, who combine to spend over $22 million in Hamilton County during trips to the Zoo.

Other Local Impact

- Nearly three fourths of the Cincinnati Zoo's employees live in Hamilton County, which has less than half of the region's population. As a result, the benefits of the Zoo's employment are concentrated in Hamilton County.

Growth

- Between 1996 and 2001, the economic impact of the Cincinnati Zoo on the Cincinnati area has increased by 30 percent. This growth is projected to continue, resulting in an added 8 percent increase and a total economic impact of $95.7 million in 2003.

- The Zoo is also a growing source of local tax revenues. Its projected growth rate from 2001 to 2003 is estimated to be roughly three times Hamilton County's growth in retail sales and personal income.

Comparison with Other Attractions

- In terms of attendance, the Cincinnati Zoo is a leading regional cultural attraction and the No. 1 year-round attraction in Hamilton County. In Hamilton County, the economic impact of the Cincinnati Zoo is surpassed only by the Reds and the Bengals.

Regional Cultural Institution

- Every year, the Cincinnati Zoo delivers an exciting educational experience to more than 400,000 pre-school and school-age children. An estimated 48.1 percent of the Zoo's 1,183,000 visitors are children.

- The Cincinnati Zoo educational staff produced more than 4,600 presentations of over 120 programs, with a combined 2001 attendance of 285,734. Most of these programs are offered at nominal or no cost.

- The Cincinnati Zoo works with local schools to facilitate school group expeditions, which brought a total of 119,391 children to the Zoo.

- The Zoo also recognizes the importance of working with urban school districts by sponsoring science enrichment programs, and by providing training for teachers and classes for university students, and by hosting the Zoo Academy, a unique Cincinnati public high school.