

Zoo Atlanta

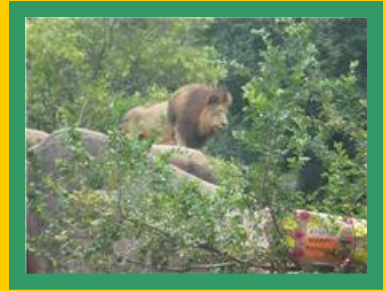
**Raymond B. King, President and
CEO**

**Economic Forecasting
Conference**

August 25, 2010



Zoo Atlanta Vision & Mission



Vision

We envision a world in which humankind values, protects and preserves the diversity of species on Earth.

Mission

We strive to inspire the citizens of Atlanta and Georgia and all visitors to the Zoo to value wildlife on Earth and to help safeguard existing species through conservation.

We do this by:

- **Providing an informative, educational, and engaging experience**
- **Being respectful and responsible stewards of the animals and the physical and financial assets entrusted to us**
- **Engaging in related conservation activities and research**



Zoo Atlanta Overview

- **Year Established: 1889**
- **Location: Grant Park**
- **Fiscal Year: Calendar Year**
- **Open 363 days a year**
- **Not-For-Profit Status: 501(c)(3)**
- **Number of Board Members: 60**



Why Do Zoos & Aquariums Matter?

General Public

Our visitors place a high value on the role of zoos and aquariums in teaching children about the natural world, respect for living creatures and animal conservation efforts

Teacher & Administrators

Utilize zoos and aquariums to teach students to value animals and natural resources via close-up experiences with living animals (i.e. School Field Trips)

Media

To provide credible information to the public about the lives and care of animals and to be an authoritative educational resource for local human-wildlife interactions



