

# 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

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**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

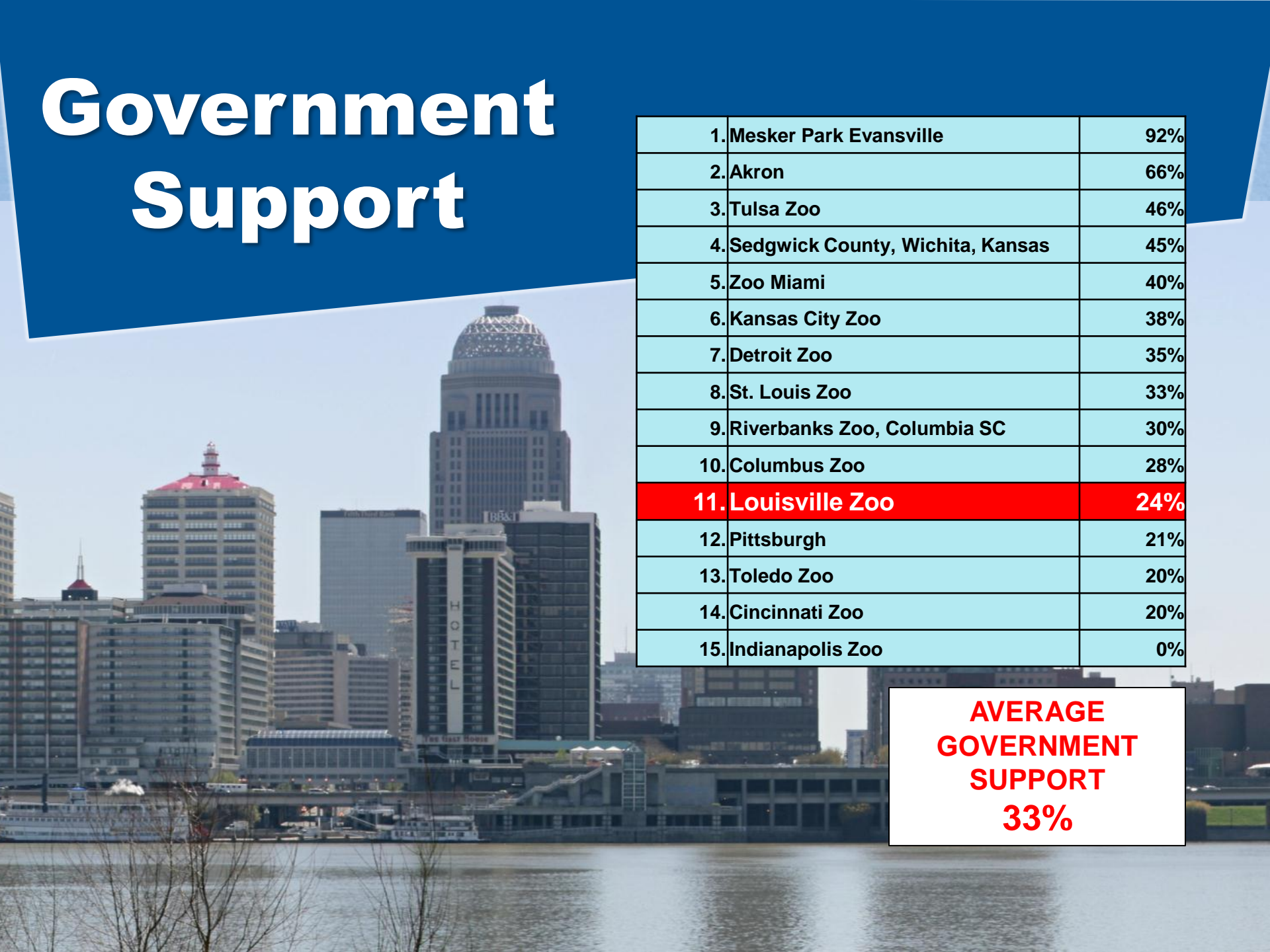
Rank	Attraction	Attendance
1	Louisville Zoo	881,776
2	Kentucky Center	362,442
3	Kentucky Science Center / IMAX	209,930
4	Kentucky Derby Museum	192,972
5	Actors Theatre of Louisville	162,563

# 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!

