
So you want to build a zoo

— By Connor Haas —

Questions for the project

- + Do zoos that have more individual species and total animals make more money?
- + Do cities with high population densities have profitable zoos?
- + Should a zoo close or invest in more animals and space to become profitable?

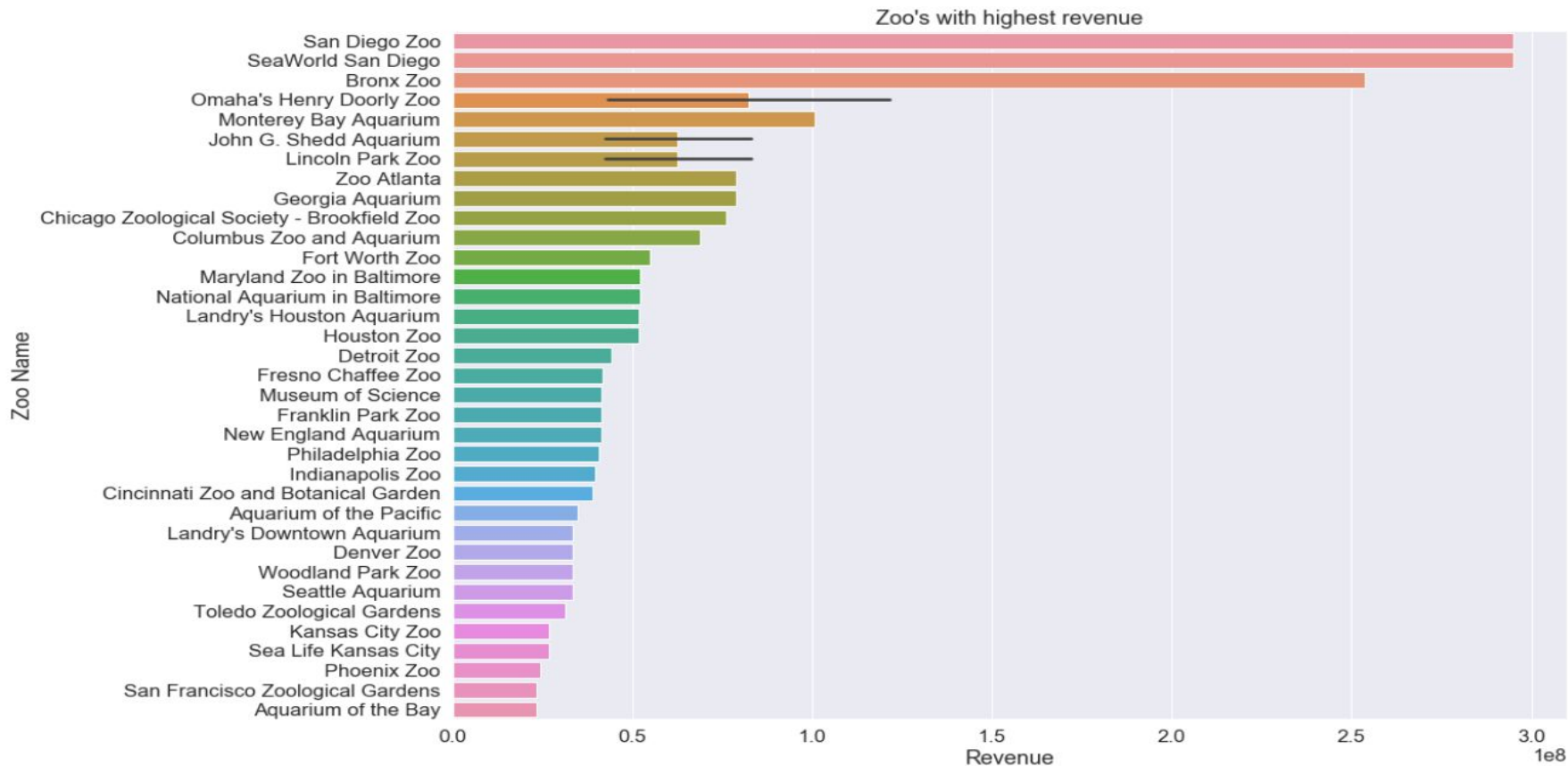
AZA member zoos and aquaria

- +Inspected by USDA, EPA, DEA, OSHA
- +Performed by 3 experts - Veterinarian, Expert in animal care, expert in zoo management
- +Reviewed by an expert panel of 12
- +Repeated every 5 years
- +Out of 2800 animal exhibits under USDA, less than 10% accredited
- +AZA SAFE - Saving Animals From Extinction