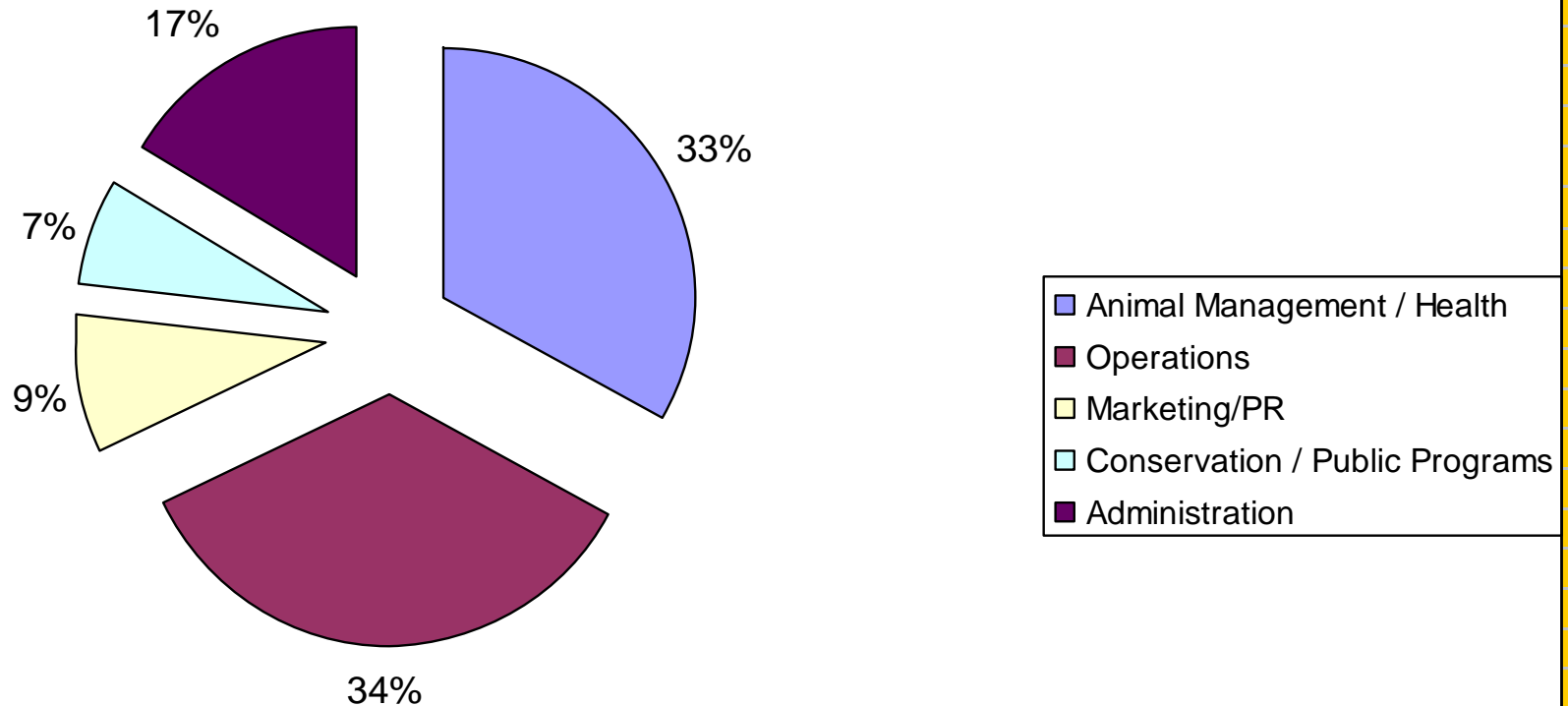
Zoo Atlanta ... By the Numbers

Annual Visitors	700,000
Bird, mammal and reptile specimens	900
Species Survival Plans	30
Operating Budget	\$15M
Member households	34,000
School group visitors	70,000
Full Time Staff	160

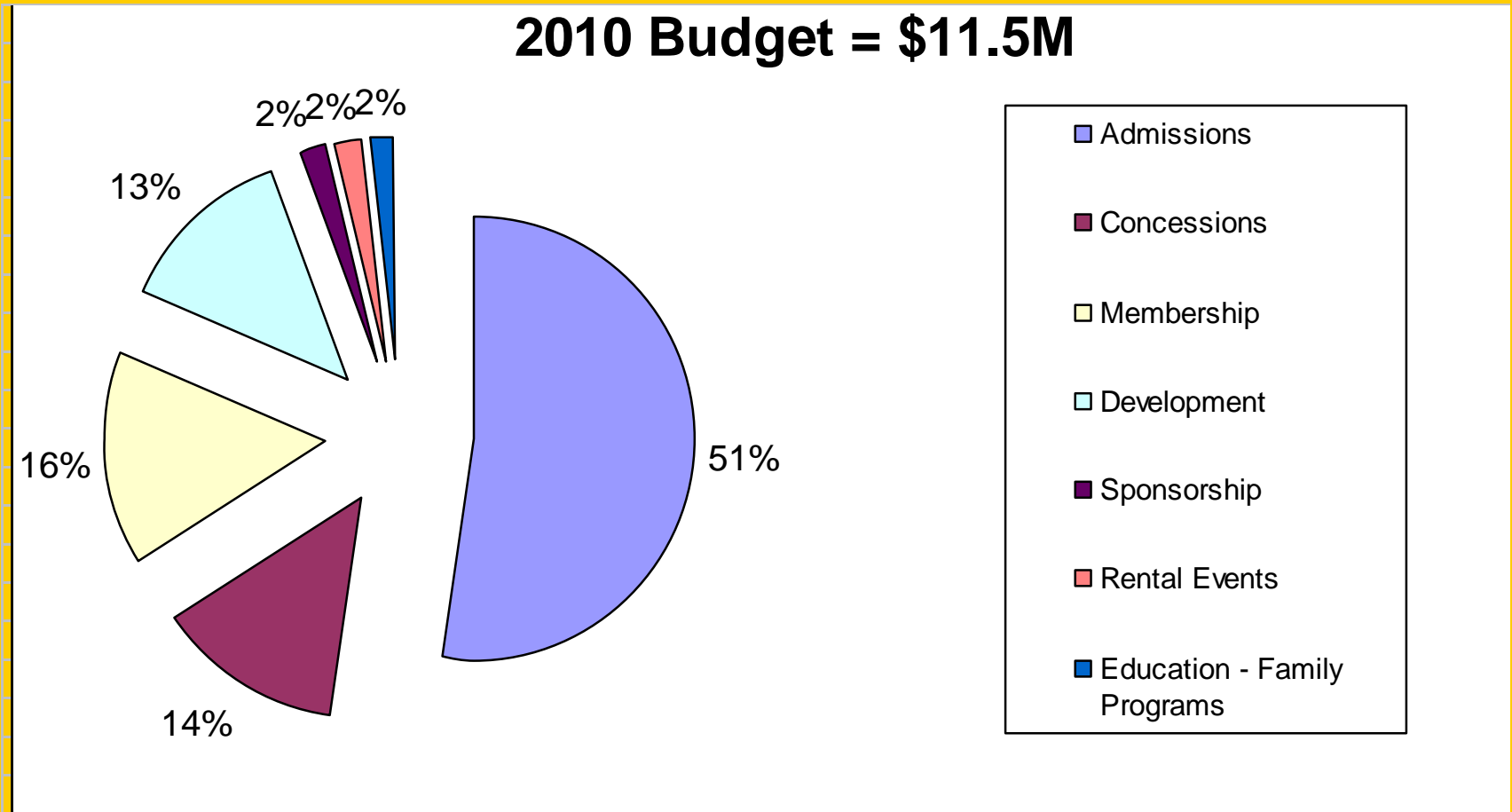


Zoo Operations: The Zoo is a Fixed Cost Business

2010 Fixed Cost Budget = \$11.7 Million



Operating Contribution Supports Fixed Costs



The Recession's Impact on Zoo Atlanta

There are positive impacts

- Staycation?
- Consumer's expectations for entertainment \$
- Advertising – more bang for buck
- Available staff and volunteers
- Reduced cost of borrowing



