



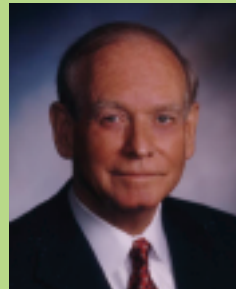
**WILD**  
About Animals

BLANK PARK ZOO CAPITAL CAMPAIGN

A New Destination for  
Iowa's Wildest Adventure

# Join the Wild About Animals Campaign

A journey to raise \$40 million for a bigger and better Blank Park Zoo



Governor Robert Ray

We are thrilled to be the honorary chairs of the Blank Park Zoo's "Wild About Animals" Campaign to raise \$40 million for the creation of a world-class zoo. As our state's only accredited zoo, the Blank Park Zoo provides education, conservation and recreation to Iowans and our out-of-state visitors.

The Blank Park Zoo plays a critical role in the growth of Iowa tourism and economic development—two of our state's top initiatives. During our administrations, we have seen the zoo grow from a small, seasonal attraction for children to a year-round zoological park with indoor and outdoor exhibits, educational resources and activities. As one of the state's top cultural attractions, the zoo has wide appeal that crosses age, economic and cultural bridges. The new zoo will bring more people and more dollars into our state while preserving endangered species, educating thousands about conservation, and inspiring delight and wonderment among children and adults.

We have all enjoyed the Blank Park Zoo with our families for many years. We hope you will join us in supporting our zoo, your zoo, Iowa's zoo—the Blank Park Zoo. **Your gift can truly make a difference!**

Sincerely,

Robert Ray  
Former Iowa Governor

Terry Branstad  
Former Iowa Governor

Tom Vilsack  
Former Iowa Governor

The mission of the Blank Park Zoo is to inspire an appreciation of the natural world through education, conservation and recreation.

The zoo is operated and funded through the Blank Park Zoo Foundation.

The Blank Park Zoo is accredited by the Association of Zoos and Aquariums (AZA). The AZA is America's leading accrediting organization that sets rigorous professional standards for zoos and aquariums.



Mike Hubbell

We support the Blank Park Zoo with our time and money because we believe in the zoo's mission—education, conservation and recreation. The zoo is a lifelong learning environment that is always making positive contributions to the state and local community.

Our Blank Park Zoo is already a fabulous zoo that gives its visitors rewarding, educational and magical experiences, but we are determined to make it even better through the "Wild About Animals" campaign. As business leaders, we understand that a zoo is one of the most important pieces that a city needs to be well-rounded. The Blank Park Zoo is a model for what a good public-private partnership can be - and can do.

There are few investments that offer better dividends to the community than a thriving zoo. Please join us in this historic effort to expand and transition the Blank Park Zoo into a world-class zoo. Our animals need it. Our children need it. Iowa needs it. We all need a bigger and better zoo. Please give generously.

Sincerely,

Mike Hubbell  
Wild About Animals Campaign Co-Chair

Loretta Sieman  
Wild About Animals Campaign Co-Chair



**"Our hope in supporting the zoo is that we will enhance this family friendly attraction for our family as well as others like us and that it will be a legacy to our children--one that they will be able to share with their own children someday."**

Isaiah and Megan McGee,  
Waukee, Iowa  
Blank Park Zoo  
Ambassadors

“More people attend zoos in America than the NBA, NFL and Major League Baseball combined. The new zoo will absolutely increase attendance. The Blank Park Zoo is an underdeveloped business opportunity.”

Terry Rich, CEO  
Blank Park Zoo



## Welcome to Iowa's Wildest Adventure - the Blank Park Zoo Campaign

Iowa's only accredited zoo is embarking on a wild adventure to raise \$40 million to bring new habitats, expanded conservation efforts and more recreation opportunities to Iowans and their families.

### Our zoo, only better

More than ten public-private partners have come together to help us create an exciting plan for a world-class zoo. We're preserving the elements that make the Blank Park Zoo special, including our park-like setting with close-up views of the animals. In addition we're making more and larger habitats for the animals and more opportunities for recreation and learning for our human guests to enjoy.

### Our Campaign Goals - \$40 million will allow us to:

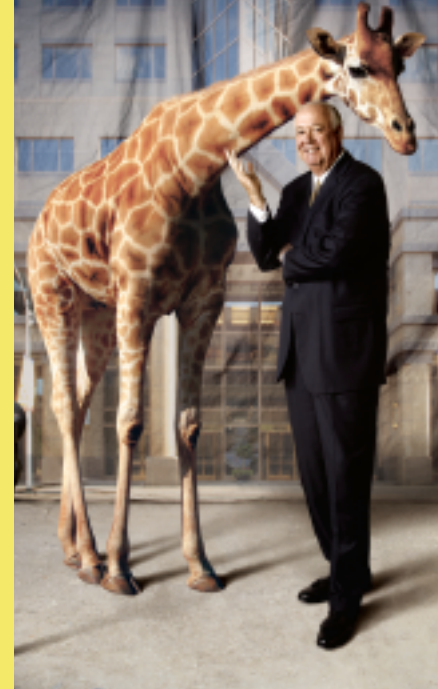
- 1) *Expand zoo from 23 acres to 103 acres*
- 2) *Renovate existing zoo*
- 3) *Expand endowment to ensure future sustainability*

### Community Benefits

- **Economic Impact** The Blank Park Zoo expansion will increase tourism and economic growth. Visitor numbers are projected to increase from 350,000 to 500,000 and a new highway bypass will provide easy access to the zoo. The expansion is a key element of a “super block” concept of green growth in an urban setting. Our plan will be a model of growth for cities throughout America.
- **Sustainability** The expansion plan was built to provide financial sustainability. The concept of a successful public/private partnership will be maintained as earned income elements from an endowment are woven into a well-managed organization.
- **Workforce Development** Our corporate partners attest, a world-class zoo helps companies to attract and retain a quality workforce. Young professionals and their families expect a top notch zoo in their community. Like art centers, civic centers and symphonies, zoos enhance the quality of life for everyone.

### Mission-based Benefits

- **Conservation** One of the most important aspects of the zoo expansion is our enhanced conservation effort.
  - Over 25 new species will be added including bears, wolves and cheetahs.
  - New interactive exhibits will support the zoo's mission for conservation and active participation in the Species Survival Plan for endangered species.
- **Education** The Blank Park Zoo's education programs onsite and in the community spark the imagination of children and provide life-long learning opportunities for Iowans of every age. A new Education Center in a renovated historic Fort Des Moines building is incorporated into the expansion so that important education programs can continue to grow. Educational programs have expanded greatly in recent years from 40,000 participants in 2005 to over 81,000 participants recently.
- **Recreation** With recreation enhancements such as the Endangered Species Carousel, walking trails, tram and zoo train, the new zoo will continue to top Iowa's best cultural attraction list. The Blank Park Zoo is a place to learn, spend quality family time, gain a better understanding of our intimate connection to nature, and to just have a wild adventure!



