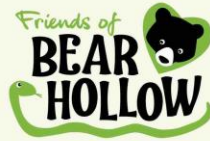


# A New Zoo

Project #60 - Bear Hollow Wildlife Trail Renovation  
Proposed and Presented by: The Friends of Bear Hollow, Inc.



Project 60 - Bear Hollow Wildlife Trail Renovation

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## In a nutshell:

- 🐿 The zoo is an important part of the community.
- 🐿 The current facility is unsustainable.
- 🐿 A new zoo will offer quality of life, as well as economic benefits.
- 🐿 Now is the time, and SPLOST is the way.



"Rustle"  
GRAY SQUIRREL

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# It is time to redo the zoo!

It has been 31 years since the last investment.



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## The Project

- 🦉 Memorial Park Master Plan
- 🦉 New Reptile House
- 🦉 Restrooms in the Zoo
- 🦉 Walking Pathways



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## The Project

- 🦉 New animal habitats
- 🦉 New animal care building
- 🦉 Infrastructure to support a modern zoo
- 🦉 Total cost \$13.5 M



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## The Zoo is well loved:

2018

- 🐾 10,000 kids and adults attended **409** hours of educational programming
- 🐾 Special events generated **\$20,000** in revenue
- 🐾 The zoo hosted **96** birthday parties, generating over **\$10,000**



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# The Zoo is well loved:

