

# Oklahoma City Zoo and Botanical Garden

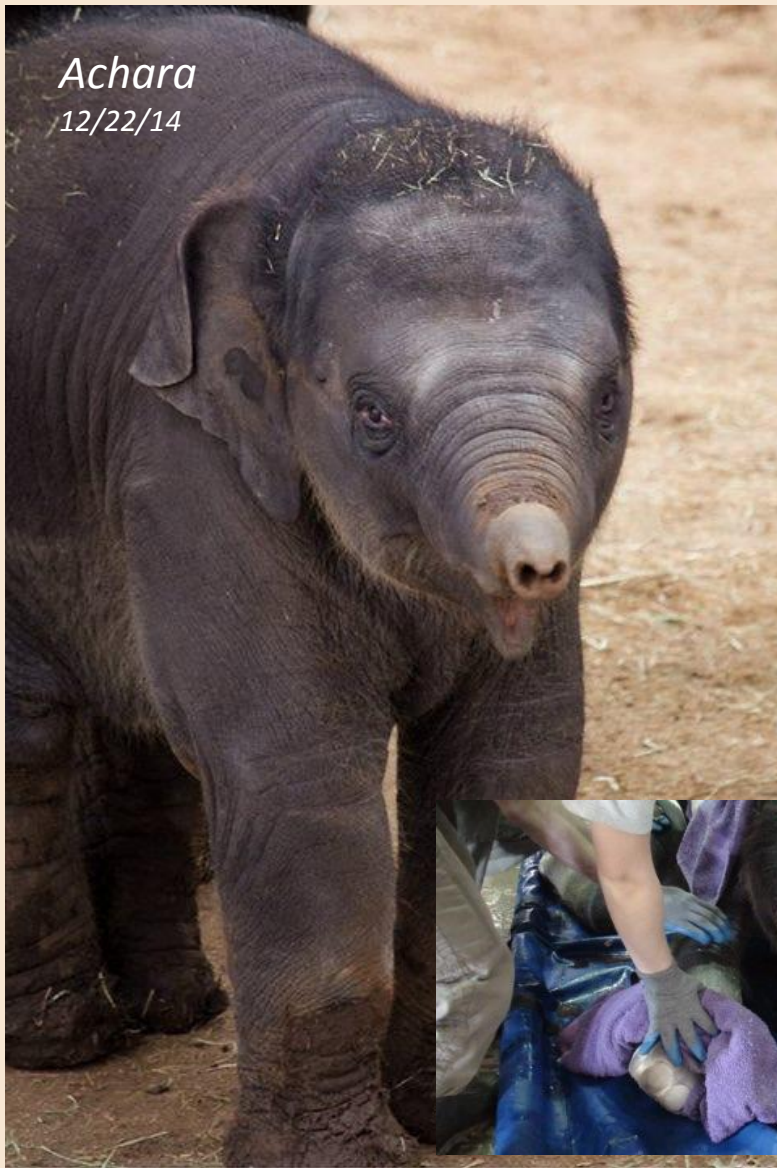
City Council Update  
21 April 2015

Dwight Lawson, Executive Director/CEO









Achara  
12/22/14



Malee  
4/15/11

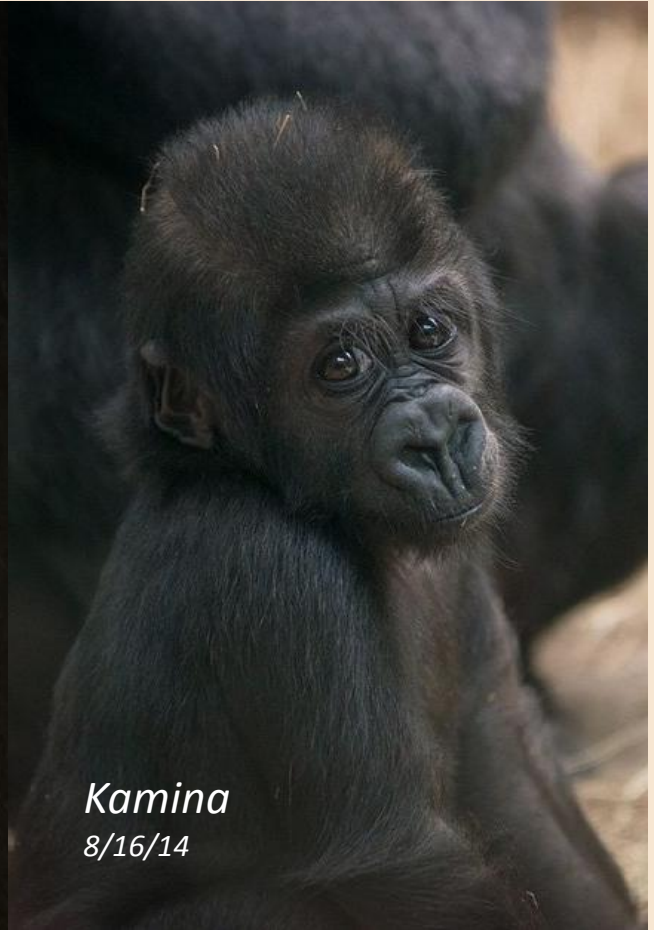




*Ruby*  
3/24/15



*Kamina*  
8/16/14







*Rupert*  
6/21/14



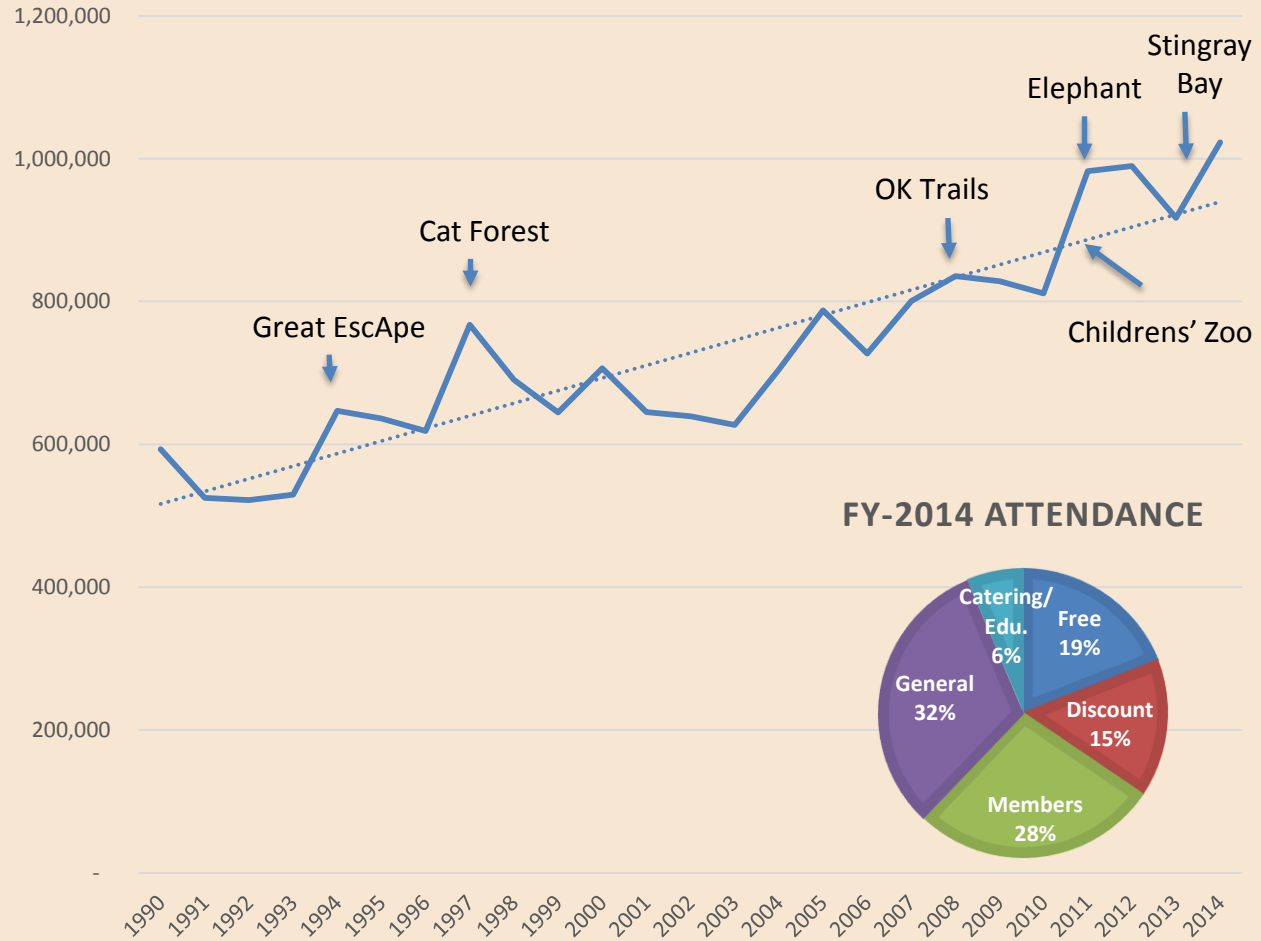
*African Hunting Dogs*  
11/7/14





# Attendance

- Record attendance in 2014
  - 1.2 MM visitors
  - ~50% increase over 10 years





- ~27,000+ member households
  - 77% retention rate
  - 99% rated satisfaction excellent or good
  - 63% joined to support the Zoo's mission
- *Commitment to Care Campaign*
  - \$4.5 MM
- ZooTroop

May 9



June 19

OKLAHOMA ZOOLOGICAL SOCIETY  
**ZOOBILATION**  
A GREAT CAUSE. A WILD TIME.



