



Happy Hollow Park & Zoo Status Report

Neighborhood Services and Education Committee

June 12, 2025

Avi Yotam, Deputy Director
Shannon Heimer, Division Manager
Kiersten McCormick, Parks Manager

Happy Hollow Overview

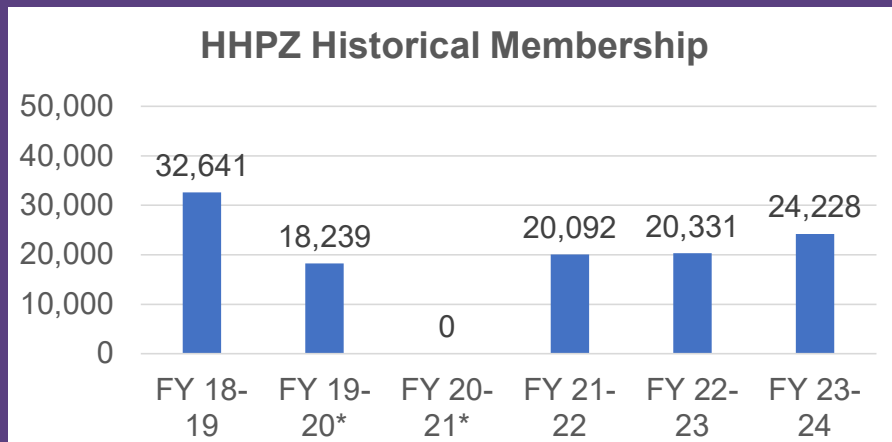
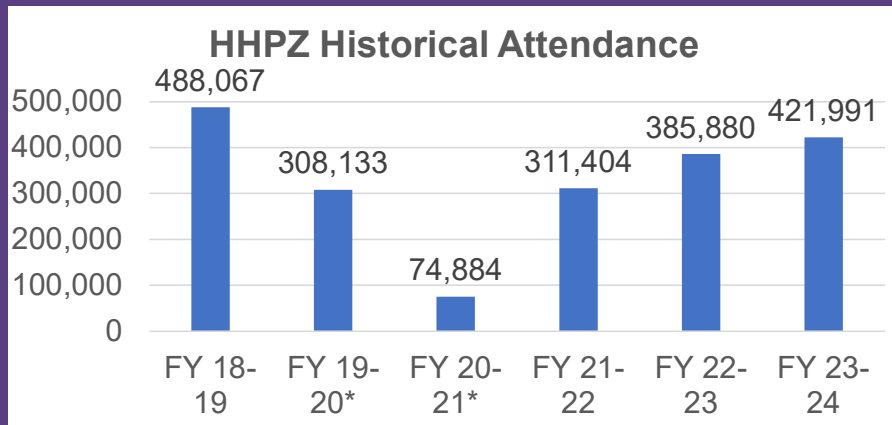
- 9 amusement park rides and 9 play areas
- 2nd oldest outdoor puppet theater in California
- Food & beverage service focused on sustainable practices



Happy Hollow Overview

- Accredited Zoo with 109 animals of 50 species
- Zoo-themed camps, classes and assemblies
- Conservation programs