“The Blank Park Zoo is one of those important city amenities that strengthen our community. When complete, the zoo's expansion will enhance our ability to attract and retain a quality workforce, as well as greatly impact the quality of life for Iowans and their families.”

J. Barry Griswell,  
president, Greater Des Moines Community Foundation;  
Chairman, The Principal Financial Group





**“My decision to donate 18 acres of land to the Blank Park Zoo was an easy one. I can think of no better way to develop the land to benefit the community than with the zoo.”**

**William C. Knapp  
Developer and  
Philanthropist**

## History

When A.H. Blank and his fellow community leaders gave their time, money and resources to create the zoo in 1966, they knew they were becoming part of something special that would impact the lives of Iowans for years to come. The initial zoo featured a castle, Noah’s Ark, a monkey island, a barnyard, and a miniature train. A zoo foundation was formed in 1981 to raise funds for the struggling zoo. From 1982 to 1986 the zoo was closed for extensive remodeling and reopened as an accredited zoo. The zoo was transformed from a children’s zoo to an expanded zoo with a new name, new natural exhibits, and many new animals.

Today, there is no other cultural experience quite like a visit to the Blank Park Zoo. The zoo has grown from a small, seasonal attraction geared toward children to a year-round zoological park with indoor and outdoor exhibits, educational resources and activities with wide appeal that crosses age, economic and cultural bridges. The Zoo is now poised to grow with a new capital expansion designed to upgrade the zoo to a world-class facility.

## Why Expand the Zoo?

***The zoo’s infrastructure is deteriorating.***

- Many of the exhibits have not been updated in 25 years even though memberships, attendance and zoo activities have increased exponentially.
- In the past, financial constraints prevented the zoo from considering renovation and expansion, but now with increased earned revenue and philanthropic support the zoo is on firm financial footing and is poised to grow.

***The Blank Park Zoo is one of the smallest accredited zoos in the country (70/77 in size) and expansion will enhance credibility and visibility.***

- The proposed expansion will add an additional 80 acres of habitat and recreational area and will allow the addition of more than 25 major species to the zoo’s animal family including bears, wolves and cheetahs.

***Animal species and their habitats are disappearing at an alarming rate.***

- The zoo is an urban sanctuary for vanishing wildlife. The zoo must grow in order to move from simply displaying animals to actually making a significant contribution to the long-term survival of animal species.



## What Will Be Accomplished?

The Wild About Animals capital campaign will allow a new zoo area to be created on 80 acres of recently acquired land. In addition, the current zoo will be renovated and enhanced. This ambitious expansion project of the Blank Park Zoo will be completed in phases over a five to six year period. At least one new or expanded exhibit or adventure area will open each year.

## The expansion will:

- **Create a new wilderness area** that includes spacious, naturally landscaped environments for the African Adventure, North American Adventure and South American Adventure. This new area of the zoo will also feature enhanced recreational opportunities, including an endangered species carousel, canoe ride and skyride.
- **Create a pathway between the current zoo and the new zoo** with walking trails, a tram and expansion of the zoo train.
- **Renovate an historic Fort Des Moines building** as the new Education Center to accommodate the zoo’s growing educational programs.
- **Renovate the current zoo**, improving and expanding exhibits while maintaining the intimate charm of its urban park setting.
- **Support the zoo’s mission for conservation** with up-to-date conservation information, resources and interactive exhibit enhancements.
- **Substantially increase the zoo’s endowment** to provide ongoing sustainability in support of everything that makes the visitor experience wonderful and unlike any other in Iowa.



**“As we exit the Highway 5 Bypass Megan, our four-year-old granddaughter, is on the lookout for “her” zoo. Jim and I bring her here about 15 times a year for Zoo Tots or just to check on the animals. Megan loves to see, touch and learn about all the animals. A day at the zoo with Megan is a delight!”**

**Allison and Jim Fleming  
Des Moines, IA**



# Blank Park Zoo Master Plan

## New Zoo Timeline: Phases of the Wild About Animals Campaign

The Wild About Animals renovation and expansion plan will occur in several phases over a five to six year period with at least one new or expanded exhibit opening each year. This approach will allow the zoo to begin improvements as the dollars are raised for each phase.



**1**  
**Phase One**  
2009-2010  
**Asian Adventure**  
Gibbon Habitat  
Asian Bear Habitat  
Red Panda Habitat  
Expanded Macaque Habitat  
300-seat Amphitheater

**2**  
**Phase Two**  
2009-2013  
**Zoo Expansion**  
(additional 80 acres)  
Tram  
Walkways  
Restaurants  
Endangered Species Carousel  
Skyride

**African Savannah**  
Wilderness Lodge  
Zebra/Wildebeest Savannah  
Mixed African Species featuring Giraffe & other African Hoofstock  
Lion, Cheetah & Wild Dog Habitats  
Swazi Homestead

**African Forest**  
Lake with Dugout Canoe Ride  
Primate Habitat  
Bongo Habitat

**American Adventure**  
Pronghorn Grassland  
Prairie Dog Habitat  
Wolf & Bobcat Woods

**New Education Center**  
in restored Fort Des Moines Building

**3**  
**Phase Three**  
2011-2014  
**Existing Zoo Redevelopment**  
**Enlarge Asia & Australia Exhibits**  
Expanded Lemur Forest  
Expand Tiger Habitat  
Expanded Penguin and Tortoise Habitat  
Expanded Sea Lion Pool  
New Asia Boardwalk  
**Kid's Kingdom Interaction Area**  
**Blank Park Shelter and Playground**

**4**  
**Phase Four**  
2013  
**New Zoo Entrance & Plaza Area**  
Expanded Parking  
Ticket Entrance  
Plaza and Fountain  
Gift Shop



## Your gift is needed to make the new Blank Park Zoo a reality!

We have begun an exciting new journey to expand the zoo to a world-class facility with greater capacity to serve our growing and diverse community. We invite you to join us in the endeavor. With your help, we can make our zoo bigger, better and continue to ensure its place as Iowa's Wildest Adventure.

### Widespread Support to Raise \$40 million

The campaign has planned diversity of funding, which includes private philanthropic dollars (up to \$27 million from individuals, corporations and foundations) as well as \$8 million from the city of Des Moines and \$5 million in grants from the state of Iowa and the federal government.

### How to Give to the Wild About Animals Campaign

- By check or cash
- With appreciated securities
- With a pledge (to be paid over 1-5 years)
- With a bequest in your will
- With a life income gift such as a charitable remainder trust or charitable gift annuity
- With tangible personal property

Gifts of all sizes are needed. The contributions of many will combine to form a solid foundation of support. Together, we can build a new world-class zoo. All gifts to the Wild About Animals campaign are deductible to the fullest extent of the law. The Blank Park Zoo Foundation is a 501(c)(3) organization under the Internal Revenue Code.