September 25





# Education Programs

- ~26,000 school children/year
- ZooFund for Kids
  - \$50,000/yr





## Conservation Programs

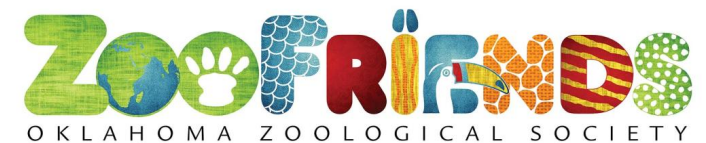
### Focal Projects

- Northern Rangeland Trust, Kenya
- PanEco, Sumatra
- Jatun Sacha, Ecuador
- Dian Fossey Gorilla Fund Int.
- OKDWC, OK



### Small Grant Program

- Horned lizards
- Lions
- Wild Dogs
- Community Forests, Panama
- Etc.

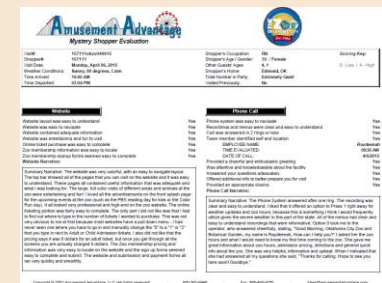


# Projects and Initiatives

- Guest experience surveys
  - Morey Group
  - 12 other zoos
  - Demographic and experience data
- Inconveniences
  - Parking
  - Food options
  - Crowds
- Secret Shopper
  - Amusement Advantage



Category	March '15 – Kiosk Excellent Rating (8, 9, or 10)	2014 BM Average
Overall Satisfaction	79%	77%
Admission Value	87%	73%
Entertainment Experience	85%	77%
Educational Experience	82%	75%
Employee Courtesy	87%	89%
Cleanliness	80%	85%
Ability to Find Way Around	76%	79%
Net Promoter Score*	58%	49%*
Inconveniences*	30%	18%*
First-Time Visitors	18%	41%
Members	24%	17%
Parties with Children	71%	69%





# Projects and Initiatives



JOAN KIRKPATRICK ANIMAL HOSPITAL  
Member of the  pja



# Projects and Initiatives

- Parking
  - Science Museum of OK parking construction
  - Lee Engineering
    - Circulation study over spring break
    - Concepts due in May





# Projects and Initiatives

## Website and Mobile App

The screenshot shows the Oklahoma City Zoo website homepage. At the top, there is a navigation bar with links for About, Visit, Animals & Plants, Events, Education, Conservation, and Media. A prominent banner for "Party for the Planet" is displayed, featuring a date of Sunday, April 26th, 2015, from 11am to 9pm. Below the banner, there are several sections: "ZOO QUICK LINKS" with icons for Home, News, and Contact Us; "In-Park Update" for Thursday, April 23rd; "ZOO NEWS" with a headline about elephants; "New! General Store" with a photo of various items; and a "WEATHER AT THE ZOO" widget showing a current temperature of 66°F. The footer includes logos for the Association of Zoos & Aquariums, Adventure West, 100 Years of Oklahoma, and Adventure Road.

This banner features a close-up photograph of a brown and white cow's face. The Memphis Zoo logo is positioned in the upper right corner. The text "DISCOVER YOUR MEMPHIS ZOO" is centered in a white font, with a "EXPLORE" button below it.

The screenshot shows the Memphis Zoo website. It features a "There's More to Zool!" section with three featured articles: "MEMPHIS ZOO TAKES FLIGHT", "HOW MANY PEOPLE DOES IT TAKE TO MOVE A HIBBID?", and "BABY DAY". Below these are sections for "Plan your own Event!" with buttons for "BIRTHDAY PARTIES", "WEDDINGS", and "PRIVATE EVENTS".

This page is dedicated to "Conservation - Science, Research & Sustainability". It features a central image of a panda eating bamboo. The page is divided into three main columns: "Conservation Science", "Research Programs", and "Make a Difference". Each column contains a brief description of the zoo's efforts and a "Learn More" link. The "Make a Difference" section includes a "Go Green" sub-section.



# Projects and Initiatives

- *Sanctuary Asia*
  - “Second” phase of elephant exhibit
    - Elements
      - Elephant/rhino space
      - Komodo dragon, red panda, raccoon dog, birds, etc.
      - New 300+seat themed restaurant
      - Splash fountains
  - Construction documents: late summer/fall





# Upcoming

- Pachyderm + Island Life/Event Center/Africa
- Nobel Aquatic Center
- Botanical Garden Upgrades
- Devon Picnic Area

