



*Expansion*

*Or*

**Extinction**

Sacramento Zoo

Jason Jacobs, Executive Director and CEO

Elizabeth Stallard, Board President

# Part 1

How did we get  
here?



# WHY IT MATTERS



**500,000**

most visited  
city-owned  
amenity



**10,000**

member  
households



**SERVES**

guests and  
school groups  
from throughout  
the region

# A Modern Zoological Park

Is conservation-focused



Is AZA-Accredited



Meets standards of  
animal care



Educates the public  
and future generations



# WHAT ARE OUR KEY CHALLENGES?

If we continue down our current path, we are managing to extinction.



LACK OF PARKING AND ACCESSIBILITY



RISK OF LOSING ACCREDITATION



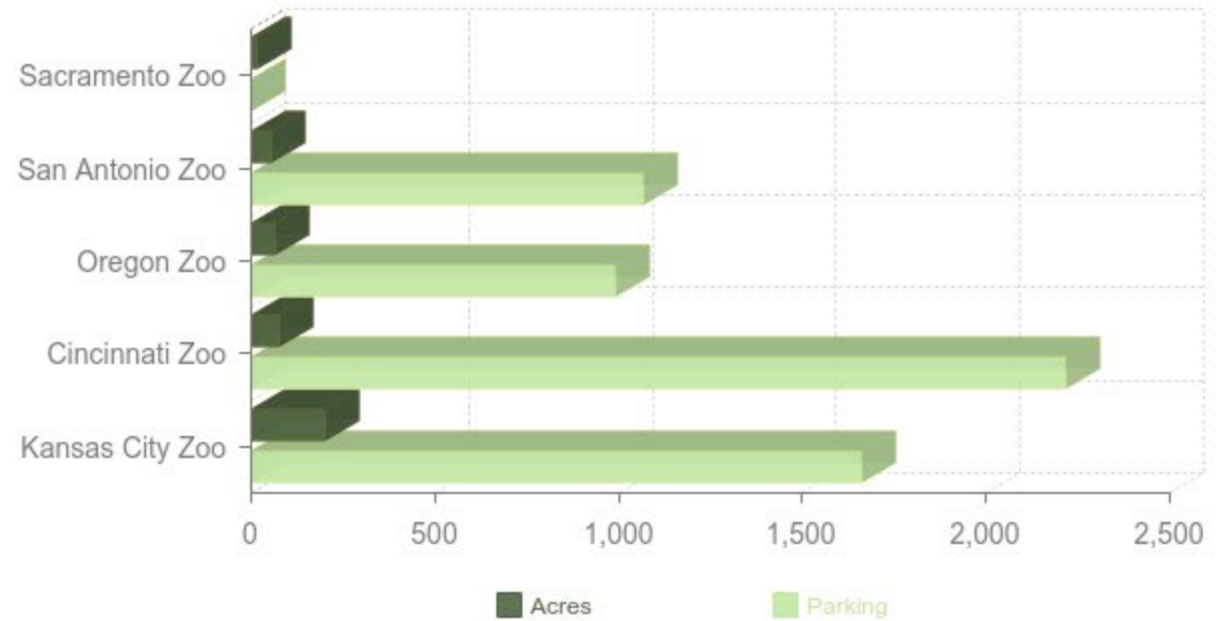
LIMITED ABILITY TO INCREASE REVENUE OR ATTENDANCE



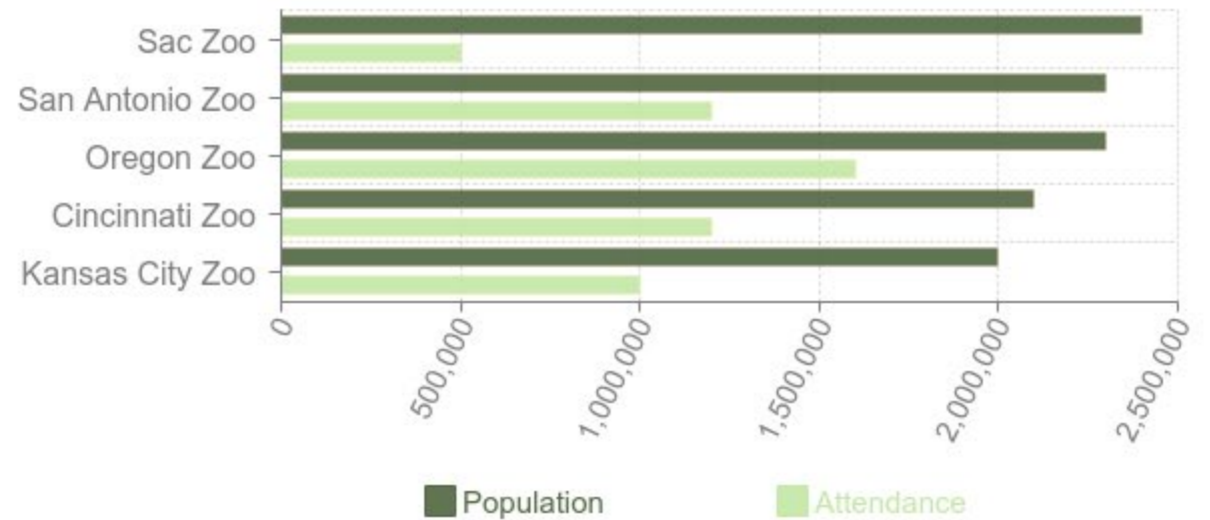
LACK OF EXPANSION OPPORTUNITIES



### Acres & parking

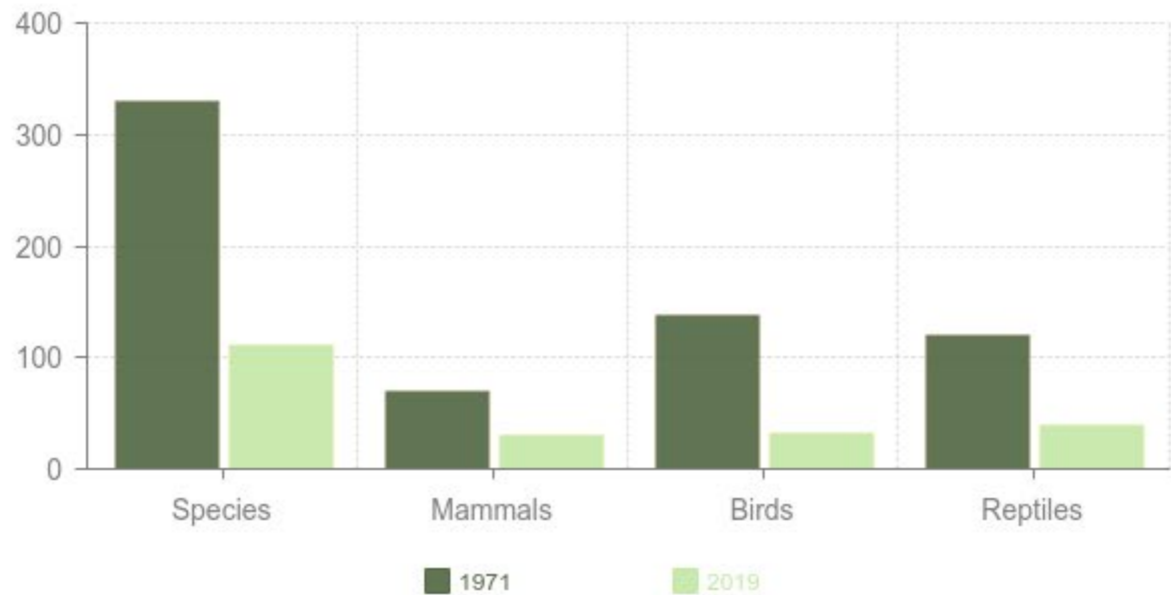


### Population & Attendance



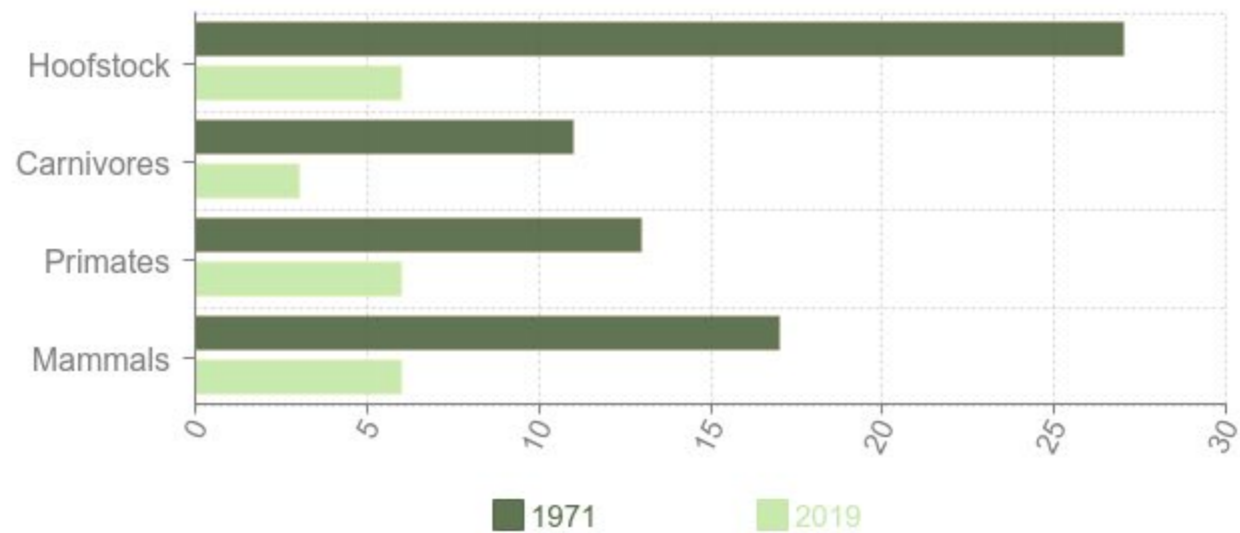
## Number of animals

1971 vs. 2019

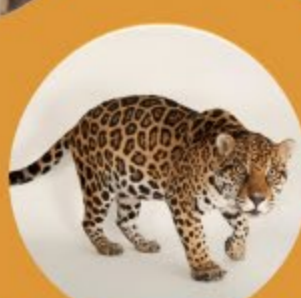


## Number of exhibits

1971 vs. 2019



The numbers of animals and exhibits are declining













## Part 2

It doesn't have  
to be this way...

# OUR VISION FOR THE FUTURE

A beautiful, modern,  
expanded zoo.



RETURN OF ICONIC SPECIES



INCREASED ATTENDANCE AND  
ACCESSIBILITY



BE A DESTINATION ATTRACTION AND  
DRIVE GROWTH THROUGH TOURISM

# OUR VISION FOR THE FUTURE

A beautiful, modern,  
expanded zoo.



INCREASE CAPACITY FOR  
EDUCATIONAL AND CULTURAL  
PARTNERSHIPS



KEEP UP WITH MODERN STANDARDS  
OF ANIMAL CARE



COMMIT TO CONSERVATION

# Part 3

Why are we  
here?



# What will the business & funding feasibility analysis do?

Evaluate and recommend the most viable and sustainable site for relocating the Sacramento Zoo.