## All Aboard the Adventure

### Make your gift or pledge today

You can help now by contributing online at [www.blankparkzoo.org](http://www.blankparkzoo.org) or by sending a gift to 7401 SW 9th St., Des Moines, Iowa 50315. Many naming opportunities exist. For more information, please contact Emily Williams-Bouska, Capital Campaign Director, at 515/323-8347 or [ewbouska@blankparkzoo.org](mailto:ewbouska@blankparkzoo.org).

### Wild About Animals Campaign Cabinet Members

Honorary Chair	Hon. Robert D. Ray
Honorary Chair	Hon. Terry Branstad
Honorary Chair	Hon. Thomas Vilsack
Co-Chair	Mike Hubbell
Co-Chair	Loretta Sieman

Bob Burnett	Retired-Meredith
Rowena Crosbie	Tero International, Inc.
Allison Fleming	Community Activist & Volunteer

Holmes Foster	Retired-Iowa Bankers
Michael Gartner	Owner, Iowa Cubs
Rusty Goode	Ernst & Young
Jim Hagenbucher	Nationwide Insurance
Scott Ivers, M.B.A., CPA	Kirke Financial
John Irving	Baker Electric, South Des Moines Chamber
Charlotte Jacobs	Kemin Industries
Liz Kruidenier	Attorney & Community Volunteer

Mary O'Keefe	Principal Financial
Kevin Prust	RSM McGladrey
Suku Radia	Bankers Trust
Billie Ray	Former First Lady & Community Volunteer

Suzanne Reynolds Arnold	Reynolds & Reynolds
Randy Rogers	John Deere I.V.S.
John Ruan IV	Bankers Trust
Pat Schneider	Ferguson Realty
Mike Tousley	The Weitz Company, LLC
Tim Urban	Urban Development Corp.
Teresa Wahlert	MidAmerica Group
Connie Wimer	Business Publications
Misty Wittern	The Wittern Company
Teri Wood TeBockhorst	East Village Books

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Molly Catron  
Rick Clark  
Chris Coleman  
Kaye C. Condon  
Paul Easter  
Matt Fryar  
Sara Ghrist  
Jim Hagenbucher  
Russ Hansen  
Pat Henson  
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Dean Whitaker  
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John Winter

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Phillip Gustafson  
Mari Hall  
John Hintze  
Alan Koslow  
Liz Kruidenier  
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Greg Philby  
Kevin L. Prust  
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Wendy Rickert  
Barbara Smith  
Curtis Van Veldhuizen  
Marilyn Vernon  
Chuck Wheeler  
Michael J. Wille  
John Williams  
Kelly Wirt  
Maria Wittern

\$0.97 of every dollar raised for the Blank Park Zoo is used for animal, education and conservation programs.

The City of Des Moines' general fund and hotel/motel tax help support the zoo. Approximately 12% of the Blank Park Zoo's operating income is public tax support.

Nearly 1,000 individuals volunteer their time and talents annually to help the zoo, providing more than 10,000 volunteer hours.

### Scale of Gifts Needed to Raise \$40 million

Gift Amount	Number of Gifts
\$10,000,000	1
\$5,000,000	2
\$4,000,000	1
\$3,000,000	1
\$2,000,000	1
\$1,000,000	5
\$500,000	5
\$250,000	4
\$100,000	5
\$50,000	10
\$25,000	10
\$10,000	25
<\$10,000	Many

### Blank Park Zoo Expansion Plan and Budget

Phase	Plan	Cost	Year(s)
Phase 1	Existing Zoo New Asian Exhibits & Amphitheater	\$3,155,109	2008-2010
Phase 2	New/Expansion Zoo Create site for African and North & South American Adventures Tram system & route; build new maintenance facility Create new education center	\$20,706,954	2009-2013 2009 2010
Phase 3	Existing Zoo – Renovation Re-create Australia & Asian Adventures	\$6,897,268	2011-2014
Phase 4	New Entrance, Plaza & Gift Shop	\$1,385,234	2013
<b>Master Plan Totals</b>		<b>\$32,144,565</b>	
Ongoing	Zoo Endowment	\$8,000,000	2008-2013
<b>Total Capital Campaign Construction and Endowment</b>		<b>\$40,144,565</b>	

**"In the end,  
we conserve  
only what we love.  
We will love  
only what we understand.  
We will understand  
only what  
we are taught."**

**Baba Dioum, Senegalese poet**



**IOWA'S WILDEST ADVENTURE**

**7401 SW 9th St., Des Moines IA 50315.**

**[www.blankparkzoo.com](http://www.blankparkzoo.com)**

**515.323.8383**



# Highlights

## South Des Moines Super Block:

- Sparks growth for the City of Des Moines on the South side
- Vision for a unique, outdoor cultural district
  - Renovated Blank Park Zoo
  - Bike trails in a naturalistic setting
  - Event and festival destination
  - Indoor hotel / water park
  - Outdoor pool and water park, similar to those in Clive and West Des Moines
  - Toboggan run and winter sports park

## Expansion of the Zoo:

- Increases the size of the Zoo from 23 acres to 103 acres
- Zoo will expand into Blank Park Golf Course and the north half of the Fort Des Moines Park
  - Five holes of the Blank Park Golf Course will be moved to former Des Moines Public School grounds
- Chaffee Road will become a landscaped boulevard and entrance to the Super Block Cultural District

## Benefits of Expanding:

- Increase economic development
- Increase tourism to central Iowa
- Enhance quality of life for Iowans
- Provide Iowa with a nonprofit success model that is fiscally-sound
- Assist corporations with workforce development

## Animal Checklist:

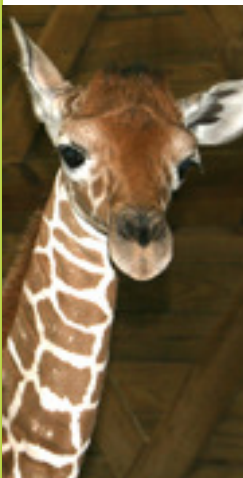
- Zoogeographic - animals located by continent
- Managed species - endangered species not found in Iowa
- Fiscally-sound - must be able to afford the animals selected
- Managed groups - groups of species rather than one or two
- Seasonality - animals in expansion will be on exhibit seasonally







# Highlights



## What Will a Larger Zoo Provide?\*

- Increased revenue - longer visits will increase the amount of money spent by each visitor while on site
  - Currently visitors spend 1 - 2 hours at the Zoo; a larger Zoo means visitors will spend a half to full day at the Zoo
  - Longer visit times equate to more dollars spent on refreshments and in the Gift Shop - moving from \$2.90 / visitor to \$10.00 - \$20.00 / visitor
- Increased statewide attendance
  - Currently Henry Doorly Zoo in Omaha attracts over 260,000 Iowans each year
  - An expanded Zoo has potential to keep thousands of those visitors in Iowa, rather than traveling to a neighboring state
- Opportunity to become the #1 attended cultural attraction in the state
  - Each surrounding state has 2 - 4 accredited zoos
  - The #1 cultural attraction in every surrounding state is the zoo

## Summary of the Capital Campaign:

- To-date, \$13.4 million has been committed
  - Phase 1 dollars (\$3.1 million) have been raised
  - Phase 3 dollars (\$7 million) have been committed by the City of Des Moines
  - Phase 2 and Phase 4 dollars totaling \$22 million are currently being raised
    - \$3.3 million has been pledged
    - \$18.7 million remains to be raised for construction
- The campaign has an endowment goal of \$8 million to sustain the expansion

\* Zoo statistics provided by the 2008 Association of Zoos and Aquariums (AZA) Benchmark Survey.

