



theZOO

L O U I S V I L L E

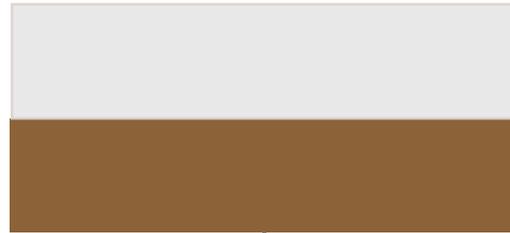
Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

March 6, 2020



Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

March 17, 2020

March 6, 2020

Zoo Closes

* The Zoo closed for 87 days.
* Revenue loss of \$1 million + budget variance.



Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

* Under new COVID 19 safety precautions, the Zoo reopens for Members only.

Zoo Reopens to Members

March 17, 2020

March 6, 2020

Zoo Closes

* The Zoo closed for 87 days.
* Revenue loss of \$1 million + budget variance.

June 8, 2020

Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

* Under new COVID 19 safety precautions, the Zoo reopens for Members only.

Zoo Reopens to Members

March 17, 2020

July 1, 2020

March 6, 2020

June 8, 2020

Zoo Closes

* The Zoo closed for 87 days.
* Revenue loss of \$1 million + budget variance.

General Admission Reopens

* The Zoo operated under new procedures such as timed ticketing, capacity restrictions, one way traffic flow.
* Indoor Exhibits, and playgrounds were closed.

Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

* Under new COVID 19 safety precautions, the Zoo reopens for Members only.

Zoo Reopens to Members

* The results of Dynamic Pricing showed an increase per capita gate fee of \$1.80
* A Community Access Pass was launched.

Dynamic Pricing Effect

March 17, 2020

July 1, 2020

March 6, 2020

June 8, 2020

January 2021

Zoo Closes

* The Zoo closed for 87 days.
* Revenue loss of \$1 million + budget variance.

General Admission Reopens

* The Zoo operated under new procedures such as timed ticketing, capacity restrictions, one way traffic flow.
* Indoor Exhibits, and playgrounds were closed.

Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

March 6, 2020

March 17, 2020

Zoo Closes

- * The Zoo closed for 87 days.
- * Revenue loss of \$1 million + budget variance.

- * Under new COVID 19 safety precautions, the Zoo reopens for Members only.

Zoo Reopens to Members

June 8, 2020

Gen. Admission Reopens

- * The Zoo operated under new procedures such as timed ticketing, capacity restrictions, one way traffic flow.
- * Indoor Exhibits, and playgrounds were closed.

July 1, 2020

- * The results of Dynamic Pricing showed an increase per capita gate fee of \$1.80
- * A Community Access Pass was launched.

Dynamic Pricing Effect

January 2021

Zoo Events with Capacity Limits

Halloween 2020
Wild Lights March 2021

Oct. 2020 & March 2021

Covid 19 Zoo Timeline

February 2020 – June 2021



Wild Lights

* Under new COVID 19 safety precautions, the Zoo reopens for Members only.

Zoo Reopens to Members

* The results of Dynamic Pricing increased per capita gate fee \$1.80
* A Community Access Pass was launched.

Dynamic Pricing Effect

* Wild Lights **90,000** attendance
* Reopening Herp Aquarium, Playgrounds and Islands Exhibit
* Reservations not required for Members
* FY21 Budget rebounding.

May & June 2021

March 17, 2020

July 1, 2020

Oct. 2020 & March 2021

March 6, 2020

June 8, 2020

January 2021

March 19, 2021

Zoo Closes

* The Zoo closed for 87 days.
* Revenue loss of \$1 million + budget variance.

General Admission Reopens

* The Zoo operated under new procedures such as timed ticketing, capacity restrictions, one way traffic flow.
* Indoor Exhibits, and playgrounds were closed.

