

Submitted By: Friends of Bear Hollow, Inc.

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Project Classification: Social Well-Being

Project Focus: Quality of Life

Project Type: Park Renovation, Improvements, or Expansion

Previously Submitted and Rejected:

Continuation Project: Yes - SPLOST 2000 14-Memorial Park Operations Center

Project Total Cost: \$ 13,614,000

Total Operating Cost: \$ 89,000

Project Description: The peaceful, shaded pathways of Bear Hollow Zoo in Memorial Park offer visitors from the Athens region and beyond an opportunity to learn about local wildlife. For 33 years the mission of Bear Hollow Zoo has been to help the community understand our place in and reliance upon natural systems through interpretative education and the exhibit of Georgia native wildlife. The zoo is home to bears, bobcats, otters, owls, and reptiles that are not releasable back into the wild. They live out their lives as educational ambassadors to thousands of visitors from our schools and community.

In 2017 Athens-Clarke County (ACC) residents outlined their vision for Bear Hollow as part of the Memorial Park Master Plan. Our proposal has adopted most of the components including a new reptile house and animal nutrition building, restrooms, accessible pathways, new animal exhibits, an educational garden, and the infrastructure necessary to support it. These updates would benefit the community through enhanced visitor experiences that are more educational and accessible. New infrastructure would ensure wise use of ACC water and utility resources and significantly improve operations efficiency. Consulting with zoo planning experts and prioritizing environmentally friendly building practices will enhance stewardship of the environment and longevity for the finished product.

This project includes the following specific zoo improvements as outlined in Plan View #4 (attached): 1) new maintenance/emergency vehicle gate; 3) new program animal holding area; 6) new Reptile House*; 7) new exhibits; 8) accessible pedestrian path; 9) emergency ATV/vehicle access; 10) new wetland garden exhibit; 11) staff access separate from visitor path; 12) new small plaza at back of zoo; 13) replace current barn with new building for animal nutrition, storage, and public restrooms; 14) new storage shed; 15) new animal quarantine buildings; and 16) new perimeter fence. This project also addresses several goals of Envision Athens, including creating dynamic, fun, and functional places.

*The Master Plan recommends that zoo improvements 2) renovate existing Operations building, 4) new gatehouse, and 5) new entrance plaza be coupled with pool area renovations, so they are not included in this project. However, we propose to incorporate some of their functions

(e.g., two accessible restrooms, a small gift shop, an office) in the new reptile house at the front of the zoo until the gatehouse can be built.

Project Mission Statement/Goals & Objectives:

Bear Hollow Zoo is a beloved community facility but it needs an overhaul to ensure its educational programs will remain as an amenity for Athens citizens. The challenges Bear Hollow faces in providing a safe and quality environment for both visitors and resident animals are now insurmountable at the current level of resources available. Old buildings and equipment make staff and volunteer tasks unnecessarily difficult and inefficient. Cracking pathways, steep grades, and absent restroom facilities impact or restrict access for some visitors. Substantial investment is necessary to continue to meet the public's expectations of a professional animal care and teaching environment. The mission of this project is to create a modern, high-quality facility that meets current zoo husbandry, safety, and accessibility standards for animal exhibition and education. This project can be understood through 5 goals. Goal 1: To provide a comfortable experience for visitors in a space that is inviting, easy to navigate, and addresses visitors' physical needs. The objectives include creating indoor exhibit and classroom space, accessible pathways with navigational signage, restrooms with water fountains, and a gathering plaza with seating. Goal 2: To offer visitors first-rate, innovative, educational experiences. The objectives include building a new wetland garden and reptile house with modern, naturalistic exhibits and creating new signage with technology for information sharing. Goal 3: To provide visitors with an experience that is enjoyable, memorable, and cultivates a desire to return. The objectives are building new exhibits that include rotating and changing species, altered viewing points for novel perspectives, and thoughtful exhibit designs that encourage animals to play, explore, and engage in other natural behaviors while enjoying a high quality of life. Goal 4: To be a good steward of the environment and ACC resources and serve as a model of sustainability and conservation. The objectives include renovating the old barn and building a new animal care building within the zoo to increase operational efficiency, landscaping with native species, and invasive plant removal. Goal 5: To provide the infrastructure necessary to sustain a high-quality zoo. The objectives include a new perimeter fence, behind-the-scenes staff and vehicle access, new water/sewage and electrical systems, and improved lighting and security systems.

