

*The economic and fiscal benefits of the  
Dallas Zoo*

May 2018

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## Summary of Study Results

- The Perryman Group estimates that when multiplier effects are considered, the total **economic benefits** of Dallas Zoo operations and related tourism include
  - **\$244.9 million** in annual output and **3,354** permanent jobs in the City of Dallas,
  - **\$266.1 million** in annual output and **3,622** permanent jobs in Dallas County, and
  - **\$319.3 million** in annual output and **4,326** permanent jobs in the Dallas-Fort Worth area.
- These effects can be expected to rise over time with Zoo expansion and growth in attendance.
- The economic activity associated with zoo operations and visitors generates substantial **tax benefits** of an estimated **\$31.8 million** to the State and **\$16.6 million** to local governments in the region.
- The Dallas Zoo also engages in **construction projects** which lead to further economic benefits. The Perryman Group estimates that when multiplier effects are considered, the total economic benefits of construction projects at the Dallas Zoo over the past four years (FY 2014-17) include
  - **\$33.6 million** in annual output and **372** person-years of employment in the City of Dallas,
  - **\$34.5 million** in annual output and **380** person-years of employment in Dallas County, and
  - **\$37.2 million** in annual output and **411** person-years of employment in the Dallas-Fort Worth area.
- Tax benefits associated with incremental business activity related to construction projects includes an estimated **\$2.1 million** to the State and **\$1.7 million** to local governments in the area.
- **The economic and fiscal benefits of the Dallas Zoo are substantial and growing over time with Zoo expansion and increasing numbers of visitors. It has long been and will continue to be a major destination feature of this dynamic and growing region.**

## Introduction

For 130 years, the Dallas Zoo has been providing entertainment and education to the people of Dallas, the surrounding area, and beyond. The Zoo's wide variety of specimens, acclaimed exhibits, and research facilities make it a popular destination both for local residents and visitors from outside the area.

**More than a million people visit the Zoo every year.** These visitors generate substantial incremental business activity. In addition, the Zoo provides hundreds of jobs and purchases goods and services from other area businesses.

The Perryman Group (TPG) was recently asked to examine the overall economic and fiscal benefits associated with the Zoo's operations, visitors, and construction projects.

The analysis indicates that the **Dallas Zoo's operations and visitors generate an estimated \$244.9 million in gross product per year and 3,354 jobs for the City of Dallas** when multiplier effects are considered. Construction projects further enhance the positive economic impact of the Zoo, as well as assuring its ongoing role as a major attraction for the area. (The assumptions and methods used are described in this report and the accompanying Appendices.)

*The Perryman Group's analysis indicates that the Dallas Zoo's operations and visitors generate an estimated \$244.9 million in gross product per year as well as 3,354 jobs for the City of Dallas when multiplier effects are considered.*

## The Dallas Zoo and the Economy

The Perryman Group estimated the economic benefits of the Dallas Zoo associated with Zoo

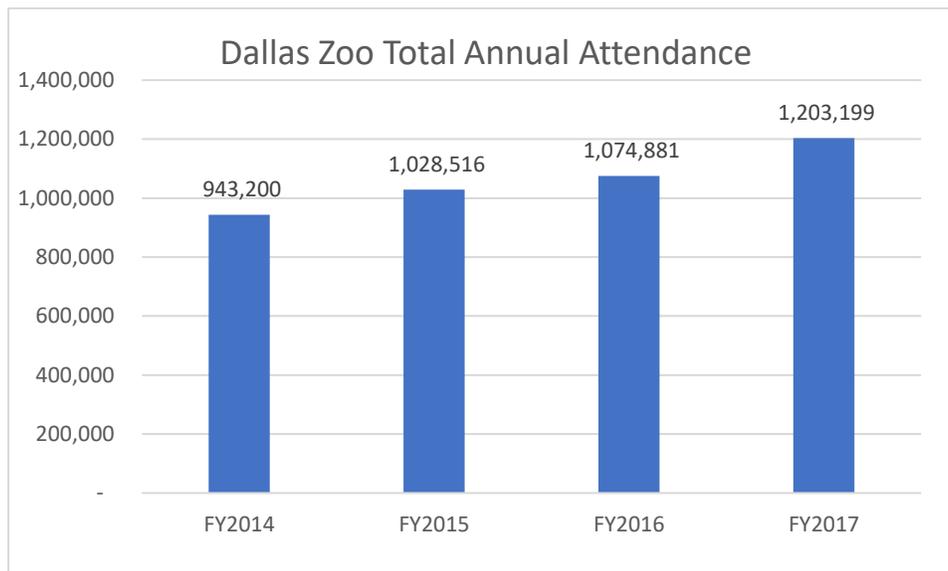
- operations,
- tourism and visitor spending, and
- construction projects.

### *Dallas Zoo Operations*

The Dallas Zoo directly provides employment for hundreds of people. In addition, the Zoo purchases goods and services from other area businesses. These operational effects lead to sizable incremental business activity in the area.

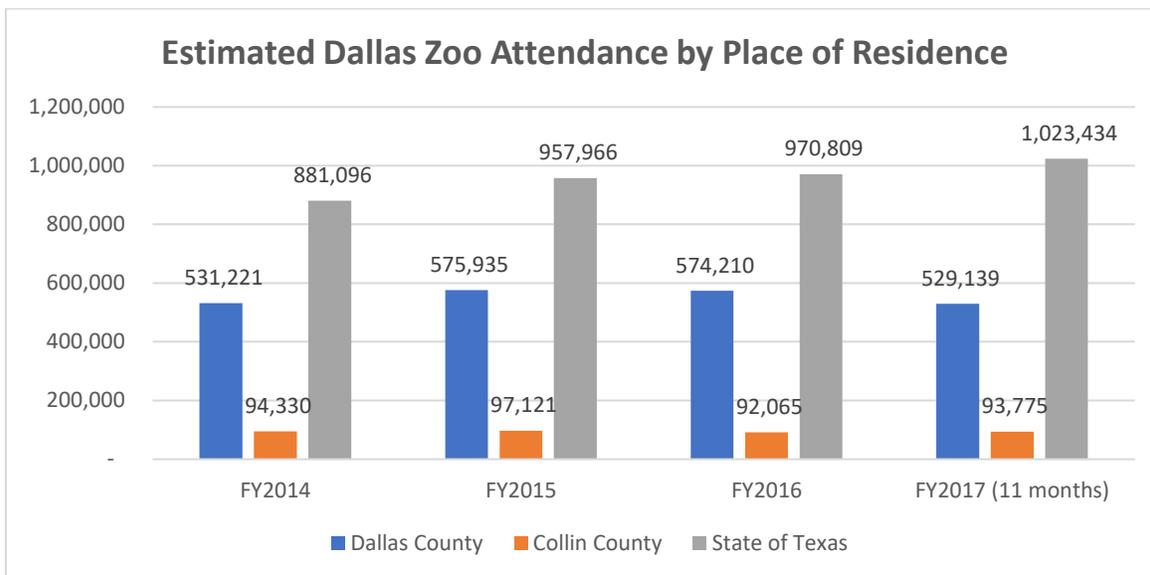
### *Dallas Zoo Visitors*

The Dallas Zoo draws many visitors each year and attendance has grown significantly. For fiscal year (FY) 2014 (October 2013-September 2014), zoo attendance was 943,200. **For FY 2017, the number of visitors had risen to 1,203,199, a 21.6% increase.**



Although the zoo attracts visitors from many states, the vast majority reside in Texas, with 91.8% of attendees during the FY 2014-17 period coming from the Lone Star State. About 52.9% of visitors from FY 2014 through 2017 were from Dallas County, with the proportion slightly lower over the first 11 months of FY 2017 (about 46.8%). A significant percentage of attendees also reside in Collin County, with an average proportion during the FY 2014-17 of 9.0%.

Visitors from the City of Dallas comprised about 37.0% of the total from FY 2015 through FY 2017. (Data for FY 2014 for visitors from the City of Dallas was unavailable.)



**Visitors to the Dallas Zoo generate economic benefits through spending for hotel rooms, restaurants, and other goods and services.** Attendees from outside the area lead to incremental spending in the City of Dallas and Dallas County. In addition, when local residents spend time at the Dallas Zoo, it keeps local entertainment dollars in the city, county, and region. The Perryman Group measured the overall economic benefits of incremental business activity associated with the Dallas Zoo, as described in the following section.

## Measuring Economic and Fiscal Impacts

Any economic stimulus, whether positive or negative, generates multiplier effects throughout the economy. In this instance, operational, visitor, and construction spending associated with the Dallas Zoo leads to multiplier effects rippling through the economy.

Using data regarding employment and operational spending at the Dallas Zoo, information related to visitors to the Zoo, and spending for construction projects as inputs to the system, the associated multiplier effects were measured using The Perryman Group's input-output assessment model (the US Multi-Regional Impact Assessment System, which is described in further detail in the Appendices to this report) developed by the firm about 35 years ago and consistently maintained and updated since that time. The model has been used in hundreds of analyses for clients ranging from major corporations to government agencies. It uses a variety of data (from surveys, industry information, and other sources) to describe the various goods and services (known as resources or inputs) required to produce another good/service. This process allows for estimation of the total economic impact (including multiplier effects) of reducing cosmetology training. The models used in the current analysis reflects the specific industrial composition and characteristics of the City of Dallas, Dallas County, and Dallas-Fort Worth area economies.

Total economic effects are quantified for key measures of business activity:

- **Total expenditures** (or total spending) measure the dollars changing hands as a result of the economic stimulus.
- **Gross product** (or output) is production of goods and services that will come about in each area as a result of the activity. This measure is parallel to the gross domestic product numbers commonly reported by various media outlets and is a subset of total expenditures.
- **Personal income** is dollars that end up in the hands of people in the area; the vast majority of this aggregate derives from the earnings of employees, but payments such as interest and rents are also included.
- **Job gains** are expressed as permanent jobs for current effects and person-years of employment for cumulative measurements.

Business activity generates incremental taxes to the State and local governments. The Perryman Group has modeled the major categories of taxes such as property and retail sales in order to estimate fiscal effects.

Monetary values were quantified on a constant (2018) basis to eliminate the effects of inflation. See the Appendices for additional information regarding the methods and assumptions used in this analysis.

## Economic and Fiscal Benefits of the Dallas Zoo

As noted, any direct economic stimulus generates additional economic activity. The Perryman Group estimated total economic effects (1) for FY 2017 and (2) for the four-year period of FY 2014 through FY 2017. The geographic areas considered include the City of Dallas, Dallas County, and the Dallas-Fort Worth area (the Dallas-Fort Worth-Arlington MSA counties of Collin, Dallas, Denton, Ellis, Hood, Hunt, Johnson, Kauffman, Parker, Rockwall, Somervell, Tarrant, and Wise). Note that effects for the larger geographic area include benefits within the smaller area as well as spillover to other parts of the larger region.

### *Operations and Zoo-Related Tourism*

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The Perryman Group estimates that when multiplier effects are considered, the total economic benefits of Dallas Zoo operations and related tourism include

- **\$244.9 million** in annual output and **3,354** permanent jobs in the City of Dallas,
- **\$266.1 million** in annual output and **3,622** permanent jobs in Dallas County, and
- **\$319.3 million** in annual output and **4,326** permanent jobs in the Dallas-Fort Worth area.

These estimates are based on FY 2017 levels of activity, and effects can be expected to rise over time with Zoo expansion and growth in attendance. This **economic activity also generates substantial tax benefits of an estimated \$31.8 million to the State and \$16.6 million to local governments in the region.** The following tables provide additional detail, with industry-level results in the Appendices to this report. Note that tourism benefits are provided on a net basis and are adjusted for the portion of outlays among local visitors that reflects displacement of other spending.

