

# The Philadelphia Zoo

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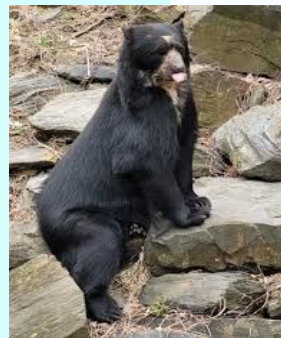


# About Us

- ❖ Located: 3400 W Girard in Philadelphia, Pa
- ❖ The nation's oldest zoo, established in 1874
- ❖ AZA accredited
- ❖ **Our mission:** “by connecting people with animals, Philadelphia Zoo creates joyful discovery and inspires action of wildlife.”



# Opportunity: Renovation of Bear Country



- ❖ Overall donations: \$20 Million supported by the W.P. Carey Foundation, The City of Philadelphia, the Commonwealth of Philadelphia, other anonymous donors and fundraisers
- ❖ Reason: Expansion and renovation of Bear Country
  - Extension the Zoo360 Trail System
  - Create a more realistic habitat
  - Create more space for the bears to roam and breed
- ❖ Breaking grounds: early 2025 and will open in 2026
- ❖ Our bears:
  - Sloth bears: Bhalu and Kayla
  - Andean Bear: Sinchi

# What will be included...

- ❖ Extension of Zoo360 Trail System
- ❖ Expansion of space for the bears
- ❖ An off-exhibit to give aid to the bears
- ❖ New water features, landscaping, and the removal of moats in the exhibit
- ❖ Opportunities for animal keepers to study animal behaviors
- ❖ Glass viewing areas
- ❖ Areas for guests to view the training of the animals
- ❖ Improved structural designs



# Why this opportunity?

## Economic Impact:

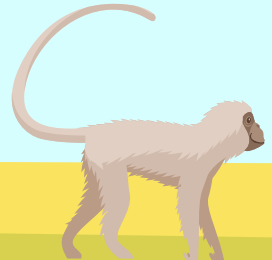
- Boosts attendance
- Enhances zoo revenues
- Supports local business with tourism

## Sustainability Value:

- The integration of eco-friendly materials and water recirculation systems reduces the zoo's environmental footprint
- Highlights the zoo's leadership in ethical animal care and global conservation efforts

## Educational Value:

- Interactive exhibits engage students, supporting experiential education trends.
- Schools are more likely to visit when educational experiences are enhanced



# Target Market

1. **Families with young children**
2. Schools/Institutions
3. Environmentalists
4. Corporate Companies



Philadelphia Zoo. (2020). Partnering with US.

[https://philadelphiazoo.org/wp-content/uploads/2020/10/ZooPropertyOverviewSlides\\_2020.pdf](https://philadelphiazoo.org/wp-content/uploads/2020/10/ZooPropertyOverviewSlides_2020.pdf)

# Why this market?

## Education

Out-of-classroom learning experiences, brand engagement

## Shared Experiences

Families want activities that bring them together

## Revenue Potential

Families spend more on extras; themed merchandise





**But, how can the  
Zoo take  
advantage of this  
opportunity?**





1

# Highlighting Key Additions

Such as the addition of the new extensions of the Zoo360 and glass viewing areas, can majorly help with marketing endeavors, especially in reaching out to families with young children

2

## Educational Values

Focus on the educational opportunities of the new and improved exhibit can be a great way to market towards school groups, families and environmentalists.



An illustration of a kangaroo in a landscape. The kangaroo is orange and brown, standing on a yellow and green ground. In the background, there is a light blue sky with white clouds, a large yellow sun, and a grey rock in the bottom right corner.

3

# Conservation & Sustainability

Showing off features such as the newly expanded space, ad improved water and landscaping features to improve the animals conditions can be something great to show off for environmentalists and corporate partners to see with the upgrades

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## Social Media Usage

Creating social media programs such as “Day in the Life of a Bear” and similar social media usage on sites like Instagram and TikTok and possibly LinkedIn can be a way to reach out to all target market segments efficiently