\*\* Attendance comparison and demographic information found in the Scarborough Qualitative Profile, provided by Clear Channel.

\*\*\* Henry Doorly Zoo attendance information provided by their foundation's Executive Director.

## HISTORY / PLAN DESCRIPTION

There is no other cultural experience quite like a visit to the Blank Park Zoo! Strolling through a park environment, enjoying exotic sights, sounds and smells, laughing with family and friends, and looking into the eyes of an animal creates a profound and powerful experience, reminding us of the larger world and wondrous diversity of living, breathing creatures that share our planet.

The Blank Park Zoo Foundation and City of Des Moines have guided a three year master planning process with public input from over ten government and public bodies. The outcome of this planning presents an exciting opportunity to create a *new* Blank Park Zoo incorporating the rich history and natural terrain of the area. In phases over a multi-year period the zoo will be transformed to include:

- A new wilderness area with geographic themed exhibits representing Africa, North America and South America.
- Renovation of the current zoo facility and expansion of the Asia and Australia areas located there.
- Creation of a new Education Center in an historic, renovated Fort Des Moines building
- Interactive exhibit enhancements to support the zoo's mission for conservation and active participation in the *Species Survival Plan* for endangered species.
- Recreational enhancements such as the *endangered species* carousel, walking trails, tram and zoo train.

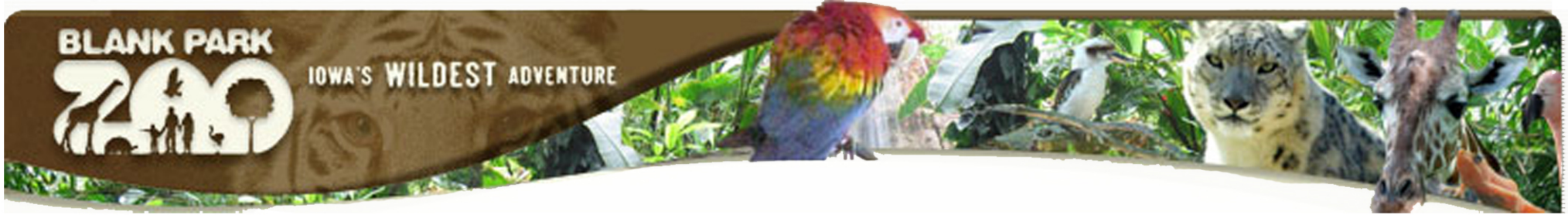
The *new* world-class Blank Park Zoo will have a positive economic and quality of life impact on Iowa's capital city and the entire state and will set the stage for successful conservation, education and recreation programs for years to come.

The plan has been built to provide financial sustainability as well. The concept of a successful public/private partnership will be maintained as earned income elements are woven into a well managed exotic animal welfare program.

The Blank Park Zoo expansion is a key element of a “super block” concept of green growth in an urban setting. This plan will be a model of growth for cities throughout America.

We invite you to review the exciting materials in this booklet and to join the team of Iowans who are creating the *new* Blank Park Zoo – an Iowa zoo that will serve *our* families and *their* families for decades to come.





# MASTER PLAN UPDATE



Prepared By:  
**BASSETT ASSOCIATES**  
Landscape Architects / Zoo Planners

Prepared For:  
*Blank Park Zoo*  
Des Moines, IA  
MAY 2008

# BLANK PARK ZOO MASTER PLAN BUDGET

Schematic Estimate of Cost by Phases

Prepared by: BASSETT ASSOCIATES, Landscape Architects, Lima, Ohio

Item	Construction Cost	Construction Year
<b>Phase 1</b> Existing Zoo - New Asian Exhibits & Amphitheater	\$3,155,109	2008-2010
<b>Phase 2</b> New/Expansion Zoo	\$20,706,954	2009-2013
Create site for African and North & South American Adventures		
Tram system & route; build new maintenance facility		2009
Create new education center		2010
<b>Phase 3</b> Existing Zoo - Renovation	\$6,897,268	2011-2014
Re-create Australia & Asian Adventures		
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<b>Total Capital Campaign Construction and Endowment</b>	<b>\$40,144,565</b>	



## Statistics and Demographics

### **Audience: 384,100**

- Des Moines: 30.71%
- Tri-County Area (Polk, Dallas, and Warren): 78%
- State of Iowa (outside of tri-county area): 18%
- Out-of-State: 4%

### **Memberships:**

- Membership Households: 8,120
  - Des Moines: 26.7%
  - Polk County: 69.2%
  - Tri-County Area: 84%
  - State-Wide: 89 counties in Iowa
  - Out-of-State: 20 states and one foreign country

### **Number of People Served Through Education Programs:**

- Onsite: 71,560
- Offsite (within 80-mile radius of Des Moines): 23,374
- Field trip attendees: 10,758 (outside the tri-county area); 26,578 total
- Total: 94,934

### **Attendance Comparison: (Unique visitors, ages 18+ in the Des Moines Metropolitan Area)\*\***

- Iowa Cubs: 212,828
- Blank Park Zoo: 193,784
- Adventureland: 177,112
- Science Center: 175,868
- Civic Center: 145,271
- Living History Farms: 68,692

### **Diversity of Audience:\*\***

- Gender
  - Men: 42%
  - Women: 58%
- Family
  - With children: 57.9%
  - No children: 42.1%
- Education
  - No High School degree: 6.9%
  - High School graduate: 31.4%
  - Some College: 33.9%
  - Graduate College: 27.8%

### **Size of Zoo:**

- 23 acres of animal exhibits
  - Currently ranked 85th out of 102 medium to large-sized zoos
- 103 acres after expansion
  - Will be ranked 25th out of 102 medium to large-sized zoos





Statistics and Demographics



## Zoo Statistics:

- Animal Species
  - Number of species: 108
    - With expansion: 208
  - Number of specimens: 2880
- Employees
  - 43 full-time employees
  - 110 employees, including part-time and seasonal
- Visitors
  - Average number of visitors at the Blank Park Zoo each day during the summer of 2008 was 2,318
  - More than 260,000 guests experienced the Zoo between May and August; 384,100 guests total in 2008
- Budget
  - Operating budget: \$4.1 million
  - Admission price: \$9.95 (adults), \$7.95 (seniors), \$4.95 (children), children 2 years of age and under are free
  - Family membership price: \$79.00
  - Average cost per visitor: \$10.67 (\$4.1 million budget/384,100 attendance)
- Public Support
  - Average amount of public support from Zoos in America: 25%
  - Amount of public support for Blank Park Zoo: 11% (increasingly smaller each year)

## Comparison to Omaha's Henry Doorly Zoo:\*\*\*

20% of Omaha's attendance is attributed to Iowa visitors.

