

Louisville Zoo



theZOO

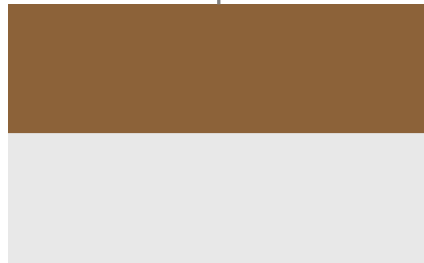
L O U I S V I L L E

Covid 19 Zoo Timeline

February 2020 – June 2021



March 6, 2020



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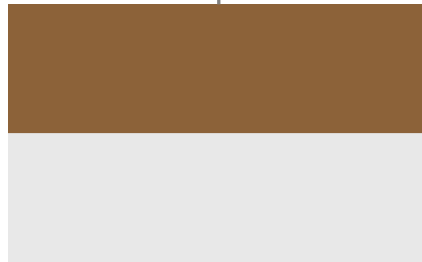
Wild Lights

March 17, 2020

March 6, 2020

Zoo Closes

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



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Wild Lights

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

Zoo Reopens to Members

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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.

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February 2020 – June 2021



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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

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Dynamic Pricing Effect

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July 1, 2020

Oct. 2020 & March 2021

March 6, 2020

June 8, 2020

January 2021

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Zoo Events with Capacity Limits

Halloween 2020
Wild Lights March 2021

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Dynamic Pricing Effect

* Wild Lights 98,984 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

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Zoo Events with Capacity Limits

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Wild Lights March 2021

Private management investigation concluded November 2020

- Thorough 22-month RFI/ RFP process
- Solicited interest of multiple operators
- Two RFI responses, One RFP response:
 - Fees of \$600,000+/year
 - Aggressive Admission fee increase
 - Renegotiate employee benefits and salaries





Serving our community while growing revenues.

- Dynamic Pricing
- Community Access Membership
- Wild Lights, Dinos,
Lemur Renovation
- Animal Ambassador /
Meta Zoo Renovation

Racial Equity Statement

- 8 Goals
- Community Access Membership
- Ongoing efforts for Racial Equity
 - Brown Forman & PNC Grants
 - 1550 CAM donations
 - PNC Stroller Safari
 - School at the Zoo

Department Equity Vision Statement:

The Louisville Zoological Garden is committed to advancing diversity, racial equity, access and inclusion, to create an environment where all people feel welcome and a part of their Zoo to enjoy learning about wildlife and wild places.

Racial Equity Statement Goals

Goal #1: Increase minority attendance, membership, and program participation by 10% in FY22, to reflect the racial composition of our community.

Goal #2: Introduce the Community Access Membership to two new partner groups serving under- represented and underserved audiences within FY22

Goal #3: Develop plan and request Metro funding for multilingual signage in the park

Goal #4: Achieve at least two grants per year that focuses on outreach to and engagement of underrepresented and underserved citizens.

Goal #5: Increase communication spend to diverse populations by 20% per year for next five years.

Goal #6: Establish benchmark marketing spend to diverse populations

Goal #7: Establish a demographic baseline of Zoo attendees, members, and program participants.

Goal #8: Identify certified minority, female, disabled owned business enterprises (MFDBEs) for procurement spend in FY22

Thank you!

Questions?