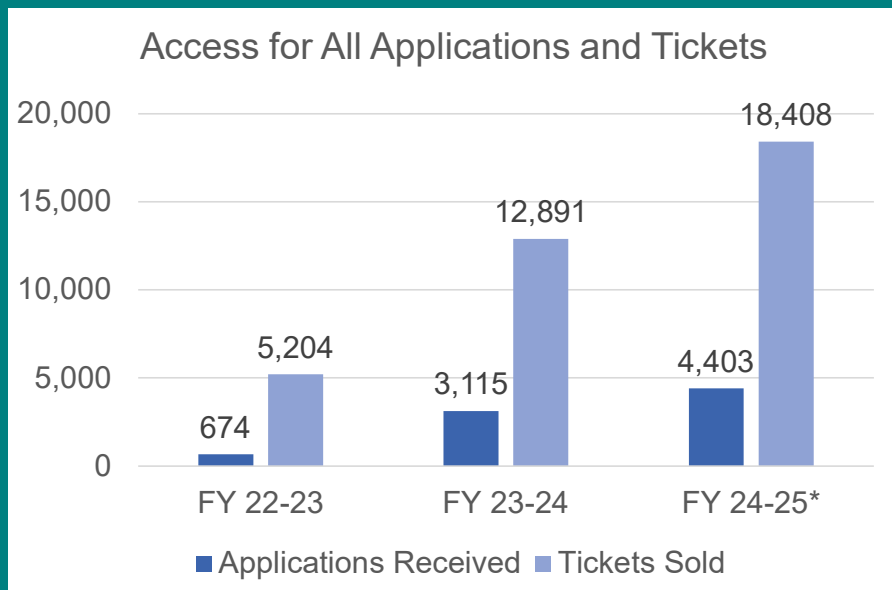




* HHPZ closed mid-March 2020 due to the COVID-19 pandemic and fully reopened mid-July 2021.

Attendance and Membership





* FY 24-25 applications received and tickets sold are through April 30, 2025.

Access for All Program



Revenue & Expenses

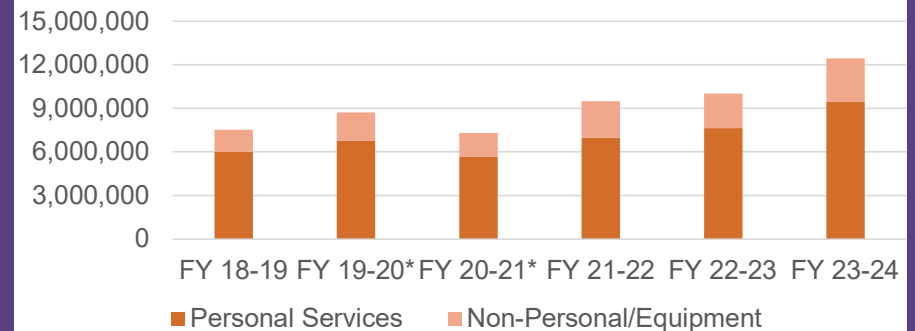
Steady Expense Increases

- Rising costs of goods/services, labor,
- Aging infrastructure

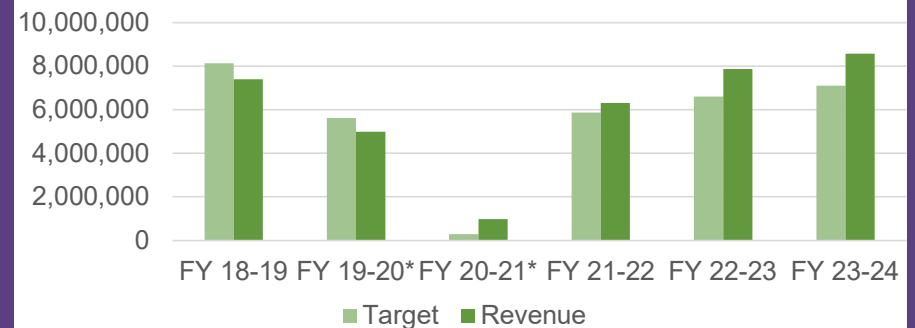
Budget Priorities:

- Animal welfare
- Staff/guest safety and welfare

HHPZ Expenses



HHPZ Revenue



* HHPZ closed mid-March 2020 due to the COVID-19 pandemic and fully reopened mid-July 2021.

Challenges

- Employing business and economic strategies
- Mature Animal Population
- Aging Infrastructure





Strategies

- Enhanced Visitor Experience
- Community Engagement
- Association of Zoos & Aquariums Accreditation



Strategies

- Happy Hollow Foundation Partnership
- Promotions and Marketing



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