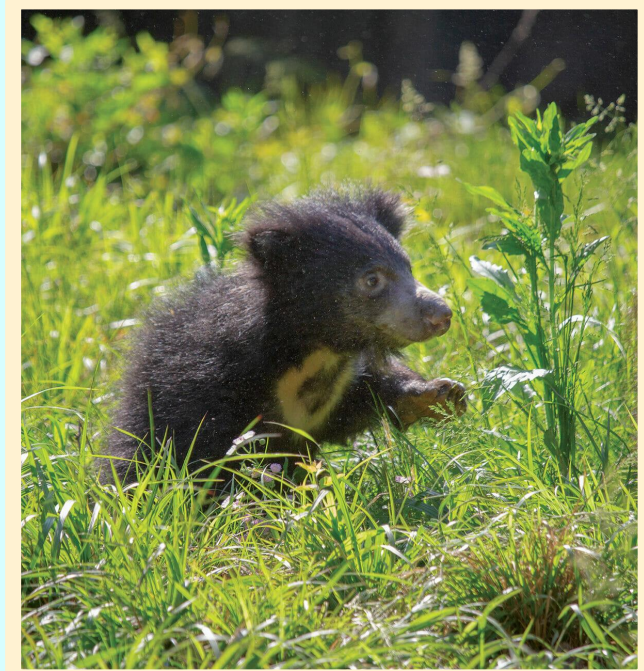
# Product

- A new exhibit with live animals that offers an up-close view of their natural habitat
- Provides interactive learning experiences for guests that align with the zoo's mission

# Price

The total cost for the new expansion is roughly \$20 million dollars

A donation from W. P. Carey Foundation is funding \$5 million dollars of this new expansion and remodel



# Place

- Exhibit situated in high-traffic area
- The bears and other surrounding animals will be moved to an accredited facility during construction

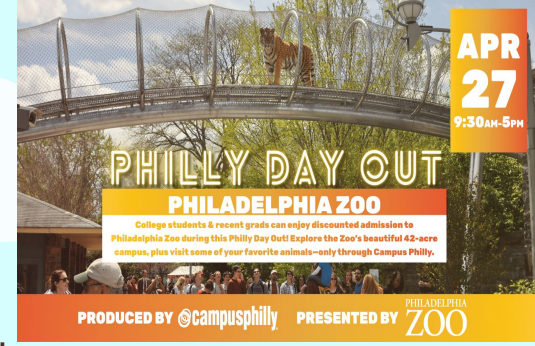




# Promotion

## Advertising:

- Utilize social media, newsletters, and media campaigns.
- Highlight eco-friendly features and interactive experiences.
- Expand Xfinity live-stream campaigns to feature Bear Country.



## Schools:

- Offer group discounts for school field trips to Bear Country with a focus on conservation education.
- Use Campus Philly's Philly Day Out to engage college students and recent graduates.

## Grand Opening Event:

- Host a grand opening with exclusive previews and special activities.
- Partner with established sponsors like Independence Blue Cross and Coca-Cola to increase visibility





# Process

## Exhibit Enhancement

Transform the existing exhibit to a more realistic, natural habitat.

## Reopening

Estimated to complete construction by 2026.

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02

03

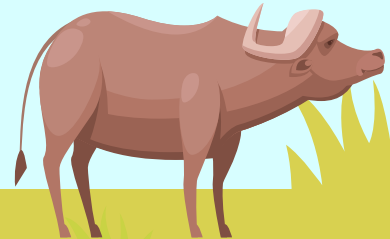
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## Suspend Operations

Closing of Bear Country and relocation of wildlife in early 2025.

## Indoor Facilities

Development of a safe haven for the bears to reside away from the viewers.



# Physical Evidence



- Gift Shop
- Merchandise
- Clothing
- Branded items
- Pictures/memorabilia
- Photo Booths
- 360 Trail



# People

- Animal care team
- Educators/guest services staff
- Volunteers, community partners
- Zoo visitors



# Potential Issues

## Construction Timeline

Only one year to complete with likely weather interferences

## Relocation of Bears

Potentially stressful conditions of repeated transportation.

## Spacial Constrictions

Not much physical expansion available, dependent on quality improvement.

## Close Proximity to Penguin Point

Construction in Bear Country will most definitely disrupt the surrounding habitats, the Penguin Point habitat being right next door.



# Thanks!

## Any questions?

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# Citations

Zoo, P. (2024, October 24). *Philadelphia Zoo receives \$5 million gift to transform Bear Country*. Philadelphia Zoo.  
<https://www.philadelphiazoo.org/news/philadelphia-zoo-receives-5-million-gift-to-transform-bear-country/>

