

# Toledo Zoo Scorecard Summary 2015

## TAACC Mission Statement

**The Toledo African American Chamber of Commerce (TAACC) advocates and promotes the economic growth and development of African American owned businesses by focusing on the development of business opportunities, business alliances, legislative advocacy, resulting in job creation in our community.**

In this week's article we will give you TAACC's scorecard summary for the Toledo Zoo. The information contained in the summary is based on data supplied to the TAACC by the Toledo Zoo. They willingly cooperated with supplying the information we requested within the time frame we requested and in agreeing to meet with us to discuss our findings. We are providing you with this information so you can make an informed decision on whether to vote for the Zoo's levy on November 3, 2015 or not. **Please note that this levy is a 1 mill, 10 year capital levy, and the Zoo is seeking this renewal levy 1 (one) year early (the current levy is set to expire in 2016). Since this is a capital levy, it supports the construction of new exhibits and/or renovation of current exhibits. Proceeds from this levy represent approximately 23% of the Zoo's annual revenues.**

This means that by voting for this levy (Issue 11) you will be voting for a 10 (ten) year tax. According to the U.S. Census Bureau's 2014 estimates, African Americans are approximately **27% of the City of Toledo's population and 19.7% of Lucas County's population.**

The TAACC has been consistent in our belief that we should support **only** those institutions and individuals who support our businesses and the African American community is general, with their economic and procurement resources to help our businesses grow and in turn help create jobs in our community. As a community we can no longer afford to support anyone who will not help us create jobs.

We offer the Zoo's results in the following areas:

1. Capital/Construction Spending.
2. Non-Construction Spending.
3. Hiring/Employment Results.

In categories 1&2 above we attempt to record how much the Zoo spent with African American owned Business compared to total expenditures in these same categories. Secondly, we report on the results of the Zoo's employment of African Americans in several key categories over the last 3 years.

In the category of capital/construction expenditures:

The Zoo spent a total of \$45,044,868 from 2010-2014 in this category. Of this amount \$14,071,107 was spent with MBE's (**Minority Business Enterprises, which includes all minorities not just African Americans**) which equates to **11.30%**. This spend includes dollars that went to MBE Subcontractors.

In the area of on non-construction spending:

A total of \$22,955,667 was spent during the periods 2010-2014, with \$843,566 spent with MBE Vendors which represents a 3.7% inclusion rate.

In the area of hiring/employment:

According to the Zoo's EEO reports we are able to report the following:

In 2015 the Zoo has 968 total employees of which 98 are African American (**10.1%**). In 2014 the Zoo had 907 total employees of which 77 were African American (**8.5%**) and in 2013 African Americans represented 79 of t 894 employees (**8.8%**). It should be noted that the largest concentration of African Americans employed was in the **service worker category (seasonal employees)**. Also, there were no African Americans employed at the executive level in any year. The percentage of African Americans employed at the mid-management level was **4.0%**, **6.2%**, and **5.2%** in 2015, 2014, and 2013 respectively.

We met with Jeff Sailer, the Executive Director and CEO of the Zoo and Robert Vasquez, Community and Government Relations and learned that the progress made in the categories listed above have been made during Jeff Sailer's 3 ½ year tenure with the Zoo.

We requested and were given a copy of the Zoo's **Purchasing/Cash Disbursement Policy** which establishes a **15% target** for purchases from MBE's on their construction projects. They do not have MBE goals for non-construction spending. We are encouraged to learn that the Zoo has figured out a way to "penalize" contractors who do not meet the Zoo's 15% target on their projects. Perhaps other levy sponsors can adopt a similar posture on their capital projects.

Mr. Sailers says he is committed to improving the Zoo's results in hiring, construction, and non-construction spending. He also stated that getting African Americans to apply for the Zoo's employment opportunities is a challenge and he would like our community's help in this area so they can hire more people from our community. He also acknowledged that while they feel they have made significant progress there is room for improvement and he is confident that under his leadership we will see better results going forward.

TAACC is refraining from issuing a letter grade on the Zoo's results at this time. We have seen progress since Mr. Sailer's tenure and we are willing to be a resource to the Zoo to help them do better if they want our assistance.

We have provided you with information that can help you make a more informed decision. We encourage you to exercise your right to vote on Election Day and vote for those who will use their resources to help our businesses grow and to help create jobs in our community.

In the very near future we will publish a scorecard for the Toledo Metro-Parks and the Lucas County Library. We will also publish a letter grade as part of our scorecard analysis on these organizations.

Go to the TAACC blog at [www.toledoaacc.com](http://www.toledoaacc.com) to view our full scorecard analysis. You can also contact us if you have questions about our analysis.