## Annual (FY 2017) and Cumulative (2014-17) Economic and Fiscal Benefits of Operations of the Dallas Zoo and Related Tourism:

### City of Dallas

(dollar amounts in millions of 2018 dollars)

	Annual (FY 2017) Impact			Cumulative Four-Year (FY 2014-17) Impact		
	Operations	Tourism	TOTAL	Operations	Tourism	TOTAL
<b>Economic Benefits</b>						
Total Expenditures	\$101.4	\$349.8	<b>\$451.3</b>	\$383.6	\$1,070.9	<b>\$1,454.5</b>
Gross Product	\$51.3	\$193.6	<b>\$244.9</b>	\$194.5	\$595.0	<b>\$789.5</b>
Personal Income	\$32.3	\$116.6	<b>\$148.9</b>	\$122.7	\$357.7	<b>\$480.4</b>
Employment	675	2,679	<b>3,354</b>	2,563	8,272	<b>10,835</b>
	<i>(permanent jobs)</i>			<i>(person-years of employment)</i>		
<b>Fiscal Benefits</b>						
State of Texas	\$3.2	\$21.3	<b>\$24.5</b>	\$12.2	\$66.6	<b>\$78.8</b>
Local Government Entities	\$2.3	\$10.5	<b>\$12.8</b>	\$8.8	\$32.4	<b>\$41.2</b>

Source: The Perryman Group

Note: Totals may not sum due to rounding. See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.

## Annual (FY 2017) and Cumulative (2014-17) Economic and Fiscal Benefits of Operations of the Dallas Zoo and Related Tourism:

### Dallas County

(dollar amounts in millions of 2018 dollars)

	Annual (FY 2017) Impact			Cumulative Four-Year (FY 2014-17) Impact		
	Operations	Tourism	TOTAL	Operations	Tourism	TOTAL
<b>Economic Benefits</b>						
Total Expenditures	\$103.7	\$386.6	<b>\$490.2</b>	\$392.0	\$1,184.5	<b>\$1,576.5</b>
Gross Product	\$52.5	\$213.6	<b>\$266.1</b>	\$198.9	\$657.1	<b>\$856.0</b>
Personal Income	\$33.1	\$128.4	<b>\$161.5</b>	\$125.4	\$394.3	<b>\$519.7</b>
Employment	685	2,937	<b>3,622</b>	2,601	9,074	<b>11,674</b>
	<i>(permanent jobs)</i>			<i>(person-years of employment)</i>		
<b>Fiscal Benefits</b>						
State of Texas	\$3.2	\$23.3	<b>\$26.5</b>	\$12.3	\$72.9	<b>\$85.2</b>
Local Government Entities	\$2.4	\$11.5	<b>\$13.9</b>	\$9.0	\$35.6	<b>\$44.0</b>

Source: The Perryman Group

Note: Totals may not sum due to rounding. See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.

## Annual (FY 2017) and Cumulative (2014-17) Economic and Fiscal Benefits of Operations of the Dallas Zoo and Related Tourism:

### Dallas-Fort Worth Area

(dollar amounts in millions of 2018 dollars)

	Annual (FY 2017) Impact			Cumulative Four-Year (FY 2014-17) Impact		
	Operations	Tourism	TOTAL	Operations	Tourism	TOTAL
<b>Economic Benefits</b>						
Total Expenditures	\$110.1	\$482.6	<b>\$592.7</b>	\$418.0	\$1,464.1	<b>\$1,882.0</b>
Gross Product	\$55.5	\$263.8	<b>\$319.3</b>	\$210.9	\$803.0	<b>\$1,013.8</b>
Personal Income	\$35.0	\$159.1	<b>\$194.1</b>	\$132.9	\$483.5	<b>\$616.4</b>
Employment	725	3,601	<b>4,326</b>	2,752	11,006	<b>13,757</b>
	<i>(permanent jobs)</i>			<i>(person-years of employment)</i>		
<b>Fiscal Benefits</b>						
State of Texas	\$3.5	\$28.3	<b>\$31.8</b>	\$13.3	\$87.4	<b>\$100.7</b>
Local Government Entities	\$2.5	\$14.1	<b>\$16.6</b>	\$9.6	\$43.2	<b>\$52.8</b>

Source: The Perryman Group

Note: Totals may not sum due to rounding. See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.

### *Zoo Construction Projects*

The Dallas Zoo also engages in construction projects which lead to further economic benefits. Recent projects include improvements such as new elephant holding buildings, monorail improvements, and a new hippo outpost exhibit. These projects are beyond the typical maintenance outlays required for operations, instead representing notable enhancements and expansions of Zoo assets.

The Perryman Group estimates that when multiplier effects are considered, the total economic benefits of construction projects at the Dallas Zoo over the past four years (FY 2014-17) include

- **\$33.6 million** in annual output and **372** person-years of employment in the City of Dallas,
- **\$34.5 million** in annual output and **380** person-years of employment in Dallas County, and
- **\$37.2 million** in annual output and **411** person-years of employment in the Dallas-Fort Worth area.

Tax benefits associated with this incremental business activity includes an estimated **\$2.1 million** to the State and **\$1.7 million** to local governments in the area. The following tables provide additional detail, with industry-level results in the Appendices to this report.

<b>Cumulative (2014-17) Economic and Fiscal Benefits of Construction at the Dallas Zoo: City of Dallas (dollar amounts in millions of 2018 dollars)</b>	
<b>Economic Benefits</b>	
Total Expenditures	<b>\$67.4</b>
Gross Product	<b>\$33.6</b>
Personal Income	<b>\$23.1</b>
Employment ( <i>person-years</i> )	<b>372</b>
<b>Fiscal Benefits</b>	
State of Texas	<b>\$1.8</b>
Local Government Entities	<b>\$1.6</b>
Source: The Perryman Group	
Note: See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.	

**Cumulative (2014-17) Economic and Fiscal Benefits  
of Construction at the Dallas Zoo:  
Dallas County**  
(dollar amounts in millions of 2018 dollars)

<b>Economic Benefits</b>	
Total Expenditures	<b>\$69.1</b>
Gross Product	<b>\$34.5</b>
Personal Income	<b>\$23.7</b>
Employment <i>(person-years)</i>	<b>380</b>
<b>Fiscal Benefits</b>	
State of Texas	<b>\$1.8</b>
Local Government Entities	<b>\$1.6</b>
Source: The Perryman Group	
Note: See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.	

**Cumulative (2014-17) Economic and Fiscal Benefits  
of Construction at the Dallas Zoo:  
Dallas-Fort Worth Area**  
(dollar amounts in millions of 2018 dollars)

<b>Economic Benefits</b>	
Total Expenditures	<b>\$74.7</b>
Gross Product	<b>\$37.2</b>
Personal Income	<b>\$25.3</b>
Employment <i>(person-years)</i>	<b>411</b>
<b>Fiscal Benefits</b>	
State of Texas	<b>\$2.1</b>
Local Government Entities	<b>\$1.7</b>
Source: The Perryman Group	
Note: See Appendix A for more detail. Economic benefits include multiplier effects. Fiscal benefits are associated with incremental economic activity. Additional detail by industry is available in Appendix B.	

## Conclusion

For well over a century, the Dallas Zoo has been entertaining and educating residents of the local area and beyond. In addition, the Zoo provides a notable economic stimulus through its operations, visitor spending, and construction projects. This business activity also generates significant tax receipts.

The Perryman Group estimates that the economic benefits of the Dallas Zoo operations for the City of Dallas include **\$51.3 million** in annual gross product and **675** jobs across the economy when multiplier effects are considered, while Zoo visitors lead to gains of an additional **\$193.6 million** in gross product and **2,679** jobs. Construction projects over the 2014-17 period generate further benefits of an estimated **\$33.6 million** in gross product and **372** person-years of employment.

The economic and fiscal benefits of the Dallas Zoo are substantial and growing over time with Zoo expansion and increasing numbers of visitors. It **has long been and will continue to be a major destination feature of this dynamic and growing region.**

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*The Dallas Zoo generates hundreds of millions of dollars in output (gross product) in the City of Dallas every year as well as thousands of jobs (including multiplier effects). The fiscal benefits are also substantial.*

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# Appendices



## Appendix A: Methods Used

### *US Multi-Regional Impact Assessment System*

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The basic modeling technique employed in the economic impact portion of this study is known as dynamic input-output analysis. This methodology essentially uses extensive survey data, industry information, and a variety of corroborative source materials to create a matrix describing the various goods and services (known as resources or inputs) required to produce one unit (a dollar's worth) of output for a given sector. Once the base information is compiled, it can be mathematically simulated to generate evaluations of the magnitude of successive rounds of activity involved in the overall production process.

There are two essential steps in conducting an input-output analysis once the system is operational. The first major endeavor is to accurately define the levels of direct activity to be evaluated. In this case, data regarding attendance, employment, and construction projects was provided by the Dallas Zoo. The direct tourism outlays were estimated based on typical spending patterns in Texas (converted to 2018 dollars) with detailed allocations across various spending patterns of local and external visitors.<sup>1</sup> All amounts were adjusted to reflect displacement of other local spending. The construction effects were limited to those that generate direct local activity and individually allocated to direct production categories by type of project.

The second major phase of the analysis is the simulation of the input-output system to measure overall economic effects of the direct cost reductions and productivity gains. The present study was conducted within the context of the US Multi-Regional Impact Assessment System (USMRIAS) which was developed and is maintained by The Perryman Group. This model has been used in hundreds of diverse applications across the country and has an excellent reputation for accuracy and credibility; it has also been peer reviewed on multiple occasions. The system used in the current simulations reflects the unique industrial structure of the Dallas-Fort Worth Consolidated Metropolitan Area and Dallas County areas. In addition, results were localized to the City of Dallas using methods such as

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<sup>1</sup> "2016 Texas Tourism Region and MSA Visitor Profile" prepared for The Office of the Governor, Economic Development & Tourism Division by DK Shifflet, 2017.

gravity modeling and a comprehensive empirical assessment of evolving patterns within the area over time (with appropriate adjustments for capacity constraints).

The USMRIAS is somewhat similar in format to the Input-Output Model of the United States and the Regional Input-Output Modeling System, both of which are maintained by the US Department of Commerce. The model developed by TPG, however, incorporates several important enhancements and refinements. Specifically, the expanded system includes (1) comprehensive 500-sector coverage for any county, multi-county, or urban region; (2) calculation of both total expenditures and value-added by industry and region; (3) direct estimation of expenditures for multiple basic input choices (expenditures, output, income, or employment); (4) extensive parameter localization; (5) price adjustments for real and nominal assessments by sectors and areas; (6) measurement of the induced impacts associated with payrolls and consumer spending; (7) embedded modules to estimate multi-sectoral direct spending effects; (8) estimation of retail spending activity by consumers; and (9) comprehensive linkage and integration capabilities with a wide variety of econometric, real estate, occupational, and fiscal impact models. Moreover, the model uses specific local taxing patterns to estimate the fiscal effects of activity on a detailed sectoral basis. The model used for the present investigation have been thoroughly tested for reasonableness and historical reliability.

The impact assessment (input-output) process essentially estimates the amounts of all types of goods and services required to produce one unit (a dollar's worth) of a specific type of output. For purposes of illustrating the nature of the system, it is useful to think of inputs and outputs in dollar (rather than physical) terms. As an example, the construction of a new building will require specific dollar amounts of lumber, glass, concrete, hand tools, architectural services, interior design services, paint, plumbing, and numerous other elements. Each of these suppliers must, in turn, purchase additional dollar amounts of inputs. This process continues through multiple rounds of production, thus generating subsequent increments to business activity. The initial process of building the facility is known as the *direct effect*. The ensuing transactions in the output chain constitute the *indirect effect*.

Another pattern that arises in response to any direct economic activity comes from the payroll dollars received by employees at each stage of the production cycle. As workers are compensated, they use some of their income for taxes, savings, and purchases from external markets. A substantial portion, however, is spent locally on food, clothing, health care services, utilities, housing, recreation, and other items. Typical purchasing patterns in the relevant areas are obtained from the ACCRA *Cost of Living Index*, a privately compiled inter-regional measure

which has been widely used for several decades, and the *Consumer Expenditure Survey* of the US Department of Labor. These initial outlays by area residents generate further secondary activity as local providers acquire inputs to meet this consumer demand. These consumer spending impacts are known as the *induced effect*. The USMRIAS is designed to provide realistic, yet conservative, estimates of these phenomena.

Sources for information used in this process include the Bureau of the Census, the Bureau of Labor Statistics, the Regional Economic Information System of the US Department of Commerce, and other public and private sources. The pricing data are compiled from the US Department of Labor and the US Department of Commerce. The verification and testing procedures make use of extensive public and private sources.

Impacts were measured in constant 2018 dollars to eliminate the effects of inflation.