Projected Useful Life of Project: It is reasonable to expect a life of approximately 50 years for the buildings and renovations included in this proposal. With modern technology and strategic implementation, this project will position the zoo as a treasured community resource for far longer than the last investment, made in 1985. Consultation with a professional zoo planner will ensure that details of flow, animal and caretaker needs, and unique infrastructure requirements are included, reducing the need for modifications after completion.

To meet the Project Goals & Objectives, when should this project be completed? First, we would need to hire a design firm that specializes in zoos, and they would develop the design, engineering, and construction documents that could then be put out to bid for construction. Second, after plans are finalized, we anticipate that construction could take a year or more and that it might require temporary closures of all or part of the zoo. There are options for housing the zoo residents during this time period as needed.

One project goal is to quickly start managing ACC costs of electrical, stormwater, wastewater, and erosion challenges at Bear Hollow. Bear Hollow submits one of the greatest number of work requests per facility in the department. Frequent challenges include fuses blowing; alligator, bear, and otter pond pumps breaking; air conditioning in the zoo kitchen failing; drains clogging; and animal shift door cables breaking. Park maintenance staff have been forced to address the same challenges again and again. Delay will result in additional outlays of funds for band aid-type fixes to exhibits, buildings, and infrastructure. Infrastructure Priority Action I1 of Envision Athens Action Agenda is to "repair and replace infrastructure assets commensurate with physical depreciation. These assets include pavement, bridges, traffic control devices, stormwater conveyance structures, water lines, sewers, parks and facilities." As a result, this project should begin immediately upon receipt of funds in order to limit the amount of funds that ACC must expend to shore up the existing, aging zoo infrastructure. We anticipate that the entire project would be completed within two to three years.

The Leadership in Energy and Environmental Design (LEED) Green Building System compliance: We are in the unique position of making a request that is based on the Memorial Park 2018 Master Plan, which has already been extensively vetted by ACC staff and the public. In speaking with the ACC Sustainability Office, we understand that most of the new buildings that we would be building (e.g., night houses for the animals) would be exempt from LEED requirements or subject to greatly reduced requirements. Exhibits and infrastructure for zoos are often very consumptive of energy, but new designs are planned to lower consumption and follow best practices and standards for zoo management. However, all new and renovated conditioned spaces will be designed to meet ACC policies, including the sustainable building policy, and such expenses have been included in our request.

How will this project help meet the Public Safety, Basic Facilities/Infrastructure, and/or Quality of Life needs in Athens-Clarke County? Quality of life can be significantly enhanced by a feeling of belonging to your community. A big part of that connection is accomplished through resources available, purposeful leisure activities, and new knowledge. A visit to Bear Hollow provides for all of the above. It is an outdoor walking space, an opportunity to learn about native Georgia wildlife, and a chance to make a connection with family, friends and the outdoors. Bear Hollow serves more than 50,000 visitors annually, in addition to 5,000+ children in ACC programs. The audience is from all social, ethnic, and economic groups. Bear Hollow is a free or low-cost lifelong learning opportunity. All formal education programs and events at Bear Hollow, such as Zoo Camp, Zoo Day, Boo at the Zoo, and Deck the Hollow address both the STEM and the STEAM education curricula including the study of living organisms, wildlife conservation, environmental education, and art activities. Volunteer opportunities at Bear Hollow are plentiful for ACC citizens as well as formal activity groups.

The experience of a zoo visitor will greatly improve through new, lighted, and accessible pedestrian paths, exhibits, and buildings, which will allow for invigorated methods of education and programming. Redesigned, clear viewing areas will challenge visitors to better see and understand real life activities of our native Georgia wildlife. New holding areas will enable increased guest interactions with program animals. Up-to-date educational messaging with interpretive signage will provide greater learning opportunities for those visiting Bear Hollow outside of formal programs. Two new social gathering places, a wetland garden exhibit and a small gathering plaza, will be available for the informal family trip, special event, or a one of a

kind experience with a Bear Hollow staff person, volunteer, or resident animal.