	Omaha	Des Moines
Annual Attendance:	1,335,170	384,100
Admission Fees:	\$11.50 (adults)	\$9.95 (adults)
		\$7.95 (seniors)
	\$7.75 (children)	\$4.95 (children)
	2 yrs. & under free	2 yrs. & under free
Average \$ Spent Per Visitor:	\$10.00	\$2.90

## Economic Impact: (based on cost per visitor)

- \$5.24 million lost to Omaha's Zoo annually
  - 20% of Omaha's visitors = 267,034 (visitors who attend from Iowa)
  - 267,034 x \$19.63 = \$5,241,877 (average admission + \$ spent / visitor)
  - Loss does not include hotels / motels, restaurants, transportation, other entertainment, etc.

\* Zoo statistics provided by the 2008 Association of Zoos and Aquariums (AZA) Benchmark Survey.

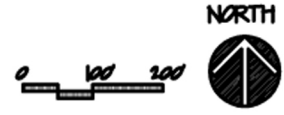
\*\* Attendance comparison and demographic information found in the Scarborough Qualitative Profile, provided by Clear Channel.


\*\*\* Henry Doorly Zoo attendance information provided by their foundation's Executive Director.



# Master Plan Blank Park Zoo Des Moines, Iowa

- INCOME GENERATORS
- INTERPRETIVE STATIONS / EDUCATION CENTERS

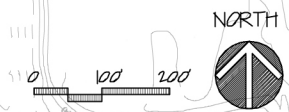



 Prepared by: Bassett Associates  
 Lima, Ohio  
 April 2008

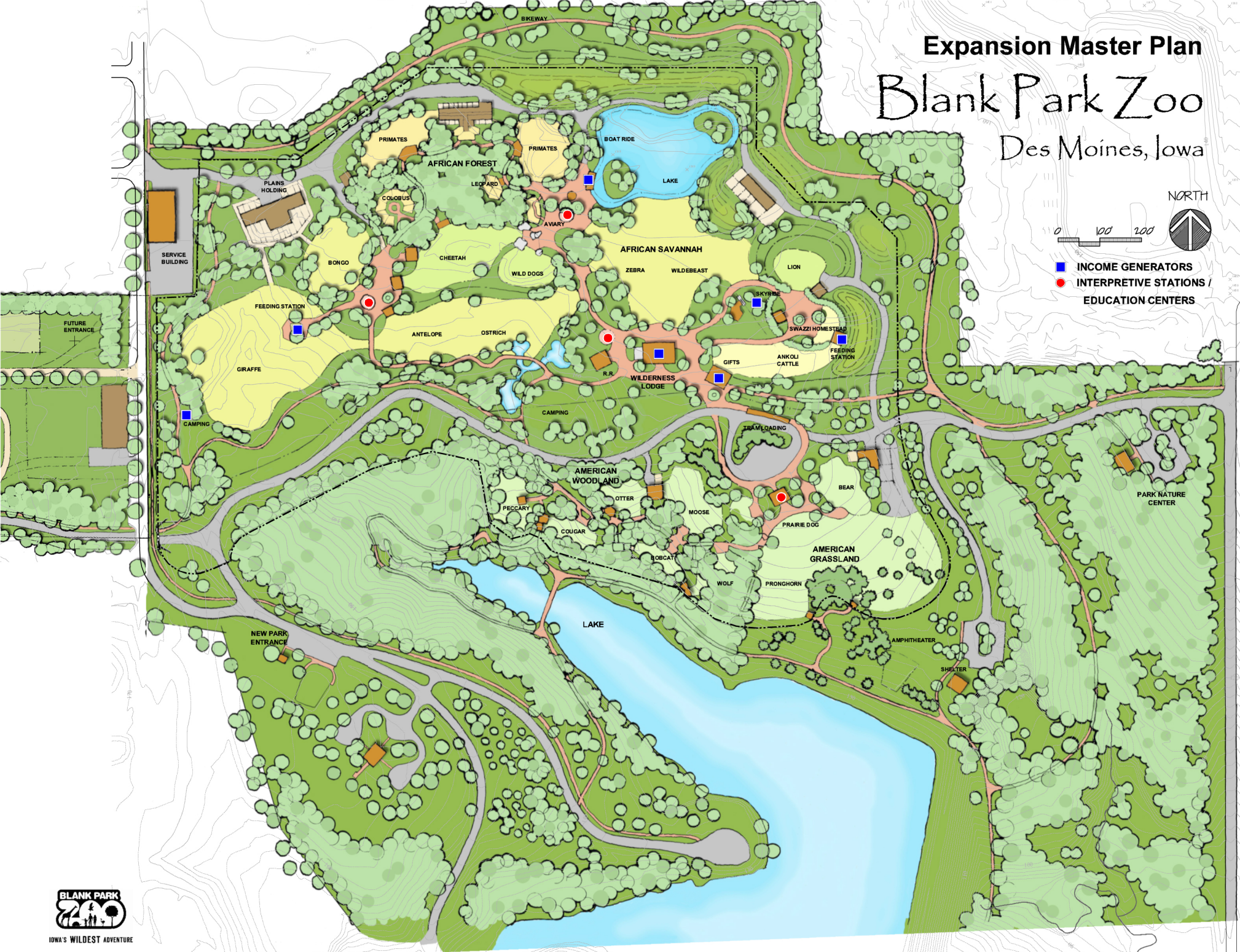
# Expansion Master Plan

# Blank Park Zoo

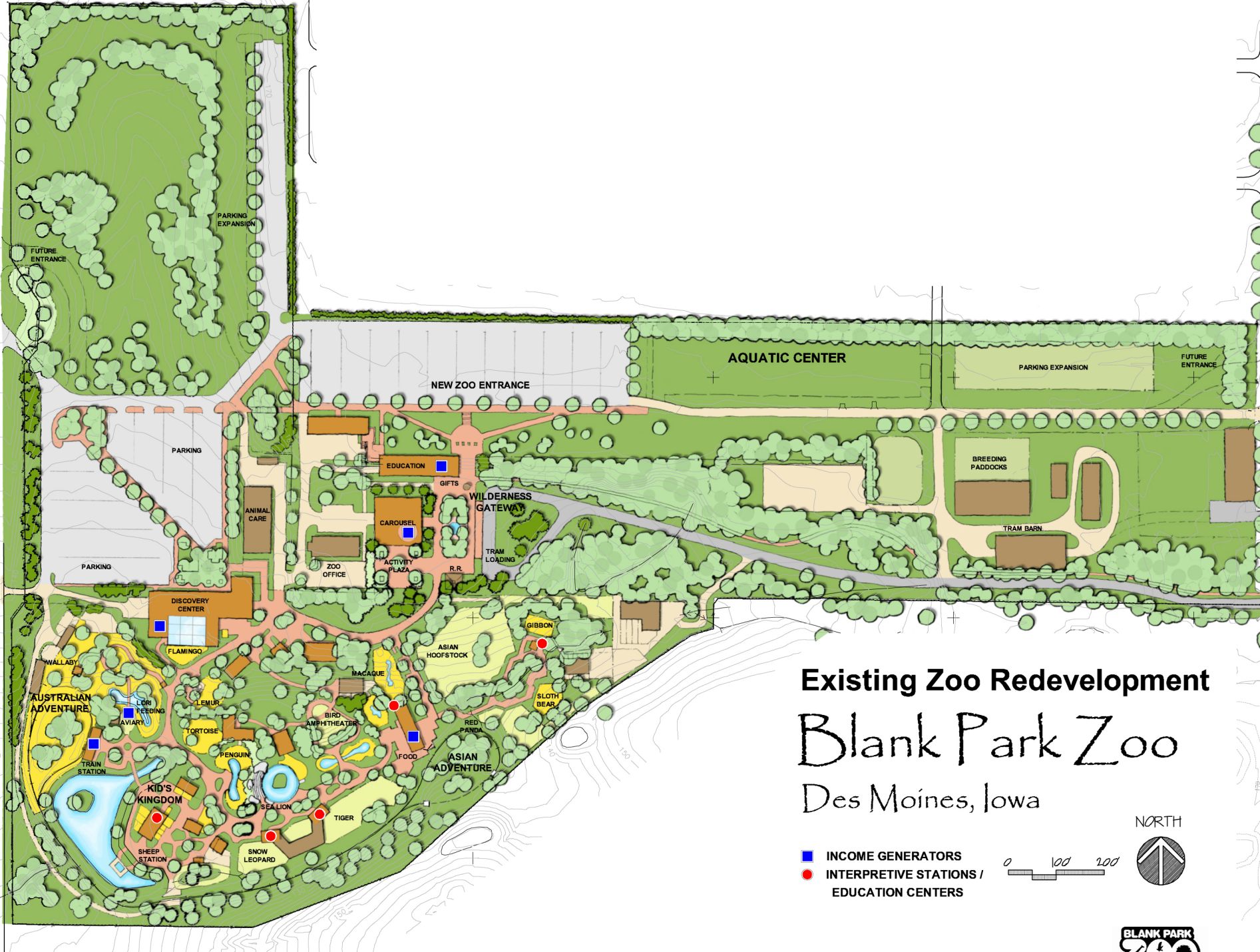
Des Moines, Iowa



- INCOME GENERATORS
- INTERPRETIVE STATIONS / EDUCATION CENTERS





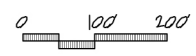


# Existing Zoo Redevelopment

## Blank Park Zoo

Des Moines, Iowa

