

RESOLUTION NO. 2159

A RESOLUTION OF THE CITY OF SALISBURY, MARYLAND ACCEPTING A DONATION OF A CONCESSION STAND (THE "BEASTRO") FROM THE SALISBURY ZOO COMMISSION FOR THE SALISBURY ZOOLOGICAL PARK.

WHEREAS, the Council of the City of Salisbury is interested in supporting the acceptance of a donation of the Beastro at the Salisbury Zoo;

WHEREAS, the Salisbury Zoo Commission would like to donate to the City the equipment and goods necessary for providing a small concession stand to the visitors of the Zoo;

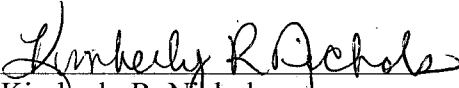
WHEREAS, if accepted, the Salisbury Zoo Commission will secure and donate the equipment, and its installation, necessary to create the Beastro that will better serve the needs and requests of the visitors to the Salisbury Zoo;


WHEREAS, the Salisbury Zoo Commission wishes to donate the necessary equipment and its installation to create the Beastro as outlined in the proposal presented to Council during the Work Session on Monday, March 5, 2012, to the City to assist the Salisbury Zoological Park in serving its visitors;

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Salisbury, Maryland does hereby accept the donation of equipment, materials and labor necessary for the creation of the Beastro at the Salisbury Zoo, as outlined in the Work Session on March 5, 2012, from the Salisbury Zoo Commission, valued at approximately \$40,000.00.

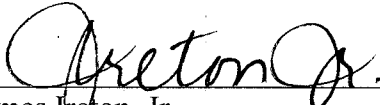
THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on April 9, 2012 and is to become effective immediately upon adoption.

ATTEST:


Kimberly R. Nichols
CITY CLERK


Terry E. Cohen
PRESIDENT, City Council

APPROVED by me this 11th day of April, 2012


James Ireton, Jr.
MAYOR, City of Salisbury

City of Salisbury



MARYLAND

Salisbury



2010

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JAMES IRETON, JR.
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JOHN R. PICK
CITY ADMINISTRATOR

LORÉ L. CHAMBERS
ASSISTANT CITY ADMINISTRATOR

TERESA GARDNER, P.E.
DIRECTOR OF PUBLIC WORKS

9 April 2012

John Pick, City Administrator
City of Salisbury

Dear Mr. Pick:

Attached is a Resolution for the City Council to consider the acceptance of the equipment, materials and labor necessary to create a small concession stand, the "Beastro", at the Salisbury Zoological Park. Mary Seemann, the Zoo's Marketing and Development Associate, along with individual members of the Salisbury Zoo Commission, have researched the needs and requirements to create a concession stand at the Zoo. The proposal for this was presented to yourself, Lore' Chambers, Teresa Gardner, and the Mayor on February 17, 2012. The proposed concession stand was presented to Council during the Work Session on Monday, March 5, 2012.

Mary has done extensive research into the operations and value of a concession stand at a number of similar sized zoos. She also administered a survey to 176 visitors at the Zoo to determine the desirability of a concession stand at the Zoo. In that survey, respondents indicated that approximately 87% of the visitors would purchase lunch at the Zoo during their visit if it was available. Also, 84% of those responding indicated that they felt the Zoo needed a concession stand.

The Salisbury Zoo Commission has voted to approve funding the costs of the *Beastro* including, the equipment, materials and labor necessary to create this amenity. The *Beastro* would be managed by the Marketing and Development Associate in the same way the Zoo's Gift Shop is run. The Salisbury Zoo Commission funds the costs of the M & D Associate, any necessary part-time employees, as well as, the cost of goods sold. The hours of the concession would be the same as the Gift Shop's hours, 10am-3:30pm. Once the initial investment costs are recovered and the *Beastro* begins to realize true profit, those profits will be retained by the Salisbury Zoo Commission for future improvements to the Zoo and the services it provides the community.

Thank you,

Joel M. Hamilton
Salisbury Zoo Director

Ron G. Alessi, Sr.
Chairman, Salisbury Zoo Commission