The opportunity to volunteer and work with the resident animals in a professional and modern setting is an experience that offers training and skills valuable to students and interns. A renovated zoo will be a more flexible and accessible resource to scout, homeschooled, and civic groups interested in programming or behavioral health, or senior groups interested in a daytime outing. This project offers exciting possibilities for public art. A new Bear Hollow Wildlife Trail would be an integral part of the national and international recognition of ACC as a great destination.

How is this Project recommended/included in any approved ACCGOV Land Use Plan, Master Plan, Study, Service Delivery Plan, Envision Athens, etc.? This project draws from the Memorial Park 2018 Master Plan. Overview Point 5 calls for Bear Hollow to be slightly expanded and completely renovated, with upgraded and expanded utilities to meet the needs of the new layout. Zoo expansion within Memorial Park will not require land acquisition.

Triple Bottom Line Impacts

Positive Benefits for the Prosperity of Athens-Clarke County: Love for Bear Hollow Zoo is not limited to ACC residents; it is regionally known as an excellent day trip. Visitors from surrounding counties, as well as Atlanta, regularly make the trip to the zoo to visit their favorite resident animals or participate in popular special events. A review of travel websites and blogs easily counts 22 separate organizations and bloggers recommending a visit, including a first on the list recommendation by Atlanta Parent Magazine for things to do with kids in Athens. Not only are visits recommended, they are highly ranked on websites where users can leave feedback, such as Yelp or TripAdvisor. The zoo consistently receives high praise from past visitors, encouraging new visitors to make the trip.

To renovate Bear Hollow Zoo into the type of facility we have imagined in this proposal will undoubtedly increase visitor numbers and therefore have a positive impact on the local economy. Direct spending at local businesses that results from regional tourism is the most visible economic effect a zoo can have. For example, a 2014 consultant report for the Detroit Zoo has estimated that visitors from surrounding counties spent \$6.42 per person outside the zoo. We expect that visitors to Bear Hollow also spend their dollars in nearby businesses. The zoo's location is close to downtown in the Five Points neighborhood, and it is reasonable to expect that visitors would access these shopping areas in connection with their zoo visit. Visitors may visit local businesses for coffee, meals, other shopping, or may incorporate other ACC attractions into their time spent in town.

Property values (and as follows, tax revenue) also increase with the presence of a feature such as a zoo. A 2012 report by the Bureau of Business Research in Lincoln, Nebraska, notes a study which found that "the presence of a zoo increases property values for the average household in a metropolitan area by \$183, after adjusting for inflation. The study was referring to zoos of all sizes, and not just to the largest zoos in the country." Possessing a community feature as special as a high-quality zoo can be part of the logic that convinces home buyers and businesses that Athens is the type of place they want to be. Area real estate agents and visitors bureaus promote it regularly as a regional attraction. Athens is known as a creative and vibrant community, and this project would enhance that charm and character.

Bear Hollow is now at a crossroads. Infrastructure and exhibits are over 30 years old, beyond the end of their expected life, and not sustainable. The current facility was not designed to meet modern zoo standards and now requires a critical infusion of community resources. Investing in Bear Hollow now will ensure the legacy of our community's commitment to public education about our local environment. Not only will a new Bear Hollow enrich the community's quality of life, it will draw increased tourism revenue. An urban zoo is an economic boon to property values and the tax base and a driver of local tourism. A modern zoo is a place for building connections, volunteerism, internship opportunities, exposure to STEM educational curriculum, and access to unique gathering spaces. A reinvigorated Bear Hollow will help to position ACC as a leader in environmental stewardship and sustainability practices. Each of these outcomes align with the Envision Athens plan. Finally, Bear Hollow will contribute to the unique character that makes Athens such a fantastic place to live.

Detrimental Impacts to the Prosperity of Athens-Clarke County: ACC government will not lose a revenue stream should zoo closures be required temporarily for construction since the zoo is already free to the public. The only potential loss would be from the annual events that charge a nominal entrance fee (e.g., Boo at the Zoo, Deck the Hollow,). Zoo staff and volunteers would endeavor to still hold all traditional events by creative use of any available space within the zoo and the rest of Memorial Park.