The Recession's Impact on Zoo Atlanta

There are also challenges:

- Discretionary visitor spending (per capita spending in the Zoo) is down 3% year over year ending 2009; July 2010 results remain at lower level
- School budget pressures - Zoo visits were down in 2009 vs. 2008 by 27%; year to date July 2010 is up 6%
- Business rentals down 25% from 2008 and holding
- Decline in annual fundraising versus 2008 trend by 1%
- Small business partner risk
- Reduced return on endowments
- Available capital for investments
- Highly Competitive Market
- Technology and consumer sophistication



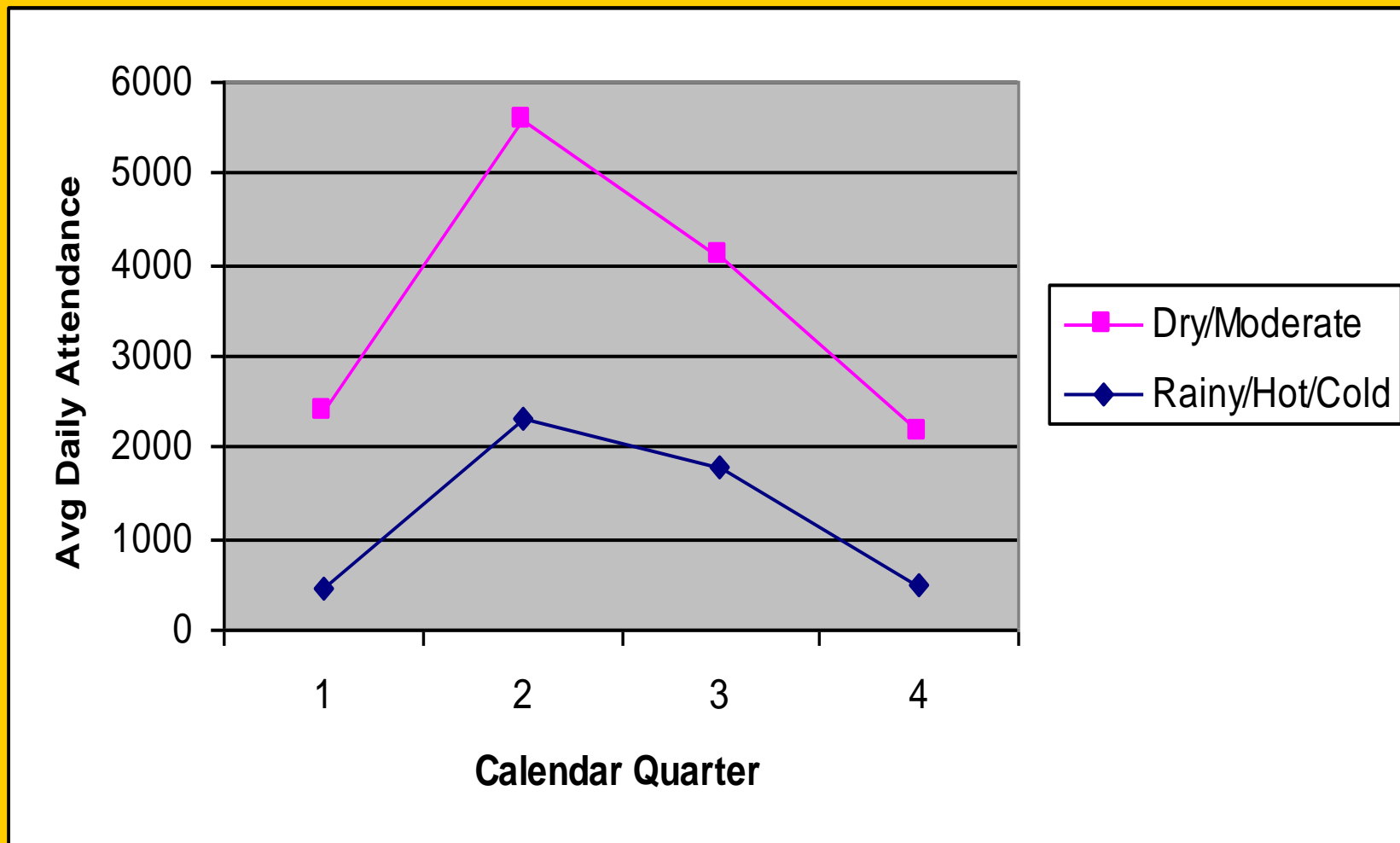
The Rest of the Story – Opportunity and Challenge

