

Community Services - Magnetic Hill Zoo and Park														
Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target	Target Achieved 2023-2024	Target Achieved 2022-2023	Target Achieved 2021-2022	Results / Comment
Economy	To build a sustainable and financial plan that responsibly balances the necessity of staff, animal and visitors	Magnetic Hill Zoo and Park	Magnetic Hill Zoo	Magnetic Hill Zoo	Admissions, Guest Service, Retail, Activities	Zoo patrons	A public service to ensure all customer service needs and services are met during their visit.	Customer Service	<ul style="list-style-type: none"> Provide excellent customer service Measured by survey as either "completely" or "mostly" satisfied (July and August) 	90%	97%	96%	99%	<ul style="list-style-type: none"> Zoo continues to have a high Level of Service rating without much overall change in past 3 years However, we have noticed a slight decrease in our Completely Satisfied Rating and an increase in the Mostly Satisfied (2.6% in 2022 and up 13.2%) We have noted a slight increase in comments from our visitors concerning the size and ageing of exhibits in particular with our large cat exhibits
Environment	To remain Atlantic Canada leading zoo that educates and inspires conservation action	Magnetic Hill Zoo and Park	Magnetic Hill Zoo	Magnetic Hill Zoo	Education Programs	School children	A public service provided, in both official languages, to inspire participants with an educational activity that encourages an appreciation of animals and inspires conservation action.	Educational Services	<ul style="list-style-type: none"> Provide educational and fun school visits for ages 5-16 Measured by survey as either "completely" or "mostly" satisfied with group visit 	90%	95%	N/A	N/A	<ul style="list-style-type: none"> Feedback from parents usually reflects that we do not offer these programs frequently enough and for all ages
						Experience programs			<ul style="list-style-type: none"> Provide educational and fun behind the scene or exclusive experience programming Measured by survey as either "completely" or "mostly" satisfied 	90%	100%	100%	100%	<ul style="list-style-type: none"> These programs are very popular and provide a great opportunity for visitors to see behind the scenes of how we care for animals They also provide education towards our mission of providing visitor experiences that inspire a connection to and action for nature So popular that we expanded program in 2024 with a new product Pizza for the Primates
						Summer camp patrons			<ul style="list-style-type: none"> Provide educational and fun summer camps for ages 5-16 Measured by survey of parents as either "completely" or "mostly" satisfied with children's camp experience 	9	96%	93%	98%	<ul style="list-style-type: none"> These results reflect a very limited number of visitor feedback forms received for this period
						Zoo Standards			<ul style="list-style-type: none"> Animals / Patrons / Employees 	A public service to enrich the lives of our animals and to provide visitor experiences that inspires a connection to and action for nature.	Healthy animals / inspired patrons and employees	<ul style="list-style-type: none"> Meet Province of NB and Canada's Accredited Zoos and Aquariums (CAZA) standards 	100%	100%
Economy	To build a sustainable and financial plan that responsibly balances the management of the park and the safety of our guest and partner	Magnetic Hill Zoo and Park	Magnetic Hill Park	Magnetic Hill Park	Admissions, Guest Service	Patrons	A public service to ensure customer needs and services are positive.	Customer Service	<ul style="list-style-type: none"> Provide excellent customer service Measured by survey as either "completely" or "mostly" satisfied 	90%	93%	92%	N/A	<ul style="list-style-type: none"> Great to see the tourists back at the Hill 75% coming from outside of the Atlantic and 6% from other countries
				Magnetic Hill Park	Partners of Magnetic Hill Park	Tenant	A public service provided for the efficient management ensure tenants conformity to contract agreement and City of Moncton policies and directives. Provides services necessary for visitor safe access to sites	Satisfied tenants	<ul style="list-style-type: none"> Magic Mountain:- Address known issues, within contract, with tenant within 5 business days 	90%	Yes	Yes	Yes	<ul style="list-style-type: none"> Tenants were pleased to see the general visitation increases in 2023 Magnetic Hill Park Marketing, Traffic Circulation within the park, and Safety and Security are the ongoing files in discussion
						Tenant	<ul style="list-style-type: none"> Wharf Village:- Address known issues, within contract, with tenant within 5 business days 		90%	Yes	Yes	Yes		