



ATTACHMENT #2

August 27, 2024

Chairman:

Bill Appel *

Treasurer:

Craig McCollam *

Secretary:

Sandra Cooper Woodson *

President/CEO &

Assistant Secretary:

Allen Monroe *

Mr. Kevin McCarthy
City of Indian Wells
44950 Eldorado Drive
Indian Wells, CA 92210

Jon-Marc Blalock *
Deborah Chapman *
Marylynn Gladstein
Jim Gould
Candace Holzgrafe *
H. Earl Hoover II
Suz Hunt
Michael Kiner
Jaishri Mehta
Jneil Nelson
Peter Scheer
Michael M. Schreter
Sally Simonds
Bill Simpkins
BJ Skilling
Phillip K. Smith, Jr. *
Mary Lou Solomon
Larry Spicer
Sam Spinello
Nancy L. Stegehuis *
Judy Vossler

Dear Mr. McCarthy,

Thank you for your time on August 14, 2024, to discuss potential funding from the City of Indian Wells for The Living Desert Zoo and Gardens. We appreciate your guidance through this process. Our official request with the City of Indian Wells is for \$2 million to support the mission and programs of The Living Desert. The \$2 million can be paid in annual installments of \$500,000 over four years. To recognize the gift, The Living Desert is offering name recognition on one of the following features to the City of Indian Wells:

- Marketplace Restaurant and Patio
- Rhino Encounter Pavilion
- **Lion Ridge Habitat 2 has been selected by members of Eldorado Country Club for \$3 Million and is no longer available for naming.

I compiled the research you requested about various other California cities, their financial support for their local zoos, and the resulting economic impact. Please see the attached documents for detailed information. To summarize:

- 1) Funding and Economic Impact comparisons for San Diego, Los Angeles, and Indian Wells:
 - a. San Diego:
 - i. FY2022 Budget: \$16.5 Million (non-personnel expenditures)
 - ii. FY2022 Revenue: \$407 Million
 - iii. FY2023 Annual Impact: \$2.4 Billion
 - b. Los Angeles:
 - i. FY2022/23 Budget: \$23.7 Million
 - ii. FY2022/23 Revenue: \$25.6 Million
 - iii. FY2018/19 Annual Impact: \$80.3 Million (most recent data available)
 - c. Coachella Valley and Indian Wells:
 - i. FY 2022/23 Economic Impact in the Coachella Valley is \$148 Million
 - ii. FY 2022/23 Economic Impact in the City of Indian Wells is \$7.9 Million
- 2) Case for Support for the Los Angeles Zoo renovation and the Sacramento Zoo's relocation to Elk Grove:
 - a. "Los Angeles City Council backs controversial L.A. Zoo renovation plan"

*** Board of Directors**

PRESIDENT EMERITA

Karen Sausman

TRUSTEE EMERITUS

Curt Ealy

LEGAL COUNSEL

Brian S. Harnik
Roemer & Harnik, LLP

Tax ID

95-3385354

Our Mission:

Desert Conservation
Through Preservation,
Education, and
Appreciation.

- i. Estimated Investment: \$650 Million
- b. Elk Grove Case for Support to move the Sacramento Zoo:
 - i. Estimated Investment: \$225 Million
 - ii. Estimated Economic Impact: Economic impacts totaling more than \$249 million and \$425 million in one-time construction activity.

In closing, we are excited about the potential partnership between the City of Indian Wells and The Living Desert Zoo and Gardens. Your support will significantly enhance our ability to continue providing world-class conservation efforts, educational programs, and unique experiences that benefit the residents of Indian Wells and the broader community. We look forward to working together to make a lasting impact. Please feel free to reach out with any further questions or if additional information is needed.

Thank you once again for your consideration.

Sincerely,



Jeff Petrovic
Chief Development Officer
The Living Desert Zoo and Gardens
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760-346-9584

