

The Potawatomi Zoo is setting a bold vision for the future by creating a place that offers unique and unforgettable experiences for families, kids, and the entire community. This plan will allow guests to have closer interaction with animals through a variety of play, hands on learning and interactive experiences. Over the next ten years, guests will see dramatic and exciting changes at their Zoo . . . changes that will make the Potawatomi Zoo the best place to visit in the region.

The Potawatomi Zoo Master Plan is:

Transformational — Setting a bold vision for both the Zoo and the community with a variety of highly visible improvements in the short-term and many awe inspiring exhibits over the next ten to fifteen years.

Creating a Destination — Establishing the Zoo as a regional destination and expanding the Zoo’s reach beyond South Bend and Saint Joseph County, drawing on a market area outside a 45 minute drive time with an estimated reach of 1.16 million people.

Economic Engine — The Zoo will become an economic engine for the region, fueling ancillary spending on food, beverage, hotel and shopping in the area.

Sustainable — Ensuring economic viability by increasing the Zoo’s financial sustainability with the addition of revenue generating elements, enhancing the overall value and increasing guest capacity and stay time.

Community Focused — Developing exhibits that respect and reflect the community we serve. The plan adds exhibits that highlight animals and species important to the area while creating a place that provides activity, interaction and play for the community.

Mission Driven — Strengthening core education areas and creating opportunities for further conservation initiatives; further improving animal care, welfare and exhibitry while ensuring industry standards are exceeded.

The Potawatomi Zoo:

- Employs 70 people. In 2014, the Zoo had 61 volunteers providing 2,840 total hours of volunteer service.
- Directly spends \$2.7 million each year on goods and services.
- Serves over 200,000 visitors annually. Our most recent visitor survey revealed 73% are from outside South Bend with 48% outside of St. Joseph County.
- Is one of most visited attractions in the City of South Bend.
- Has an estimated 6,633 member households representing 55,021 individuals.
- Engaged 47,831 children, students and adults through 412 programs offered by our zoo education department in 2014.
- 92% of Zoo visitors believe the zoo to be important economically to the South Bend area, based on a recent survey of 500 attendees.
- Provides an affordable family attraction delivering outstanding value for the experience.

POTAWATOMI ZOO MASTER PLAN

SOUTH BEND, INDIANA