There may also be some temporary indirect harm to the general prosperity of our community since the zoo, as a regional attraction, does draw a number of visitors to ACC. While this potential loss is hard to quantify, we can reasonably expect that a reduction in visitors to the zoo would also result in a reduction in purchases that those visitors otherwise would have made in our community at local businesses.

However, staff and volunteers can mitigate this potential loss through advertisements and social media campaigns coordinated with the ACC Public Information Office to help potential visitors plan around zoo closures. Additionally, a publicized schedule of programs with our animal ambassadors might actually increase attendance at the zoo as it is not something that we currently offer outside of special events.

While it is not something that SPLOST funds could be used to address, it is important to note that the proposed zoo improvements will include a request for ACC government to authorize additional staff positions. The proposed improvements will overall make the zoo more efficient; however, a larger staff is necessary to ensure that the zoo can be operated to its fullest potential and in a way that meets all modern zoo standards. This is especially true of modern safety protocols involving the movement of potentially dangerous animals, such as our bears. While this will be an additional expense for ACC, we are confident that the increased quality of the experience for zoo visitors will lead to a net positive effect for ACC as tourism increases and Bear Hollow becomes one of the best Athens-area attractions.

There may also be additional costs associated with the temporary relocation and housing of zoo animals while new exhibits and fences are installed. We will work with contractors to minimize any necessary stays off property.

Positive Benefits for our Citizens and Visitors: The zoo improvements that are proposed here will contribute to effective government through more efficient use of general budget funds (as described elsewhere) and staff time. An updated zoo with a more efficient layout, including a food prep kitchen and additional storage within the zoo and convenient housing of program animals closer to program locations, will make better use of zoo staff time.

ACC park improvements have often been a focus of SPLOST projects, including the current Memorial Park Operations Building that was built with SPLOST 2000 funding. Paying for the proposed improvements through SPLOST, which brings income from the numerous visitors to ACC as well as residents who shop here, helps to keep visiting the zoo affordable for all ACC residents and contributes to equitable access to ACC amenities. With the fourth highest poverty rate in Georgia, ACC has many residents who cannot afford to visit more expensive facilities, and it is important to keep access to ACC amenities affordable to all. Continuing to be able to offer no-fee and low-cost programming will attract and provide educational and recreational experiences for our economically diverse community.

An updated and expanded zoo will contribute to overall livability in ACC by providing better yet affordable local opportunities for recreation and education. By focusing its collection on native Georgia wildlife, Bear Hollow provides important opportunities for education about our regional habitats and their inhabitants to visitors, including those who may not have the means for travel and admission fees to similar facilities elsewhere. Our schools also benefit from having affordable, local field trip opportunities with programs that can be tied to their class curricula. These experiences will be enhanced through better animal viewing and signage, increased accessibility and comfort improved by accessible pathways, additional gathering and instructional spaces, and restrooms within the zoo. The chief complaint of zoo visitors is the lack of restrooms within the zoo, which often makes it difficult for families (especially those with young children) to enjoy their visit. Providing restrooms alone will dramatically improve the experience for all zoo visitors as well as volunteers and staff.

Detrimental Impacts for our Citizens and Visitors: As with any project of this magnitude, temporary closures may be required in order to allow for the vast amount of redevelopment that the Memorial Park 2018 Master Plan envisions. Any closure of the zoo, even a temporary one, will have a significant impact on the ACC citizens and general zoo visitors who love and support Bear Hollow. However, those same supporters are also the ones who are most committed to seeing the zoo receive the extensive overhaul that it requires.

We will mitigate this impact by expanding our outreach and programming to ensure that the public still has opportunities to experience the zoo and its animals. Bear Hollow has the support of an extensive volunteer network; in partnership with staff, they can provide regularly scheduled, hour-long animal encounters within the zoo or elsewhere within Memorial Park to give zoo patrons a personal, up-close encounter with animal ambassadors. We can also use the Birchmore Trail, the Memorial Park lake, and other areas unaffected by the renovation as outdoor classrooms and event spaces.

