

Metro Council Meeting: Oregon Zoo Strategic Plan December 5, 2019



OREGON ZOO Strategic Plan 2020 - 2023

Our strategic plan is our guide for the next three years as we make progress towards our mission, *Creating a Better Future for Wildlife.*




This document is a high level overview of the strategic plan. Details on measurable outcomes and strategies exist in the full plan which is available upon request.



OREGON ZOO

Strategic Plan 2020 – 2023



The Oregon Zoo strategic plan was co-created with input from guests, staff, volunteers and the community. It will serve as our guide in innovating for the future, clarifying our priorities, and making strategic trade-offs for the next three years.

Focus Areas

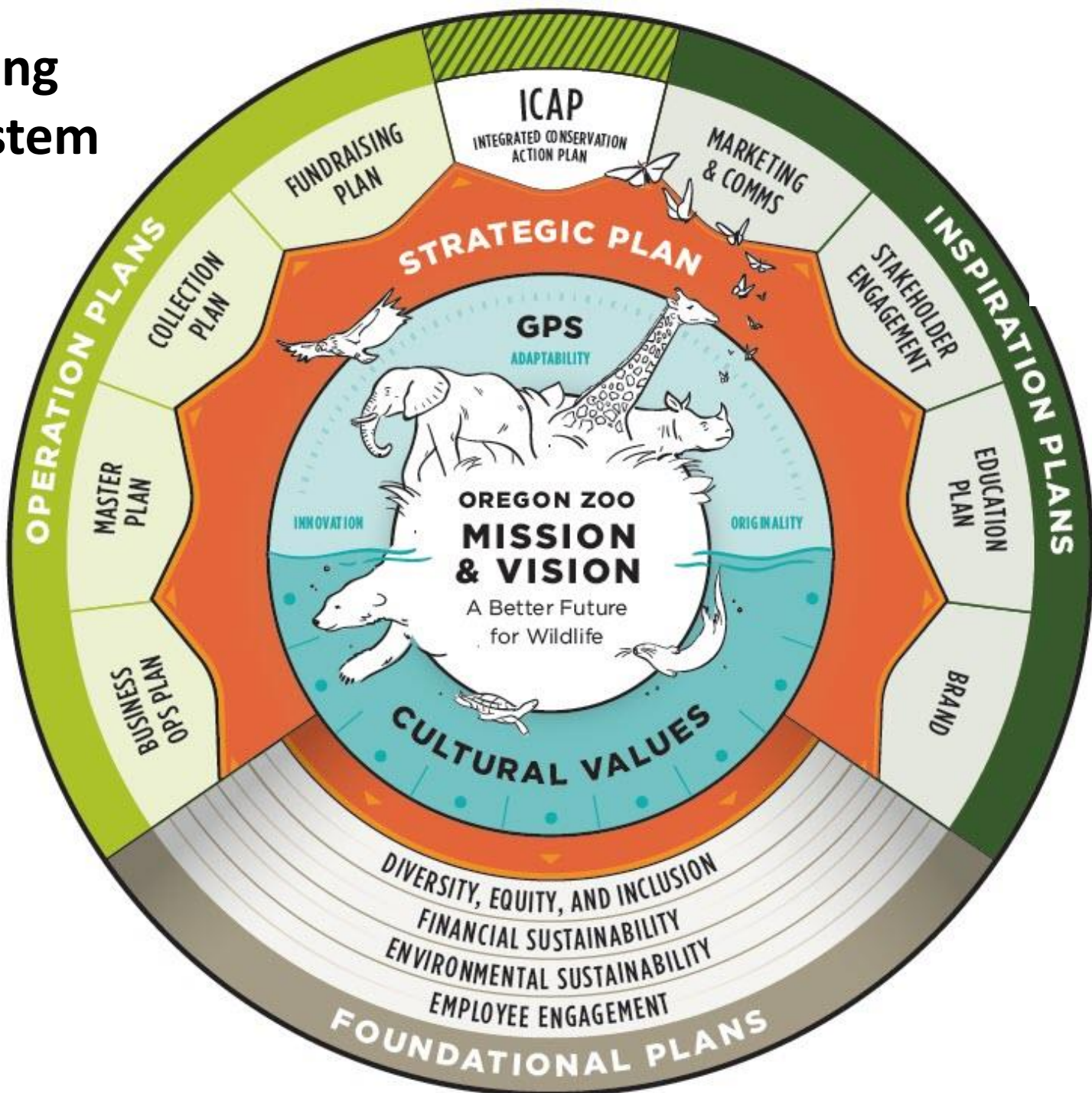
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- » Lead the Way in Animal Care & Welfare
 - » Advance Wildlife Conservation
 - » Deliver an Inspiring Guest Experience (Every Time)
 - » Create Diverse, Equitable & Inclusive Environments
 - » Connect with Our Communities
 - » Provide Meaningful & Fulfilling Staff Experiences
 - » Achieve Financial Sustainability