The USMRIAS generates estimates of the effect on several measures of business activity. The most comprehensive measure of economic activity used in this study is **Total Expenditures**. This measure incorporates every dollar that changes hands in any transaction. For example, suppose a farmer sells wheat to a miller for \$0.50; the miller then sells flour to a baker for \$0.75; the baker, in turn, sells bread to a customer for \$1.25. The Total Expenditures recorded in this instance would be \$2.50, that is,  $\$0.50 + \$0.75 + \$1.25$ . This measure is quite broad but is useful in that (1) it reflects the overall interplay of all industries in the economy, and (2) some key fiscal variables such as sales taxes are linked to aggregate spending.

A second measure of business activity frequently employed in this analysis is that of **Gross Product**. This indicator represents the regional equivalent of Gross Domestic Product, the most commonly reported statistic regarding national economic performance. In other words, the Gross Product of Texas is the amount of US output that is produced in that state; it is defined as the value of all final goods produced in a given region for a specific period of time. Stated differently, it captures the amount of value-added (gross area product) over intermediate goods and services at each stage of the production process, that is, it eliminates the double counting in the Total Expenditures concept. Using the example above, the Gross Product is \$1.25 (the value of the bread) rather than \$2.50.

Alternatively, it may be viewed as the sum of the value-added by the farmer, \$0.50; the miller, \$0.25 ( $\$0.75 - \$0.50$ ); and the baker, \$0.50 ( $\$1.25 - \$0.75$ ). The total value-added is, therefore, \$1.25, which is equivalent to the final value of the

bread. In many industries, the primary component of value-added is the wage and salary payments to employees.

The third gauge of economic activity used in this evaluation is **Personal Income**. As the name implies, Personal Income is simply the income received by individuals, whether in the form of wages, salaries, interest, dividends, proprietors' profits, or other sources. It may thus be viewed as the segment of overall impacts which flows directly to the citizenry.

The fourth measure, **Retail Sales**, represents the component of Total Expenditures which occurs in retail outlets (general merchandise stores, automobile dealers and service stations, building materials stores, food stores, drugstores, restaurants, and so forth). Retail Sales is a commonly used measure of consumer activity.

The final aggregates used are **Permanent Jobs and Person-Years of Employment**, reflect the full-time equivalent jobs generated by an activity. For an economic stimulus expected to endure (such as the ongoing operations of a facility), the Permanent Jobs Measure is used. It should be noted that, unlike the dollar values described above, Permanent Jobs is a "stock" rather than a "flow." In other words, if an area produces \$1 million in output in 2016 and \$1 million in 2017, it is appropriate to say that \$2 million was achieved in the 2016-17 period. If the same area has 100 people working in 2016 and 100 in 2017, it only has 100 Permanent Jobs. When a flow of jobs is measured, such as in a construction project or a cumulative assessment over multiple years, it is appropriate to measure employment in Person-Years (a person working for a year). This concept is distinct from Permanent Jobs, which anticipates that the relevant positions will be maintained on a continuing basis.

In addition to the economic aggregates, the model fully integrates the specific provisions and rate structures associated with major sources of federal, State, and local revenues on a detailed industrial basis, allowing for the estimation of the **fiscal benefits** associated with the economic stimulus (as described below).

### *Measuring Fiscal Benefits*

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An important element of this study was measuring the impact of the Dallas Zoo. Business operations generate taxes for local governmental entities including cities, counties, schools, and special district in multiple ways. Taxes are generated through the economic activity associated with ongoing operation of the zoo as well as visitors to the area.

A portion of incremental retail sales are taxable and lead to increased receipts to local taxing entities. In addition, economic benefits or harms affect demand for housing and, hence, property tax values. When the total economic effects are considered (such as those measured in this study), the increase in tax receipts from these sources is significant.

## Appendix B: Detailed Sectoral Results

### *Impact of Zoo Operations and Tourism Expenditures on the City of Dallas*

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<b>The Current Annual Impact (Fiscal Year 2017) Associated with the Operations of the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Permanent Jobs)
<b>Agriculture</b>	<b>\$965,698</b>	<b>\$295,474</b>	<b>\$200,229</b>	<b>3</b>
<b>Mining</b>	<b>\$965,998</b>	<b>\$222,775</b>	<b>\$123,414</b>	<b>1</b>
<b>Construction</b>	<b>\$2,047,494</b>	<b>\$1,092,404</b>	<b>\$900,210</b>	<b>12</b>
<b>Total Manufacturing</b>	<b>\$8,293,494</b>	<b>\$2,888,389</b>	<b>\$1,639,821</b>	<b>26</b>
Food, Beverage, and Tobacco Manufacturing	\$2,700,476	\$688,974	\$351,960	6
Textile and Textile Product Mills	\$37,834	\$9,930	\$8,401	0
Apparel Manufacturing	\$700,637	\$392,179	\$198,722	5
Wood, Furniture, and Related Product Manufacturing	\$178,702	\$61,742	\$44,019	1
Paper Manufacturing	\$469,092	\$206,089	\$93,171	1
Printing and Related Support Activities	\$924,470	\$469,131	\$306,213	5
Petroleum, Coal Products, and Chemical Manufacturing	\$1,203,296	\$190,533	\$89,467	1
Plastics and Rubber Products Manufacturing	\$320,552	\$135,694	\$79,326	2
Nonmetallic Mineral Product Manufacturing	\$166,166	\$91,147	\$47,670	1
Primary Metal Manufacturing	\$79,849	\$21,940	\$16,331	0
Fabricated Metal Product Manufacturing	\$391,191	\$142,254	\$91,838	2
Machinery Manufacturing	\$124,674	\$49,327	\$35,238	0
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$328,042	\$168,917	\$100,985	1
Transportation Equipment Manufacturing	\$372,427	\$144,227	\$94,152	1
Miscellaneous Manufacturing	\$296,087	\$116,304	\$82,327	1
<b>Transportation and Utilities</b>	<b>\$5,454,110</b>	<b>\$2,281,335</b>	<b>\$1,340,827</b>	<b>15</b>
<b>Information</b>	<b>\$4,280,234</b>	<b>\$2,472,730</b>	<b>\$1,301,298</b>	<b>22</b>
<b>Wholesale Trade</b>	<b>\$2,977,242</b>	<b>\$2,016,634</b>	<b>\$1,162,808</b>	<b>13</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$11,822,157</b>	<b>\$8,762,537</b>	<b>\$5,076,421</b>	<b>155</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$14,827,175</b>	<b>\$4,130,813</b>	<b>\$1,627,770</b>	<b>17</b>
<b>Business Services</b>	<b>\$4,703,905</b>	<b>\$2,853,476</b>	<b>\$2,327,704</b>	<b>28</b>
<b>Health Services</b>	<b>\$2,507,134</b>	<b>\$1,756,710</b>	<b>\$1,485,314</b>	<b>24</b>
<b>Other Services</b>	<b>\$42,565,150</b>	<b>\$22,540,398</b>	<b>\$15,162,108</b>	<b>360</b>
<b>TOTAL</b>	<b>\$101,409,791</b>	<b>\$51,313,675</b>	<b>\$32,347,925</b>	<b>675</b>

Source: The Perryman Group

<b>The Current Annual Impact (Fiscal Year 2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Permanent Jobs)</b>
<b>Agriculture</b>	<b>\$2,250,497</b>	<b>\$575,538</b>	<b>\$383,439</b>	<b>6</b>
<b>Mining</b>	<b>\$4,072,153</b>	<b>\$927,682</b>	<b>\$499,938</b>	<b>2</b>
<b>Construction</b>	<b>\$5,580,414</b>	<b>\$2,974,304</b>	<b>\$2,451,013</b>	<b>34</b>
<b>Total Manufacturing</b>	<b>\$32,028,173</b>	<b>\$10,975,853</b>	<b>\$6,161,393</b>	<b>100</b>
Food, Beverage, and Tobacco Manufacturing	\$11,747,119	\$3,013,717	\$1,539,551	25
Textile and Textile Product Mills	\$122,267	\$28,510	\$24,127	0
Apparel Manufacturing	\$2,437,895	\$1,340,626	\$679,315	18
Wood, Furniture, and Related Product Manufacturing	\$534,546	\$190,593	\$135,882	3
Paper Manufacturing	\$2,392,304	\$1,057,200	\$477,954	7
Printing and Related Support Activities	\$3,870,649	\$1,967,159	\$1,284,011	21
Petroleum, Coal Products, and Chemical Manufacturing	\$4,387,141	\$623,345	\$292,699	2
Plastics and Rubber Products Manufacturing	\$946,315	\$404,576	\$236,513	4
Nonmetallic Mineral Product Manufacturing	\$634,779	\$365,204	\$191,001	3
Primary Metal Manufacturing	\$239,604	\$66,163	\$49,248	1
Fabricated Metal Product Manufacturing	\$1,380,503	\$480,929	\$310,489	5
Machinery Manufacturing	\$412,953	\$173,453	\$123,917	1
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,040,679	\$543,855	\$325,133	3
Transportation Equipment Manufacturing	\$962,309	\$351,099	\$229,130	2
Miscellaneous Manufacturing	\$919,109	\$369,424	\$262,423	4
<b>Transportation and Utilities</b>	<b>\$32,936,703</b>	<b>\$15,228,770</b>	<b>\$9,530,385</b>	<b>117</b>
<b>Information</b>	<b>\$9,935,276</b>	<b>\$6,012,486</b>	<b>\$2,721,850</b>	<b>31</b>
<b>Wholesale Trade</b>	<b>\$10,569,862</b>	<b>\$7,152,820</b>	<b>\$4,124,380</b>	<b>46</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$133,566,544</b>	<b>\$98,472,397</b>	<b>\$56,943,334</b>	<b>1,752</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$53,450,147</b>	<b>\$14,289,598</b>	<b>\$5,319,893</b>	<b>54</b>
<b>Business Services</b>	<b>\$14,636,506</b>	<b>\$9,058,091</b>	<b>\$7,389,081</b>	<b>88</b>
<b>Health Services</b>	<b>\$10,090,708</b>	<b>\$7,076,675</b>	<b>\$5,983,394</b>	<b>97</b>
<b>Other Services</b>	<b>\$40,725,943</b>	<b>\$20,873,454</b>	<b>\$15,092,107</b>	<b>352</b>
<b>TOTAL</b>	<b>\$349,842,927</b>	<b>\$193,617,668</b>	<b>\$116,600,207</b>	<b>2,679</b>
Source: The Perryman Group				