Special events and educational trips to the zoo from local schools may also be impacted by zoo closures, but they can be mitigated in the same way. While access to the larger animals might not always be possible, a lengthy, hands-on encounter may even have a greater impact than simply observing animals at a distance in their exhibits. These outreach activities can be enhanced through students and volunteers who regularly use the zoo as a training ground for wildlife careers. Creative use of other indoor spaces at Memorial Park offers some flexibility and may also serve as a way to mitigate the impact on birthday parties and other programming.

An additional detriment is that this project will likely require the removal of a number of trees, which would temporarily reduce the amount of shade currently enjoyed by zoo-goers. However, the existing tree canopy is made up of aging, often-diseased trees that are being undermined by erosion. Damage from falling trees is actually one of the largest maintenance expenses at the zoo as a result.

We are committed to ensuring that Bear Hollow can highlight the importance of our native flora as well as our native animals. We will endeavor to preserve as many trees as is possible and replace those lost with a diverse array of native species to develop natural habitats that provide shade for the visitors and display our animals in a naturalistic setting.

Environmental Benefits, including but not limited to Positive impacts on existing Infrastructure/Systems: Assessment of soil ecology, shade trees, understory, native wild fauna health, and the general impact of the zoo environment on visitors before, during, and after construction will help us determine the best practices for zoo grounds management moving forward. Rain gardens and other stormwater techniques will help us maintain a healthy soil and provide soil stabilization in public areas, on paths, and in exhibits. Introducing appropriate native flora will attract and showcase native wild birds, reptiles, amphibians, and the insects they love to eat in and surrounding resident habitats. Creating an edibles garden will showcase some of what we might feed our native residents. Well-designed water recirculation, drainage, and sanitation in resident habitats will better reduce erosion, preserve established landscapes, and protect the waterways surrounding the zoo. Water, electricity, sewer and their consequent upkeep as city resources will be better utilized. Better-designed exhibits will give us healthier habitats, more content animal residents, and more efficient use of staff time and resources. Improved behind-the-scenes staff/medical access and supervised public access are best practices that will keep resident animals healthy and comfortable. New bathrooms and better recycling and waste bins will keep visitors healthier and happier too. With appropriate signage and other forms of education for all of these stages, they each become teaching opportunities for visitors who may then decide to take what they've learned into their own backyards and gardens, hopefully spreading better environmental practices throughout our county and beyond.

Detrimental Impacts for the Environment, including but not limited to Negative impacts on existing Infrastructure/Systems: Potential detriments to the environment include those that are attendant with any large construction project involving land-disturbing activities. Those can include soil erosion and resulting sedimentation, tree and vegetation loss, and pollution. However, ACC imposes strict requirements to limit these potential harms. We would ensure that all contractors associated with this project comply with Section 8-3-4 of the Code of Athens-Clarke County, along with all other applicable local provisions, state laws, and state regulations to ensure that the environmental impact is as minimal as possible.

While a number of trees and shrubs will likely be removed, the existing tree canopy is made up of aging, often-diseased trees that are being undermined by erosion and lost at a high rate. Additionally, much of the zoo contains invasive plants that volunteers have steadily been attempting to remove including privet, English ivy, and liriope. This redevelopment project will give us the opportunity to remove invasive species and restore the zoo landscape back to a natural environment that will better support local flora and fauna.

As stated previously, we are committed to ensuring that Bear Hollow focuses on the display of both native animals and native plants, which ultimately benefits our animal residents, local wildlife, and our community as a whole. The Memorial Park Weed Warriors have been working for years now to remove invasive species from the forest surrounding Bear Hollow, and they have found that areas cleared are quickly inhabited by native flora that are no longer crowded out by invasive species. However, they have also found that invasive plants found within the zoo and other nearby areas continue to make inroads despite their best efforts. A comprehensive removal of invasive species within Bear Hollow would have a significant impact on the environmental health of the forest.

Positive/Negative Impacts on ACCGOV Departments, Agencies, or other Organizations, if not covered in one of the above questions: The overall impact of this proposal on ACC departments and other organizations would be positive. The improved facilities (and resulting staff increases if approved by ACC separate from the SPLOST request) would allow for new and improved educational opportunities; a reduced demand on the resources of other departments; and a greater capacity for shared initiatives with other departments or organizations like Sandy Creek Park, our local community centers, and the University of Georgia's College of Veterinary Medicine or School of Forestry. As it stands, the zoo's outdated infrastructure results in a high number of work requests, requiring Central Services to allocate substantial resources to Bear Hollow. With a modern infrastructure, particularly an updated electrical, water, and sewer system, demands on their resources will drastically decrease.

