



BREC's Baton Rouge Zoo

Facility Master Planning

May Public Meetings

May 2, 2019

May Public Meeting

- Introductions
- Strategic Business Goals
- Master Plan Implementation Schedule & Rationale
- Business Opportunities for BREC's Baton Rouge Zoo
- Questions & Discussion

A photograph of a giraffe in a zoo enclosure. The giraffe is on the right side of the frame, leaning its long neck towards the left. A person's hand is visible on the left, holding a branch of green leaves that the giraffe is eating. The enclosure is a grassy field with a wooden fence in the foreground. In the background, there are trees and a clear blue sky. The entire image is overlaid with a semi-transparent blue filter.

About Schultz & Williams

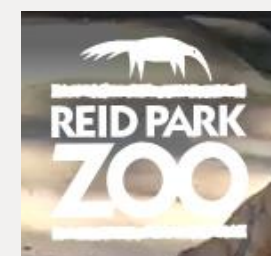
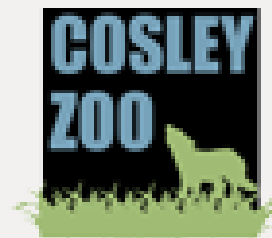
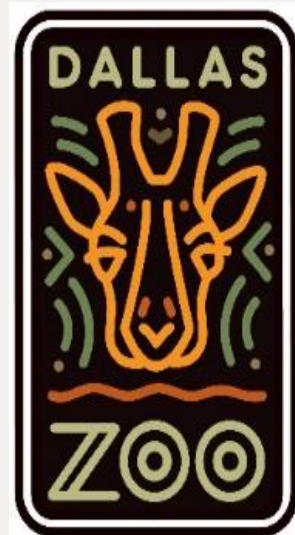
Schultz & Williams Overview

The Zoo and Aquarium Experts

Inspiring Confidence to Lead, Change and Grow

- Schultz & Williams is the leading management, organizational, strategic and business planning firm for Association of Zoos & Aquariums (AZA) institutions.
- We have worked with over 100 AZA institutions with budgets ranging from less than \$1,000,000 to well over \$85,000,000, and attendance ranging annually from 75,000 to over 3,000,000 visitors.