**Where to build it?**



**How to phase it?**



**How to pay for it?**



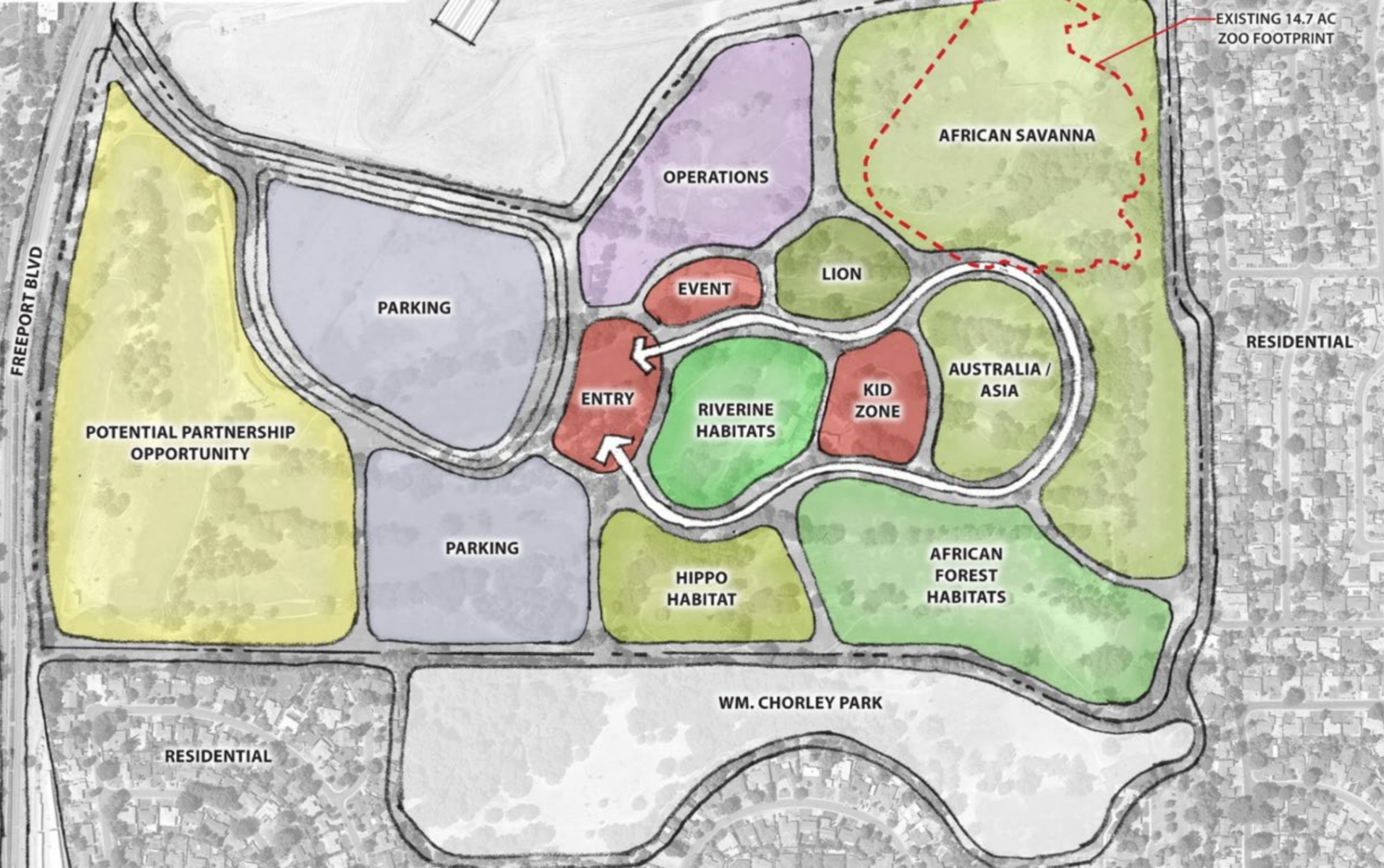


# Qualified sites that meet the zoo's criteria for success

Bing Maloney Golf Course

Former Sleep Train Arena

North Natomas Regional Park



FREEPORT BLVD

POTENTIAL PARTNERSHIP OPPORTUNITY

PARKING

OPERATIONS

EVENT

LION

ENTRY

RIVERINE HABITATS

KID ZONE

AUSTRALIA / ASIA

AFRICAN SAVANNA

EXISTING 14.7 AC ZOO FOOTPRINT

RESIDENTIAL

PARKING

HIPPO HABITAT

AFRICAN FOREST HABITATS

WM. CHORLEY PARK

RESIDENTIAL



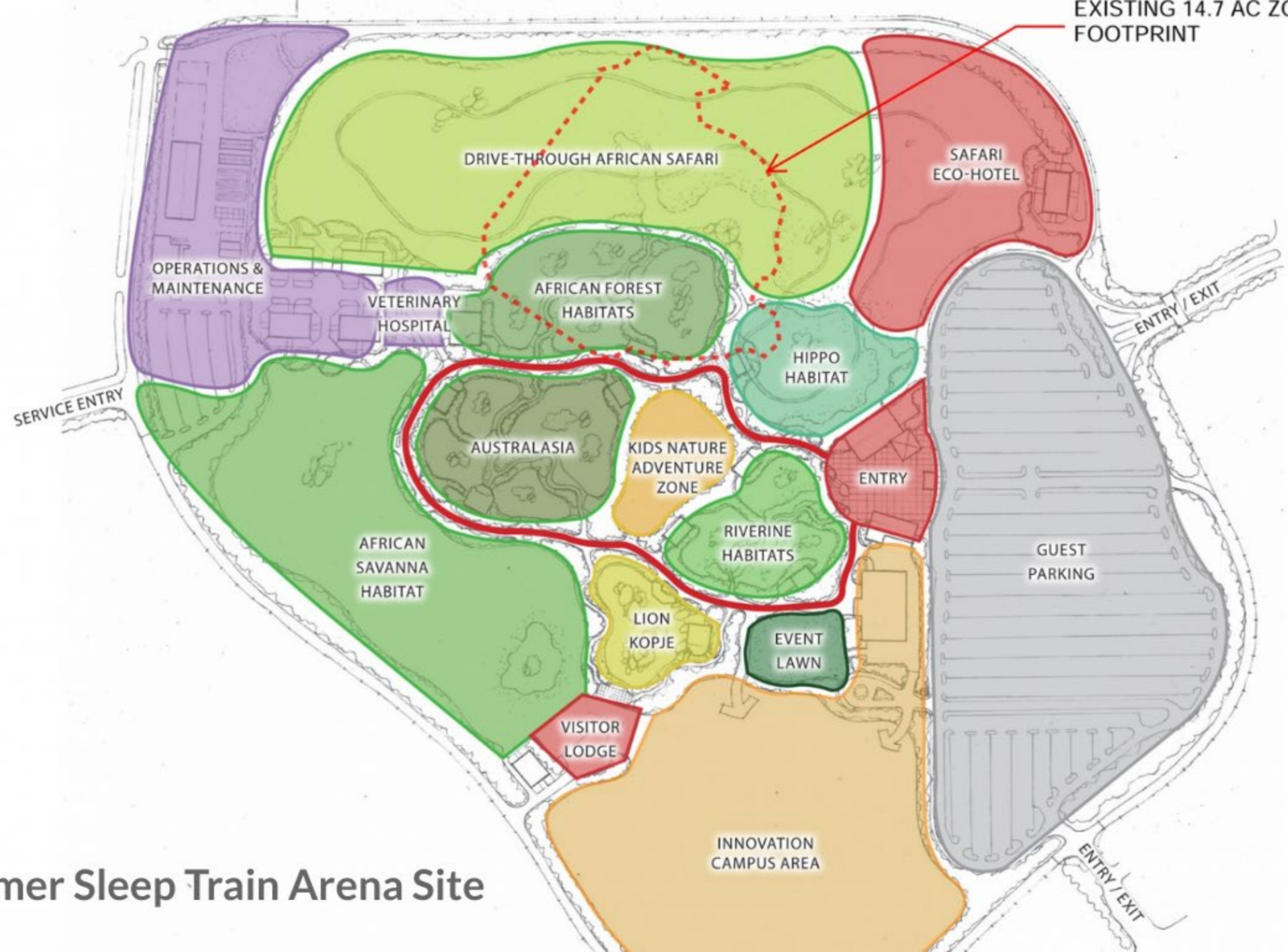
# BING MALONEY GOLF COURSE SITE

PROPOSED CONCEPTUAL LAND USE DIAGRAM