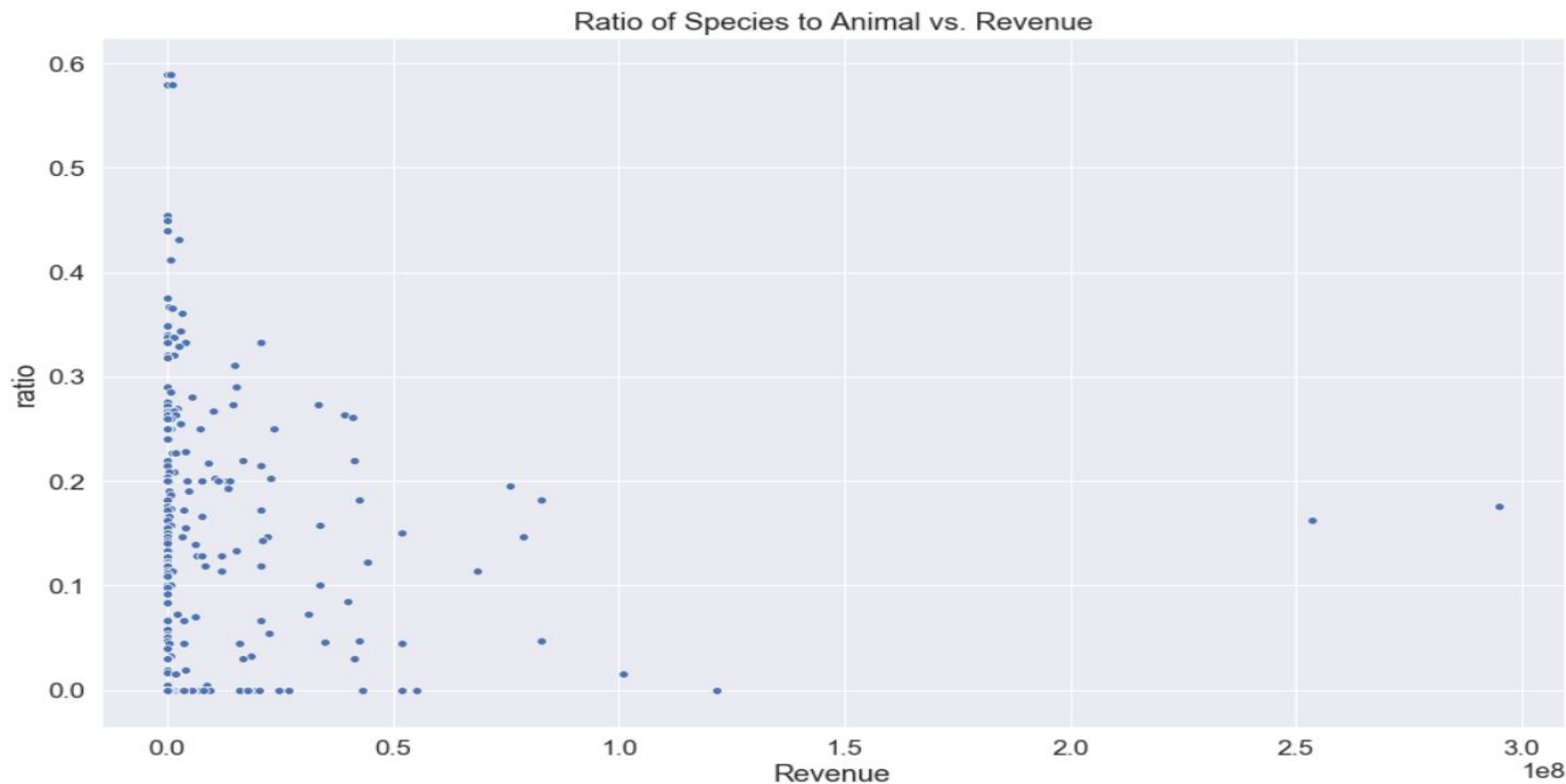
Revenue data

- + Collect from a blog post WeDidIT
- + IRS tax exempt forms
- + Filtered by NTEE code
- + Government grants