This project will shape the zoo into a better partner to multiple agencies and organizations in the area. A renovated zoo will offer opportunities to work with the Department of Natural Resources on conservation activities for threatened or endangered species. The zoo will be able to partner with UGA for greater research or wildlife rehabilitation efforts. There will be a vast array of new programming opportunities, with creative special events opening up doors for relationships with an array of community organizations.

It is possible that there will be some detrimental impacts to other departments, primarily related to increased staffing costs (again separate from SPLOST) and possibly from increased utilities, particularly an increased use of electricity. However, we believe that most of this will be offset by the new efficiencies and opportunities that will come with an updated zoo infrastructure. One of the most important inefficiencies that will be addressed by this new proposal is the installation of a recirculation system in the animal exhibits. Exhibits with water features will be designed for best practices in animal care and environmental stewardship.

Project Costs

Detailed project capital budget costs (to be funded from SPLOST 2020 only):

Project Costs (round to thousand)	Amount
1. Land Acquisition / ROW / Easement:	\$ -
2. Design Fees: (Min.12% of New Const.; 14% of reno.; 16% for LEED proj.)	\$ 1,375,000
3. Miscellaneous Fees: (Min. Minimum of 3% of Construction Costs – used for permitting, etc. Utilize minimum of 10% if land acquisition if necessary.)	\$ 258,000
4. Fixtures, Furniture, and Equipment (for a facility): A detailed estimate is preferred – but dependent upon the specific project, utilize at a minimum \$15 to \$20 per square foot.	\$ 94,000
5. Construction:	\$ 8,590,000
6. Construction Contingency: (10% of the Construction line item)	\$ 859,000
7. Acquisition of Capital Equipment:	\$ 30,000
8. Testing:	\$ 258,000
9. Project Management: (4% of the total budget line items above)	\$ 459,000
10. Project Contingency: (10% of the total budget line items above)	\$ 1,193,000
11. Public Art: Calculated at 1% of the Construction line item.	\$ 86,000
12. Other 1: New Polaris UTV	\$ 15,000
13. Other 2:	\$ -
Project Subtotal:	\$ 13,217,000
14. Program Management (3% of Project Subtotal):	\$ 397,000
SPLOST 2020 Project Total:	\$ 13,614,000

Operating Cost

Total Annual Net Operating Costs when Project is complete:

Only identify additional or net operating costs to be paid by ACCGOV. Identify the additional or net costs needed above ACCGOV's current operating budget to operate the requested project and any additional project related revenues that would be generated. Provide budget costs for each identified category below.

Operating Costs (round to thousand)	Estimated Impact for Annual Operating Expenditures
TOTAL PROJECTED REVENUES FROM PROJECT	25,000
PROJECTED EXPENDITURES	
1. Personnel Costs: from Appendix A	81,000
2. Annual Utilities:	
• Gas:	1,000
• Electrical:	2,000
• Water:	(2,000)
• Sewer:	2,000
• Phone:	-
• Solid Waste Collection:	-
• Other:	-
3. Operating Supplies:	8,000
4. Equipment Maintenance:	2,000
5. Facility Maintenance:	5,000
6. Fuel:	-
7. Other: New Polaris UTV	15,000
8. Other:	-
9. Other:	-
TOTAL EXPENDITURES	114,000
NET OPERATING COSTS OF PROJECT:	89,000

Project Financing

Is the proposed Project to receive funding from source(s) other than SPLOST 2020? No

New Staffing

Position	Title	Hourly Rate	# of Hours /wk	# of Positions	Total Annual Expense
Full Time	Animal Keeper - Recreation Assistant	28.36	40	1	\$59,000
Part Time	Park Assistant	\$13.99	29	1	\$21,096

Animal Keeper (Recreation Assistant) – Implement all aspects of daily animal care, training and enrichment; complete some facility maintenance; offer educational programming to visitors

