

Helping Create **BALANCE** for Our Future



theZOO

L O U I S V I L L E

MISSION

**“To better the
bond between
people and our
planet...”**



Benchmarks

881,776 Visitors

31,581 Membership
Households

64,584 Students
Visited

5,838 Students in
MetaZoo Classes

1,365 School at the Zoo
Participants



From 2014 Fiscal Year

REGIONAL COMPARISONS

Non-Profit Tourist Attractions

Rank	Attraction	Attendance
1	Louisville Zoo	881,776
2	Kentucky Center	362,442
3	Kentucky Science Center / IMAX	209,930
4	Kentucky Derby Museum	192,972
5	Actors Theatre of Louisville	162,563

REGIONAL COMPARISONS

Non-Profit AND For-Profit Tourist Attractions

Rank	Attraction	Attendance
1	Fourth Street Live	4,680,000
2	Horseshoe Casino	2,004,000
3	Churchill Downs	1,300,000
4	Louisville Zoo	881,776
5	Joe Huber Farm/Restaurant	650,000

Government Support



1.	Mesker Park Evansville	92%
2.	Akron	66%
3.	Tulsa Zoo	46%
4.	Sedgwick County, Wichita, Kansas	45%
5.	Zoo Miami	40%
6.	Kansas City Zoo	38%
7.	Detroit Zoo	35%
8.	St. Louis Zoo	33%
9.	Riverbanks Zoo, Columbia SC	30%
10.	Columbus Zoo	28%
11.	Louisville Zoo	24%
12.	Pittsburgh	21%
13.	Toledo Zoo	20%
14.	Cincinnati Zoo	20%
15.	Indianapolis Zoo	0%

**AVERAGE
GOVERNMENT
SUPPORT
33%**

WHAT'S NEXT?



PENGUIN COVE

**ELEPHANT
ENCOUNTER**



WHAT'S NEW?



LEGO® BRICK SCULPTURES

Presented by Ford Motor Company

Through July 5, 2015

2017



African Primates

2018



Leopard Leap

LEGOS®
**“Plight of
Endangered Wildlife”**



THANK YOU!

