

**The Louisville Zoo is
turning 50!**

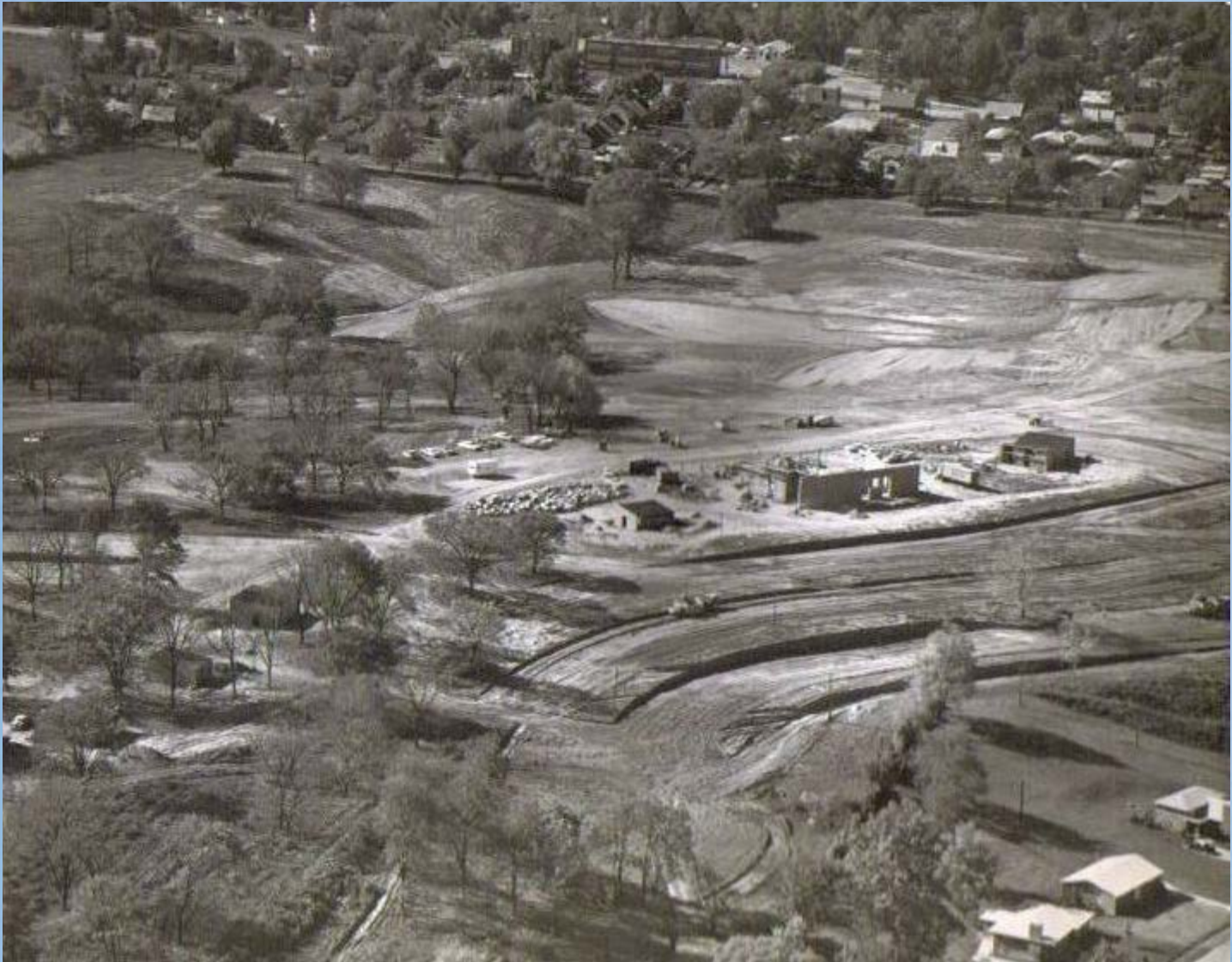
theZOO

L O U I S V I L L E

1969 - 2019



theZOO
LOUISVILLE



theZOO
LOUISVILLE



The Louisville Zoo at 50: The Stories that Move Us

Rescue
Memories
Hope
Inspirational
Joy
Love
Struggle
Family
Triumph
Friendship
Fun
Impactful
Community
Love
Dedication





theZOO
LOUISVILLE

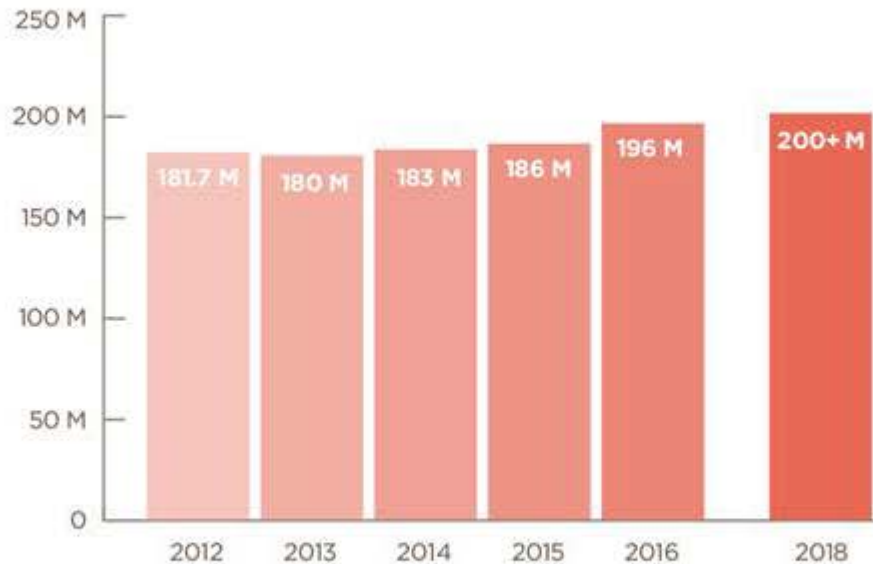
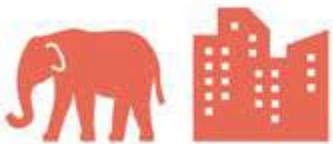
There has never been a more important time