<b>The Total Current Annual Impact (Fiscal Year 2017) of Operations and Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Permanent Jobs)</b>
<b>Agriculture</b>	<b>\$3,216,195</b>	<b>\$871,012</b>	<b>\$583,668</b>	<b>9</b>
<b>Mining</b>	<b>\$5,038,151</b>	<b>\$1,150,457</b>	<b>\$623,352</b>	<b>3</b>
<b>Construction</b>	<b>\$7,627,908</b>	<b>\$4,066,708</b>	<b>\$3,351,223</b>	<b>46</b>
<b>Total Manufacturing</b>	<b>\$40,321,666</b>	<b>\$13,864,242</b>	<b>\$7,801,214</b>	<b>126</b>
Food, Beverage, and Tobacco Manufacturing	\$14,447,595	\$3,702,691	\$1,891,511	31
Textile and Textile Product Mills	\$160,100	\$38,440	\$32,528	1
Apparel Manufacturing	\$3,138,532	\$1,732,805	\$878,037	24
Wood, Furniture, and Related Product Manufacturing	\$713,247	\$252,335	\$179,901	3
Paper Manufacturing	\$2,861,396	\$1,263,290	\$571,125	8
Printing and Related Support Activities	\$4,795,119	\$2,436,291	\$1,590,224	26
Petroleum, Coal Products, and Chemical Manufacturing	\$5,590,437	\$813,879	\$382,165	3
Plastics and Rubber Products Manufacturing	\$1,266,867	\$540,269	\$315,838	6
Nonmetallic Mineral Product Manufacturing	\$800,945	\$456,351	\$238,672	4
Primary Metal Manufacturing	\$319,453	\$88,103	\$65,579	1
Fabricated Metal Product Manufacturing	\$1,771,694	\$623,182	\$402,328	7
Machinery Manufacturing	\$537,627	\$222,780	\$159,155	2
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,368,722	\$712,772	\$426,119	4
Transportation Equipment Manufacturing	\$1,334,735	\$495,326	\$323,282	4
Miscellaneous Manufacturing	\$1,215,197	\$485,729	\$344,751	5
<b>Transportation and Utilities</b>	<b>\$38,390,813</b>	<b>\$17,510,105</b>	<b>\$10,871,212</b>	<b>132</b>
<b>Information</b>	<b>\$14,215,510</b>	<b>\$8,485,216</b>	<b>\$4,023,149</b>	<b>52</b>
<b>Wholesale Trade</b>	<b>\$13,547,104</b>	<b>\$9,169,454</b>	<b>\$5,287,188</b>	<b>59</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$145,388,701</b>	<b>\$107,234,934</b>	<b>\$62,019,755</b>	<b>1,907</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$68,277,322</b>	<b>\$18,420,411</b>	<b>\$6,947,663</b>	<b>71</b>
<b>Business Services</b>	<b>\$19,340,411</b>	<b>\$11,911,567</b>	<b>\$9,716,785</b>	<b>116</b>
<b>Health Services</b>	<b>\$12,597,843</b>	<b>\$8,833,385</b>	<b>\$7,468,708</b>	<b>121</b>
<b>Other Services</b>	<b>\$83,291,093</b>	<b>\$43,413,852</b>	<b>\$30,254,215</b>	<b>712</b>
<b>TOTAL</b>	<b>\$451,252,718</b>	<b>\$244,931,344</b>	<b>\$148,948,132</b>	<b>3,354</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with the Operations of the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Person-Years)
<b>Agriculture</b>	<b>\$3,667,283</b>	<b>\$1,122,075</b>	<b>\$760,379</b>	<b>12</b>
<b>Mining</b>	<b>\$3,164,104</b>	<b>\$727,448</b>	<b>\$393,866</b>	<b>2</b>
<b>Construction</b>	<b>\$7,775,453</b>	<b>\$4,148,453</b>	<b>\$3,418,589</b>	<b>47</b>
<b>Total Manufacturing</b>	<b>\$31,484,553</b>	<b>\$10,962,767</b>	<b>\$6,224,251</b>	<b>99</b>
Food, Beverage, and Tobacco Manufacturing	\$10,255,182	\$2,616,410	\$1,336,584	22
Textile and Textile Product Mills	\$143,675	\$37,709	\$31,903	1
Apparel Manufacturing	\$2,650,329	\$1,483,295	\$751,611	20
Wood, Furniture, and Related Product Manufacturing	\$678,628	\$234,469	\$167,164	3
Paper Manufacturing	\$1,781,397	\$782,634	\$353,822	5
Printing and Related Support Activities	\$3,510,716	\$1,781,548	\$1,162,857	19
Petroleum, Coal Products, and Chemical Manufacturing	\$4,569,573	\$723,560	\$339,753	2
Plastics and Rubber Products Manufacturing	\$1,217,311	\$515,302	\$301,242	6
Nonmetallic Mineral Product Manufacturing	\$631,022	\$346,136	\$181,030	2
Primary Metal Manufacturing	\$303,229	\$83,317	\$62,020	1
Fabricated Metal Product Manufacturing	\$1,485,566	\$540,215	\$348,760	6
Machinery Manufacturing	\$473,454	\$187,321	\$133,819	1
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,245,756	\$641,471	\$383,497	3
Transportation Equipment Manufacturing	\$1,414,308	\$547,709	\$357,545	4
Miscellaneous Manufacturing	\$1,124,406	\$441,670	\$312,642	4
<b>Transportation and Utilities</b>	<b>\$19,719,648</b>	<b>\$8,419,014</b>	<b>\$4,985,163</b>	<b>56</b>
<b>Information</b>	<b>\$16,254,384</b>	<b>\$9,390,307</b>	<b>\$4,941,741</b>	<b>83</b>
<b>Wholesale Trade</b>	<b>\$11,306,213</b>	<b>\$7,658,259</b>	<b>\$4,415,818</b>	<b>49</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$44,895,186</b>	<b>\$33,276,139</b>	<b>\$19,277,942</b>	<b>588</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$56,306,881</b>	<b>\$15,686,953</b>	<b>\$6,181,531</b>	<b>63</b>
<b>Business Services</b>	<b>\$17,863,294</b>	<b>\$10,836,206</b>	<b>\$8,839,565</b>	<b>105</b>
<b>Health Services</b>	<b>\$9,520,958</b>	<b>\$6,671,186</b>	<b>\$5,640,547</b>	<b>91</b>
<b>Other Services</b>	<b>\$161,643,114</b>	<b>\$85,598,200</b>	<b>\$57,578,802</b>	<b>1,367</b>
<b>TOTAL</b>	<b>\$383,601,070</b>	<b>\$194,497,006</b>	<b>\$122,658,193</b>	<b>2,563</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$6,997,627</b>	<b>\$1,783,398</b>	<b>\$1,187,797</b>	<b>18</b>
<b>Mining</b>	<b>\$12,300,027</b>	<b>\$2,802,587</b>	<b>\$1,512,751</b>	<b>8</b>
<b>Construction</b>	<b>\$16,968,990</b>	<b>\$9,038,103</b>	<b>\$7,447,963</b>	<b>102</b>
<b>Total Manufacturing</b>	<b>\$98,458,191</b>	<b>\$33,722,770</b>	<b>\$18,918,313</b>	<b>309</b>
Food, Beverage, and Tobacco Manufacturing	\$36,568,897	\$9,379,750	\$4,791,624	78
Textile and Textile Product Mills	\$369,645	\$86,231	\$72,961	1
Apparel Manufacturing	\$7,425,283	\$4,087,272	\$2,071,080	56
Wood, Furniture, and Related Product Manufacturing	\$1,624,117	\$578,778	\$412,637	8
Paper Manufacturing	\$7,407,188	\$3,273,190	\$1,479,787	22
Printing and Related Support Activities	\$11,882,605	\$6,041,144	\$3,943,189	65
Petroleum, Coal Products, and Chemical Manufacturing	\$13,253,088	\$1,893,835	\$889,268	6
Plastics and Rubber Products Manufacturing	\$2,893,425	\$1,236,747	\$722,993	14
Nonmetallic Mineral Product Manufacturing	\$1,931,564	\$1,111,637	\$581,389	9
Primary Metal Manufacturing	\$732,130	\$202,135	\$150,459	2
Fabricated Metal Product Manufacturing	\$4,236,928	\$1,473,407	\$951,233	16
Machinery Manufacturing	\$1,258,386	\$527,578	\$376,900	4
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$3,172,794	\$1,657,411	\$990,853	8
Transportation Equipment Manufacturing	\$2,886,182	\$1,041,152	\$679,428	8
Miscellaneous Manufacturing	\$2,815,958	\$1,132,504	\$804,511	12
<b>Transportation and Utilities</b>	<b>\$96,383,833</b>	<b>\$44,404,256</b>	<b>\$27,713,231</b>	<b>340</b>
<b>Information</b>	<b>\$30,058,247</b>	<b>\$18,207,603</b>	<b>\$8,208,280</b>	<b>91</b>
<b>Wholesale Trade</b>	<b>\$32,535,640</b>	<b>\$22,017,405</b>	<b>\$12,695,430</b>	<b>141</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$419,644,179</b>	<b>\$309,306,528</b>	<b>\$178,848,043</b>	<b>5,507</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$163,862,049</b>	<b>\$43,792,539</b>	<b>\$16,285,634</b>	<b>166</b>
<b>Business Services</b>	<b>\$44,705,970</b>	<b>\$27,716,659</b>	<b>\$22,609,693</b>	<b>269</b>
<b>Health Services</b>	<b>\$31,101,749</b>	<b>\$21,811,866</b>	<b>\$18,442,134</b>	<b>298</b>
<b>Other Services</b>	<b>\$117,835,041</b>	<b>\$60,406,464</b>	<b>\$43,863,605</b>	<b>1,023</b>
<b>TOTAL</b>	<b>\$1,070,851,543</b>	<b>\$595,010,178</b>	<b>\$357,732,873</b>	<b>8,272</b>

Source: The Perryman Group

**The Cumulative Impact (Fiscal Years 2014-2017) of Operations and Tourism Expenditures  
Associated with Visitors to and the Dallas Zoo on Business Activity in the City of Dallas**

	Total Expenditures (2018 Dollars)	Gross Product (2018 Dollars)	Personal Income (2018 Dollars)	Employment (Person-Years)
<b>Agriculture</b>	<b>\$10,664,910</b>	<b>\$2,905,473</b>	<b>\$1,948,176</b>	<b>30</b>
<b>Mining</b>	<b>\$15,464,131</b>	<b>\$3,530,035</b>	<b>\$1,906,617</b>	<b>10</b>
<b>Construction</b>	<b>\$24,744,443</b>	<b>\$13,186,556</b>	<b>\$10,866,552</b>	<b>149</b>
<b>Total Manufacturing</b>	<b>\$129,942,745</b>	<b>\$44,685,537</b>	<b>\$25,142,564</b>	<b>409</b>
Food, Beverage, and Tobacco Manufacturing	\$46,824,079	\$11,996,160	\$6,128,208	100
Textile and Textile Product Mills	\$513,319	\$123,940	\$104,864	2
Apparel Manufacturing	\$10,075,612	\$5,570,567	\$2,822,691	76
Wood, Furniture, and Related Product Manufacturing	\$2,302,745	\$813,247	\$579,801	11
Paper Manufacturing	\$9,188,586	\$4,055,824	\$1,833,609	27
Printing and Related Support Activities	\$15,393,321	\$7,822,692	\$5,106,046	84
Petroleum, Coal Products, and Chemical Manufacturing	\$17,822,662	\$2,617,395	\$1,229,022	8
Plastics and Rubber Products Manufacturing	\$4,110,736	\$1,752,049	\$1,024,235	20
Nonmetallic Mineral Product Manufacturing	\$2,562,586	\$1,457,773	\$762,420	12
Primary Metal Manufacturing	\$1,035,359	\$285,452	\$212,479	3
Fabricated Metal Product Manufacturing	\$5,722,495	\$2,013,622	\$1,299,994	22
Machinery Manufacturing	\$1,731,840	\$714,898	\$510,720	5
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$4,418,549	\$2,298,881	\$1,374,350	11
Transportation Equipment Manufacturing	\$4,300,490	\$1,588,861	\$1,036,973	12
Miscellaneous Manufacturing	\$3,940,364	\$1,574,175	\$1,117,153	16
<b>Transportation and Utilities</b>	<b>\$116,103,480</b>	<b>\$52,823,269</b>	<b>\$32,698,394</b>	<b>396</b>
<b>Information</b>	<b>\$46,312,631</b>	<b>\$27,597,910</b>	<b>\$13,150,021</b>	<b>174</b>
<b>Wholesale Trade</b>	<b>\$43,841,853</b>	<b>\$29,675,664</b>	<b>\$17,111,248</b>	<b>190</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$464,539,365</b>	<b>\$342,582,667</b>	<b>\$198,125,985</b>	<b>6,095</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$220,168,930</b>	<b>\$59,479,492</b>	<b>\$22,467,165</b>	<b>230</b>
<b>Business Services</b>	<b>\$62,569,264</b>	<b>\$38,552,865</b>	<b>\$31,449,258</b>	<b>374</b>
<b>Health Services</b>	<b>\$40,622,707</b>	<b>\$28,483,052</b>	<b>\$24,082,682</b>	<b>389</b>
<b>Other Services</b>	<b>\$279,478,155</b>	<b>\$146,004,663</b>	<b>\$101,442,408</b>	<b>2,390</b>
<b>TOTAL</b>	<b>\$1,454,452,613</b>	<b>\$789,507,184</b>	<b>\$480,391,067</b>	<b>10,836</b>

