

Cleveland Metroparks Zoo

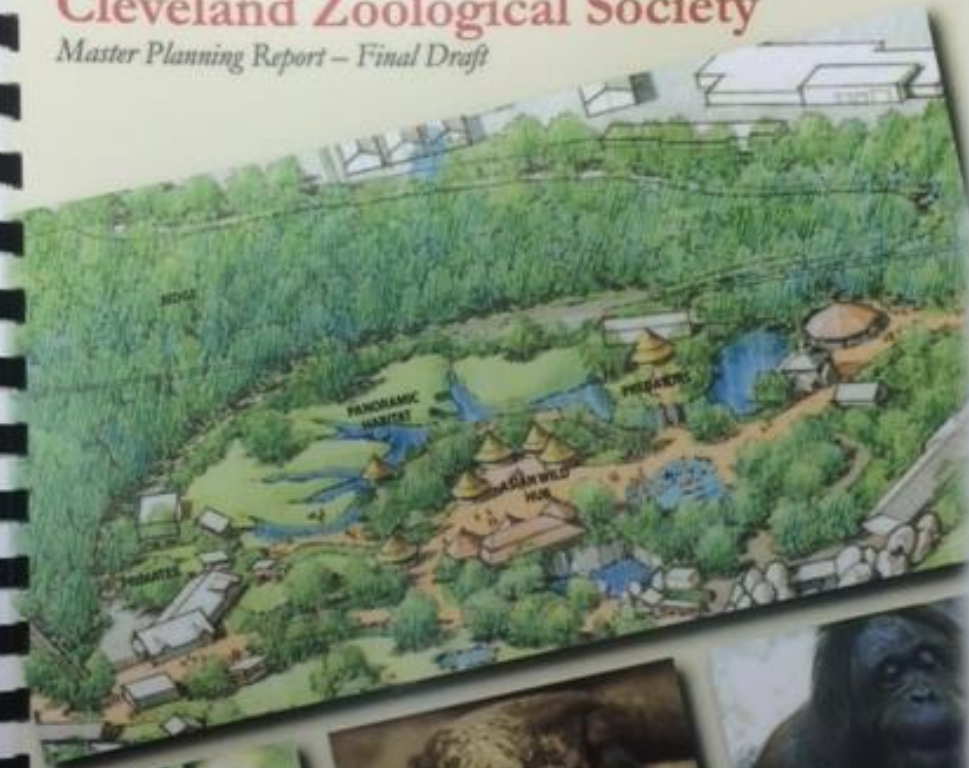
Strategic Focus Areas Update

2014



Cleveland Metroparks Zoo Cleveland Zoological Society

Master Planning Report – Final Draft



Asian Predators – Cleveland Leopard



Asian Predators – Komodo Dragon



Asian Primates – Orangutan

S&W Schultz & Williams

Strategic Focus Areas

1. Management
2. Community Leadership
3. Guest Experience
4. Conservation Education
5. Sustainability
6. Wildlife Conservation
7. Animal Care and Exhibition

1. Management



2. Community Leadership



The poster features a large tree illustration on the left. To its right, the text reads: "Cleveland Foundation DAY AT Cleveland Metroparks ZOO". Below this, it says "Saturday, April 26" and "Free Admission: 10 a.m. - 5 p.m.". On the right side of the poster, there are four logos: Cleveland Metroparks, Cleveland Metroparks Zoo, and Cleveland Zoological Society.

Cleveland Foundation
Celebrating 100 years of
Turning Passion into Purpose

Cleveland Metroparks

CLEVELAND METROPARKS ZOO

CLEVELAND ZOOLOGICAL SOCIETY

Saturday, April 26
Free Admission: 10 a.m. - 5 p.m.



CLEVELAND
ZOOLOGICAL
SOCIETY

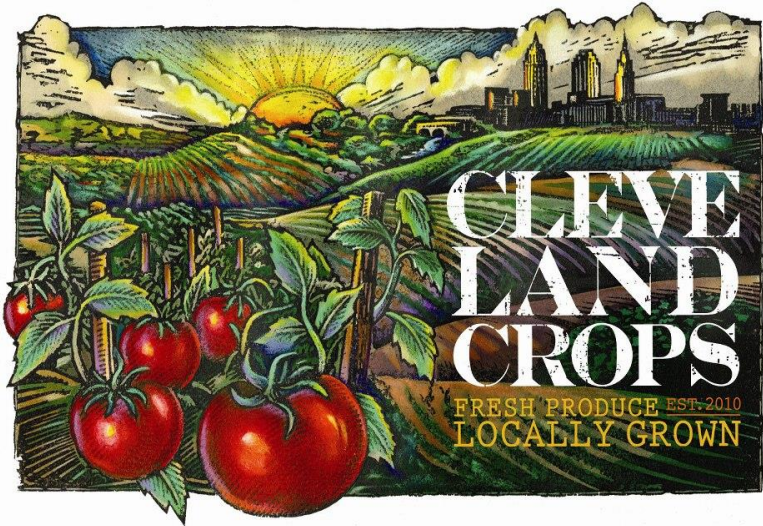
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We Care for Animals

Help us provide the very best quality of life for the amazing animals in our care



3. Guest Experience



Circle of Wildlife Carousel

- Over 100,000 riders
- \$240,000 in revenue



Nature Discovery Ridge



Amenities



Stillwater Place



4. Conservation Education





5. Sustainability



6. Wildlife Conservation

- ◉ Institutional Conservation Strategy
- ◉ Conservation Partners



ASSOCIATION
OF ZOOS &
AQUARIUMS

ASSOCIATION
OF ZOOS &
AQUARIUMS

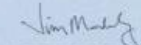
2014

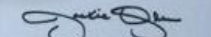
INTERNATIONAL CONSERVATION AWARD

TOP HONORS

Cleveland Metroparks Zoo

*Tree Kangaroo Conservation Program in Papua New Guinea
in collaboration with Woodland Park Zoo and others*


PRESIDENT & CEO


CHAIR OF THE AZA BOARD

7. Animal Care and Exhibition





Dear Senators,
Don't let people
kill elephants to
get ivory. How
would you like
to be killed because
people want your
tasks! Animals
are creations of
God, too. Remem-
ber what it was
like to see the
elephants at the
zoo.



#elphie

