

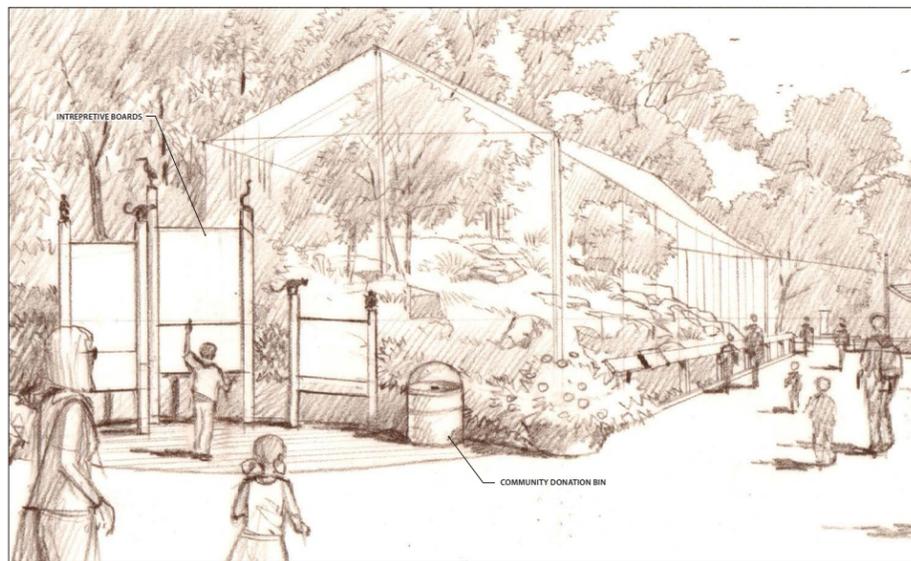
MASTER PLAN GOALS

Guiding the new Master Plan is a **bold vision** of complete and **achievable transformation**. This plan imagines a new Brandywine Zoo that will offer guests **exciting and immersive experiences** through **new and expanded exhibits and programs**.

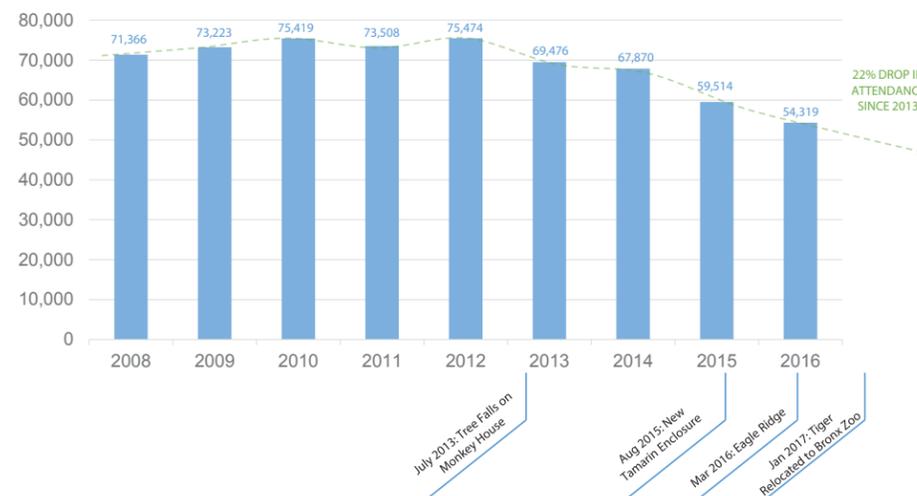
- ✓ The plan focuses on animal welfare
- ✓ Overall guest experience
- ✓ Zoo mission as a conservation institution
- ✓ Building positive momentum
- ✓ Meeting or exceeding AZA standards

Documents to be used by

- ✓ DNREC
- ✓ Zoo
- ✓ Zoo Society
- ✓ Planning Team
- ✓ Others



Attendance Summary 2008-2016



Balancing Brandywine's Model



ATTENDANCE

Attendance to the Brandywine Zoo from 2008 to 2012 was on average 73,800 guests but has been declining at an alarming rate and was **approximately 54,300 guests in 2016, while nationally attendance to zoos is growing**. Numerous factors can contribute to the decline, but the team believes the four main reasons are:

- **Loss of two important exhibits in 2012** when the Monkey House was damaged and later demolished, and in 2016 when the Tiger was sent to another institution and the facility was demolished.
- **Lack of general reinvestment in the Zoo** and opening of new appropriate exhibits to replace the attractions eliminated.
- **Quality of the overall guest experience** that includes overall stay-time, number of animal exhibits, food and gift, staff interaction and other activities for the guests.
- Locally the **competition for time and entertainment** has improved, while Brandywine Zoo has fallen behind and failed to focus on their core group of guests.

History of Major Capital Projects

Year	Project	Cost	Funding Source
2000	Gift Shop, Commissary, Restroom, Education Pavilion	\$ 1,000,000 (est.)	- Private funding
2014	Monkey House Demolition	\$ 118,000	- Public funding
2015	Tamarin Exhibit & Holding Building	\$ 220,000	- Public funding
2016	Eagle Ridge & ADA Ramp	\$ 100,000	- Public funding
2017	Tiger Demolition & Amphitheater	\$ 114,000	- Public funding
2014-2017	Additional Capital Project Investment	\$ 311,000	- Public funding
2014 - 2017	TOTAL MAJOR CAPITAL PROJECT INVESTMENT	\$863,000	- Public funding only