Schultz & Williams Experience



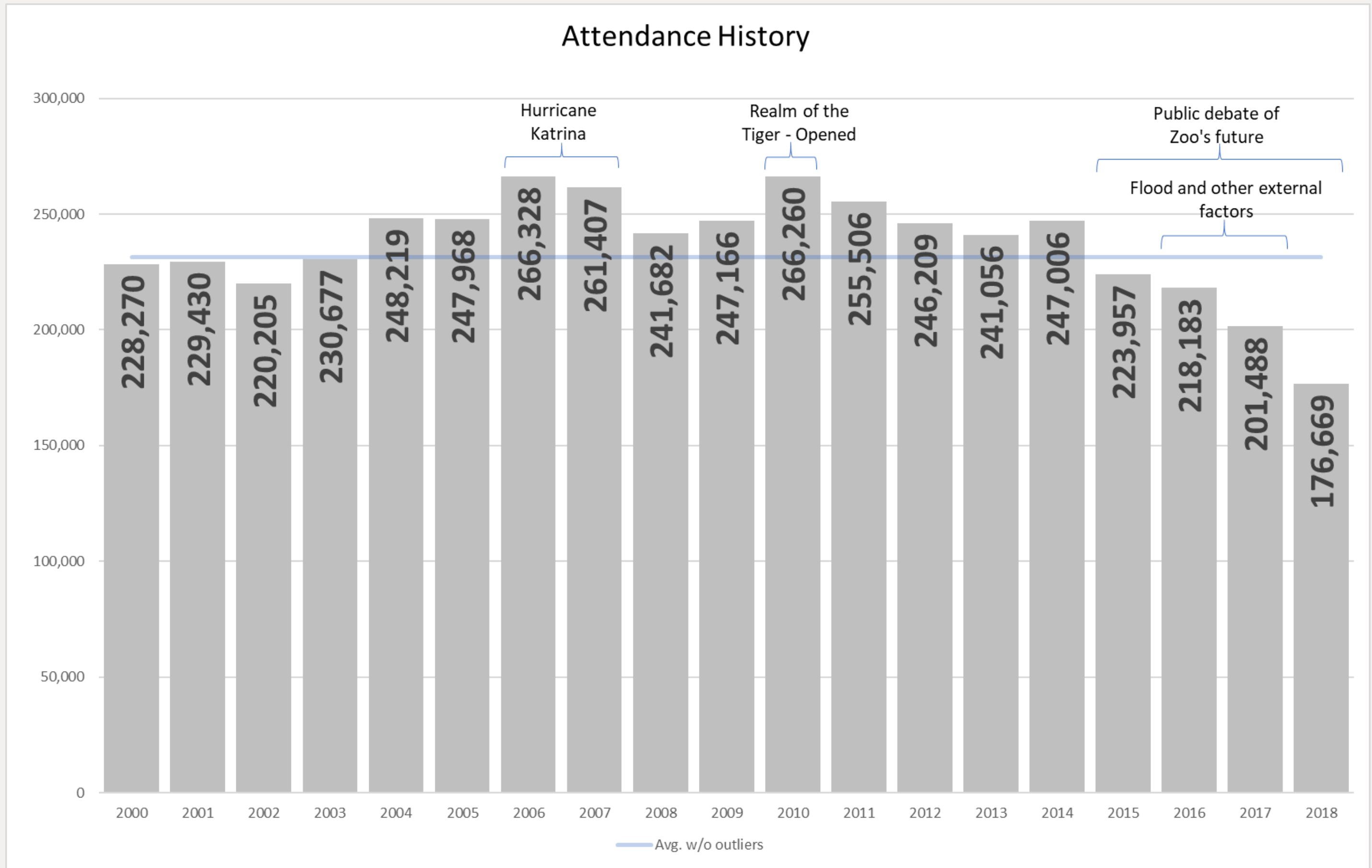
Strategic Business Goals



Planning Completed to Date for BREC's Baton Rouge Zoo

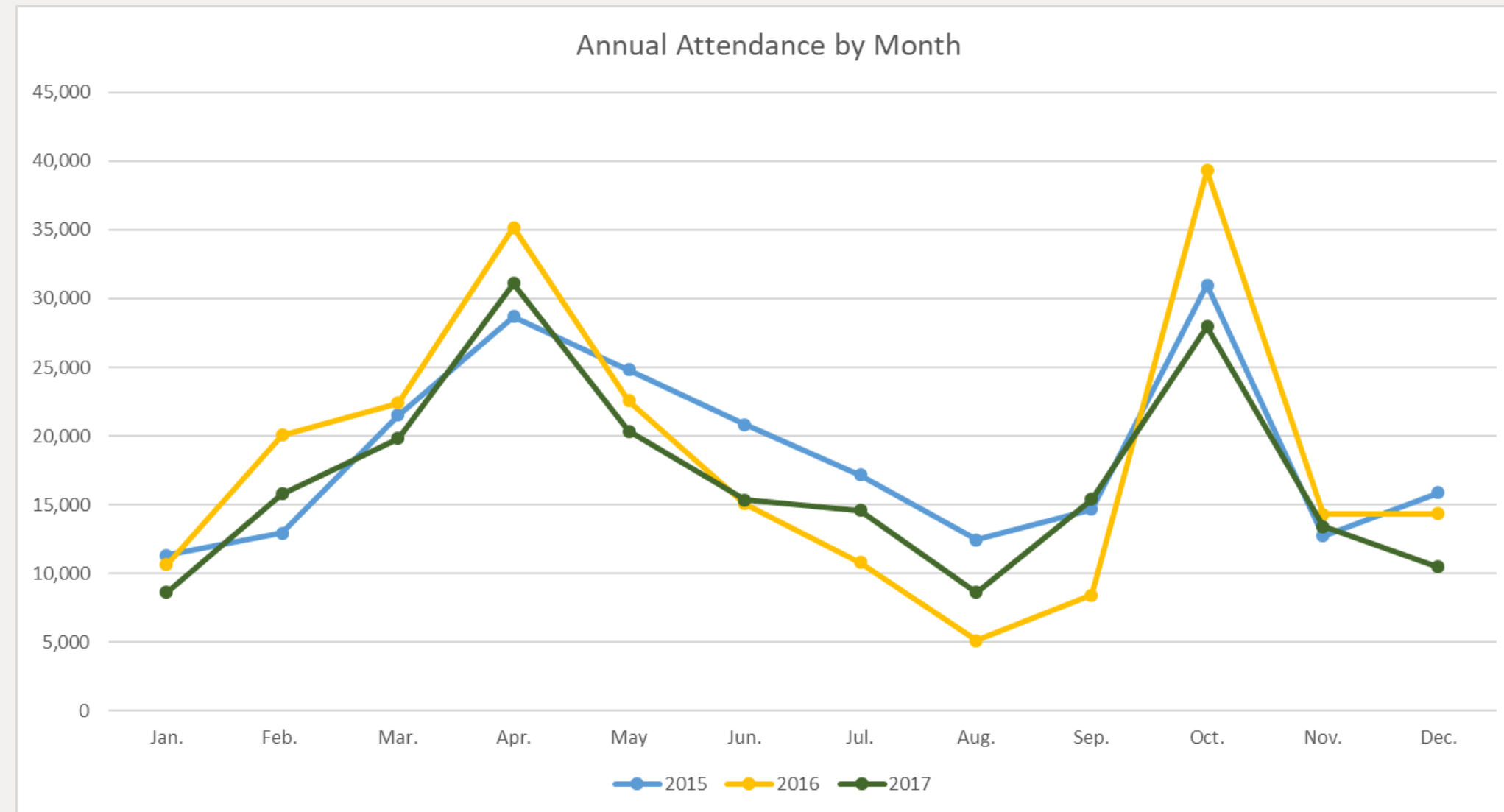
- S&W has studied the following external influencers on the Zoo to inform the strategic business goals and opportunities:
 - Conducted SWOT analysis of the current BREC's Baton Rouge Zoo
 - Studied comparative trends in zoos across the country
 - Studied the local competitive cultural market place
 - Studied regional population trends, especially around tourism

Baton Rouge Zoo: Attendance



Baton Rouge Zoo: Attendance

Annual Attendance 2015 - 2017			
	2015	2016	2017
Adult/Senior	122,404	118,318	110,472
Child	101,553	99,865	91,016
Total	223,957	218,183	201,488
Paid	156,289	158,588	142,926
Members	46,798	40,315	37,949
Free	20,870	19,280	20,613
Total	223,957	218,183	201,488



- Visitation to the Zoo is highest during the spring and autumn seasons.
 - These two “peaks” are strong building blocks for the Zoo’s future as with new investments in animal exhibits and experiences the Zoo will be positioned to increase its visitation from the local and regional markets.
- A major draw during October has been the Zoo’s successful Halloween events

Strategic Business Goals

1. Fulfillment of the “Uniquely Baton Rouge – A Whole New Adventure that Transforms our Zoo” Vision
 - Establishing the Zoo as a key cultural cornerstone of this growing and dynamic city and region
 - BREC’s Baton Rouge Zoo will be the entertainment and educational destination for residents and tourists in the Baton Rouge region
 - The Zoo will serve as a living classroom where visitors learn about real-life conservation and research programs – both at the Zoo and in the wild – through interactive engagement with keepers, docents and Zoo staff