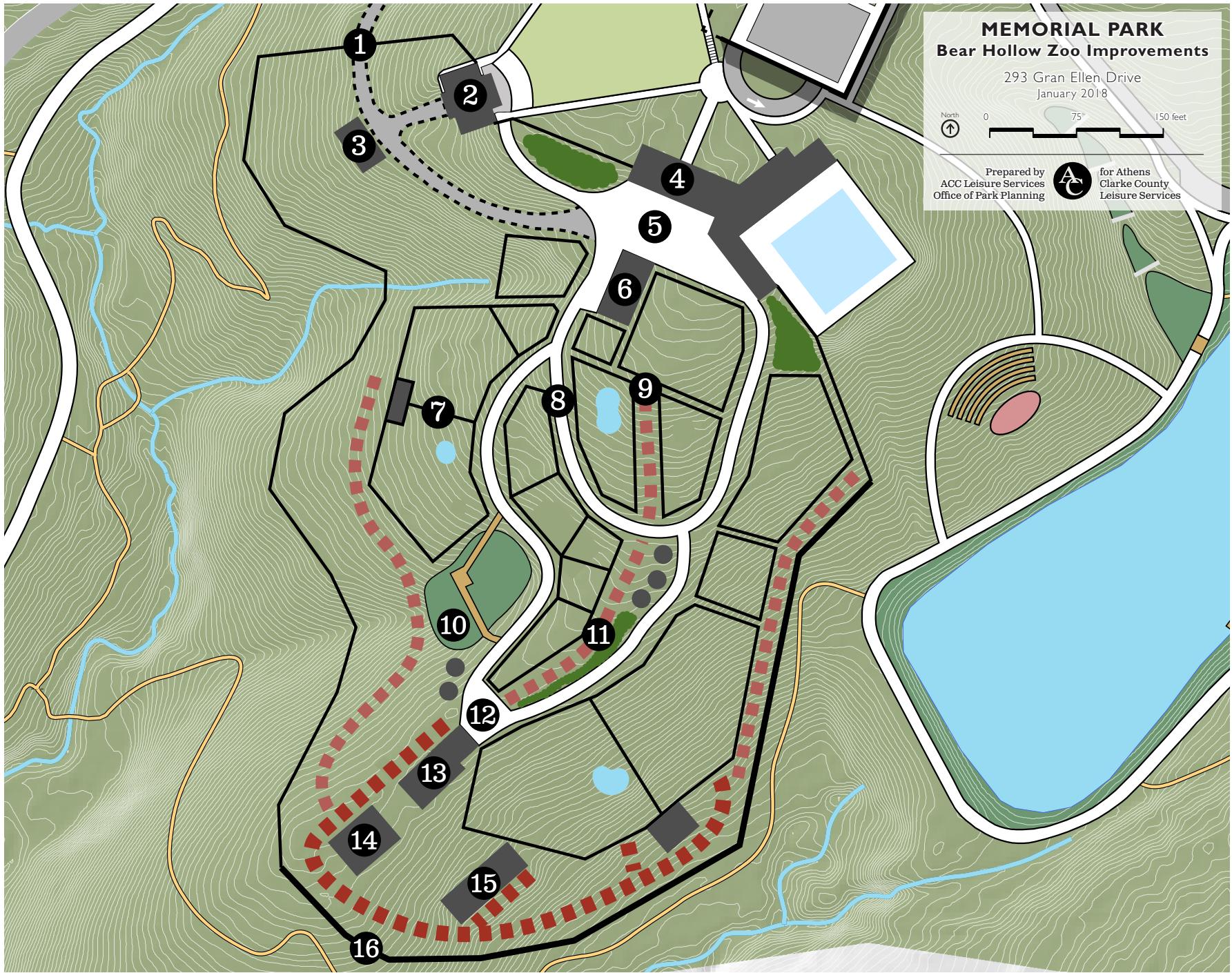
Park Assistant – Assist with all aspects of daily animal care, training and enrichment; complete some facility maintenance; offer educational programming to visitors

Project Site

Will the proposed Project require any land, whether existing sites, new site, easements, or Rights of Way? No

