



**For Immediate Release**

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**Omaha's Henry Doorly Zoo® Economic Impact on the  
City of Omaha and State of Nebraska**

Omaha, NE (July 13, 2011) - Omaha's Henry Doorly Zoo 2010 Economic Impact Study results reveal the Zoo's economic impact to the City of Omaha to be \$93.82 million. This includes \$33.54 million in labor paid to nearly 1,325 workers employed at Omaha's Henry Doorly Zoo or businesses throughout the Omaha economy. The additional economic activity in Omaha due to Omaha's Zoo generates an additional \$1.62 million in local sales, use and lodging tax revenues for Omaha. Study results reveal Omaha's Henry Doorly Zoo's economic impact to the State of Nebraska to be \$77.47 million which includes \$25.40 million in labor income. There was also a tax revenue impact of \$3.85 million in state sales, use and lodging taxes. The Executive Summary can be found following the press release. The entire study is available upon request.

In 2010, 1.45 million people visited Omaha's Henry Doorly Zoo. Of those visitors, 36.1% were from the City of Omaha, 40.5% were from other parts of the Omaha MSA and nearby counties and 16.9% were from outside of state.

The Economic Impact Study was conducted by Dr. Eric C. Thompson, the Director of the Bureau of Business Research and Associate Professor of Economics at the University of Nebraska-Lincoln. Dr. Thompson is the author on economic impact reports such as University of Nebraska-Lincoln Athletic Department and Nebraska Wineries and Grape Growers. Dr. Thompson was also the co-author of the Olympic Swim Trials and the NCAA Basketball and Volleyball Tournaments on the City of Omaha. Dr. Thompson's research on the Nebraska and national economy examines competitive factors affecting state and local economic growth, the impact of infrastructure on the economy, and economic development. His research has appeared in the *Journal of Regional Science*, *Regional Science and Urban Economics*, and the *Journal of Cultural Economics*. Dr. Thompson served as the Co-Editor of the journal *Growth and Change* in 2003 and 2004. Dr. Thompson can be reached directly for comment.

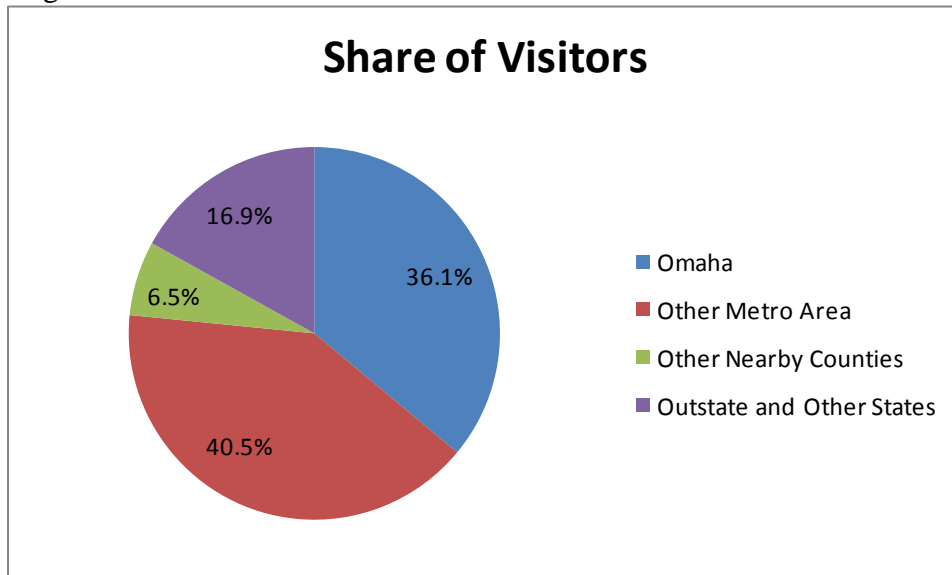
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## Executive Summary

Omaha's Henry Doorly Zoo is among the largest and most affordable zoos to visit in North America. The nationally-known Zoo further makes a significant contribution to the economy of the City of Omaha and the State of Nebraska. The Zoo attracted 1.45 million visitors, and their spending, in 2010 including many visitors from outside of Omaha and outside of the State of Nebraska.

This study estimates the economic impact of Omaha's Henry Doorly Zoo during 2010. The Zoo generated an economic impact on the city and state economy by 1) attracting new visitors to Omaha and Nebraska, 2) encouraging existing visitors to spend more, and 3) retaining spending by city and state residents in Nebraska. The economic impact of the Zoo is large in part because a significant share of visitors to Omaha's Henry Doorly Zoo come from outside of the Omaha Metropolitan Area. Figure ES.1 shows the origin of the Henry Doorly Zoo's 1.45 million visitors during calendar year 2010. Around one-sixth of visitors come from other states such as Kansas or South Dakota, or from "outstate" Nebraska and Iowa, that is, counties that are not adjacent to the Omaha Metropolitan Area.

Figure ES.1  
Origin of Zoo Visitors 2010



Source: Omaha's Henry Doorly Zoo.

## The 2010 Economic and Fiscal Impact of Omaha's Henry Doorly Zoo

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Omaha's Henry Doorly Zoo had a substantial economic impact on Omaha during 2010, as is shown in Table ES.1. The 2010 overall economic impact on the City of Omaha was \$93.82 million. This impact included \$33.54 million in labor income paid to an estimated 1,325 workers employed either at the Zoo or at businesses throughout the Omaha economy. There also was \$1.62 million tax revenue impact in local sales, use, and lodging taxes.

These 2010 impact figures are 2% to 8% less than the 2009 impacts identified in last year's report. This follows from a modest decrease in attendance at Omaha's Henry Doorly Zoo from 1.56 million in 2009 to 1.45 million in 2010.

Table ES.1  
Overall Economic Impact and Labor Market Impact  
of Omaha's Henry Doorly Zoo 2010  
City of Omaha

Economic Impact (Millions of \$)	Labor Income Component (Millions of \$)	Employment Impact (Jobs)	Local Sales, Use and Lodging Tax (Millions of \$)
\$93.82	\$33.54	1,325	\$1.62

Source: Bureau of Business Research Estimates.

The other major findings of the report were:

- The 2010 overall economic impact of the Zoo on the State of Nebraska was \$77.47 million, including \$25.40 million in labor income. There was also a tax revenue impact of \$3.85 million in state sales, use, and lodging taxes.<sup>1</sup>
- The 2010 economic impact estimates are towards the high end of the annual economic impact of the Zoo throughout the 1998 to 2010 period, though below the impact during the "peak" years of 2002 and 2004.

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<sup>1</sup> Zoo visitors from communities such as Grand Island or North Platte bring new spending to the City of Omaha but do not bring new spending to the State of Nebraska. This is why it is not surprising that the economic impact of the Zoo on the State of Nebraska is slightly less than its impact on the City of Omaha.