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.
**Early High Priority Projects**

**ENTRY EXPERIENCE**
- Enhanced front gate, new gift shop and added parking.

**RED BARN**
- New education classrooms and learning zone.

**EAGLE, BISON AND PRAIRIE DOGS**
- Featuring signature North American species.

**New Attractions**

**LORIKEET FEEDING**
- Immersive feeding experience.

**ALLIGATORS AND ADVENTURE**
- Expanded alligator pond with zip lines over the exhibit.

**SEASONAL GIRAFFE FEEDING**
- Up-close interaction with the animals.

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**Future Phases**

**CHILDREN’S ZOO AND EDUCATION PLAZA**
- Opportunities for learning, interaction and play.

**BEARS, WOLVES AND COUGARS**
- Further expansion of North American zone with high impact exhibits, food, play, and rental area.

**GIRAFFE, BIG CATS AND PENGUINS**
- Asia featuring tigers, leopards and takin, Africa featuring okapi, lion and penguin.