

Louisville Zoo



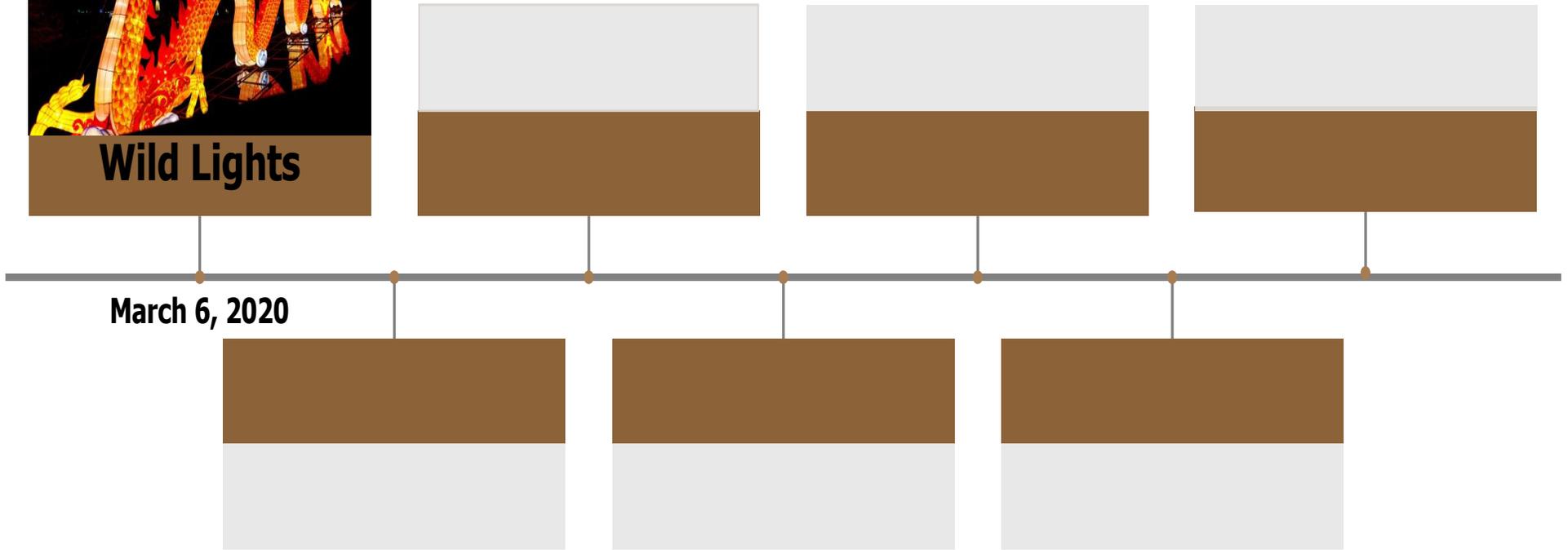
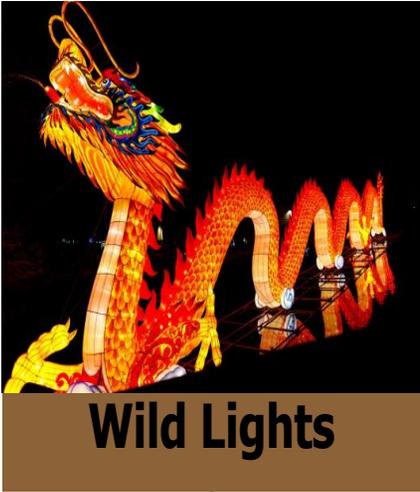
**theZOO**

L O U I S V I L L E

# Covid 19 Zoo Timeline

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*February 2020 – June 2021*



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*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.



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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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\* 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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Oct. 2020 & March 2021

March 6, 2020

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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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# 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?**