PLAN VIEW #4 - BEAR HOLLOW ZOO IMPROVEMENTS

- ① Maintenance / Emergency vehicle gated access.
- ② The Zoo Operations building would be renovated once the animal food and nutrition prep kitchen is moved into a new building within the zoo.
- ③ Holding area for small animals (birds, reptiles, and small mammals) used for educational purposes.
- ④ The zoo gatehouse will have a greeting area, an office, restrooms, a gift shop, and a rentable classroom.
- ⑤ Main entrance plaza with seating and educational opportunities.
- ⑥ Reptile house will be completely rebuilt.
- ⑦ Paddocks with the opportunity to rotate grazing animals to reduce overgrazing issues.
- ⑧ ADA accessible pedestrian path for visitors.
- ⑨ Zoo keeper / emergency ATV access.
- ⑩ Wetland garden exhibit. This would have educational opportunities and would reference revegetated lakeside improvements.
- ⑪ Zoo keeper access with vegetative screening.
- ⑫ Small gathering plaza adjacent to restrooms with seating and educational opportunities.
- ⑬ The current barn will be renovated to include animal food and nutrition prep kitchen, public restrooms, and storage.
- ⑭ Storage shed for zoo equipment, vehicles, or holiday decorations.
- ⑮ Quarantine buildings for animal care.
- ⑯ The zoo's perimeter fence at this point will provide screening of work area from Birchmore Trail.



Project Cost round to thousand)

Bear Hollow Zoo Conceptual Improvements

	Original #	Rounded #
1. Land Acquisition / ROW / Easement: Estimated value of property.	\$0.00	\$0
2. Design Fees Minimum of 12% of Construction costs for New Construction, 14% for renovations, and 16% for LEED designed projects.	\$1,374,359.69	\$1,375,000
3. Miscellaneous Fees: Minimum of 3% of Construction Costs – used for permitting, etc. Utilize minimum of 10% if land acquisition if necessary.	\$257,692.44	\$258,000
4. Fixtures, Furniture, and Equipment (for a facility): A detailed estimate is preferred – but dependent upon the specific project, utilize at a minimum \$15 to \$20 per square foot.	\$94,000.00	\$94,000
5. Construction: Provide a detailed cost estimate of this component.	\$8,589,748.05	\$8,590,000
6. Construction Contingency: Calculated at 10% of the Construction line item. If additional Construction Contingency is needed, use one of the "Other" fields below.	\$858,974.81	\$859,000
7. Acquisition of Capital Equipment	\$30,000.00	\$30,000
8. Testing Minimum of 3% of construction costs for projects whose construction component is over \$1 million and 5% for those whose construction component between \$1 million and \$500,000 and 10% of construction costs for projects less than \$500,000.	\$257,692.44	\$258,000
9. Project Management Calculated at 4% of the total budget line items above.	\$458,498.70	\$459,000
10. Project Contingency Calculated at 10% of the total budget line items above. If additional Project Contingency is needed, use one of the "Other" fields below.	\$1,192,096.61	\$1,193,000
11. Public Art: Calculated at 1% of the Construction line item.	\$85,897.48	\$86,000
12. Other	\$0.00	\$0
13. Other	\$0.00	\$0
Project Subtotal:	\$13,198,960.22	\$13,202,000
14. Program Management (3% of Project Subtotal):	\$395,968.81	\$396,000
SPLOST 2020 Project Total:	\$13,594,929.02	\$13,598,000

PROJECTED REVENUES

Fee-based small group programming such as in-depth, behind-the-scenes animal encounters are common in modern zoos. This renovation will open the door to offering this type of revenue-generating programming in spaces like the new Reptile House and program animal areas. A tour and animal encounter of this nature will offer insight into the workings of a modern zoological facility, a unique and valuable lesson that many people are happy to pay a fee to experience.

This renovation will also facilitate innovative and new special events that charge an admission fee. This could include ticketed events like lectures with guest speakers, movie nights, or themed tours. New lighting and security features will allow for evening and after hours event programming. This could be extended to include private facility rentals, such as weddings. Additional staff time needed to staff these private events can be paid for through usage fees. The zoo can also rely on volunteers and the Friends of Bear Hollow to facilitate many of the potential new programming options, making them highly cost effective.