Zoo Events with Capacity Limits

Halloween 2020
Wild Lights March 2021

Louisville Zoo's Sustainability Update

- Polar Bear Day
 - WFPL Panel on Climate Change
 - Breakfast with the Bears
- LG&E KU Earth Month
 - Fun Day Mondays
 - Zoo Compost
 - Bear Grass Creek Clean up
- Conservation Fund contributions
 - Sea Turtle Rescue
- Butterfly and Pollinator Gardens using Conservation Fund



Louisville Zoo's New Exhibits

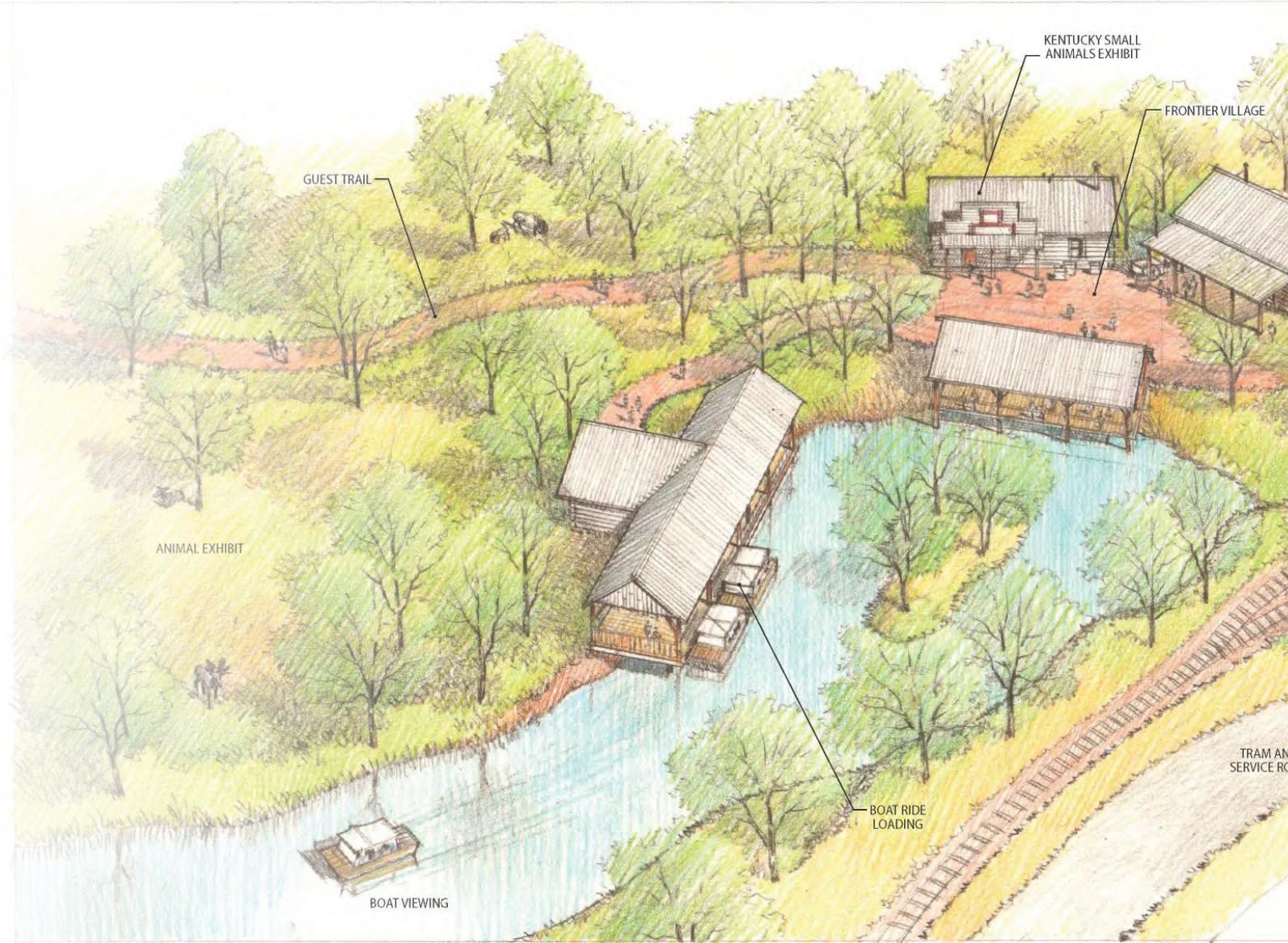
- Completed Leadership Campaign Projects
- Lemur Renovation
 - Exhibit Recycling
- Animal Ambassador / Meta Zoo Renovation
- Seasonal Exhibits
 - Dinos 2021
 - Washed Ashore 2022



The Future: Utilizing what we have learned through the pandemic.

