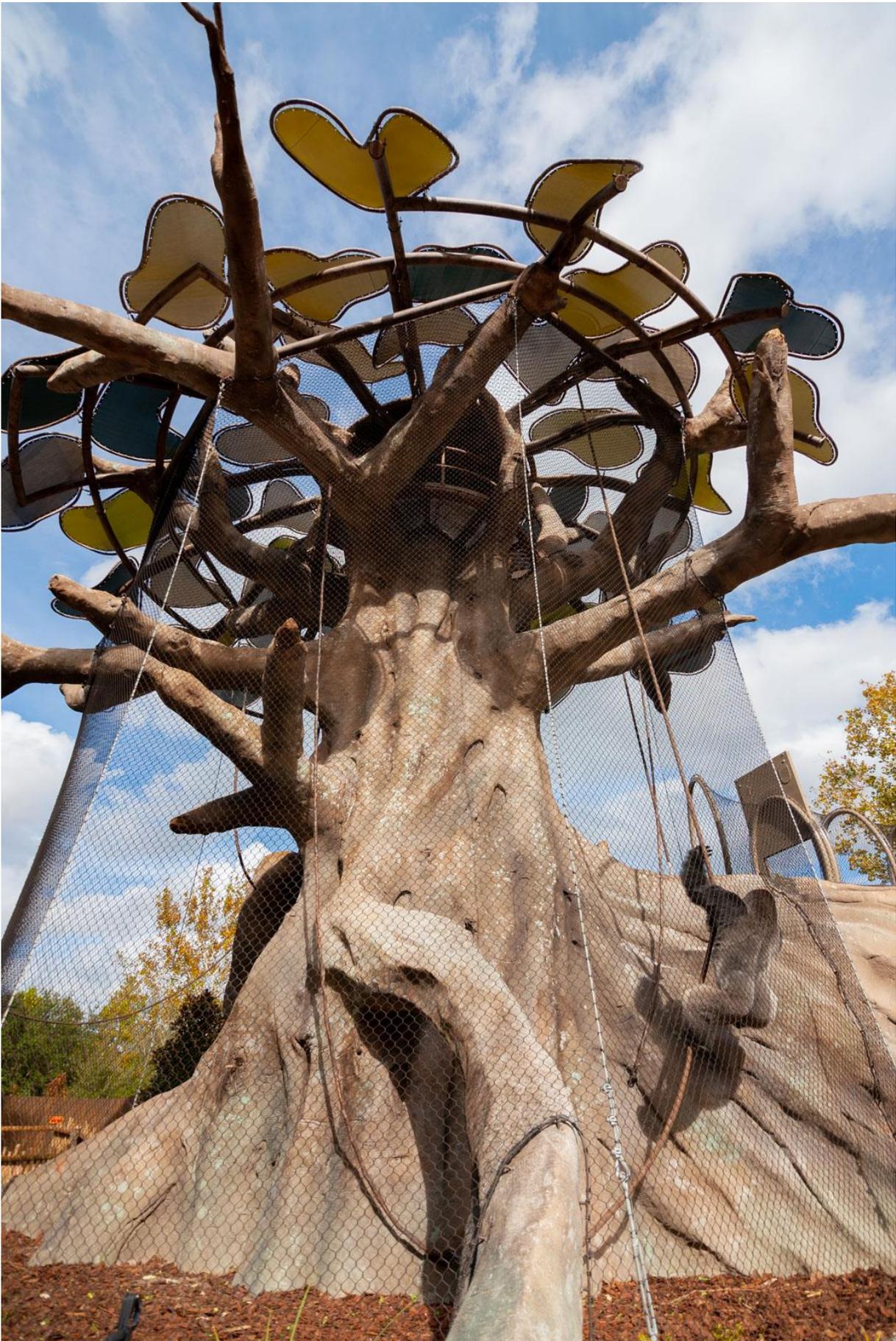




Economic Impact Report Reflecting TDC's '17-'18
\$687,000 Grant

Funding provided through the TDC Grant to the Jacksonville Zoo and Gardens for fiscal year 2017 – 2018 assisted in supporting and creating the following impact:

- Released \$687,000 of Zoo operating budget to assist in the building and development of the African Forest through support of the Zoo's annual marketing, events and advertising budget
- The largest percentage of the grant supported the marketing and advertising of two large-scale events, Spooktacular and Zoolights
 - o Spooktacular is a long-standing, family-friendly Halloween themed special event. Attendance in 2018 saw an increase of an additional 3,261 guests or 13 nights.
 - 2018 attendance – 41,259
 - 2017 attendance – 37,998
 - o Zoolights is a relatively new special event going into its eighth year. Attendance in 2018 saw an increase of an additional 13,178 guests.
 - 2018 attendance – 37,344
 - 2017 attendance – 24,166
- The TDC grant ear-marked \$50,000 in support of the grand opening celebration of the African Forest which took place Labor Day weekend 2018
 - The additional allocation to promote the opening weekend, provided resources to assist in driving **the best Labor Day weekend** attendance in the history of the Zoo
 - 19,375 guests attended the opening weekend August 31 – September 3, 2018
 - 4,989 additional visitors from previous year's record attendance of 14,386 in 2017
- Advertising/marketing for the opening extended outside of market to promote non-resident visitation with an increase of non-resident visitation up 13%:
 - September 2017 Visitation
 - Duval County guests – 55%
 - Non-resident guests – 45%
 - September 2018 Visitation
 - Duval County guests – 68%
 - Non-resident guests – 32%



GUESS WHO'S BACK?

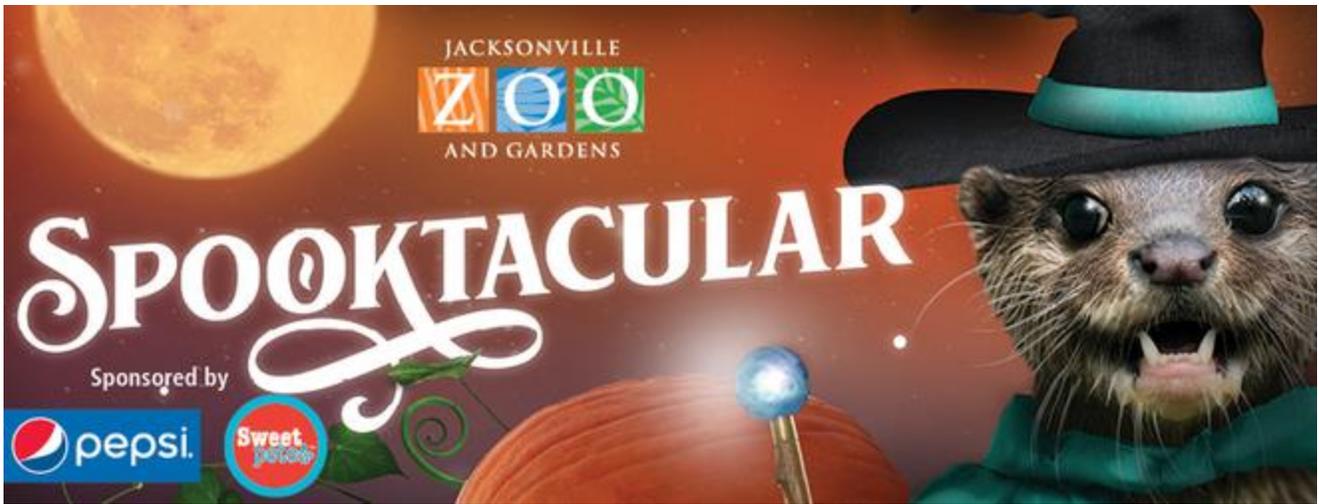
AFRICAN
- FOREST -



NOW OPEN



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Night at the Zoo



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