## SCHOOL GROUPS THAT ATTENDED BEAR HOLLOW IN 2018

|                                                    |        |     |                                                    |        |     |                                             |        |     |
|----------------------------------------------------|--------|-----|----------------------------------------------------|--------|-----|---------------------------------------------|--------|-----|
| ACC County Extension Office                        | 4-Oct  | 40  | Hisman Middle School Science Night (6th-8th grade) | 29-Mar | 300 | Oglethorpe Avenue Elementary (pre-K)        | 25-Apr | 66  |
| ACC DUI Court                                      | 28-Oct | 30  | Howard B. Stroud Elementary                        | 23-Oct | 30  | Oglethorpe County Primary (kindergarten)    | 9-May  | 60  |
| Alps Road Elementary                               | 2-May  | 60  | Hull-Stanford Elementary                           | 14-May | 60  | Oglethorpe County Primary (kindergarten)    | 10-May | 60  |
| Barnett Shoals Elementary (pre-K)                  | 10-Apr | 49  | Ilo Elementary (2nd grade)                         | 16-May | 70  | Oglethorpe County Primary (kindergarten)    | 11-May | 60  |
| Barrow Elementary (4th grade)                      | 12-Apr | 94  | Jefferson Elementary (kindergarten)                | 26-Mar | 120 | Rocky Branch Elementary (1st grade)         | 3-May  | 140 |
| Barrow Elementary (kindergarten)                   | 24-Apr | 96  | Jefferson Elementary (kindergarten)                | 27-Mar | 120 | Social Circle Primary (pre-K)               | 7-May  | 66  |
| Barrow Elementary                                  | 1-May  | 120 | Jefferson City Schools Special Needs               | 30-Oct | 20  | South Jackson Elementary                    | 15-May | 60  |
| Bethlehem Christian Academy (pre-K - 4th)          | 7-Nov  | 50  | JJ Harris Elementary (pre-K)                       | 25-Apr | 76  | Southern Regional Technical College         |        |     |
| Bramlett Elementary (3rd grade)                    | 2-May  | 110 | JJ Harris Elementary                               | 8-May  | 60  | Vet Tech Program                            | 16-Nov | 7   |
| Brighten Academy Charter School (2nd grade)        | 29-Mar | 100 | JJ Harris Elementary (2nd grade)                   | 4-May  | 60  | Suwannee Prep Academy Summer Camp           | 20-Jun | 60  |
| CCSD Early Head Start                              | 21-Sep | 50  | JJ Harris Elementary (3rd grade)                   | 8-May  | 60  | Talaferra County School (pre-K - 1st grade) | 10-Apr | 60  |
| CCSD Early Learning Center                         | 12-Apr | 50  | Kid's Cove Preschool                               | 13-Apr | 50  | Timothy Road Elementary (Pre-K)             | 8-May  | 60  |
| Cedar Shoals Highschool                            | 17-Oct | 30  | Kid's Harbor (pre-K)                               | 26-Jun | 20  | Timothy Road Elementary (Special Ed)        | 7-May  | 30  |
| Chase Street Elementary (kindergarten)             | 19-Apr | 100 | Kid's Harbor (pre-K)                               | 27-Jun | 20  | Trinity Prep School                         | 27-Apr | 60  |
| Clarke Middle School                               | 10-May | 60  | Kiddyland (pre-K)                                  | 3-May  | 66  | Trinity Preschool                           | 18-Oct | 97  |
| Clarke Middle School LID Program                   | 30-Apr | 30  | Kids R Kids #18                                    | 6-Jun  | 30  | UGA African Studies Institute               | 25-Aug | 50  |
| Cleveland Road Elementary (1st grade)              | 2-Mar  | 45  | Lay Park Spring Break Camp                         | 6-Mar  | 20  | UGA Math Department                         | 12-Oct | 40  |
| Cleveland Road Elementary Pre-K                    | 16-Apr | 25  | LIFE Homeschool Group (K-12)                       | 28-Sep | 20  | UGA Special Olympics                        | 23-Sep | 50  |
| Comer Elementary (kindergarten)                    | 28-Mar | 61  | Lincoln County Elementary (kindergarten)           | 20-Apr | 66  | Union Christian Academy (pre-K - 5th grade) | 16-Mar | 17  |
| Commerce First Methodist Church Pre-K              | 16-Oct | 50  | Madison-Morgan County Boys & Girls Club            |        |     | Walton County Easter Seeds (pre-K)          | 30-Mar | 40  |
| Ebert County Primary School (kindergarten)         | 21-Mar | 120 | (6th-8th grade)                                    | 8-Oct  | 43  | Walton County Easter Seeds (pre-K)          | 11-Apr | 34  |
| Ebert County Primary School                        | 22-Mar | 100 | Malcolm Bridge Elementary (kindergarten)           | 22-Mar | 100 | Walton County Easter Seeds (pre-K)          | 26-Apr | 18  |
| Fowler Drive Elementary                            | 26-Apr | 50  | Monroe Elementary (pre-K)                          | 9-Mar  | 43  | Washington-Wilkes Elementary                | 14-May | 120 |
| Fowler Drive Elementary                            | 27-Apr | 82  | New Moon Preschool                                 | 3-Oct  | 26  | West Jackson Middle School                  | 11-Oct | 18  |
| Gaines School Elementary                           | 13-Apr | 90  | North Jackson Elementary (1st)                     | 12-Apr | 62  | Whitehead Road Elementary (kindergarten)    | 4-May  | 130 |
| Greensboro Elementary                              | 15-Mar | 60  | Oconee Elementary (2nd grade)                      | 7-Mar  | 72  | Whitehead Road Elementary                   | 4-May  | 60  |
| Gum Springs Elementary (K-5th grade special needs) | 28-Mar | 45  | Oconee Elementary (2nd grade)                      | 8-Mar  | 73  | Whitehead Road Elementary (Pre-K)           | 12-Oct | 96  |
| Gum Springs Elementary (K-5th)                     | 19-Oct | 23  | Oconee Elementary                                  | 7-Mar  | 60  | Winder Head Start (pre-K)                   | 29-Mar | 34  |
| Harmony Elementary (pre-K)                         | 9-Nov  | 48  | Oconee Elementary                                  | 8-Mar  | 60  |                                             |        |     |