Source: The Perryman Group

*Impact of Zoo Operations and Tourism Expenditures on Dallas County*

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<b>The Current Annual Impact (Fiscal Year 2017) Associated with the Operations of the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Permanent Jobs)
<b>Agriculture</b>	<b>\$965,698</b>	<b>\$295,474</b>	<b>\$200,229</b>	<b>3</b>
<b>Mining</b>	<b>\$965,998</b>	<b>\$222,775</b>	<b>\$123,414</b>	<b>1</b>
<b>Construction</b>	<b>\$2,047,494</b>	<b>\$1,092,404</b>	<b>\$900,210</b>	<b>12</b>
<b>Total Manufacturing</b>	<b>\$8,652,054</b>	<b>\$3,013,265</b>	<b>\$1,710,717</b>	<b>27</b>
Food, Beverage, and Tobacco Manufacturing	\$2,817,228	\$718,761	\$367,177	6
Textile and Textile Product Mills	\$39,469	\$10,359	\$8,764	0
Apparel Manufacturing	\$730,928	\$409,135	\$207,314	6
Wood, Furniture, and Related Product Manufacturing	\$186,428	\$64,411	\$45,922	1
Paper Manufacturing	\$489,372	\$214,999	\$97,199	1
Printing and Related Support Activities	\$964,438	\$489,414	\$319,452	5
Petroleum, Coal Products, and Chemical Manufacturing	\$1,255,320	\$198,771	\$93,334	1
Plastics and Rubber Products Manufacturing	\$334,411	\$141,560	\$82,755	2
Nonmetallic Mineral Product Manufacturing	\$173,350	\$95,088	\$49,731	1
Primary Metal Manufacturing	\$83,301	\$22,888	\$17,038	0
Fabricated Metal Product Manufacturing	\$408,104	\$148,404	\$95,809	2
Machinery Manufacturing	\$130,064	\$51,459	\$36,762	0
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$342,225	\$176,220	\$105,351	1
Transportation Equipment Manufacturing	\$388,528	\$150,463	\$98,222	1
Miscellaneous Manufacturing	\$308,888	\$121,332	\$85,887	1
<b>Transportation and Utilities</b>	<b>\$6,205,396</b>	<b>\$2,595,581</b>	<b>\$1,525,521</b>	<b>17</b>
<b>Information</b>	<b>\$4,280,234</b>	<b>\$2,472,730</b>	<b>\$1,301,298</b>	<b>22</b>
<b>Wholesale Trade</b>	<b>\$3,797,168</b>	<b>\$2,572,010</b>	<b>\$1,483,043</b>	<b>16</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$11,822,157</b>	<b>\$8,762,537</b>	<b>\$5,076,421</b>	<b>155</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$14,827,175</b>	<b>\$4,130,813</b>	<b>\$1,627,770</b>	<b>17</b>
<b>Business Services</b>	<b>\$4,703,905</b>	<b>\$2,853,476</b>	<b>\$2,327,704</b>	<b>28</b>
<b>Health Services</b>	<b>\$2,600,241</b>	<b>\$1,821,948</b>	<b>\$1,540,474</b>	<b>25</b>
<b>Other Services</b>	<b>\$42,787,529</b>	<b>\$22,659,551</b>	<b>\$15,259,533</b>	<b>362</b>
<b>TOTAL</b>	<b>\$103,655,049</b>	<b>\$52,492,566</b>	<b>\$33,076,335</b>	<b>685</b>

Source: The Perryman Group

<b>The Current Annual Impact (Fiscal Year 2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Permanent Jobs)</b>
<b>Agriculture</b>	<b>\$2,447,898</b>	<b>\$626,108</b>	<b>\$417,133</b>	<b>6</b>
<b>Mining</b>	<b>\$4,377,500</b>	<b>\$997,719</b>	<b>\$538,580</b>	<b>3</b>
<b>Construction</b>	<b>\$6,066,937</b>	<b>\$3,234,111</b>	<b>\$2,665,105</b>	<b>37</b>
<b>Total Manufacturing</b>	<b>\$36,233,321</b>	<b>\$12,424,877</b>	<b>\$6,973,474</b>	<b>113</b>
Food, Beverage, and Tobacco Manufacturing	\$13,327,266	\$3,418,919	\$1,746,546	28
Textile and Textile Product Mills	\$138,984	\$32,457	\$27,463	1
Apparel Manufacturing	\$2,763,584	\$1,519,485	\$769,946	21
Wood, Furniture, and Related Product Manufacturing	\$606,766	\$216,427	\$154,303	3
Paper Manufacturing	\$2,714,518	\$1,199,573	\$542,318	8
Printing and Related Support Activities	\$4,387,389	\$2,229,909	\$1,455,513	24
Petroleum, Coal Products, and Chemical Manufacturing	\$4,917,401	\$702,085	\$329,672	2
Plastics and Rubber Products Manufacturing	\$1,073,199	\$458,686	\$268,145	5
Nonmetallic Mineral Product Manufacturing	\$720,264	\$414,454	\$216,760	3
Primary Metal Manufacturing	\$270,578	\$74,712	\$55,611	1
Fabricated Metal Product Manufacturing	\$1,561,908	\$543,883	\$351,132	6
Machinery Manufacturing	\$464,340	\$194,755	\$139,133	1
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,174,943	\$613,865	\$366,989	3
Transportation Equipment Manufacturing	\$1,070,776	\$387,053	\$252,582	3
Miscellaneous Manufacturing	\$1,041,405	\$418,614	\$297,361	4
<b>Transportation and Utilities</b>	<b>\$37,346,282</b>	<b>\$16,991,426</b>	<b>\$10,567,896</b>	<b>129</b>
<b>Information</b>	<b>\$10,816,492</b>	<b>\$6,543,970</b>	<b>\$2,965,458</b>	<b>33</b>
<b>Wholesale Trade</b>	<b>\$14,622,078</b>	<b>\$9,894,962</b>	<b>\$5,705,523</b>	<b>63</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$145,530,923</b>	<b>\$107,297,711</b>	<b>\$62,047,547</b>	<b>1,910</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$58,043,731</b>	<b>\$15,522,351</b>	<b>\$5,776,805</b>	<b>59</b>
<b>Business Services</b>	<b>\$15,883,272</b>	<b>\$9,836,306</b>	<b>\$8,023,901</b>	<b>95</b>
<b>Health Services</b>	<b>\$9,891,193</b>	<b>\$6,936,773</b>	<b>\$5,865,101</b>	<b>95</b>
<b>Other Services</b>	<b>\$45,308,003</b>	<b>\$23,312,916</b>	<b>\$16,867,028</b>	<b>394</b>
<b>TOTAL</b>	<b>\$386,567,630</b>	<b>\$213,619,230</b>	<b>\$128,413,551</b>	<b>2,937</b>
Source: The Perryman Group				

**The Total Current Annual Impact (Fiscal Year 2017) of Operations and Tourism Expenditures  
Associated with Visitors to the Dallas Zoo on Business Activity in Dallas County**

	Total Expenditures (2018 Dollars)	Gross Product (2018 Dollars)	Personal Income (2018 Dollars)	Employment (Permanent Jobs)
Agriculture	\$3,413,596	\$921,582	\$617,362	9
Mining	\$5,343,498	\$1,220,494	\$661,994	3
Construction	\$8,114,431	\$4,326,515	\$3,565,315	49
<b>Total Manufacturing</b>	<b>\$44,885,375</b>	<b>\$15,438,142</b>	<b>\$8,684,191</b>	<b>140</b>
Food, Beverage, and Tobacco Manufacturing	\$16,144,494	\$4,137,680	\$2,113,723	34
Textile and Textile Product Mills	\$178,453	\$42,816	\$36,227	1
Apparel Manufacturing	\$3,494,512	\$1,928,620	\$977,260	26
Wood, Furniture, and Related Product Manufacturing	\$793,194	\$280,838	\$200,225	4
Paper Manufacturing	\$3,203,890	\$1,414,572	\$639,517	9
Printing and Related Support Activities	\$5,351,827	\$2,719,323	\$1,774,965	29
Petroleum, Coal Products, and Chemical Manufacturing	\$6,172,721	\$900,856	\$423,006	3
Plastics and Rubber Products Manufacturing	\$1,407,610	\$600,246	\$350,900	7
Nonmetallic Mineral Product Manufacturing	\$893,614	\$509,542	\$266,491	4
Primary Metal Manufacturing	\$353,879	\$97,600	\$72,649	1
Fabricated Metal Product Manufacturing	\$1,970,012	\$692,287	\$446,941	7
Machinery Manufacturing	\$594,404	\$246,214	\$175,895	2
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,517,168	\$790,085	\$472,340	4
Transportation Equipment Manufacturing	\$1,459,304	\$537,516	\$350,804	4
Miscellaneous Manufacturing	\$1,350,293	\$539,946	\$383,248	5
Transportation and Utilities	\$43,551,678	\$19,587,007	\$12,093,417	146
Information	\$15,096,725	\$9,016,700	\$4,266,756	55
Wholesale Trade	\$18,419,246	\$12,466,972	\$7,188,566	80
Retail Trade (including Restaurants)	\$157,353,080	\$116,060,248	\$67,123,968	2,065
Finance, Insurance, & Real Estate	\$72,870,906	\$19,653,164	\$7,404,575	76
Business Services	\$20,587,177	\$12,689,782	\$10,351,605	123
Health Services	\$12,491,434	\$8,758,721	\$7,405,575	120
Other Services	\$88,095,533	\$45,972,467	\$32,126,561	756
<b>TOTAL</b>	<b>\$490,222,679</b>	<b>\$266,111,796</b>	<b>\$161,489,886</b>	<b>3,622</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with the Operations of the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Person-Years)
<b>Agriculture</b>	<b>\$3,667,283</b>	<b>\$1,122,075</b>	<b>\$760,379</b>	<b>12</b>
<b>Mining</b>	<b>\$3,164,104</b>	<b>\$727,448</b>	<b>\$393,866</b>	<b>2</b>
<b>Construction</b>	<b>\$7,775,453</b>	<b>\$4,148,453</b>	<b>\$3,418,589</b>	<b>47</b>
<b>Total Manufacturing</b>	<b>\$32,845,753</b>	<b>\$11,436,730</b>	<b>\$6,493,349</b>	<b>103</b>
Food, Beverage, and Tobacco Manufacturing	\$10,698,553	\$2,729,528	\$1,394,370	23
Textile and Textile Product Mills	\$149,886	\$39,340	\$33,283	1
Apparel Manufacturing	\$2,764,913	\$1,547,424	\$784,106	21
Wood, Furniture, and Related Product Manufacturing	\$707,968	\$244,606	\$174,391	3
Paper Manufacturing	\$1,858,414	\$816,470	\$369,119	5
Printing and Related Support Activities	\$3,662,498	\$1,858,572	\$1,213,132	20
Petroleum, Coal Products, and Chemical Manufacturing	\$4,767,134	\$754,842	\$354,442	2
Plastics and Rubber Products Manufacturing	\$1,269,940	\$537,581	\$314,266	6
Nonmetallic Mineral Product Manufacturing	\$658,304	\$361,101	\$188,857	3
Primary Metal Manufacturing	\$316,338	\$86,920	\$64,701	1
Fabricated Metal Product Manufacturing	\$1,549,793	\$563,571	\$363,838	6
Machinery Manufacturing	\$493,924	\$195,419	\$139,605	1
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,299,614	\$669,204	\$400,077	3
Transportation Equipment Manufacturing	\$1,475,454	\$571,389	\$373,004	4
Miscellaneous Manufacturing	\$1,173,018	\$460,766	\$326,159	4
<b>Transportation and Utilities</b>	<b>\$22,435,963</b>	<b>\$9,578,704</b>	<b>\$5,671,853</b>	<b>64</b>
<b>Information</b>	<b>\$16,254,384</b>	<b>\$9,390,307</b>	<b>\$4,941,741</b>	<b>83</b>
<b>Wholesale Trade</b>	<b>\$14,419,919</b>	<b>\$9,767,327</b>	<b>\$5,631,925</b>	<b>62</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$44,895,186</b>	<b>\$33,276,139</b>	<b>\$19,277,942</b>	<b>588</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$56,306,881</b>	<b>\$15,686,953</b>	<b>\$6,181,531</b>	<b>63</b>
<b>Business Services</b>	<b>\$17,863,294</b>	<b>\$10,836,206</b>	<b>\$8,839,565</b>	<b>105</b>
<b>Health Services</b>	<b>\$9,874,536</b>	<b>\$6,918,932</b>	<b>\$5,850,019</b>	<b>95</b>
<b>Other Services</b>	<b>\$162,487,611</b>	<b>\$86,050,689</b>	<b>\$57,948,778</b>	<b>1,375</b>
<b>TOTAL</b>	<b>\$391,990,365</b>	<b>\$198,939,964</b>	<b>\$125,409,536</b>	<b>2,601</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$7,618,493</b>	<b>\$1,941,832</b>	<b>\$1,293,311</b>	<b>20</b>
<b>Mining</b>	<b>\$13,245,796</b>	<b>\$3,019,390</b>	<b>\$1,632,298</b>	<b>9</b>
<b>Construction</b>	<b>\$18,463,796</b>	<b>\$9,835,582</b>	<b>\$8,105,129</b>	<b>111</b>
<b>Total Manufacturing</b>	<b>\$111,516,070</b>	<b>\$38,217,014</b>	<b>\$21,435,746</b>	<b>351</b>
Food, Beverage, and Tobacco Manufacturing	\$41,527,808	\$10,651,172	\$5,441,128	89
Textile and Textile Product Mills	\$420,430	\$98,208	\$83,093	2
Apparel Manufacturing	\$8,424,798	\$4,636,836	\$2,349,555	63
Wood, Furniture, and Related Product Manufacturing	\$1,844,927	\$657,698	\$468,902	9
Paper Manufacturing	\$8,412,580	\$3,717,408	\$1,680,613	25
Printing and Related Support Activities	\$13,482,066	\$6,854,691	\$4,474,209	74
Petroleum, Coal Products, and Chemical Manufacturing	\$14,881,997	\$2,136,203	\$1,003,071	7
Plastics and Rubber Products Manufacturing	\$3,284,264	\$1,403,424	\$820,436	16
Nonmetallic Mineral Product Manufacturing	\$2,193,416	\$1,262,535	\$660,309	10
Primary Metal Manufacturing	\$827,838	\$228,547	\$170,119	2
Fabricated Metal Product Manufacturing	\$4,799,189	\$1,668,236	\$1,077,013	18
Machinery Manufacturing	\$1,417,344	\$593,421	\$423,941	4
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$3,586,763	\$1,873,232	\$1,119,879	9
Transportation Equipment Manufacturing	\$3,218,844	\$1,150,816	\$750,967	9
Miscellaneous Manufacturing	\$3,193,806	\$1,284,587	\$912,511	13
<b>Transportation and Utilities</b>	<b>\$109,920,921</b>	<b>\$49,834,990</b>	<b>\$30,911,291</b>	<b>376</b>
<b>Information</b>	<b>\$32,746,300</b>	<b>\$19,831,042</b>	<b>\$8,948,181</b>	<b>99</b>
<b>Wholesale Trade</b>	<b>\$45,061,293</b>	<b>\$30,493,544</b>	<b>\$17,582,849</b>	<b>195</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$457,605,912</b>	<b>\$337,300,314</b>	<b>\$195,037,110</b>	<b>6,005</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$178,124,980</b>	<b>\$47,617,168</b>	<b>\$17,702,151</b>	<b>181</b>
<b>Business Services</b>	<b>\$48,565,008</b>	<b>\$30,127,971</b>	<b>\$24,576,707</b>	<b>292</b>
<b>Health Services</b>	<b>\$30,373,791</b>	<b>\$21,301,385</b>	<b>\$18,010,521</b>	<b>291</b>
<b>Other Services</b>	<b>\$131,255,608</b>	<b>\$67,545,075</b>	<b>\$49,086,318</b>	<b>1,144</b>
<b>TOTAL</b>	<b>\$1,184,497,968</b>	<b>\$657,065,307</b>	<b>\$394,321,612</b>	<b>9,074</b>

