



# Busch Wildlife Sanctuary

## At Loxahatchee River District

### Quarterly Dashboard - 4th Qtr 2014



	Education				Animal Care			Financial Operations			Gift Shop
	General Public Visitors	Visitors Attending Public Programs	In-reach / Out-reach Program Attendance	Education Net Income	Injured Animals Received / Treated	Animals Released	Average Donation per Animal Admitted	Membership Income	Grants/Major Donor Income	BWS Net Income	Net Income
Benchmark	# of People	# of People	# of People		#	%					
Green	> 9000	> 3500	> 5500	> \$24,000	< 100	>25%	≥ \$25.00/Animal	> \$25,000	> \$50,000	> \$100,000	> \$10,000
Yellow	≥ 6000	≥ 2000	≥ 4000	≥ \$15,000	≥ 100	<25%	< \$25.00/Animal	> \$10,000	> \$25,000	≥ \$0.00	≥ \$5,000
Red	< 6000	< 2000	< 4000	< \$15,000	>1000	<10%	< \$10.00/Animal	< \$10,000	< \$25,000	< \$0.00	< \$5,000
2013 Qtr Results											
1st Qtr	26903	5577	6112		826		\$7.34				
2nd Qtr	27107	4782	7302		1282		\$9.21				
3rd Qtr	14140	3214	3697		1066		\$8.27				
4th Qtr	17247	2932	7329		612		\$16.44				
2014 Qtr Results											
1st Qtr	30608	4062	6197		979		\$7.42				
2nd Qtr	27236	3097	9222		1447		\$9.19				
3rd Qtr	18942	3568	4163		1066		\$9.43				
4th Qtr	23420	2646	4196		630		\$9.87				

#### 4th Quarter Items:

Projects Completed: Boy Scout Panther Observation Deck, New Bird Exhibits  
 Projects In Progress: Mulching Pineland Nature Trail, Discovery Center Renovations, Stabilization Pond Observation Area, New Bobcat Exhibit  
 Special Projects: Girl Scout Water Bird Exhibit Renovations, Girl Scout Flight Cage Renovations, Wildlife Hospital Recuperation Enclosures

**4th Quarter Special Events and Appearances:** ABC, CBS, NBC, River Center, Night Walks, Art in the Park, Corbett EYCC, BallenIsles

<u>Metric:</u>	<u>Explanation</u>
Gift Shop:	Majority of the purchasing for the giftshop is conducted during the 3rd and 4th Quarters of the year.
Animal Care:	2nd Quarter is "Baby Season". Always have more animals than usual.
Financial:	Annual Fundraising occurs in December and many contributions are received in 1st Quarter of each year.