

ZOOLOGICAL SOCIETY REPORT

APRIL 2014

- Animal Chats and Encounters Start will commence on 3 May.
- We are anticipating the arrival of an array of baby animals in May. Specifically, we are expecting offspring representing the following species: common octopus, American alligator, Florida softshell turtle, ostrich, woodchuck/groundhog, and striped skunk.
- The lesser adjutant storks will be relocated into their summer aviary in the next two weeks.
- The Norco Aviary birds will be relocated to their summer home in the third month of May for a season opening on 23 May.
- Construction on the baby animal nursery in the Benstead Discovery Center has been completed.
- Water service throughout the Zoo has been restored for the season, however, we are scaling back water usage in some areas as a cost saving measure (e.g. not using waterfall in wild goat exhibit).
- The new banners on Main Street feature a medley of animals that are on display year round. We wanted a “default” banner to use when we aren’t promoting discounted admission or the featured summer attraction.
- The Zoo map has been updated to reflect changes since the last printing.
- New rack cards are being printed for distribution in hotels and visitor centers around the region.
- We are hoping for positive results from the upcoming Val-pack coupon distribution and Living Social promotion.
- We anticipate installing token vending machines by Memorial Day. The machines take credit cards and cash and tokens can be redeemed for Animal Encounters and Zoo Choo rides.

Respectfully submitted,

Jay R. Christie
President and CEO