MAY 24, 2019



EXISTING 14.7 AC ZOO FOOTPRINT



PROPOSED CONCEPTUAL LAND USE DIAGRAM

MAY 24, 2018

Former Sleep Train Arena Site



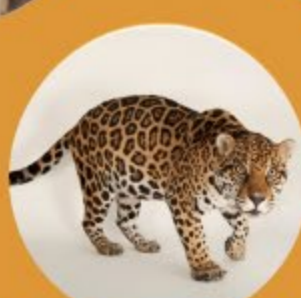
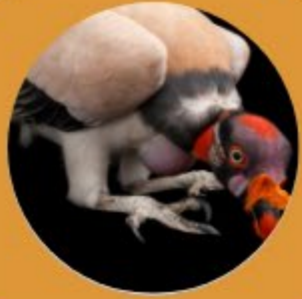
**NORTH NATOMAS REGIONAL PARK SITE**

PROPOSED CONCEPTUAL LAND USE DIAGRAM

MAY 25, 2019







**SAME  
ZOO**

The image displays the text "SAME ZOO" in a bold, orange, sans-serif font. The word "SAME" is positioned above "ZOO". A white silhouette of a giraffe's head and neck is integrated into the design, with its head appearing inside the top curve of the letter 'S' and its neck extending downwards through the letter 'M'.