Adjusting the Master Plan Timeline

- Kentucky moves before African Savanna
 - Increased guest space
 - Minimize impact of construction
 - What guests have told us.
 - Conservation and Sustainability begins at home
 - Elephants



The Future: Utilizing what we have learned through the pandemic.

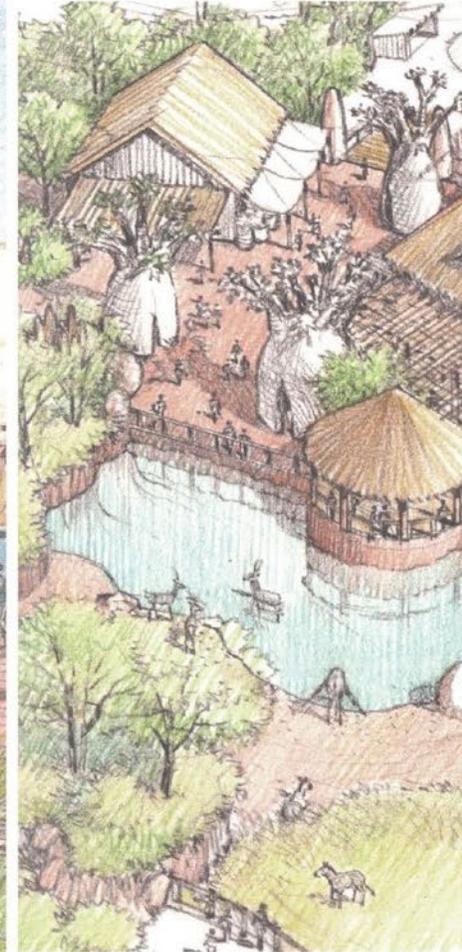
Adjusting the Master Plan Timeline

- Safari Basecamp and Animal Ambassador Exhibit
 - Engaging interactive class space
 - Dramatic Zoo second entrance
 - Backstage of the Zoo on exhibit
- Splash Park Expansion
 - Lazy river around animal exhibit
 - 4X's the current size
 - Additional fee



LOUISVILLE ZOO

MASTER PLAN UPDATE



theZOO
LOUISVILLE

clr
DESIGN

S&W

FEBRUARY 8, 2016

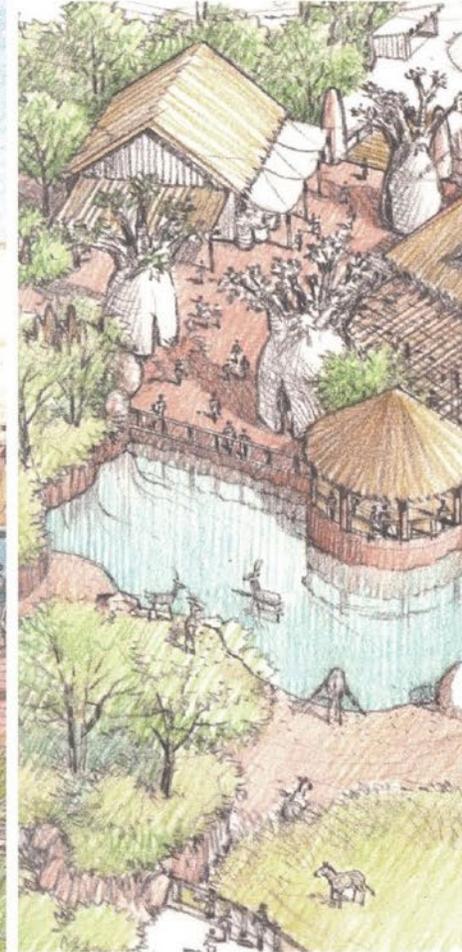
The Future: Utilizing what we have learned through the pandemic.

Adjusting the Master Plan Timeline

- Infrastructure Needs
 - Entry and Parking
 - Train??
 - Animal Hospital
 - Relocate Maintenance Facilities



LOUISVILLE ZOO



MASTER PLAN UPDATE

theZOO
LOUISVILLE

clr
DESIGN

S&W

FEBRUARY 8, 2016

Thank you!

Questions?

