2020 Statement of Revenue and Expenses

The Santa Barbara Zoo was closed from March 17 to June 22, 2020 and again from December 7 to December 31, 2020 due to COVID-19 precautions.

REVENUE AND SUPPORT

- Park Admissions: 44%
- Membership and Educational Activities: 19%
- Retail and Concessions: 24%
- Contributions: 12%
- Interest, Dividends, and Gains: 1%

EXPENSES

- Park Operations and Maintenance: 65%
- General and Administration: 13%
- Retail and Concessions: 13%
- Marketing and Fundraising: 5%
- Membership and Educational Activities: 4%

The above information is preliminary and unaudited.