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## Current Issues: Erosion

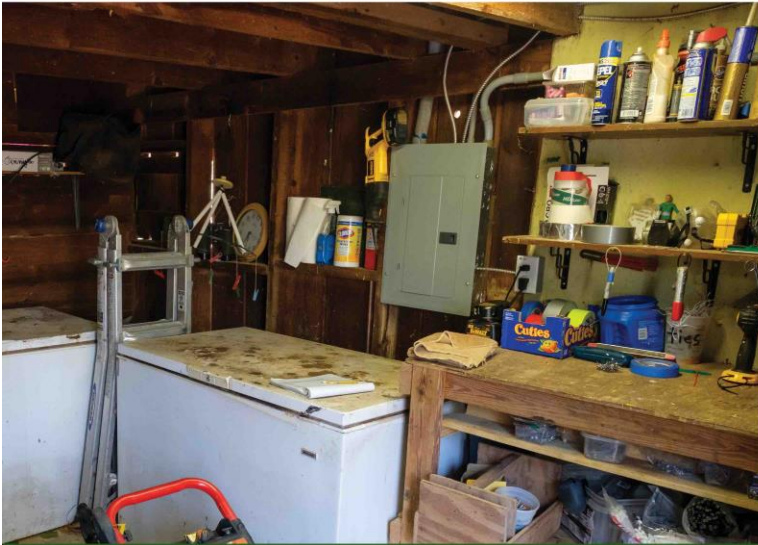


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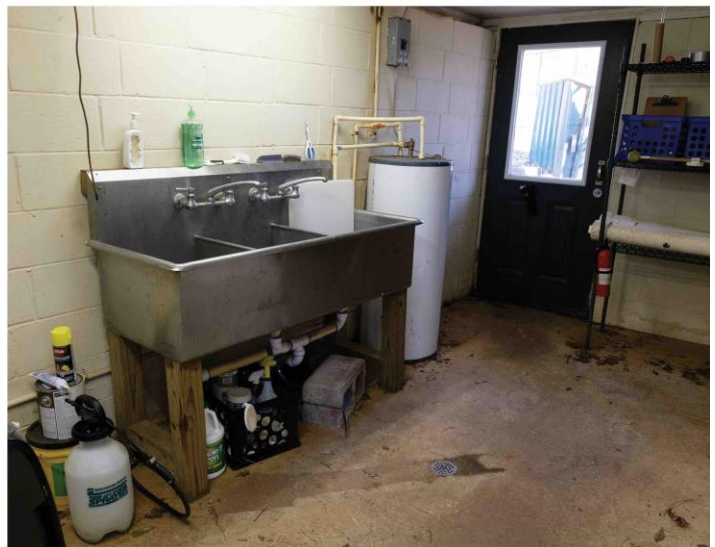
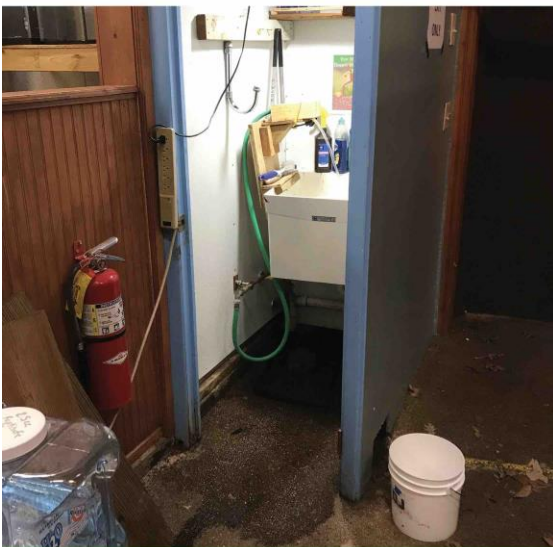
## Current Issues: Old Barn/Lack of Storage



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## Current Issues: Aging Infrastructure



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## Current Issues: Outdated Animal Habitats



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## Current Issues: Leaking Water Features



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## Current Issues: Lack of Security







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## Quality of Life Benefits of a New Zoo

THE NEW ZOO IS FOR EVERYONE,  
REGARDLESS OF AGE, ABILITY OR INCOME.

-  Active Lifestyle
-  STEM Curriculum
-  Volunteerism and Internships
-  Unique character of Athens

"Rose"  
WHITE-TAILED DEER

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"Yonah"  
BLACK BEAR

## Economic Benefits of a New Zoo

### IMPROVED STEWARDSHIP OF RESOURCES

- ✧ Improve efficiency and environmental friendliness in water and electrical systems
- ✧ Native landscaping and erosion control
- ✧ Improved staff and volunteer efficiency

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"Hanovi"  
BALD EAGLE

## Economic Benefits of a New Zoo

### CONTINUED AND INCREASED TOURISM

2012 Lincoln Children's Zoo report:  
\$12.75 local spending per person,  
from out of county visitors that had  
traveled specifically to visit the zoo. <sup>1</sup>

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## Economic Benefits of a New Zoo

### ATTRACTS HOMEBUYERS AND BUSINESSES

"In particular, the study estimated 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." <sup>2</sup>

## Why Now?

-  Increasing expectations and professional standards
-  Facilities have met and exceeded their lifespan
-  "Band-aid" fixes are expensive and inefficient
-  One step ahead of repeating history

1997



2019



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# Why SPLOST?