Source: The Perryman Group

<b>The Total Cumulative Impact (Fiscal Years 2014-2017) of Operations and Tourism Expenditures Associated with Visitors to and the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$11,285,776</b>	<b>\$3,063,907</b>	<b>\$2,053,690</b>	<b>32</b>
<b>Mining</b>	<b>\$16,409,900</b>	<b>\$3,746,838</b>	<b>\$2,026,164</b>	<b>11</b>
<b>Construction</b>	<b>\$26,239,249</b>	<b>\$13,984,035</b>	<b>\$11,523,718</b>	<b>158</b>
<b>Total Manufacturing</b>	<b>\$144,361,823</b>	<b>\$49,653,744</b>	<b>\$27,929,095</b>	<b>454</b>
Food, Beverage, and Tobacco Manufacturing	\$52,226,361	\$13,380,700	\$6,835,498	112
Textile and Textile Product Mills	\$570,316	\$137,548	\$116,376	2
Apparel Manufacturing	\$11,189,711	\$6,184,260	\$3,133,661	84
Wood, Furniture, and Related Product Manufacturing	\$2,552,895	\$902,304	\$643,293	13
Paper Manufacturing	\$10,270,994	\$4,533,878	\$2,049,732	30
Printing and Related Support Activities	\$17,144,564	\$8,713,263	\$5,687,341	94
Petroleum, Coal Products, and Chemical Manufacturing	\$19,649,131	\$2,891,045	\$1,357,513	10
Plastics and Rubber Products Manufacturing	\$4,554,204	\$1,941,005	\$1,134,702	22
Nonmetallic Mineral Product Manufacturing	\$2,851,720	\$1,623,636	\$849,166	13
Primary Metal Manufacturing	\$1,144,176	\$315,467	\$234,820	3
Fabricated Metal Product Manufacturing	\$6,348,982	\$2,231,807	\$1,440,851	24
Machinery Manufacturing	\$1,911,268	\$788,840	\$563,546	5
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$4,886,377	\$2,542,436	\$1,519,956	12
Transportation Equipment Manufacturing	\$4,694,298	\$1,722,205	\$1,123,971	13
Miscellaneous Manufacturing	\$4,366,824	\$1,745,353	\$1,238,670	18
<b>Transportation and Utilities</b>	<b>\$132,356,884</b>	<b>\$59,413,694</b>	<b>\$36,583,144</b>	<b>439</b>
<b>Information</b>	<b>\$49,000,684</b>	<b>\$29,221,349</b>	<b>\$13,889,922</b>	<b>183</b>
<b>Wholesale Trade</b>	<b>\$59,481,212</b>	<b>\$40,260,871</b>	<b>\$23,214,774</b>	<b>257</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$502,501,098</b>	<b>\$370,576,453</b>	<b>\$214,315,052</b>	<b>6,593</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$234,431,861</b>	<b>\$63,304,121</b>	<b>\$23,883,682</b>	<b>244</b>
<b>Business Services</b>	<b>\$66,428,302</b>	<b>\$40,964,177</b>	<b>\$33,416,272</b>	<b>397</b>
<b>Health Services</b>	<b>\$40,248,327</b>	<b>\$28,220,317</b>	<b>\$23,860,540</b>	<b>386</b>
<b>Other Services</b>	<b>\$293,743,219</b>	<b>\$153,595,764</b>	<b>\$107,035,096</b>	<b>2,520</b>
<b>TOTAL</b>	<b>\$1,576,488,333</b>	<b>\$856,005,271</b>	<b>\$519,731,148</b>	<b>11,674</b>

Source: The Perryman Group

*Impact of Zoo Operations and Tourism Expenditures on the  
Dallas-Fort Worth Area*

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<b>The Current Annual Impact (Fiscal Year 2017) Associated with the Operations of the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Permanent Jobs)
<b>Agriculture</b>	<b>\$1,450,836</b>	<b>\$443,330</b>	<b>\$300,550</b>	<b>5</b>
<b>Mining</b>	<b>\$837,748</b>	<b>\$193,376</b>	<b>\$104,786</b>	<b>1</b>
<b>Construction</b>	<b>\$2,353,342</b>	<b>\$1,254,957</b>	<b>\$1,034,163</b>	<b>14</b>
<b>Total Manufacturing</b>	<b>\$11,608,990</b>	<b>\$3,859,301</b>	<b>\$2,179,221</b>	<b>35</b>
Food, Beverage, and Tobacco Manufacturing	\$4,527,174	\$1,155,142	\$590,102	10
Textile and Textile Product Mills	\$39,944	\$10,469	\$8,859	0
Apparel Manufacturing	\$728,079	\$407,480	\$206,477	6
Wood, Furniture, and Related Product Manufacturing	\$260,749	\$90,104	\$64,238	1
Paper Manufacturing	\$559,602	\$245,879	\$111,160	2
Printing and Related Support Activities	\$976,428	\$495,485	\$323,413	5
Petroleum, Coal Products, and Chemical Manufacturing	\$1,520,497	\$240,639	\$112,994	1
Plastics and Rubber Products Manufacturing	\$594,899	\$251,863	\$147,238	3
Nonmetallic Mineral Product Manufacturing	\$260,945	\$143,155	\$74,870	1
Primary Metal Manufacturing	\$184,021	\$50,567	\$37,640	1
Fabricated Metal Product Manufacturing	\$489,896	\$178,117	\$114,993	2
Machinery Manufacturing	\$168,289	\$66,594	\$47,576	0
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$346,757	\$178,607	\$106,777	1
Transportation Equipment Manufacturing	\$579,001	\$199,051	\$129,845	1
Miscellaneous Manufacturing	\$372,710	\$146,150	\$103,038	1
<b>Transportation and Utilities</b>	<b>\$6,467,906</b>	<b>\$2,897,625</b>	<b>\$1,741,757</b>	<b>20</b>
<b>Information</b>	<b>\$4,323,177</b>	<b>\$2,499,168</b>	<b>\$1,312,714</b>	<b>22</b>
<b>Wholesale Trade</b>	<b>\$3,841,675</b>	<b>\$2,602,129</b>	<b>\$1,500,410</b>	<b>17</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$13,276,623</b>	<b>\$9,864,007</b>	<b>\$5,718,719</b>	<b>174</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$15,114,659</b>	<b>\$4,180,174</b>	<b>\$1,646,715</b>	<b>17</b>
<b>Business Services</b>	<b>\$4,761,016</b>	<b>\$2,887,096</b>	<b>\$2,355,130</b>	<b>28</b>
<b>Health Services</b>	<b>\$2,864,319</b>	<b>\$2,005,796</b>	<b>\$1,695,918</b>	<b>27</b>
<b>Other Services</b>	<b>\$43,169,120</b>	<b>\$22,842,810</b>	<b>\$15,409,729</b>	<b>365</b>
<b>TOTAL</b>	<b>\$110,069,411</b>	<b>\$55,529,770</b>	<b>\$34,999,812</b>	<b>725</b>

Source: The Perryman Group

<b>The Current Annual Impact (Fiscal Year 2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Permanent Jobs)</b>
<b>Agriculture</b>	<b>\$4,255,569</b>	<b>\$1,089,187</b>	<b>\$727,394</b>	<b>11</b>
<b>Mining</b>	<b>\$4,480,307</b>	<b>\$1,019,191</b>	<b>\$538,627</b>	<b>3</b>
<b>Construction</b>	<b>\$8,253,403</b>	<b>\$4,398,828</b>	<b>\$3,624,905</b>	<b>50</b>
<b>Total Manufacturing</b>	<b>\$56,875,212</b>	<b>\$18,636,619</b>	<b>\$10,397,110</b>	<b>168</b>
Food, Beverage, and Tobacco Manufacturing	\$24,599,200	\$6,312,369	\$3,224,662	53
Textile and Textile Product Mills	\$166,650	\$38,909	\$32,920	1
Apparel Manufacturing	\$3,243,483	\$1,782,348	\$903,141	24
Wood, Furniture, and Related Product Manufacturing	\$1,003,020	\$357,856	\$255,129	5
Paper Manufacturing	\$3,594,692	\$1,588,639	\$718,211	11
Printing and Related Support Activities	\$5,201,188	\$2,643,106	\$1,725,213	29
Petroleum, Coal Products, and Chemical Manufacturing	\$7,044,027	\$1,002,455	\$470,710	3
Plastics and Rubber Products Manufacturing	\$2,243,252	\$959,183	\$560,735	11
Nonmetallic Mineral Product Manufacturing	\$1,273,742	\$732,211	\$382,950	6
Primary Metal Manufacturing	\$702,576	\$194,093	\$144,472	2
Fabricated Metal Product Manufacturing	\$2,190,962	\$764,448	\$493,530	8
Machinery Manufacturing	\$705,957	\$296,212	\$211,614	2
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,401,772	\$732,647	\$438,001	3
Transportation Equipment Manufacturing	\$2,041,273	\$644,409	\$420,175	5
Miscellaneous Manufacturing	\$1,463,418	\$587,734	\$415,647	6
<b>Transportation and Utilities</b>	<b>\$46,347,121</b>	<b>\$21,945,905</b>	<b>\$13,794,295</b>	<b>171</b>
<b>Information</b>	<b>\$12,999,886</b>	<b>\$7,862,021</b>	<b>\$3,569,915</b>	<b>41</b>
<b>Wholesale Trade</b>	<b>\$17,242,730</b>	<b>\$11,668,440</b>	<b>\$6,728,128</b>	<b>75</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$174,383,547</b>	<b>\$128,953,321</b>	<b>\$74,638,576</b>	<b>2,287</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$69,403,252</b>	<b>\$18,439,123</b>	<b>\$6,867,308</b>	<b>70</b>
<b>Business Services</b>	<b>\$18,926,774</b>	<b>\$11,703,315</b>	<b>\$9,546,905</b>	<b>114</b>
<b>Health Services</b>	<b>\$12,758,256</b>	<b>\$8,942,079</b>	<b>\$7,560,611</b>	<b>122</b>
<b>Other Services</b>	<b>\$56,684,233</b>	<b>\$29,130,023</b>	<b>\$21,091,497</b>	<b>491</b>
<b>TOTAL</b>	<b>\$482,610,290</b>	<b>\$263,788,052</b>	<b>\$159,085,271</b>	<b>3,601</b>