- INCOME GENERATORS
- INTERPRETIVE STATIONS / EDUCATION CENTERS



# Qualitative Profile of Cultural Attraction Attendance

While the Blank Park Zoo understands this is a snapshot of unique visitors that attend attractions every year, we believe this is the best apples to apples comparison of attendance at all attractions in Central Iowa. This profile shows unique tax payers (individuals) in the television market of Des Moines. These 3<sup>rd</sup> party numbers were compiled by Scarborough and are used by the Des Moines Register and Clear Channel.

Additionally, there are certain observations that need to be made about the numbers:

- 1) This research only counts tax payers (adults) in Central Iowa. No children are counted.
- 2) This snap shot only takes into account the Central Iowa market - 33 counties surrounding Polk County. Blank Park Zoo estimates 40-50% of visitors are from outside Central Iowa.
- 3) These are unique visitors. Each adult is only counted once. Many adults bring their children and/or grandchildren multiple times throughout the year.
- 4) Blank Park Zoo has always been the #1 ranked cultural attraction and recently surpassed Adventureland and the Iowa Cubs to be the #1 ranked attraction (not including the Iowa State Fair) in Central Iowa.
- 5) Blank Park Zoo has the highest variance in demographics among all attractions. The Zoo welcomes and serves a wide variety of visitors.

The next snap shot will be released in August 2009.