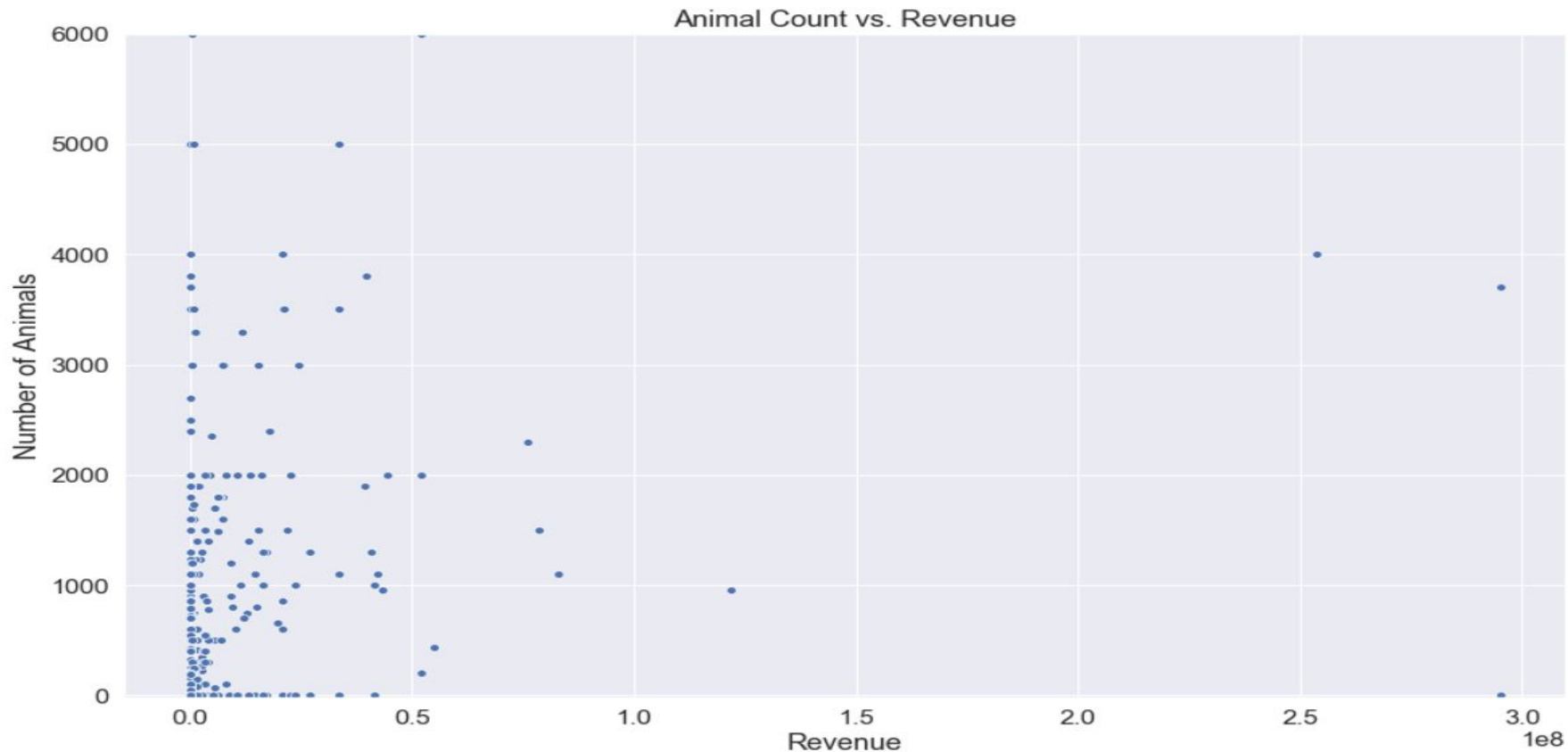
Zoos with the highest revenue



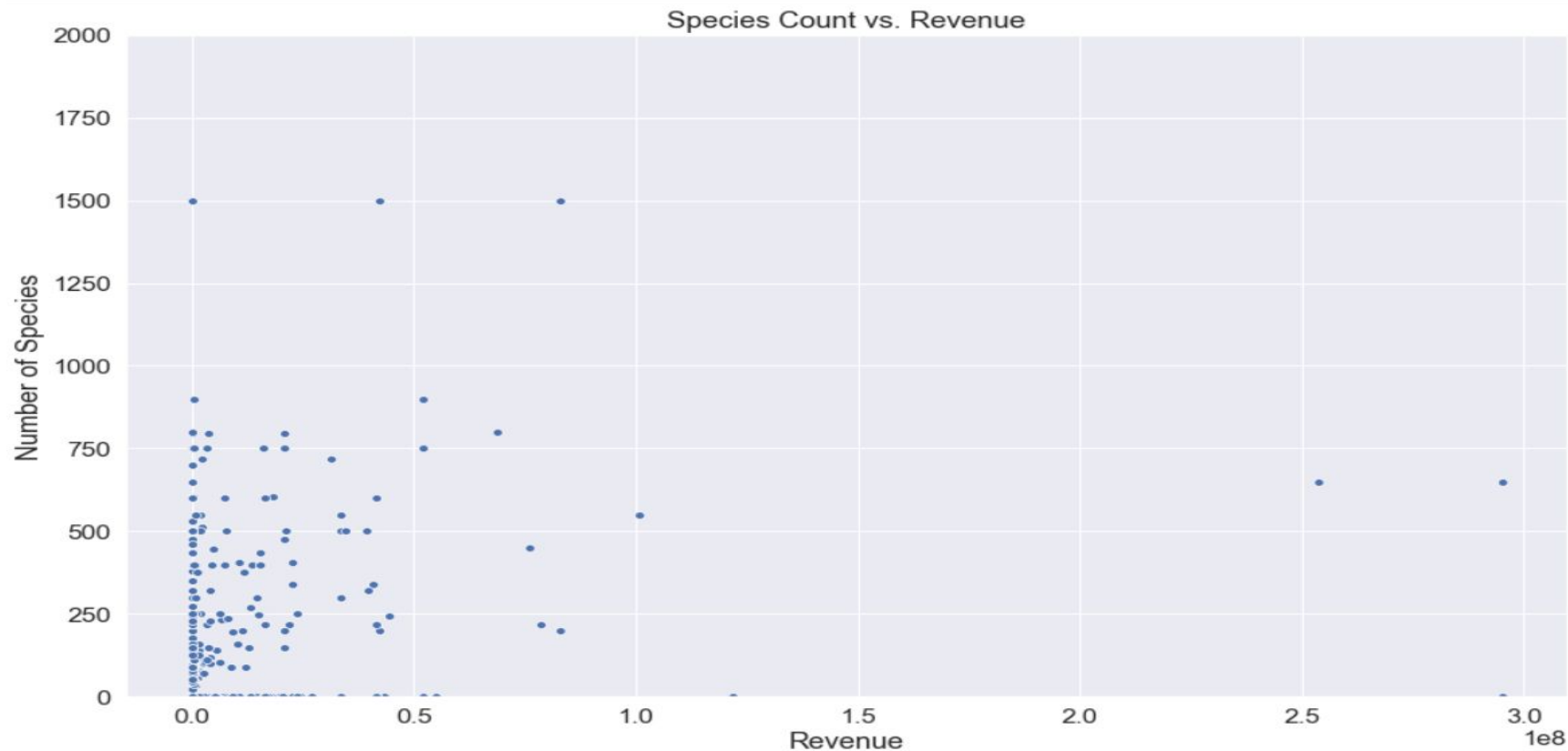
Profitability of animals vs. species



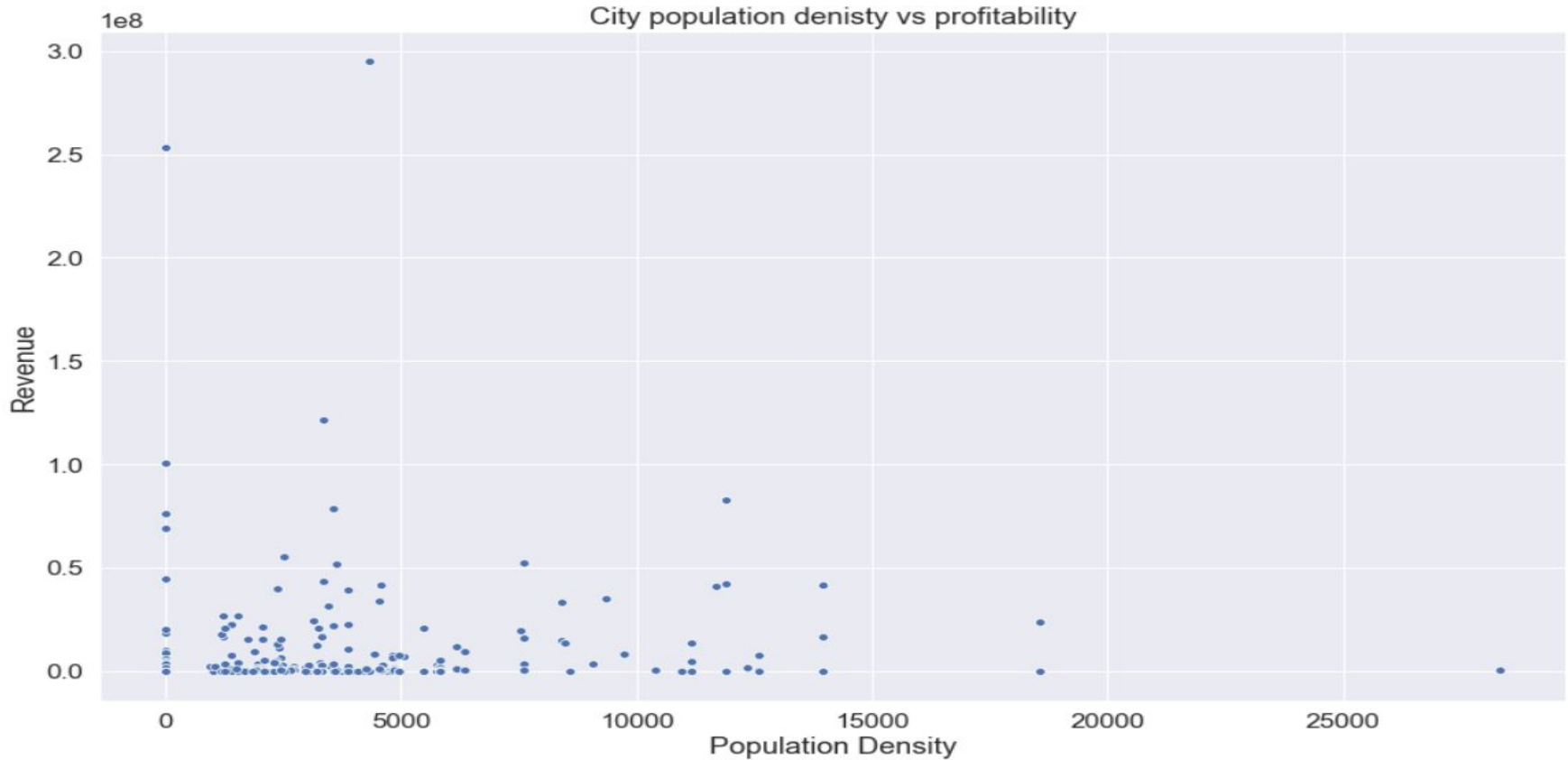
Profitability of animals



Profitability of Species



City density and zoo revenue



Conclusion

- + I could not find a direct correlation between species, number of animals, and the profitability of a zoo.
- + I also could not find a direct correlation between cities with high population density and profitability of a zoo.
- + I would conclude it is not beneficial to spend the money on creating new ZOOS

Further Analysis

- + How much does the cost in living in the area correlate to how profitable the zoo is?
- + What animals are most likely to draw people to highly profitable zoos.
- + How much space could a high target area afford to build a zoo?
- + Compare density of nearby cities and boroughs to the profitability of local zoos.
- + Calculate the money brought in by tourism in each city

Questions?