

# Zoo 4 You

## THE PHOENIX ZOO CAPITAL CAMPAIGN UPDATE MAY 2007

### THE "GATSBY" TENT

#### A new Event, Group Meeting and Program Facility



A company meeting, picnic, workshop or seminar, a family reunion, a birthday party, a wedding or anniversary. Whatever the occasion, the Phoenix Zoo has long been a

popular place to host or celebrate that special event. The natural park like setting with exotic birds and animals has made the Zoo not only a very unique place to gather but also a magical experience that creates memories that last a life time. The demand for these special group events has increased with the growing metropolitan population and the need for affordable convening places. This demand has created an opportunity for the Zoo to not only reach out and effectively serve more of the public but also produce additional earned revenue that helps to sustain the ongoing Zoo operations. In fact, the only restriction...has been the limitation of usable space and the number of days in a week!

In the Zoo's master plan and design for the future, the full utilization of public space has been carefully and thoughtfully considered. Major attention has been given to creating more program space and public meeting area. A new themed facility, known as the **Gatsby Tent**, is proposed in order to handle this need and opportunity for multi-purpose space. The necessity to add year-round children's programs and provide for more Zoo functions, requires additional facility development.

A large canvas roof top facility will contain dividable space for small groups and affairs plus the ability to open up into a grand hall for 500 or more people. The attached walk-out patio will provide an additional area for another 300 plus guests. The total 10,360 sq. ft. interior and 8,130 sq. ft. exterior will provide an entertainment venue to host 30 to 800 individuals. Public restrooms and a modern full kitchen will compliment this stylish group facility.

Besides a beautiful view from atop an elevated hillside, overlooking the main lake, visitors and guests will appreciate and benefit from the close-up encounter of the new tiger exhibit. From the Gatsby

Tent patio a dynamic birds-eye view of the Komodo dragon, Tortoise and Tiger exhibits will amaze the many guests. The on-going Zoo programs and annual events like; ZooLights, ZooFari and ZooCamp, will all be enhanced by this wonderful facility.

The three walls of windows and patio doors will offer a breath taking view year round. No event, party or occasion will ever be the same. The facility will provide all the new audio-visual technology and accommodations for the perfect event. No matter if it is a casual,



semi-formal, formal, classic or traditional affair ... this themed facility will make any event a perfect occasion. Even the Great Gatsby would be proud of this new Zoo event and program facility.

Campaign Projects	Funds Required
Utility and Technology Infrastructure Upgrades	BOND
Multipurpose joint-use "green" facility For volunteers, staff and community Partners	\$7.4 million
New entrance oasis with aquatic features And aquarium exhibits	\$4.1 million
Multi-use event/program space over-Looking the main lake, featuring a New Tiger exhibit	\$5.5 million
Allocation to the Zoo Endowment Fund for maintenance, repair and Upkeep of new facilities	\$3 million
Minimum Capital Campaign Goal	\$20 million

**ZOO4YOU CAPITAL CAMPAIGN IS RECRUITING SPEAKERS**

The Phoenix Zoo has announced that it is seeking interested volunteers to help with the public relations effort and descriptive story regarding the upcoming capital campaign and vision for the future. A *Speakers Bureau* is being formed to help communicate to the public the exciting renewal plans & goals to remodel the Phoenix Zoo. The renovation plans will create an exciting “world-class” park where the public discovers unique animals and wildlife as well as continue to be a terrific place for quality recreation, education and family adventure.

Volunteers will be oriented and thoroughly trained about all dimensions of the Zoo and will be supported in their presentations by our professional staff. Volunteers will be assigned along side another fellow volunteer partner - as a team - in order to present public speaking engagements beginning in late summer or early fall. Zoo Speakers will present informative programs to various service clubs, community agencies, area-wide organizations, churches and institutions. Basically, any group wanting a “free” program about the Zoo’s plans, vision and status of its capital development project. The program will include a brief history about the Phoenix Zoo, its purpose and mission plus stories about the unique programs and services of the Zoo. A short video and printed material will identify and clarify the new exhibit improvements and additions, while describing the key features and benefits that will become a reality from the present \$20 million dollar capital campaign.



**Phoenix Zoo  
Capital Campaign  
Naming Opportunities**

There are several opportunities to become more deeply involved in the upcoming Phoenix **Zoo4You** Capital Campaign. A number of specific memorial gifts and designated Naming opportunities are available for those who are interested in prominent and notable recognition.

- Aquatic Entry **Exhibits** \$1.5 million
- Zoo **Aquarium** Hall \$500,000
- New **Zoo Member Lounge**, Lobby and Atrium \$300,000
- **Shade Archway** & canopy over the entry bridge \$200,000
- **Tiger Exhibit** \$3.5 million

**VIP ZOOLOGY TOURS CONTINUE INTO JUNE**

The popular VIP Zoology Tours offered by the Phoenix Zoo’s Development Department are continuing into the month of June. These tours are designed to introduce interested individuals to the Zoo, its current comprehensive programs and our capital development plans for the future. These unique “getting to know us” tours are a great opportunity to learn more about the animals, programs and special dynamics of the Zoo. The special two hour experience involves a personal narrated & guided tour of the Zoo, observing selected animals and visiting major “back-of-house” areas of interest that have helped the Phoenix Zoo become instrumental in education, conservation, recreation and stewardship of the natural world. If you are interested in reserving your seat for one of the following VIP Zoology Tours, call Laura Kelly @ 602.914.4346. Space is limited.

**Saturday, June 2** 9:00 a.m.  
**Thursday, June 7** 8:00 a.m.



**SAVANNA BREAKFASTS**

Come join us for a continental breakfast, on the new giraffe over-look at the Phoenix Zoo, and hear more details about our exciting plans for the future. A one-hour program presentation and breakfast on the savanna will inform and inspire you about the capital master plans of the Zoo. To reserve your place on the savanna, please call Laura Kelly @ 602.914.4346

**Thursday, May 31** 7:30 a.m.  
**Friday, June 8** 7:30 a.m.  
**Tuesday, June 12** 7:30 a.m.