Source: The Perryman Group

<b>The Total Current Annual Impact (Fiscal Year 2017) of Operations and Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Permanent Jobs)
<b>Agriculture</b>	<b>\$5,706,405</b>	<b>\$1,532,517</b>	<b>\$1,027,944</b>	<b>16</b>
<b>Mining</b>	<b>\$5,318,055</b>	<b>\$1,212,567</b>	<b>\$643,413</b>	<b>3</b>
<b>Construction</b>	<b>\$10,606,745</b>	<b>\$5,653,785</b>	<b>\$4,659,068</b>	<b>64</b>
<b>Total Manufacturing</b>	<b>\$68,484,202</b>	<b>\$22,495,920</b>	<b>\$12,576,331</b>	<b>203</b>
Food, Beverage, and Tobacco Manufacturing	\$29,126,374	\$7,467,511	\$3,814,764	62
Textile and Textile Product Mills	\$206,594	\$49,378	\$41,779	1
Apparel Manufacturing	\$3,971,562	\$2,189,828	\$1,109,618	30
Wood, Furniture, and Related Product Manufacturing	\$1,263,769	\$447,960	\$319,367	6
Paper Manufacturing	\$4,154,294	\$1,834,518	\$829,371	12
Printing and Related Support Activities	\$6,177,616	\$3,138,591	\$2,048,626	34
Petroleum, Coal Products, and Chemical Manufacturing	\$8,564,524	\$1,243,094	\$583,704	4
Plastics and Rubber Products Manufacturing	\$2,838,151	\$1,211,046	\$707,973	14
Nonmetallic Mineral Product Manufacturing	\$1,534,687	\$875,366	\$457,820	7
Primary Metal Manufacturing	\$886,597	\$244,660	\$182,112	3
Fabricated Metal Product Manufacturing	\$2,680,858	\$942,565	\$608,523	10
Machinery Manufacturing	\$874,246	\$362,806	\$259,190	3
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,748,529	\$911,254	\$544,778	4
Transportation Equipment Manufacturing	\$2,620,274	\$843,460	\$550,020	7
Miscellaneous Manufacturing	\$1,836,128	\$733,884	\$518,685	7
<b>Transportation and Utilities</b>	<b>\$52,815,027</b>	<b>\$24,843,530</b>	<b>\$15,536,052</b>	<b>191</b>
<b>Information</b>	<b>\$17,323,063</b>	<b>\$10,361,189</b>	<b>\$4,882,628</b>	<b>63</b>
<b>Wholesale Trade</b>	<b>\$21,084,405</b>	<b>\$14,270,569</b>	<b>\$8,228,538</b>	<b>91</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$187,660,170</b>	<b>\$138,817,328</b>	<b>\$80,357,295</b>	<b>2,461</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$84,517,911</b>	<b>\$22,619,297</b>	<b>\$8,514,023</b>	<b>87</b>
<b>Business Services</b>	<b>\$23,687,790</b>	<b>\$14,590,411</b>	<b>\$11,902,035</b>	<b>141</b>
<b>Health Services</b>	<b>\$15,622,575</b>	<b>\$10,947,875</b>	<b>\$9,256,529</b>	<b>149</b>
<b>Other Services</b>	<b>\$99,853,353</b>	<b>\$51,972,833</b>	<b>\$36,501,226</b>	<b>856</b>
<b>TOTAL</b>	<b>\$592,679,701</b>	<b>\$319,317,822</b>	<b>\$194,085,083</b>	<b>4,326</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with the Operations of the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Person-Years)
<b>Agriculture</b>	<b>\$5,509,616</b>	<b>\$1,683,565</b>	<b>\$1,141,351</b>	<b>18</b>
<b>Mining</b>	<b>\$3,181,385</b>	<b>\$734,355</b>	<b>\$397,930</b>	<b>2</b>
<b>Construction</b>	<b>\$8,936,923</b>	<b>\$4,765,757</b>	<b>\$3,927,283</b>	<b>54</b>
<b>Total Manufacturing</b>	<b>\$44,085,674</b>	<b>\$14,655,874</b>	<b>\$8,275,690</b>	<b>132</b>
Food, Beverage, and Tobacco Manufacturing	\$17,192,150	\$4,386,706	\$2,240,940	37
Textile and Textile Product Mills	\$151,689	\$39,755	\$33,641	1
Apparel Manufacturing	\$2,764,913	\$1,547,424	\$784,106	21
Wood, Furniture, and Related Product Manufacturing	\$990,208	\$342,174	\$243,948	5
Paper Manufacturing	\$2,125,113	\$933,737	\$422,137	6
Printing and Related Support Activities	\$3,708,032	\$1,881,626	\$1,228,176	20
Petroleum, Coal Products, and Chemical Manufacturing	\$5,774,157	\$913,837	\$429,099	3
Plastics and Rubber Products Manufacturing	\$2,259,155	\$956,462	\$559,142	11
Nonmetallic Mineral Product Manufacturing	\$990,952	\$543,638	\$284,322	4
Primary Metal Manufacturing	\$698,827	\$192,029	\$142,941	2
Fabricated Metal Product Manufacturing	\$1,860,401	\$676,408	\$436,691	7
Machinery Manufacturing	\$639,087	\$252,893	\$180,673	2
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$1,316,826	\$678,267	\$405,490	3
Transportation Equipment Manufacturing	\$2,198,783	\$755,905	\$493,093	6
Miscellaneous Manufacturing	\$1,415,382	\$555,013	\$391,293	6
<b>Transportation and Utilities</b>	<b>\$24,562,170</b>	<b>\$11,003,864</b>	<b>\$6,614,401</b>	<b>76</b>
<b>Information</b>	<b>\$16,417,465</b>	<b>\$9,490,705</b>	<b>\$4,985,090</b>	<b>84</b>
<b>Wholesale Trade</b>	<b>\$14,588,938</b>	<b>\$9,881,705</b>	<b>\$5,697,876</b>	<b>63</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$50,418,585</b>	<b>\$37,459,022</b>	<b>\$21,717,099</b>	<b>660</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$57,398,612</b>	<b>\$15,874,405</b>	<b>\$6,253,477</b>	<b>64</b>
<b>Business Services</b>	<b>\$18,080,178</b>	<b>\$10,963,880</b>	<b>\$8,943,716</b>	<b>106</b>
<b>Health Services</b>	<b>\$10,877,384</b>	<b>\$7,617,103</b>	<b>\$6,440,328</b>	<b>104</b>
<b>Other Services</b>	<b>\$163,936,721</b>	<b>\$86,746,623</b>	<b>\$58,519,154</b>	<b>1,387</b>
<b>TOTAL</b>	<b>\$417,993,653</b>	<b>\$210,876,858</b>	<b>\$132,913,396</b>	<b>2,752</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) of Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$13,094,647</b>	<b>\$3,340,151</b>	<b>\$2,230,072</b>	<b>34</b>
<b>Mining</b>	<b>\$13,426,416</b>	<b>\$3,054,594</b>	<b>\$1,616,290</b>	<b>9</b>
<b>Construction</b>	<b>\$24,871,561</b>	<b>\$13,246,954</b>	<b>\$10,916,317</b>	<b>150</b>
<b>Total Manufacturing</b>	<b>\$173,392,380</b>	<b>\$56,774,893</b>	<b>\$31,653,378</b>	<b>516</b>
Food, Beverage, and Tobacco Manufacturing	\$75,782,669	\$19,442,752	\$9,932,288	162
Textile and Textile Product Mills	\$499,328	\$116,599	\$98,652	2
Apparel Manufacturing	\$9,789,644	\$5,384,710	\$2,728,514	73
Wood, Furniture, and Related Product Manufacturing	\$3,019,805	\$1,076,839	\$767,727	15
Paper Manufacturing	\$11,020,015	\$4,869,951	\$2,201,667	32
Printing and Related Support Activities	\$15,819,176	\$8,041,623	\$5,248,947	87
Petroleum, Coal Products, and Chemical Manufacturing	\$21,113,802	\$3,019,830	\$1,417,988	10
Plastics and Rubber Products Manufacturing	\$6,794,050	\$2,904,587	\$1,698,007	33
Nonmetallic Mineral Product Manufacturing	\$3,839,654	\$2,207,801	\$1,154,692	18
Primary Metal Manufacturing	\$2,127,367	\$587,656	\$437,421	6
Fabricated Metal Product Manufacturing	\$6,660,565	\$2,320,153	\$1,497,894	25
Machinery Manufacturing	\$2,132,792	\$893,383	\$638,235	7
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$4,236,326	\$2,213,356	\$1,323,218	11
Transportation Equipment Manufacturing	\$6,115,124	\$1,910,669	\$1,245,753	16
Miscellaneous Manufacturing	\$4,442,063	\$1,784,984	\$1,262,375	18
<b>Transportation and Utilities</b>	<b>\$135,475,763</b>	<b>\$64,048,691</b>	<b>\$40,179,412</b>	<b>497</b>
<b>Information</b>	<b>\$38,985,638</b>	<b>\$23,599,382</b>	<b>\$10,673,002</b>	<b>119</b>
<b>Wholesale Trade</b>	<b>\$52,566,850</b>	<b>\$35,572,799</b>	<b>\$20,511,591</b>	<b>228</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$541,931,298</b>	<b>\$400,678,475</b>	<b>\$231,901,772</b>	<b>7,107</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$210,804,880</b>	<b>\$55,986,622</b>	<b>\$20,829,603</b>	<b>213</b>
<b>Business Services</b>	<b>\$57,287,321</b>	<b>\$35,482,636</b>	<b>\$28,944,738</b>	<b>344</b>
<b>Health Services</b>	<b>\$38,775,339</b>	<b>\$27,177,108</b>	<b>\$22,978,499</b>	<b>371</b>
<b>Other Services</b>	<b>\$163,442,118</b>	<b>\$83,997,527</b>	<b>\$61,063,274</b>	<b>1,419</b>
<b>TOTAL</b>	<b>\$1,464,054,211</b>	<b>\$802,959,832</b>	<b>\$483,497,948</b>	<b>11,006</b>