The Single Biggest Impact to Attendance is Weather:

- Zoos love a long drought
- Heat and Humidity, not so much
- Severe cold is not for Atlantans

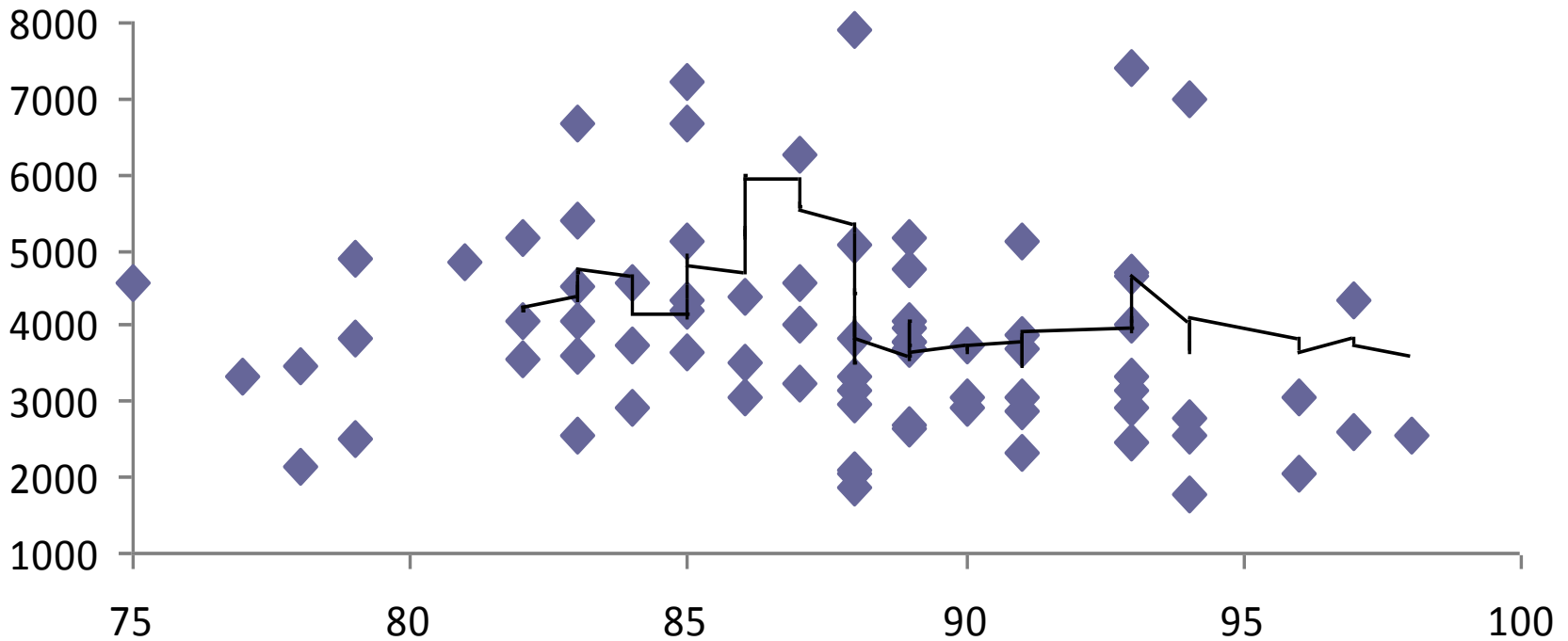


Weather – The Biggest Impact



Attendance Trends with Temperature

q3 Attendance vs Temp - weekend



What is The Zoo To Do?

- **Seek visitor experience opportunities with exciting programming like Asian Sun Bear, Keeper Talks, Discovery Stations, Gecko's, etc.**
- **Promote membership – the best family value in town (and good weather-proofing)**
- **Compliment with mission related programs like teacher workshops, school's out camp, Home School Academy**
- **Tap new markets like social events with a unique and interesting venue and catering partner**
- **Increase fundraising efforts**
- **Plan conservatively and build fiscal strength**



Forecasting Challenges

- Pricing and price elasticity
- Increasing cost of benefits
- Employee morale during reductions in employee investments
- Choosing the right discretionary items to either reduce or increase



Raymond B. King

President & CEO



- Joined Zoo Atlanta June 1, 2010
- Previous Position: SunTrust Bank Senior VP of Community Affairs
- Spent 22 years with SunTrust
- Has chaired 6 non-profit boards:
 - Research Atlanta
 - Theatre in the Square
 - Committee for a Better Atlanta
 - Regional Business Coalition
 - Metropolitan Atlanta Arts and Culture Coalition
 - Fernbank Museum of Natural History
- Native of Atlanta
- Georgia Tech Graduate

Contact Information:

rking@zooatlanta.org

404-624-5664

800 Cherokee Ave SE

Atlanta, GA 30315

