

ATTACHMENT #1



THE
PRIDE
OF THE DESERT



THE LIVING DESERT
ZOO | GARDENS





WE ENSURE
THE FUTURE OF
OUR CHERISHED
DESERT ANIMALS
AND PLANTS FOR
GENERATIONS
TO COME



Our Global Field Conservation Reach

80+ projects, 12 countries, 60+ global conservation organizations

Coachella Valley

- Casey's June Beetle
- Desert Pupfish
- Desert Tortoise
- Desert Willow
- Smoketree
- Sonoran Pronghorn
- Western Pond Turtle

Baja California

- Peninsular Pronghorn
- Vaquita

Southwest

- Mexican Wolf

Chad

- Black Rhino
- Scimitar-Horned Oryx

Namibia

- Cheetah

Botswana

- Cheetah

South Africa

- Greater Kudu
- White Rhino
- Black Rhino

Tanzania

- Black Rhino
- Elephant
- Giraffe

Zimbabwe

- African Painted Dog
- White Rhino

Mongolia

- Argali Sheep
- Siberian Ibex

India

- Giant Endangered Trees

Somaliland

- Cheetah

Kenya

- Black Rhino
- Cheetah
- Grevy's Zebra
- Lion

CONSERVATION

California Keystone Projects





Economic Impact of the Living Desert Zoo and Gardens



TOURISM
ECONOMICS

LIVING DESERT ZOO AND GARDENS IMPACTS: INDIAN WELLS

VISITOR SPENDING **ANNUAL** ECONOMIC IMPACTS (FY 22/23)

DIRECT SPENDING (FY 22/23)

The Living Desert Zoo and Gardens generated significant economic impacts in Indian Wells as Zoo patrons spent money at businesses and establishments in Indian Wells during their trip to the Zoo, including local restaurants, retailers, and recreation/entertainment venues.

In FY 22/23, Zoo patrons spent \$5.5 million in Indian Wells, as outlined below.



\$5.5 MILLION

Zoo Patron Spending In Indian Wells (FY 22/23)



\$2.7M LODGING



\$1.8M ENTERTAINMENT



\$0.7M LOCAL TRANSPORTATION



\$0.2M FOOD & BEVERAGE



\$0.1M RETAIL

ECONOMIC IMPACTS

The Living Desert Zoo and Gardens' patron spending impact of \$5.5 million generated a total economic impact of \$7.9 million in the Indian Wells economy, which supported 74 part-time and full-time jobs and generated \$1.2 million in state and local taxes in FY 22/23.



\$7.9 MILLION

Total Economic Impact of the Living Desert Zoo and Gardens
(FY 22/23)

ECONOMIC IMPACTS OF THE LIVING DESERT ZOO AND GARDENS IN INDIAN WELLS (FY 22/23)