Strategic Business Goals

2. Fulfillment of the Phase 1 “must haves”

- Address AZA accreditation issues so achieved in 2022
- More animals for visitors to see
- Unique animals exhibits that create a reason to visit and not found at regional competitors
- A relocated arrival and exit sequence that leverages the new Greenwood Park master plan
- Fun visitor experiences and amenities: water features, shade, ease of circulation, and guest interaction areas
- New revenue generation opportunities

Strategic Business Goals

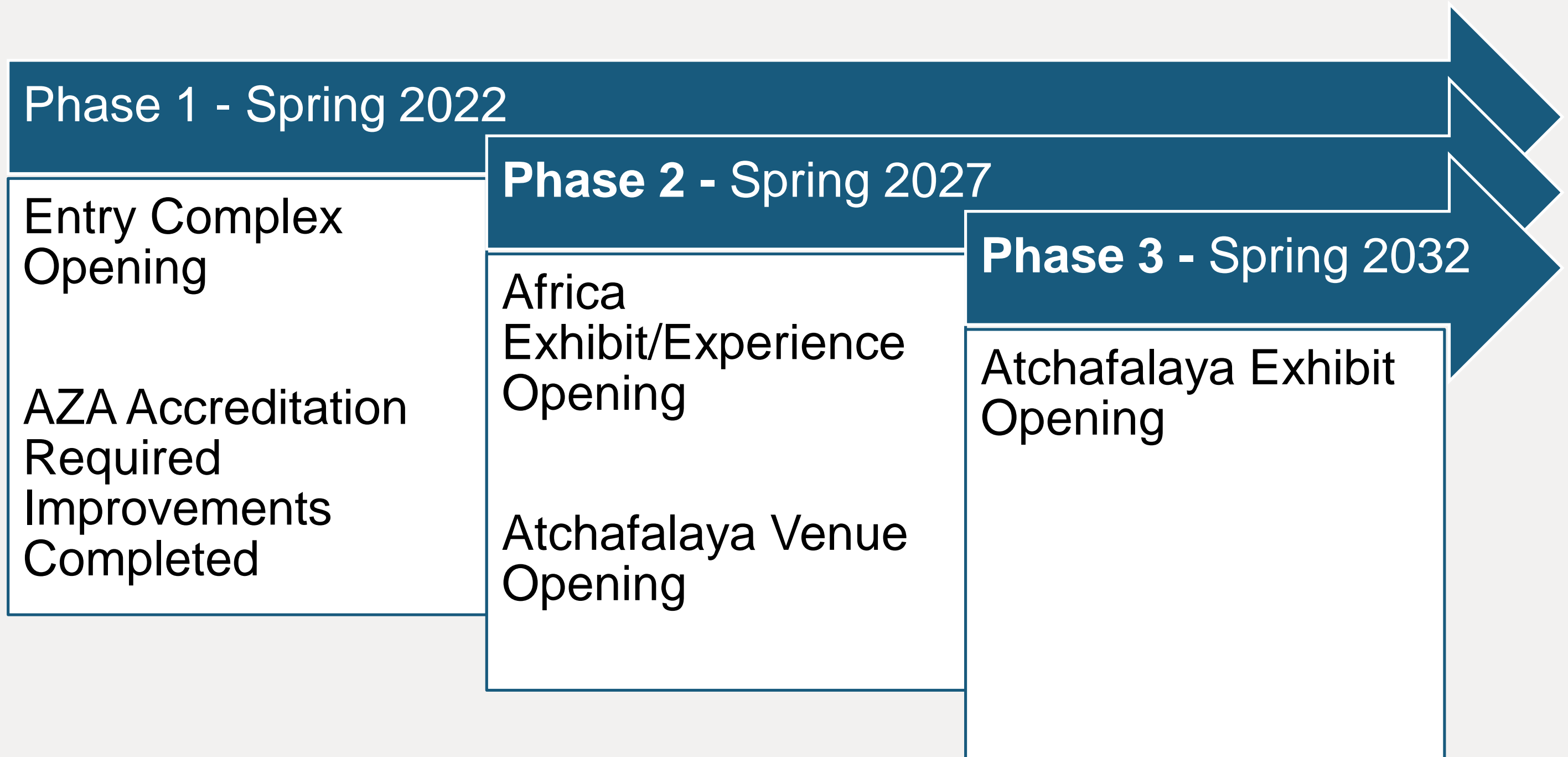
3. Maintain a sustainable financial model that leverages BREC's support and services
 - Balance between earned revenue, contributed private support and BREC funding
 - BREC must provide initial capex funding while the BREC Foundation and Friends of the Baton Rouge Zoo works to build fundraising capacity