# Qualitative Profile of Cultural Attraction Attendance

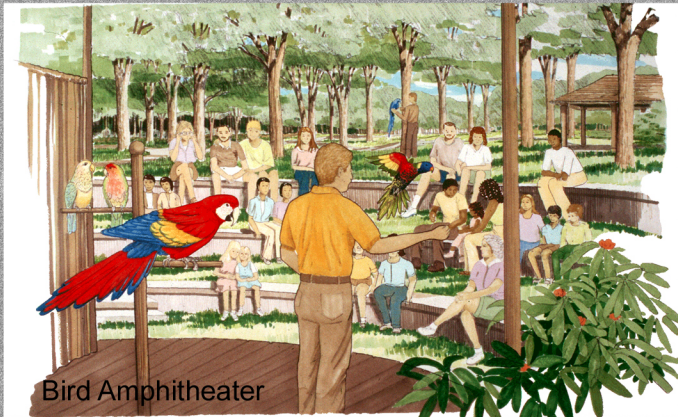
	Attended at least one cultural attraction											
		Zoo	Civic Center	Bot. Ctr.	Liv. Hist.	Symphony	Historical	Science	Art Center	Jazz/July	Iowa Cubs	Adventureland
<b>Unique Visitors</b>	<b>483,404</b>	<b>211,960</b>	<b>126,602</b>	<b>74,668</b>	<b>75,920</b>	<b>50,131</b>	<b>63,392</b>	<b>183,699</b>	<b>50,002</b>	<b>26,021</b>	<b>175,538</b>	<b>172,911</b>
%male	46.9	48.1	44.8	42.5	41.2	57.4	44.1	45.2	49.2	43.3	52.4	52.0
%female	53.1	51.9	55.2	57.5	58.8	42.6	55.9	54.8	50.8	56.7	47.6	48.0
18-24	13.5	12.9	9.3	11.8	7.8	10.7	14.7	11.3	10.2	9.0	9.2	16.5
25-34	21.1	27.2	14.6	21.0	31.0	12.8	13.4	28.1	21.1	17.7	21.6	27.2
35-44	19.3	24.8	22.6	18.6	25.8	18.9	19.3	20.1	13.0	24.8	25.0	26.5
45-54	18.8	16.7	20.7	22.3	16.0	16.0	17.3	18.1	19.2	27.1	21.6	15.0
55-64	13.9	10.8	16.3	12.4	7.3	22.2	18.9	13.8	22.5	12.1	12.3	9.3
65+	13.3	7.6	16.5	13.9	12.2	19.4	16.3	8.5	13.9	9.3	10.3	5.5
under 25 G	9.1	8.2	7.2	9.8	11.0	3.4	13.1	9.2	4.7	5.8	3.5	12.3
25-34	11.7	12.1	8.5	13.6	7.5	7.5	11.5	11.6	12.8	5.0	7.8	10.5
35-49 G	20.3	20.6	12.9	18.9	18.9	18.9	18.4	18.8	23.5	10.2	17.3	20.7
50-74 G	22.7	20.5	20.2	16.6	25.2	23.5	24.4	18.5	19.9	12.6	22.9	23.6
75+	36.3	38.6	51.3	41.1	37.3	46.7	32.6	41.8	39.0	66.4	48.5	32.8
No kids	55.6	39.6	59.9	60.4	32.9	71.5	70.8	51.6	77.4	63.2	51.4	32.2
1+kids	44.4	60.4	40.1	39.6	67.1	28.5	29.2	48.4	22.6	36.8	48.6	67.8
Own	81.1	79.6	86.3	81.0	80.7	84.0	68.4	77.6	77.4	81.5	87.3	73.0
Rent	14.9	16.6	11.1	17.2	17.6	13.1	24.1	20.4	20.0	16.6	11.9	20.9
no grad	6.5	6.3	4.7	2.4	1.3	3.1	4.2	2.2	3.1	4.8	3.7	9.5
HS Grad	28.7	32.8	22.1	36.3	33.2	16.8	26.0	26.3	23.7	16.4	26.8	35.5
Some College	34.1	28.9	29.9	30.4	26.2	36.0	34.1	35.0	30.2	38.7	31.2	26.1
Grad College	30.7	32.0	43.3	31.0	39.4	44.2	35.7	36.5	43.0	40.0	38.3	28.8

## March 06-Feb. 07 Scarborough Qualitative Profile

Adults 18 +

sample from Designated Market Area (television viewing markets 33 counties around Polk County)

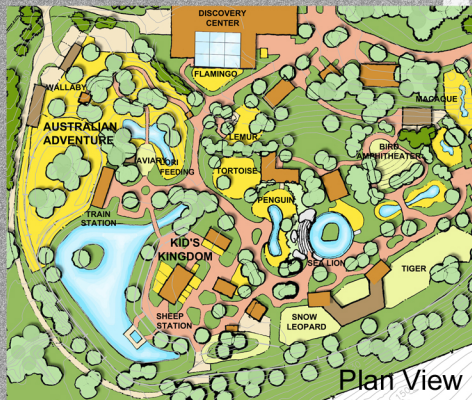
All numbers, other than "Unique Visitors" are a percentage



Bird Amphitheater



Lori Feeding

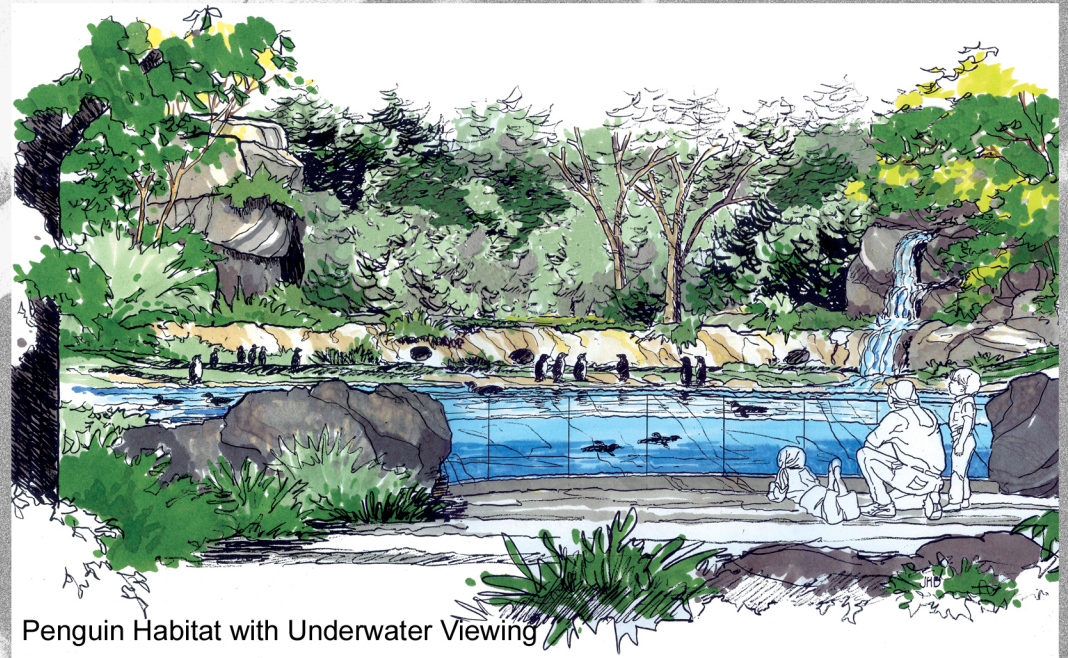


Plan View

*Phase Three / Existing Zoo*

# *Kid's Kingdom & Australasian Adventure*

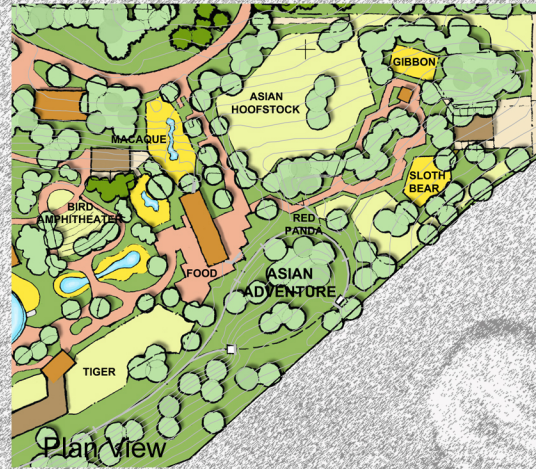
- Expanded Australian Walkabout
- Lori Feeding Addition to the Aviary
- Bird Amphitheater
- Lemur Habitat
- Penguin Habitat
- Tortoise Habitat



