



Community Services Department • Services communautaires
Office of the Director • Bureau de la directrice

July, 15, 2009

Mr. Colin Craig
Canadian Tax Payers Association
212-428 Portage Avenue
Winnipeg, Manitoba
R3C 0E2

Dear Mr. Craig:

Re: Your request for access to information under The Freedom of Information and Protection of Privacy Act: City of Winnipeg- Request No. 09 06 70 File No. 27000

records:

For general information:

I wish to obtain access to the following records

Please provide estimates as to the number of annual visitors to Assiniboine Park. Please include estimates for as many years reasonably possible (I'm not sure how easy it is to pull together this information). Further, please note if the figures include the Zoo, the park, or both.

I am pleased to provide you with the following information:

No count is made of visitors to Assiniboine Park in general; there are several road access points into the Park and visitors can approach by foot anywhere along the perimeter of the 400 plus acre property. Only the Zoo has an admission area and entry gates at which points visitors are admitted and counted.

We do however, have an estimate of the Park visitation rates as provided by extensive surveying. Most notably, in March, 2006 a quantitative study of residents of Winnipeg and surrounding areas of the Capital Region was conducted via telephone interviews by Probe Research Inc. A sample size of 1,000 respondents provided a 95% certainty that survey results are within plus or minus 3.1 percentage points.

Park visitation was one of the measures tested through this survey, with the following results:

- Of the nearly 575,000 people aged 15 years or over residing in Winnipeg and Capital Region area, more than 400,000 had made at least one visit to the Park in the past year;

- 45% of surveyed residents had attended the Park on three occasions or more in that period;
- Overall, the average number of visits to Assiniboine Park among those who had attended during the past year was 7.2 visits; including those who had not visited at all, the average was 5.5 visits;
- These visitation rates suggest that Winnipeg and Capital Region residents had made approximately 3.1 million visits to Assiniboine Park in the 12 month period preceding the survey.

It is important to note that the survey did not gather visitation rates or information about residents age 15 years or younger, and did not include visitors from outside Winnipeg and surrounding area.

Knowing that children age 0 to 15 years, accompanied by parents or otherwise, visit the Park in very large numbers, and that Winnipeggers often bring out-of-town visitors to the Park, we feel confident in what is likely to be an underestimate of 4 million distinct visits to Assiniboine Park annually. This figure includes all areas of the Park, including the Zoo.

Subsection 59(1) of *The Freedom of Information and Protection of Privacy Act* provides that you may make a complaint about our decision respecting your request for access to the Manitoba Ombudsman. You have 60 days from the receipt of this letter to make a complaint on the prescribed form to:

Manitoba Ombudsman
750 - 500 Portage Avenue
Winnipeg MB R3C 3X1
204-982-9130

If you have any questions, please contact Maureen Purdy, Information Management & Compliance Coordinator at 204-986-3989.

Sincerely,



Clive Wightman
Director of Community Services

cc:

Frank Caldwell, Manager, Assiniboine Park Enterprise
Kathy Knudsen, Manager, Strategic & Information Systems Services
Richard Kachur, City Clerk - City Clerk's Department
Gerry Berkowski, Assistant Deputy City Clerk, City Clerks Department
Jody Baltessen, City Records Manager
Kerri Tymchuk, Legal Services

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Dear Mr. Craig:

Re: Your request for access to information under The Freedom of Information and Protection of Privacy Act: City of Winnipeg- Request No. 09 06 71 File No. 27001

On June 23, 2009, the City of Winnipeg received your request for access to the following records:

*For general information:
I wish to obtain access to the following records:
Please provide revenue and expenditure estimates for Assiniboine Park Zoo
over the last 5 years.*

I am pleased to provide you with the actual revenues and expenditures for the years 2004-2008.

City of Winnipeg – Assiniboine Park Zoo

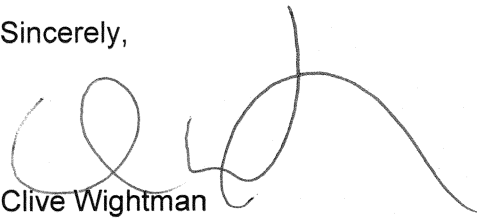
	2004 Actual	2005 Actual	2006 Actual	2007 Actual	2008 Actual
Total Revenue	\$ 1,159,771	\$ 1,166,197	\$ 1,030,863	\$ 997,431	\$ 987,768
Total Expenditures	4,078,924	4,110,496	4,609,309	4,958,814	4,819,421

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