- 7.5 billion people will grow to 10 billion by 2050
- Urbanizing
- Increasingly disconnected from nature



AZA ATTENDANCE: THE PAST FIVE YEARS AND PROJECTED GROWTH

Aquariums and zoos are mostly in or around
URBAN CENTERS



AZA members will host well over
200 MILLION VISITORS
in the coming year



The people are **COMING TO YOU** and **MAKING CONNECTIONS TO ANIMALS AND NATURE!**

What do we want to accomplish for the 50th?

1. Strengthen the Zoo's reputation as the best place to have fun, save species, see animals and observe expert care
2. Increase regional engagement
3. Increase pride/strengthen favorability
4. Lay the groundwork and build excitement about the future

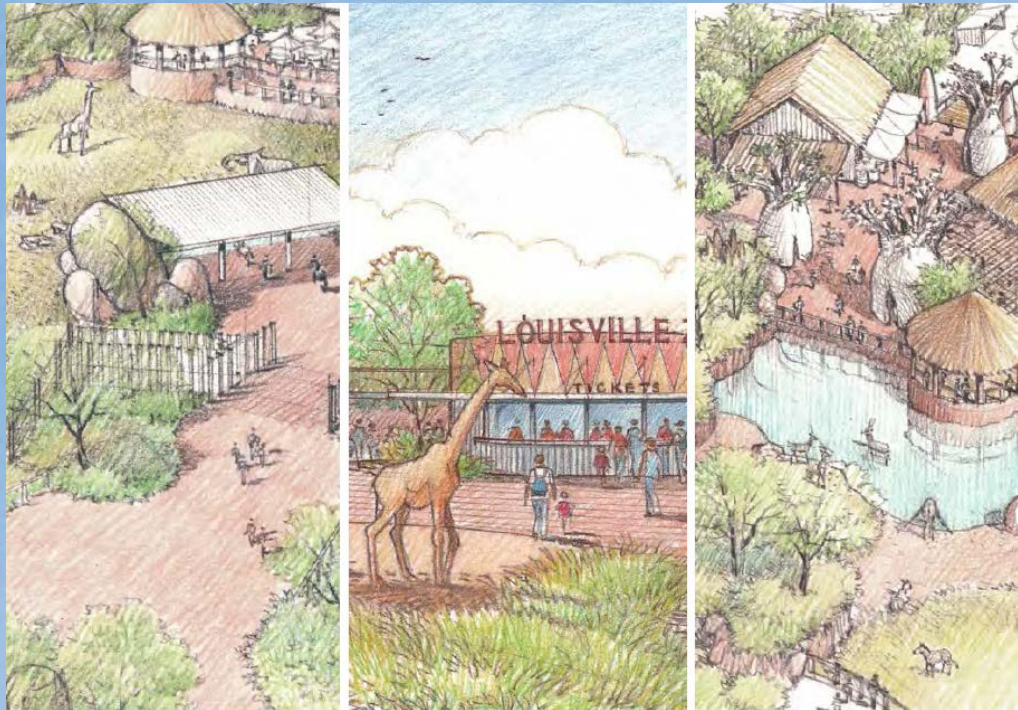
Plans to help achieve our goals

1. Zoo Alumni Kick-Off event: Thursday, January 31, 2019
2. On-site public celebration weekend: May 17-19, 2019
3. Children's Book – "A Day at Your Zoo"
4. Statewide Marketing/PR Blitz
5. Exhibit Openings: African Primate, Snow Leopard Pass and The Cub House (early learning play space)

Existing Events/Programs: School at the Zoo, Cultural Pass, School Programs, Member Events, Earth Month (April), Eggstravaganza (April), Throo the Zoo (May), Zoofari (June), Brew at the Zoo (August), FlutterFest (September), Halloween Party (October)

Beyond 2019

Through increased pride, favorability and engagement we will be better positioned to advance the Louisville Zoo's \$180 Million Master Plan.



Help us grow this Community Celebration with your Metro Council District Day

For \$2,500 you will have an Exclusive District Weekday

- All district citizens will be given a 50% discount for the 50th anniversary
- Councilpersons and their staff will have space on the Zoo Entry plaza to greet their District constituents
- Name on 50th Anniversary Donor Wall at the entrance to the Zoo
- Council members will communicate the event to their District Citizens and provide the entry coupon/card

Smaller sponsor levels are available but will not be exclusive (e.g. if two Council members sponsor at \$2,000 they will share a day).

All sponsoring Council members will receive special recognition in the collective 50th anniversary event chosen (Children's Book, History Booklet, Zoo Community Event)



How can Metro Council help?

1. Financially support the 50th celebration.
 - a) Children's Book
 - b) History Booklet
 - c) On-site Community Celebration Weekend
2. Join us for a tour.
 - a) Develop your "why I love / support / respect the Zoo" story and share it often.
3. Share opportunities for constituents to engage with the Zoo.
4. Talk about the Zoo turning 50.

Other Details

- The Grant Applicant is the Zoo Foundation
- Application will be received in the next 30 days

“No one man, no one organization, can carry out a project of this size. But is the work of every citizen or every organization to push forward this project; to work at it unceasingly and unremittingly, until a zoo will be a reality in Louisville.”



theZOO
LOUISVILLE