Source: The Perryman Group

<b>The Total Cumulative Impact (Fiscal Years 2014-2017) of Operations and Tourism Expenditures Associated with Visitors to the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$18,604,263</b>	<b>\$5,023,716</b>	<b>\$3,371,423</b>	<b>52</b>
<b>Mining</b>	<b>\$16,607,801</b>	<b>\$3,788,949</b>	<b>\$2,014,220</b>	<b>11</b>
<b>Construction</b>	<b>\$33,808,484</b>	<b>\$18,012,711</b>	<b>\$14,843,600</b>	<b>204</b>
<b>Total Manufacturing</b>	<b>\$217,478,054</b>	<b>\$71,430,767</b>	<b>\$39,929,068</b>	<b>648</b>
Food, Beverage, and Tobacco Manufacturing	\$92,974,819	\$23,829,458	\$12,173,228	198
Textile and Textile Product Mills	\$651,017	\$156,354	\$132,293	3
Apparel Manufacturing	\$12,554,557	\$6,932,134	\$3,512,620	94
Wood, Furniture, and Related Product Manufacturing	\$4,010,013	\$1,419,013	\$1,011,675	20
Paper Manufacturing	\$13,145,128	\$5,803,688	\$2,623,804	38
Printing and Related Support Activities	\$19,527,208	\$9,923,249	\$6,477,123	107
Petroleum, Coal Products, and Chemical Manufacturing	\$26,887,959	\$3,933,667	\$1,847,087	13
Plastics and Rubber Products Manufacturing	\$9,053,205	\$3,861,049	\$2,257,149	43
Nonmetallic Mineral Product Manufacturing	\$4,830,606	\$2,751,439	\$1,439,014	22
Primary Metal Manufacturing	\$2,826,194	\$779,685	\$580,362	8
Fabricated Metal Product Manufacturing	\$8,520,966	\$2,996,561	\$1,934,585	32
Machinery Manufacturing	\$2,771,879	\$1,146,276	\$818,908	8
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$5,553,152	\$2,891,623	\$1,728,708	14
Transportation Equipment Manufacturing	\$8,313,907	\$2,666,574	\$1,738,846	21
Miscellaneous Manufacturing	\$5,857,445	\$2,339,997	\$1,653,668	24
<b>Transportation and Utilities</b>	<b>\$160,037,933</b>	<b>\$75,052,555</b>	<b>\$46,793,813</b>	<b>573</b>
<b>Information</b>	<b>\$55,403,103</b>	<b>\$33,090,087</b>	<b>\$15,658,092</b>	<b>203</b>
<b>Wholesale Trade</b>	<b>\$67,155,788</b>	<b>\$45,454,504</b>	<b>\$26,209,467</b>	<b>291</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$592,349,883</b>	<b>\$438,137,497</b>	<b>\$253,618,871</b>	<b>7,767</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$268,203,492</b>	<b>\$71,861,027</b>	<b>\$27,083,080</b>	<b>277</b>
<b>Business Services</b>	<b>\$75,367,499</b>	<b>\$46,446,516</b>	<b>\$37,888,454</b>	<b>450</b>
<b>Health Services</b>	<b>\$49,652,723</b>	<b>\$34,794,211</b>	<b>\$29,418,827</b>	<b>475</b>
<b>Other Services</b>	<b>\$327,378,839</b>	<b>\$170,744,150</b>	<b>\$119,582,428</b>	<b>2,806</b>
<b>TOTAL</b>	<b>\$1,882,047,864</b>	<b>\$1,013,836,690</b>	<b>\$616,411,344</b>	<b>13,757</b>

Source: The Perryman Group

## *Impact of Zoo Construction Projects*

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<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with Construction and Related Activity at the Dallas Zoo on Business Activity in the City of Dallas</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
Agriculture	\$421,376	\$206,119	\$139,713	2
Mining	\$670,901	\$162,965	\$87,686	0
Construction	\$19,067,923	\$8,787,085	\$7,241,108	99
<b>Total Manufacturing</b>	<b>\$7,992,475</b>	<b>\$2,955,209</b>	<b>\$1,723,159</b>	<b>24</b>
Food, Beverage, and Tobacco Manufacturing	\$1,356,272	\$351,843	\$179,738	3
Textile and Textile Product Mills	\$23,148	\$5,475	\$4,635	0
Apparel Manufacturing	\$460,509	\$255,490	\$129,462	3
Wood, Furniture, and Related Product Manufacturing	\$446,605	\$151,659	\$108,121	2
Paper Manufacturing	\$382,029	\$170,387	\$77,035	1
Printing and Related Support Activities	\$539,446	\$266,813	\$174,149	3
Petroleum, Coal Products, and Chemical Manufacturing	\$882,463	\$142,201	\$66,771	0
Plastics and Rubber Products Manufacturing	\$229,065	\$97,292	\$56,875	1
Nonmetallic Mineral Product Manufacturing	\$1,000,360	\$482,505	\$252,351	4
Primary Metal Manufacturing	\$245,625	\$69,475	\$51,717	1
Fabricated Metal Product Manufacturing	\$1,414,583	\$520,046	\$335,744	5
Machinery Manufacturing	\$227,256	\$86,035	\$61,464	0
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$424,549	\$224,520	\$134,222	1
Transportation Equipment Manufacturing	\$167,018	\$53,986	\$35,214	0
Miscellaneous Manufacturing	\$193,548	\$77,479	\$55,662	0
Transportation and Utilities	\$3,380,487	\$1,503,569	\$908,308	10
Information	\$1,535,832	\$944,246	\$407,439	3
Wholesale Trade	\$2,311,155	\$1,564,155	\$901,909	10
Retail Trade (including Restaurants)	\$8,833,846	\$6,654,660	\$3,873,765	115
Finance, Insurance, & Real Estate	\$9,569,242	\$2,394,389	\$957,085	9
Business Services	\$8,317,545	\$5,405,717	\$4,409,678	52
Health Services	\$1,768,165	\$1,239,899	\$1,048,348	17
Other Services	\$3,528,106	\$1,793,832	\$1,425,168	32
<b>TOTAL</b>	<b>\$67,397,054</b>	<b>\$33,611,845</b>	<b>\$23,123,366</b>	<b>372</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with Construction and Related Activity at the Dallas Zoo on Business Activity in Dallas County</b>				
	<b>Total Expenditures</b> (2018 Dollars)	<b>Gross Product</b> (2018 Dollars)	<b>Personal Income</b> (2018 Dollars)	<b>Employment</b> (Person-Years)
<b>Agriculture</b>	<b>\$421,376</b>	<b>\$206,119</b>	<b>\$139,713</b>	<b>2</b>
<b>Mining</b>	<b>\$670,901</b>	<b>\$162,965</b>	<b>\$87,686</b>	<b>0</b>
<b>Construction</b>	<b>\$19,067,923</b>	<b>\$8,787,085</b>	<b>\$7,241,108</b>	<b>99</b>
<b>Total Manufacturing</b>	<b>\$8,338,021</b>	<b>\$3,082,974</b>	<b>\$1,797,658</b>	<b>25</b>
Food, Beverage, and Tobacco Manufacturing	\$1,414,909	\$367,055	\$187,509	3
Textile and Textile Product Mills	\$24,149	\$5,712	\$4,835	0
Apparel Manufacturing	\$480,419	\$266,536	\$135,059	3
Wood, Furniture, and Related Product Manufacturing	\$465,913	\$158,216	\$112,795	2
Paper Manufacturing	\$398,546	\$177,754	\$80,366	1
Printing and Related Support Activities	\$562,768	\$278,348	\$181,678	3
Petroleum, Coal Products, and Chemical Manufacturing	\$920,615	\$148,349	\$69,658	0
Plastics and Rubber Products Manufacturing	\$238,968	\$101,498	\$59,334	1
Nonmetallic Mineral Product Manufacturing	\$1,043,609	\$503,366	\$263,261	4
Primary Metal Manufacturing	\$256,244	\$72,479	\$53,953	1
Fabricated Metal Product Manufacturing	\$1,475,741	\$542,530	\$350,260	5
Machinery Manufacturing	\$237,081	\$89,755	\$64,121	0
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$442,904	\$234,227	\$140,025	1
Transportation Equipment Manufacturing	\$174,239	\$56,320	\$36,736	0
Miscellaneous Manufacturing	\$201,916	\$80,829	\$58,068	0
<b>Transportation and Utilities</b>	<b>\$3,846,138</b>	<b>\$1,710,681</b>	<b>\$1,033,424</b>	<b>11</b>
<b>Information</b>	<b>\$1,535,832</b>	<b>\$944,246</b>	<b>\$407,439</b>	<b>3</b>
<b>Wholesale Trade</b>	<b>\$2,947,642</b>	<b>\$1,994,920</b>	<b>\$1,150,293</b>	<b>13</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$8,833,846</b>	<b>\$6,654,660</b>	<b>\$3,873,765</b>	<b>115</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$9,569,242</b>	<b>\$2,394,389</b>	<b>\$957,085</b>	<b>9</b>
<b>Business Services</b>	<b>\$8,317,545</b>	<b>\$5,405,717</b>	<b>\$4,409,678</b>	<b>52</b>
<b>Health Services</b>	<b>\$1,833,829</b>	<b>\$1,285,945</b>	<b>\$1,087,280</b>	<b>17</b>
<b>Other Services</b>	<b>\$3,674,281</b>	<b>\$1,872,952</b>	<b>\$1,489,903</b>	<b>33</b>
<b>TOTAL</b>	<b>\$69,056,576</b>	<b>\$34,502,653</b>	<b>\$23,675,032</b>	<b>380</b>

Source: The Perryman Group

<b>The Cumulative Impact (Fiscal Years 2014-2017) Associated with Construction and Related Activity at the Dallas Zoo on Business Activity in the Dallas-Fort Worth Area</b>				
	<b>Total Expenditures (2018 Dollars)</b>	<b>Gross Product (2018 Dollars)</b>	<b>Personal Income (2018 Dollars)</b>	<b>Employment (Person-Years)</b>
<b>Agriculture</b>	<b>\$560,025</b>	<b>\$245,593</b>	<b>\$166,347</b>	<b>2</b>
<b>Mining</b>	<b>\$681,266</b>	<b>\$167,885</b>	<b>\$90,581</b>	<b>0</b>
<b>Construction</b>	<b>\$19,218,634</b>	<b>\$8,866,726</b>	<b>\$7,306,739</b>	<b>100</b>
<b>Total Manufacturing</b>	<b>\$11,169,841</b>	<b>\$4,018,224</b>	<b>\$2,340,507</b>	<b>32</b>
Food, Beverage, and Tobacco Manufacturing	\$2,289,097	\$593,737	\$303,302	5
Textile and Textile Product Mills	\$24,553	\$5,806	\$4,913	0
Apparel Manufacturing	\$480,419	\$266,536	\$135,059	3
Wood, Furniture, and Related Product Manufacturing	\$647,449	\$219,883	\$156,765	3
Paper Manufacturing	\$456,320	\$203,502	\$92,001	1
Printing and Related Support Activities	\$573,237	\$283,650	\$185,140	3
Petroleum, Coal Products, and Chemical Manufacturing	\$1,117,530	\$179,935	\$84,491	0
Plastics and Rubber Products Manufacturing	\$426,001	\$180,969	\$105,788	2
Nonmetallic Mineral Product Manufacturing	\$1,553,592	\$749,555	\$392,021	6
Primary Metal Manufacturing	\$561,618	\$158,847	\$118,238	1
Fabricated Metal Product Manufacturing	\$1,754,945	\$645,131	\$416,494	6
Machinery Manufacturing	\$304,721	\$115,401	\$82,442	1
Computer, Electronic Product, Electrical Equipment, Appliance, and Component Manufacturing	\$446,626	\$236,187	\$141,201	1
Transportation Equipment Manufacturing	\$296,174	\$84,530	\$55,087	0
Miscellaneous Manufacturing	\$237,559	\$94,555	\$67,565	0
<b>Transportation and Utilities</b>	<b>\$4,265,657</b>	<b>\$1,989,165</b>	<b>\$1,217,604</b>	<b>14</b>
<b>Information</b>	<b>\$1,573,561</b>	<b>\$967,471</b>	<b>\$417,469</b>	<b>4</b>
<b>Wholesale Trade</b>	<b>\$2,985,518</b>	<b>\$2,020,549</b>	<b>\$1,165,070</b>	<b>13</b>
<b>Retail Trade (including Restaurants)</b>	<b>\$10,034,321</b>	<b>\$7,580,574</b>	<b>\$4,416,517</b>	<b>130</b>
<b>Finance, Insurance, &amp; Real Estate</b>	<b>\$9,825,960</b>	<b>\$2,437,432</b>	<b>\$973,299</b>	<b>9</b>
<b>Business Services</b>	<b>\$8,366,500</b>	<b>\$5,434,533</b>	<b>\$4,433,186</b>	<b>52</b>
<b>Health Services</b>	<b>\$2,029,845</b>	<b>\$1,422,653</b>	<b>\$1,202,868</b>	<b>19</b>
<b>Other Services</b>	<b>\$3,943,509</b>	<b>\$2,004,027</b>	<b>\$1,596,875</b>	<b>35</b>
<b>TOTAL</b>	<b>\$74,654,637</b>	<b>\$37,154,831</b>	<b>\$25,327,062</b>	<b>411</b>

Source: The Perryman Group