



# ***Atascadero City Council***

## ***Staff Report – Community Services Department***

---

### **Agreement for Services with the Central Coast Zoological Society in Support of the Charles Paddock Zoo**

#### **RECOMMENDATION:**

Council authorize the City Manager to execute an Agreement for Services between the City of Atascadero and the Central Coast Zoological Society in support of the Charles Paddock Zoo.

#### **DISCUSSION:**

The principal non-profit support organization for the Charles Paddock Zoo is the Central Coast Zoological Society. Originally known as the Children's Zoo Friendship Society at inception in the 1960's, and later as the Zoological Society of San Luis Obispo County, the Society has grown and evolved in its role to support and promote the Zoo. The Society has historically been a valuable resource for the Charles Paddock Zoo; and the attached three-year agreement renews the relationship between the City and the Society for services or use of zoo facilities.

The Zoological Society wishes to continue its support for the Charles Paddock Zoo and its mission. The society partners with the City by raising funds and recruiting volunteers to help promote the zoo and work towards the new master plan. As the City is limited by the taxpayer-funded subsidy it is able to provide the Zoo, the City is interested in continuing the beneficial partnership with the Society. Specifically, the Society is able to provide fund development support for the Zoo, as well as marketing, volunteer management, membership services and gift shop management. The attached agreement for services defines the obligations of these roles, and what the City must provide to enable the Society to perform these functions. Some of the areas covered by the agreement include clarification of the authority for Zoo programs, projects, operations and plans, contributions and use of City facilities. In addition, the agreement clarifies some specific operational and functional relationships where efforts of both organizations come together. The Zoo Director administers the proposed agreement.

Some of responsibilities of the Society itemized in the agreement are highlighted as follows:

- In the three-year agreement, the Contractor will pay the City an annual Zoo minimum operating subsidy of \$10,000 in year one, \$20,000 in year two and \$30,000 in year three in each year of this agreement.
- Additional annual funding support for Zoo improvements, equipment, supplies, operations or special projects will be expected as additional Zoo support.
- Assist with the recruitment of volunteers to assist with education, gift shop operations, special events and programs sponsored by the Charles Paddock Zoo. Volunteer access, hours, behavior and appearance will be subject to review and approval by the Zoo Director.
- Plan, coordinate and conduct special events, fundraisers, programs and activities that promote awareness and attendance growth at the Charles Paddock Zoo.
- Develop, manage and solicit Society memberships, which will include free admission to the Charles Paddock Zoo.
- Fund a full-time Education Coordinator or part-time equivalent position(s) to be a City employee(s).

Some of the City's obligations under the agreement include:

- The City will provide office and meeting space.
- The City will pay for gas, water, telephone and electrical service for all spaces used.
- The City shall provide for use of the Zoo grounds, City equipment and staff to support Contractor initiatives subject to reasonable availability and budget constraints.

In conclusion, the proposed agreement represents the furtherance of the cooperative relationship between the Society and the City of Atascadero. The agreement lays the framework for improvements in the working relationship of the parties, and will offer benefits to the residents of Atascadero, all of the visitors to the Zoo and the animals under the care of the City of Atascadero.

### **FISCAL IMPACT:**

It is expected that this will have a net positive fiscal impact to the city of \$10,000 to \$70,000 annually from the operating contribution, volunteer assistance, capital improvements and special events.

**ALTERNATIVES:** None.

**ATTACHMENT:** Agreement for Services