\$7.9M
Total
Economic
Impact



74
Total
Jobs
Generated




\$1.2M
Total
State & Local
Tax Revenues

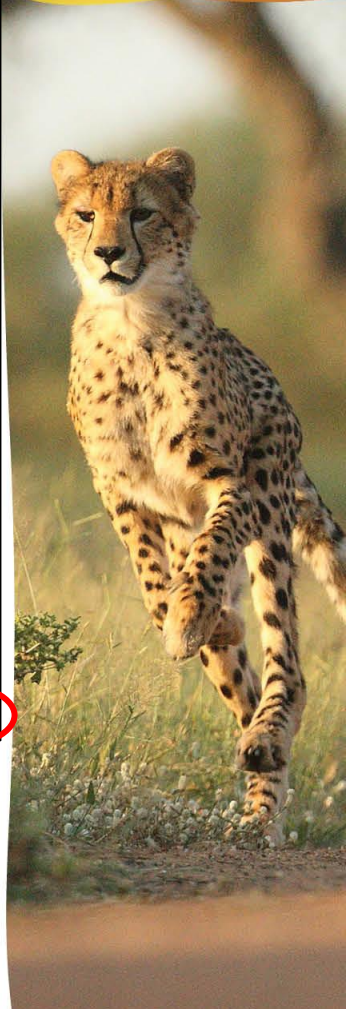
LIVING DESERT ZOO AND GARDENS IMPACTS: INDIAN WELLS

DIRECT TAX REVENUE IMPACT



|  | | Café/Marketplace Revenue Estimates | | | | | | | | | | | |
|--|--------------|------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | FYE 23 | FYE 24 | FYE 25 | FYE 26 | FYE 27 | FYE 28 | FYE 29 | FYE 30 | FYE 31 | FYE 32 | FYE 33 | FYE 34 |
| Yearly Attendance 6% Growth Rate | | 600,000 | 636,000 | 674,160 | 714,610 | 757,486 | 802,935 | 851,111 | 902,178 | 956,309 | 1,013,687 | 1,074,509 | 1,138,979 |
| Capture Rate | | | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% | 14.16% |
| Average Transaction (Net After Taxes) | | 4% | Inflation | \$26.69 | \$27.76 | \$28.87 | \$30.02 | \$31.22 | \$32.47 | \$33.77 | \$35.12 | \$36.53 | \$37.99 |
| Potential F&B Revenue (Net After Taxes) | | | | \$2,547,856 | \$2,808,756 | \$3,096,373 | \$3,413,441 | \$3,762,978 | \$4,148,306 | \$4,573,093 | \$5,041,378 | \$5,557,615 | \$6,126,715 |
| Evening Rental Events (Weddings, Corporate, Social, Gala) | | 150 | Guests | \$1,350,000 | \$1,404,000 | \$1,460,160 | \$1,518,566 | \$1,579,309 | \$1,642,481 | \$1,708,181 | \$1,776,508 | \$1,847,568 | \$1,921,471 |
| Facility Rental | | \$250 | per Guests | | | | | | | | | | |
| Catering | | 4% | Inflation | | | | | | | | | | |
| Equipment & Décor Rental | | 36 | Events /year | | | | | | | | | | |
| Total Revenue Projection | | | | \$3,897,856 | \$4,212,756 | \$4,556,533 | \$4,932,008 | \$5,342,287 | \$5,790,788 | \$6,281,274 | \$6,817,886 | \$7,405,183 | \$8,048,186 |
| Tax Revenue Projection | | | | \$38,978.56 | \$42,127.56 | \$45,565.33 | \$49,320.08 | \$53,422.87 | \$57,907.88 | \$62,812.74 | \$68,178.86 | \$74,051.83 | \$80,481.86 |
| Estimated Revenue over first 10 years | \$57,284,754 | | | | | | | | | | | | |
| Estimated Tax Revenue over first 10 years | \$572,848 | | | | | | | | | | | | |

| The Living Desert Coc Phase 2.75 Construction Sales Tax Estimation | |
|--|------------------|
| Trade/Division | Est Tax |
| Mechanical | \$40,289 |
| Glazing | \$21,014 |
| Electrical | \$79,873 |
| Kitchen Equipment | \$82,305 |
| Framing | \$20,175 |
| Roofing | \$11,000 |
| General Conditions | \$19,597 |
| Utilities | \$13,256 |
| Landscape | \$10,909 |
| Concrete | \$29,003 |
| Masonry | \$17,358 |
| Insulation | \$3,756 |
| Drywall | \$7,534 |
| Paint | \$6,986 |
| Flooring/Tile | \$8,502 |
| Accessories | \$3,421 |
| Cemrock | \$7,487 |
| Total Estimate of Sales Tax - Yr. 1 | \$382,465 |



YEAR ONE ESTIMATED TAX REVENUE IMPACT: \$421,443
 TEN YEAR TOTAL: \$955,313

LIVING DESERT ZOO AND GARDENS IMPACTS: INDIAN WELLS

DIRECT COMMUNITY IMPACT

The Living Desert supports Indian Wells based hotels and businesses through direct partnerships and participation in our Membership Benefits Program.



- **Tommy Bahamas Miramonte Resort and Spa**
 - The Preferred Hotel of The Living Desert Zoo and Gardens.
 - Zoo members receive 20% off their stay and a \$15 reduced resort fee. Members also receive 20% off at Grapefruit Basil.
- **Hyatt Regency Indian Wells**
 - The Living Desert is the exclusive partner of Hyatt's Kids Cups program. TLD provides all the Kids Cups for use at Hyatt, which are printed with zoo facts and information.
 - TLD Members enjoy a \$25 amenity card upon check-in.
- **Indian Wells Golf Resort**
 - TLD Members receive a 12.5% discount on standard golf tee times and programs like the Toptracer Glow Range and Laser Putting.

*All partners are promoted in TLD social media campaigns.



LIVING DESERT ZOO AND GARDENS PROPOSAL FOR THE CITY OF INDIAN WELLS

\$1,000,000 Grant

- Indian Wells night at WildLights for 250 residents with a \$10 food coupon good for use at our cafes.
- 250 general admission tickets good for one year for the City of Indian Wells to use however they choose.

\$2,000,000 Grant

- Indian Wells night at WildLights for 500 residents with a \$10 food coupon good for use at our cafes.
- 500 general admission tickets good for one year for the City of Indian Wells to use however they choose.
- Naming of the patio at the Bighorn Cafe, "The Indian Wells Patio at the Bighorn Cafe"



\$1 million grant payable in two annual installments beginning February 2025 and July 2025.
\$2 million grant payable in four annual installments beginning February 2025, July 2025, July 2026, July 2027.



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OF THE DESERT