-  Captures revenue from out of town visitors
-  Creates an amenity accessible to everyone
-  May not be achievable through county funds and donations

## Zoo okay here but lacks funds

By PHIL WILLIAMS

Monday afternoon, children came to the Athens Zoo as they always do. A few watched the two black bears and then headed for the bobcat cage. A mother and her daughter strolled past the foxes toward the owls. But beneath the tranquil surface, the zoo is facing problems because of a small budget and immediate needs.

The zoo has been the subject of concern from the public for years. Tucked away in a corner of Memorial Park off South Milledge, the zoo now houses about 23 animals. The cages are small but the zoo meets standards of the U.S. Department of Agriculture, which inspects it about twice a year. The latest surprise inspection earlier this month gave the zoo a clean bill. But the problems are deeper than the visible condition of cages or the health of the animals. Zoo supervisor Karl Enter, who has been on the job for nine

years, is open about the zoo's problems.

"We can't hide anything," he said. "I'm not angry at anybody but it is a little frustrating. We could and should have a better zoo."

The problem, of course, is money. Excluding Enter's salary, the zoo's fiscal year operating budget is \$3,300, barely enough to maintain the cages and provide for food and veterinary care for the animals. "We just aren't really able to make a big step forward. We don't scrimp on food or vet care. We feed our animals well and take care of them," Enter said.

Athens Mayor Lauren Coile said Tuesday that there had been no special emphasis placed on the zoo during budgeting, noting that "we depend on Karl and Lonnie [Parks and Recreation Director Lonnie Dickerson] for that." He said that the city only receives occasional comments about the zoo and that they "run about 50-50," half

ATHENS OBSERVER, 1984

## Endorsements & Support

"I...believe that this... zoo plays a crucial role in our ever expanding urban city...it helps bring us and especially our children a glimpse of the natural world. This is one of the gems of Athens, and it needs our support!"

DR. STEPHEN DIVERS, PROFESSOR OF ZOOLOGICAL MEDICINE  
UNIVERSITY OF GEORGIA COLLEGE OF VETERINARY MEDICINE

"Students of all ages make great use of the zoo and learn a great deal from it... I hope that the zoo gets the money that it deserves to continue touching the lives of many people."

MS. JACKIE ELDER, ZOOLOGY TEACHER  
CEDAR SHOALS HIGH SCHOOL

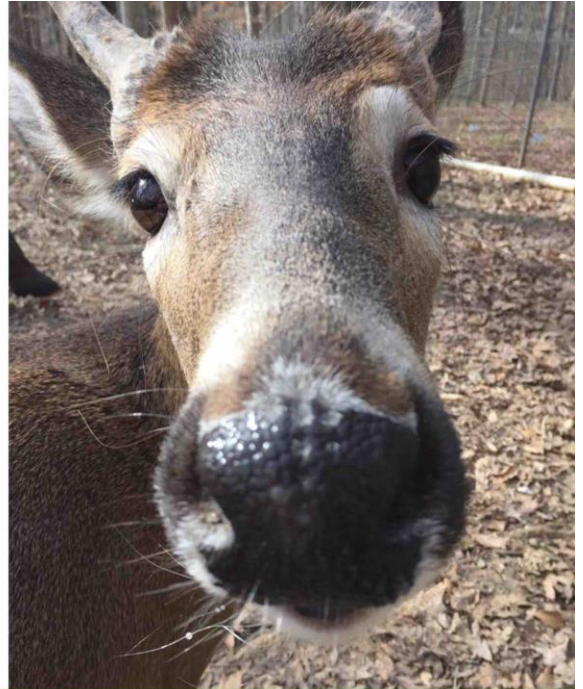






THANK  
YOU

Questions?



## Footnotes

1. Thompson, Eric. "The 2012 Economic Impact of the Lincoln Children's Zoo on Lancaster County" (2013) Bureau of Business Research Publications. 16.
2. Ibid.





## COSTS

|                        |             |
|------------------------|-------------|
| Demolition .....       | \$504,900   |
| Erosion Control .....  | \$116,887   |
| Site Construction..... | \$6,634,403 |
| Landscape.....         | \$150,475   |
| Design Fees .....      | \$1,375,000 |

