

“There has never been a more important time for the mission of the Louisville Zoo than today.”



theZOO

L O U I S V I L L E

FY 2015 Benchmarks

821,518 Visitors

30,516 Membership
Households

61,714 Students
Visited

9,441 Students in
MetaZoo Classes

1,270 School at the Zoo
Participants



Regional Comparisons

Non-Profit Tourist Attractions

Rank	Attraction	Attendance
1	Louisville Zoo	821,518
2	Kentucky Center	403,015
3	Kentucky Science Center / IMAX	224,160
4	Kentucky Derby Museum	202,000
5	Actors Theatre of Louisville	122,925

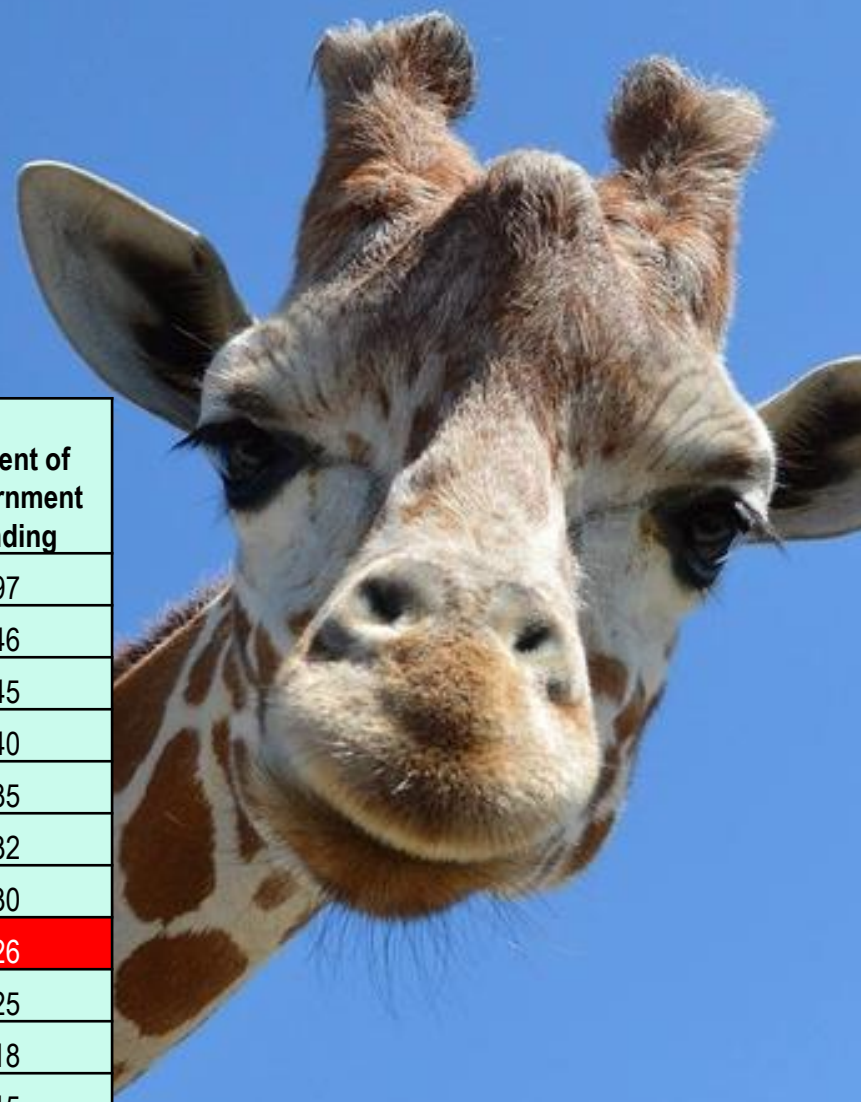
Regional Comparisons

Non-Profit and For-Profit Tourist Attractions

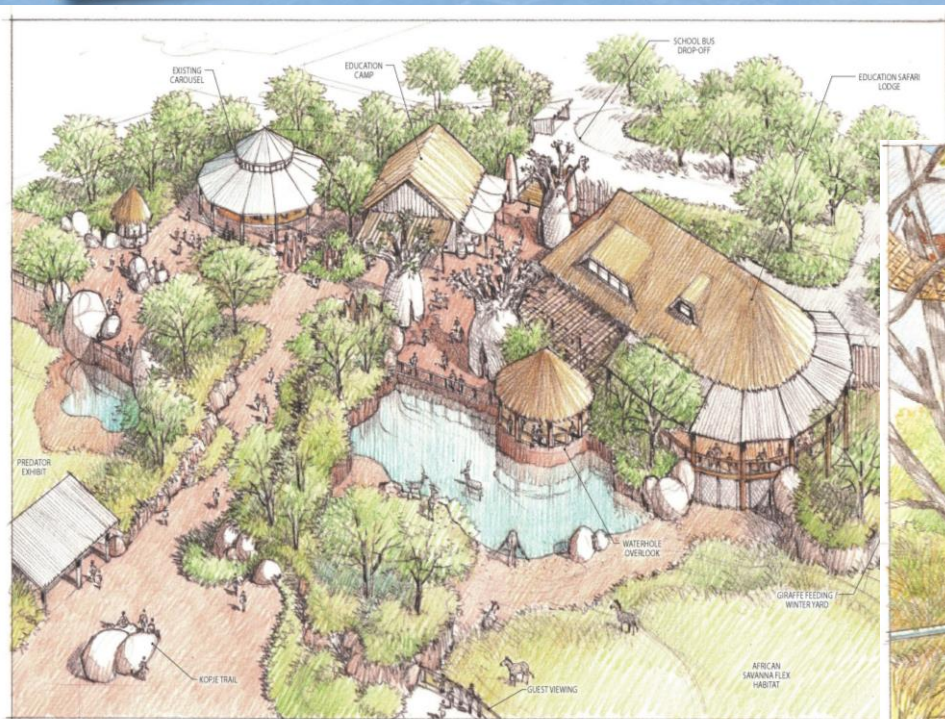
Rank	Attraction	Attendance
1	Fourth Street Live	4,700,000
2	Horseshoe Casino	1,750,000
3	Churchill Downs	1,350,000
4	KFC Yum! Center	1,100,000
5	Louisville Zoo	821,518

Government Support

	Zoo	AZA Demographics Operating Budget \$	Government Operations Actual \$	Percent of Government Funding
1	Mesker Park Zoo & Botanic Garden	4,739,299	4,597,120	97
2	Cleveland Metroparks Zoo	20,077,240	9,235,530	46