OREGON
ZOO

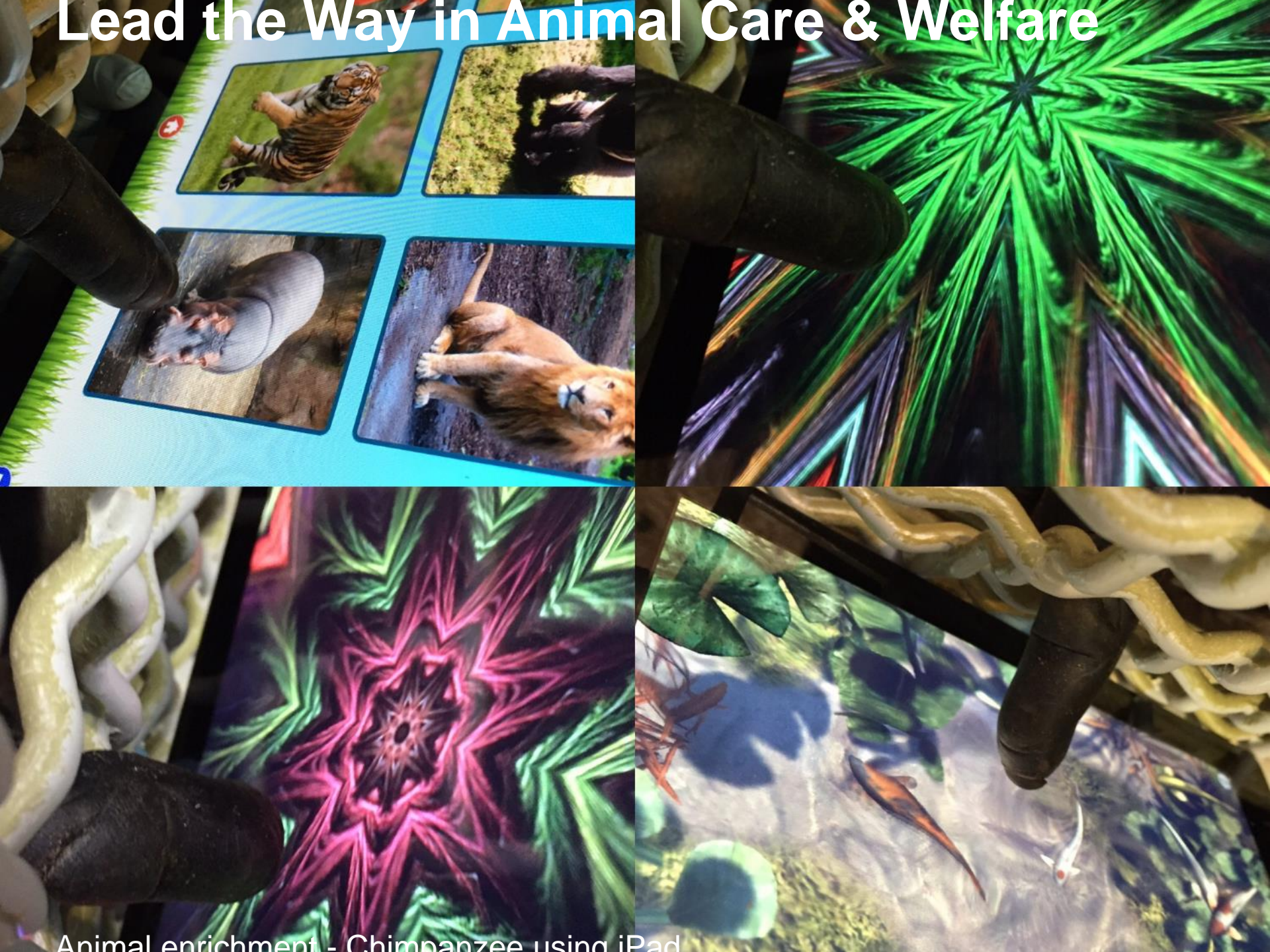
 **Metro**

Planning Ecosystem





Lead the Way in Animal Care & Welfare



Animal enrichment - Chimpanzee using iPad

Advance Wildlife Conservation



Western Pond Turtle release

Deliver an Inspiring Guest Experience



Sloth encounter

Create Diverse, Equitable & Inclusive Environments



Connect with our Communities

Oregon Zoo



ZAP in-reach with Latino Network

Provide Meaningful & Fulfilling Staff Experience



Staff Grub & Gather

Achieve Financial Sustainability

Total Attendance by Hour

Hourly Range	Sum of Hourly Attendance
09:00 - 10:00	65
10:00 - 11:00	108
11:00 - 12:00	92
12:00 - 13:00	39
13:00 - 14:00	70
14:00 - 15:00	26
15:00 - 16:00	11
16:00 - 17:00	54
Total	465

Zoo Visitors Today

465

This report refreshes
every 30 minutes

Reload your browser to
get the latest data

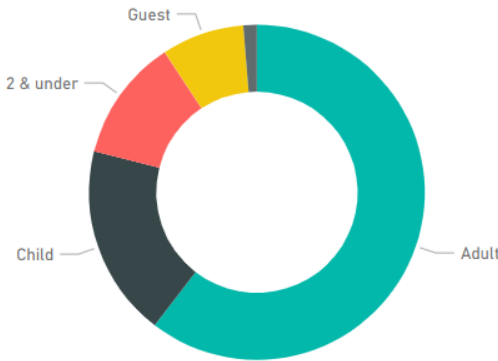
Attraction

Attraction	VisitorCount
Admission	465
Total	465

Attendance Type



Admission Type



Ticket Types

TicketDescription	VisitorCount
Admission	1
Auto Scan Admission	214
Dual	47
Family	62
FamilyDeluxe	23
Individual	20
Infant Admission	31
Member Ticket	31
Park Package	15
Zoo For All Auto Scan Admission	17
Zoo Staff	4
Total	465

Thank you!