Master Plan Implementation Schedule

Rational for Implementation Sequence

- AZA accreditation – key to ensuring animal collection and Zoo's participation in national conservation efforts
- Linking Zoo to larger Greenwood Park improvements
- Align timing to secure funds from BREC initially and then private fundraising support
- Sequencing Africa early in the plan allows for very unique experience in the region

Implementation of Facility Master Plan



A photograph of a giraffe in a zoo enclosure. The giraffe is leaning over a wooden fence, eating leaves from a person's hand. The background shows a green field, trees, and a blue sky. The image is overlaid with a semi-transparent blue filter.

Business Opportunities for BREC's Baton Rouge Zoo

Following Slides Share New Business Opportunities Serving to Leverage the New Master Plan & Industry Trends.....

1. Increase Visitor Stay-Time
2. Create an Additional Reason to Visit
3. Strengthen the Zoo's Brand & Awareness
4. Fulfill a core "Mission" Purpose

Unique Visitor Experiences: 15 – 20 Macaws flying through Animal Kingdom



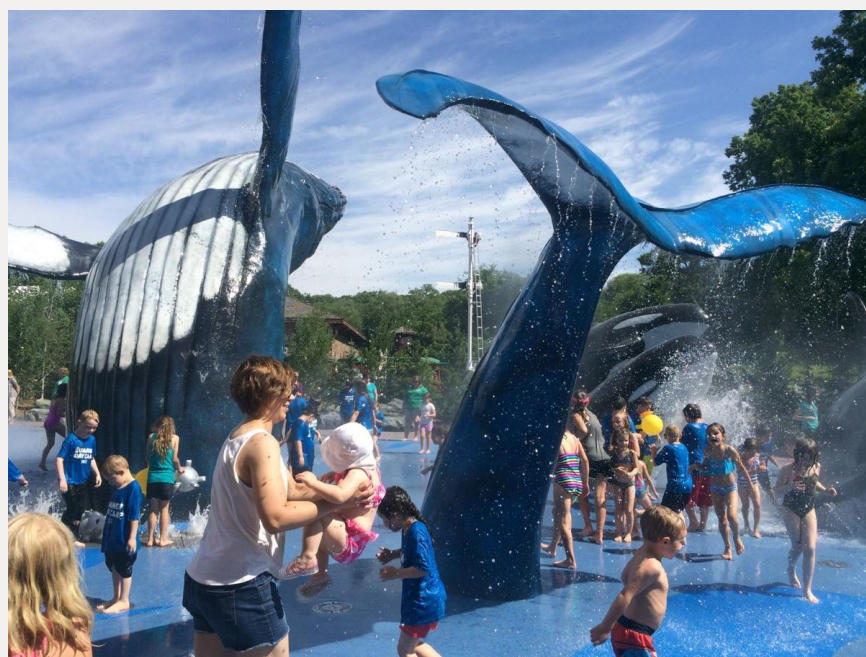
Animal Encounters/Experiences



Themed Playgrounds



Waterplay & Splash Areas



Great Food and Event Facilities



Expanded Safari Nights – Overnight Experiences



Conservation Initiatives



Next Steps



Next Steps

- Based on Implementation & Timeline Sequence:
 - Attendance & Financial Projections
 - Guest Services Strategies
 - Public/Private Funding Partnerships: Operating and Capital Investment for Facilities
 - Marketing/Operations Plans

Questions & Discussion