3	Sedgwick County Zoo	14,120,667	6,354,300	45
4	Tulsa Zoo	11,463,007	4,585,203	40
5	Saint Louis Zoo	56,684,648	19,839,627	35
6	Riverbanks Zoo & Garden	13,000,000	4,160,000	32
7	Akron Zoological Park	13,093,785	3,928,136	30
8	Louisville Zoological Garden	14,964,100	3,834,500	26
9	Oklahoma City Zoological Park	17,928,920	4,482,230	25
10	Toledo Zoological Gardens	29,162,000	5,249,160	18
11	Columbus Zoo and Aquarium	63,375,946	9,506,392	15
12	Kansas City Zoo	21,000,000	2,100,000	10
13	Memphis Zoo	14,613,981	1,461,398	10
14	Indianapolis Zoological Society Inc	27,900,000	0	0



Master Plan



SAFARI BASE CAMP – EDUCATION HUB



PRIMATE PASSAGE

New Developments

Elephant Encounter



Penguin Cove



Bird Show



Sculpture Garden



Projects Underway

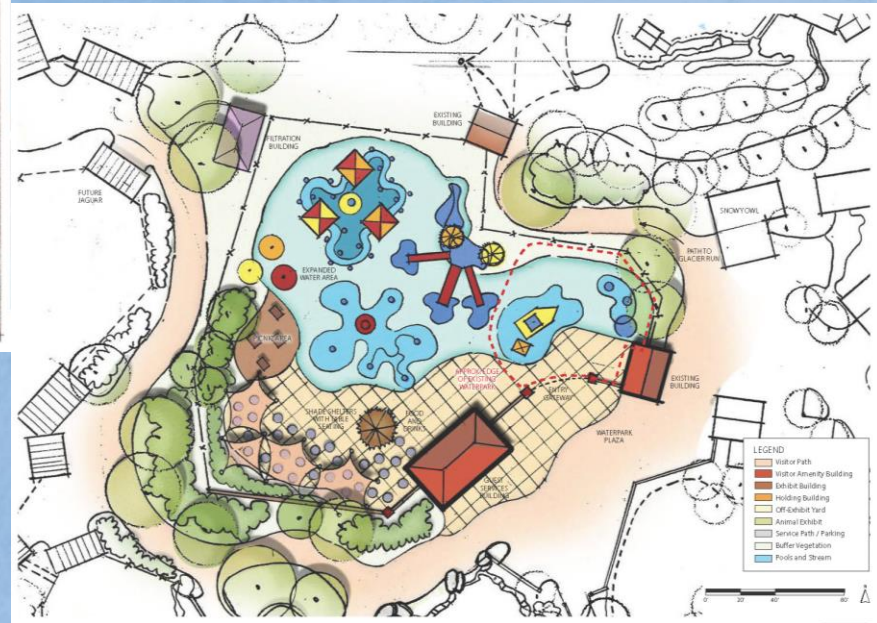
- African Outpost/Primates
- Snow Leopards
- PNC Cub House at Leopard Leap



Splash Park Expansion Plans



Creative Funding through
Donors and Business Partners



Currently there are 100,000+ visitors to the Splash Park each year.

“Bettering the Bond Between People and Our Planet.”

