

# 2023 ZOO LEVY

Requesting a renewal with an inflationary increase

Cincinnati Zoo & Botanical Garden







# A World-Class Zoo Because of You

- Hamilton County's support has been crucial to the Zoo's success
- Voted **#1 Best Zoo in the U.S.** by USA Today readers in 2022, 2021, and 2019.
- **Only attraction in Ohio named as a Top Travel Destination** in the U.S by USA Today and the only Zoo in the country to be included.
- **Elevates the region worldwide** with 7-million social media followers!



# Return on Investment

- **Economic Impact** - \$143 million annual economic impact to our region (UC study)
- **Attracts 1.7 million visitors per year**
- **Good for the county** – used by area businesses to recruit top talent to the region.







# Why do we need an increase?

- Expenses that the Levy helps cover are **UP 79% over the last 15 years.**
- Ongoing maintenance costs to operate a Zoo that's 150 years old
- **Aging infrastructure** - The Zoo has 3 buildings over 115 years old and 40% of our facilities are over 80 years old.
- AZA and USDA standards of animal care have evolved, increasing costs.



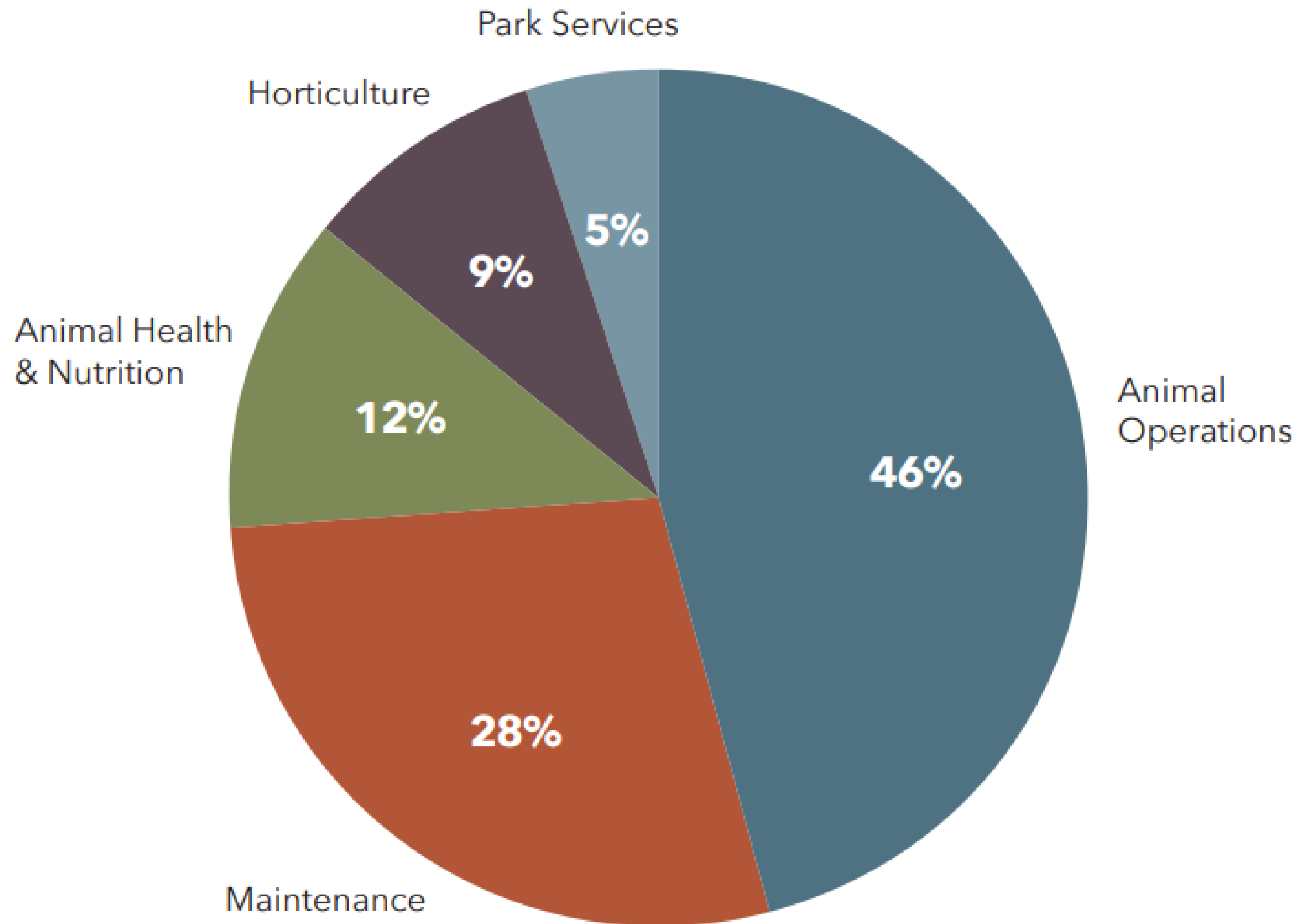


Caring for 400 Unique Species

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# What do levy funds support?



- Levy funds are only used for ongoing, basic Zoo needs.



# You Asked. We Listened.

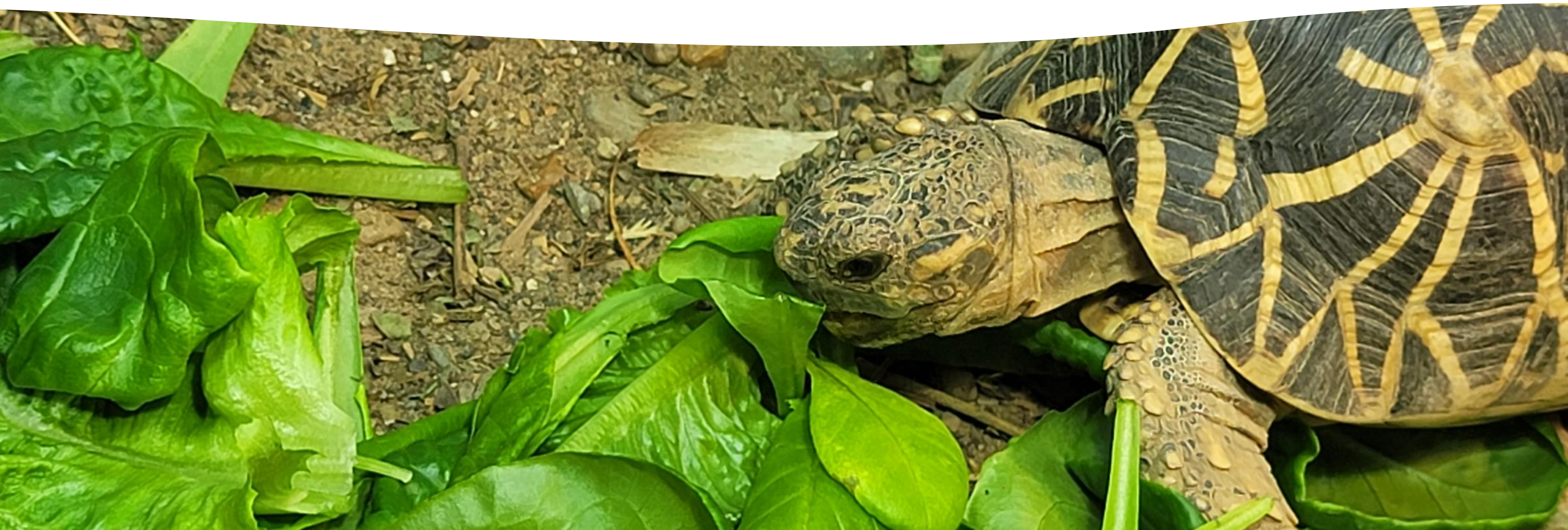
- Remove Major Maintenance from Levy contract
- Pay Down the Debt
- Invest in the endowment
- Be creative and innovative with funding





# What is the Zoo doing to offset costs?

- **Good steward of taxpayer dollars.**
- **Leader in sustainable practices.**
- Sustainability efforts have **saved the Zoo over \$1 million per year** on utilities
- **Increased our own food production**







# Good Neighbor and Great Community Resource

- Partner with Reds Community Fund to **improve communities**
  - Maintain Urban Learning Garden at Rockdale Academy
- Offer **FREE field trips to thousands of students in Hamilton County**
- Offer **FREE admission days for healthcare workers and first responders.**
- Offer reduced admission and membership to low-income families.



THANK YOU!