Penguin Habitat with Underwater Viewing



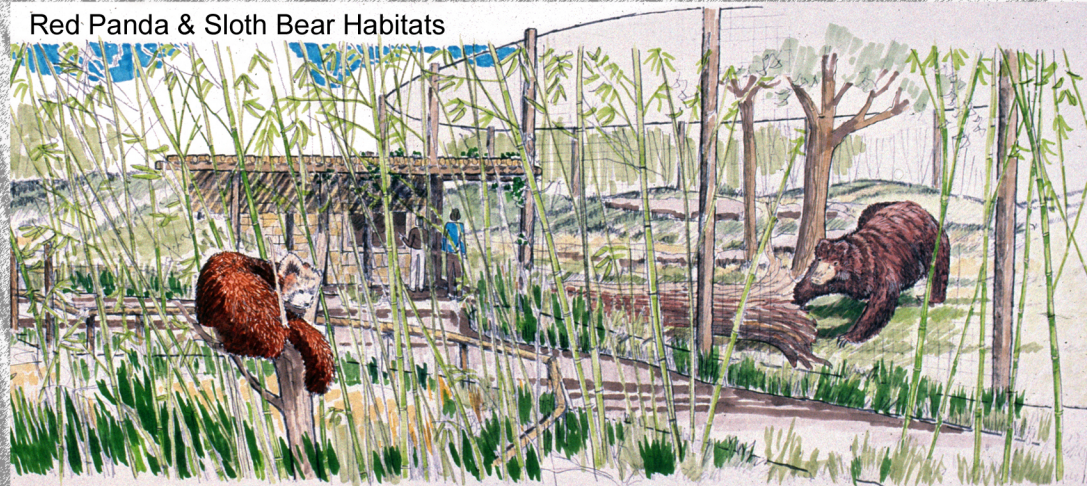
Bactrian Camel



Plan View



Gibbon Habitat

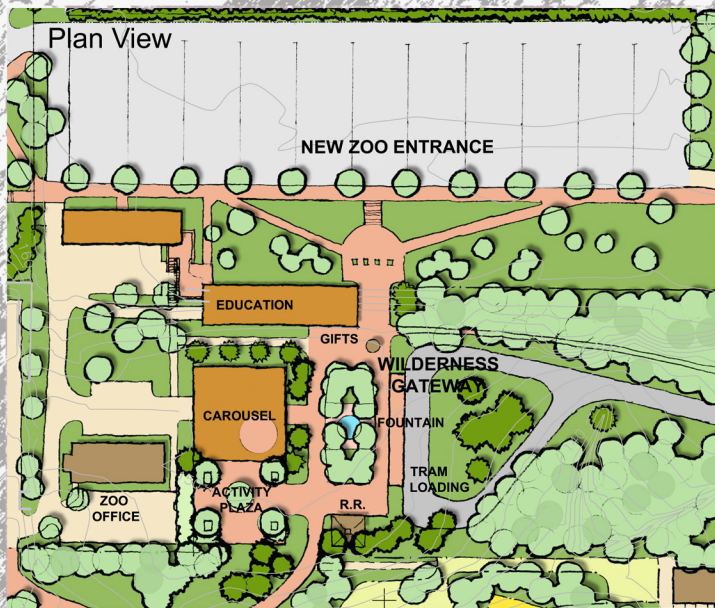


Red Panda & Sloth Bear Habitats



Phase One / Existing Zoo  
*Asian Adventure*

- Gibbon Habitat
- Sloth Bear Habitat
- Red Panda Habitat
- Enlarged Macaque Habitat
- Enlarged Tiger Habitat
- Hoofstock Yard



*Phases Two And Four / Existing Zoo*

## *New Zoo Entrance & Wilderness Gateway*

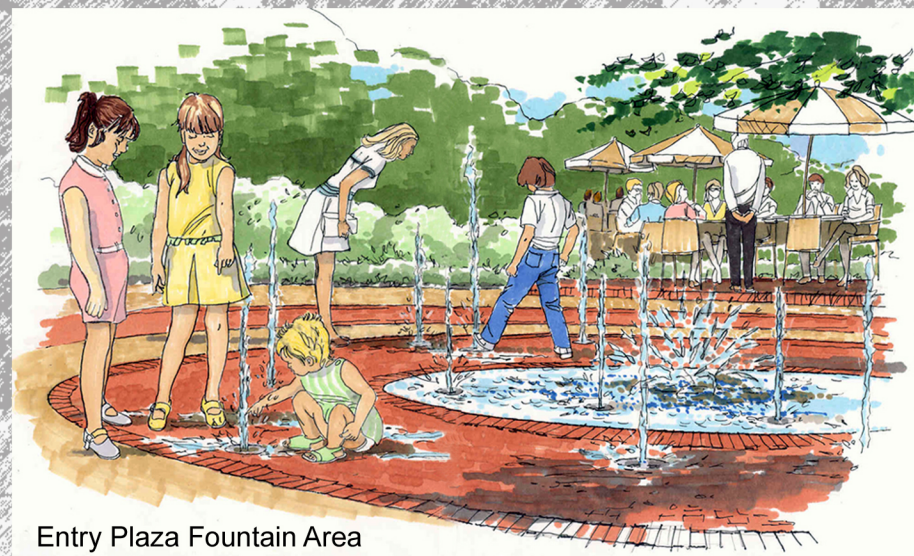
- Expanded Parking
- New Ticket Entrance
- Entry Plaza & Fountain
- New Education & Gift Shop in Restored Building
- Wilderness Tram Loading Area
- Endangered Species Carousel in Remodeled Activity Building



Wilderness Tram



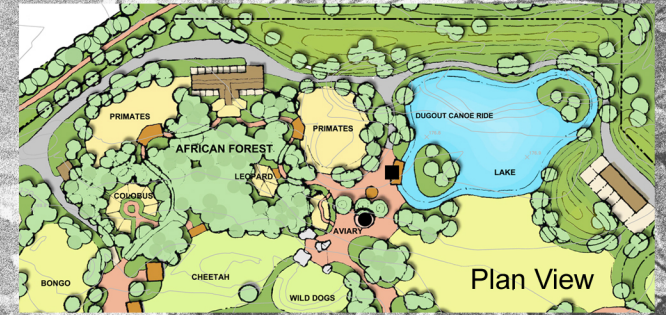
Endangered Species Carousel



Entry Plaza Fountain Area



Chimps



*Phases Two and Five / Expansion Area*  
**African Forest**

- Lake with Dugout Canoe Ride
- Large Primate Habitats
- Colobus Habitat
- Leopard Habitat
- Bongo Habitat



Dugout Canoe Ride



Lion Habitat



Plan View

*Phases Two And Five / Expansion Area*  
***African Savannah***

- Wilderness Lodge
- Zebra / Wildebeest Savannah
- Giraffe Feeding Station
- Lion, Cheetah & Wild Dog Habitats
- Swazi Homestead



Giraffe Feeding Platform



African Savannah & Wilderness Lodge



Blank Park Zoo Foundation  
*Wild About Animals*  
Capital Campaign

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*\*Governor Vilsack resigned his campaign position after his recent appointment of Secretary of Agriculture.*

