

SUBMITTED TO THE ASSOCIATION OF ZOOS AND AQUARIUMS

# **Executive Summary**

Seneca Park Zoo has developed a plan to increase traffic by making the Zoo a more fun and engaging place for the community. The Seneca Park Zoo has developed a plan to continue to utilize its strengths while improving in areas it has shown to struggle.

The Seneca Park Zoo is going to hold more events this winter season to increase guest visits. One event that will be focused on will be the Annual Breakfast with Santa. Last year with ticket sales reaching just over 400, the Zoo is expected to increase sales for this event by 30% in 2015. This can be achieved by expanding the customer demographic as well as increasing advertisement for the event.

This event will cost 20,000 with ticket sales expected to cover the entire cost of the event. No profit is to be made, as the Seneca Park Zoo is a non-profit organization. The purpose of this event is to bring guests into the zoo and create memories that will get people to want attend future events.

Seneca Park Zoo also plans on making updates to the park this year to enhance the visitor experience and engagement. With help from the knowledgeable staff and volunteers, we will be able to guide groups through the park, put on more shows and continue to engage every visitor that comes to the Zoo.

Renovations are expected to cost around \$100,000, which will include the demolition of the Main Building and updates throughout the park. The money to fund this renovation will come from membership and admission fees and fundraising events. Once completed the remodeled park is expected to grow sales the following year by 15%.

With these great new changes will come a fantastic new Zoo. The Seneca Park Zoo hopes to achieve its goals by implementing the strategies and tactics it has developed.

# Situational Analysis

#### **STRENGTHS**

- The brand image "The Natural Place for Families" is well known and helped to increase visitors from families with small children.
- A surplus of volunteers. In 2014, the zoo logged 21,659 volunteer hours.
- The Zoo continues to be financially sustainable due the help and support from its partners and the community.
- The Zoo has many educational opportunities.
   Through organized field trips, ZooCamps,
   ZooMobile visits and more; the Zoo was able to serve over 39,500 school-aged children in 2014.
- Events and fundraising including ZooBrew,
   Zoobilation, Jungle Jog, and ZooBoo help to fund the education and interpretive programs.
- As a non-profit organization the Zoo invests the money made back into the Zoo to help maintain conversation efforts and animal care programs as well as to fund operating costs to keep the animals homes safe.

#### WEAKNESSES

- Visitor engagement, there are minimal ways for visitors to have a more personable experience with the animals.
- Appearance is outdated, the Zoo still has all the original signs and buildings, a few that haven't been remodeled in over 100 years.
- Visitors all year around, the peak season being from May through August the Zoo has consistently shown a decrease in visitors during the other half of the year.
- The many efforts in conversation taken to help save animals from extinction is not well known and published to the community.

#### **OPPORTUNITIES**

- Renovation and updates. The Zoo with most of the original buildings and designs could benefit from a clean update throughout the park, while keeping the strong brand image prominent.
- More events during the off season, adding at least 2 events during the fall and winter season.
- Increase public awareness of the many conversational efforts taken by the Seneca Park Zoo Society, by posting more stories in ZooNooz as well as in public newspapers and online.

#### THREATS

- The Zoo is required to remove the Main Building by 2018 in order to maintain accreditation with the Association of Zoos and Aquariums. This may cause a decrease in visitors during renovation.
- Size of the Zoo doesn't leave a lot of room for expansion, although the park is located on 15.5 acres of land, not all the land is currently being used as part of the Zoo grounds.
- Competition with nearby zoos, with two zoos in the surrounding areas (Buffalo and Syracuse) this can take away from visitors to Seneca Park.

# Who is visiting the Seneca Park Zoo?

- Two thirds of visitors live in Monroe County
- Primarily children and young adults, age 6-14 and 25-35
- Median HHI for Monroe County \$110,000

#### Visitors are primarily:

- Women / mothers
  - o Age 25-35
  - o HHI \$50,000 \$75,000
- · Families with young children
  - o Age 2-13
  - o Two out of three adults visit with children
- Students
  - o Age 6-15
  - o field trips and ZooMobile

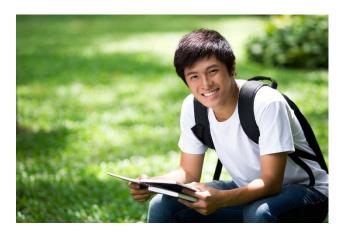
Most visitors to Seneca Park Zoo are women usually visiting with a child. This leave a large group of people that don't attend the Zoo.

#### Target Publics:

- Primary
  - Young adults
    - Age 16-24
    - Low income, as much of this age group may not be working
    - Attend likely with friends or a group of people
  - Men / fathers
    - Age 25-35
    - HHI \$50,000+
- Secondary
  - Elderly
    - Age 65+
    - May be low income
    - Attend with their partners or grandchildren
  - Potential donors or partners
    - Local businesses
    - Accredited animal associations
    - May be multiple income levels

#### **Example Personas:**

Collin is 20 years old, attending Monroe Community College. He likes to spend time outside, going on nature walks and hiking with his friends. He's never been to Seneca Park Zoo because he thought that was something only little kids went to. He would love to try something new with his friends, especially if there are fun events going on.



Mike is a 32 year old father of three. He is divorced, so he only has custody three days during the week. He tries to take his kids out to different places around Rochester, but it can sometimes be difficult with three kids with different interests and personalities. He likes the Zoo because it is educational and low cost but thinks it could use more events and fun activities to do while there.



# Objectives and Strategies

- 1. To improve the financial performance of our current visitors, especially during the winter months.
  - a. This will be achieved by adding two or more community programs or events.
  - b. More advertising on the radio and in print ads.
- 2. To have a more diversified group of visitors.
  - a. We will add events that are more tailored to young adults, especially college aged.
  - b. Having more advertising, that reaches a wider group of people.
- 3. To remodel and update the current exhibits.
  - a. Includes the removal of the Main Building and the invention of a new exhibit.
  - b. While keeping the strong brand image prominent, updates throughout the Zoo will improve visitor experience while continuing to provide the animals with well-maintained homes and care.
- 4. To provide every visitor with a memorable, fun learning experience using a variety of interpretive approaches to engage various audiences.
  - a. We will achieve this by building a team of staff and volunteers with the talent, skills, understanding and time to help guide and enhance the visitor experience.
  - b. Add more activities that help give the visitor a more personable experience with the animals.
  - c. Include events and activities that attract all ages and types of peoples.

#### **Tactics**

We will be using a variety of advertising to reach multiple audiences. To reach a wider range of people, we will be deploying print ads in local newspapers, the Democrat and Chronicle, ROC Magazine and more. As well a advertising on a few different Radio stations around Rochester. The print and radio ads are to be out in the public by Nov. 1.

Additionally a Press Release and Backgrounder will be posted on our website and Facebook page. We will also be placing brochures in a variety of places such as high schools and colleges as well as rec centers around Rochester and the surrounding suburbs.

We have budgeted for \$30,000 in advertising, most of that will be used for the print ads which will run in multiple newspapers with the goal to reach our target audiences.

# Timeline

#### Nov. 1 – Dec. 21

- Radio announcements about upcoming events
- Print ads

#### Nov.1 - April 31

• Brochures placed in schools, rec centers, airport

#### Nov.1

• Press release and backgrounder published

#### Jan. 1 2016 – April 31

- Demolishment of the Main Building
- Park renovations

# Media to deployed

#### Radio

- Possible stations
  - o 101.3 WRMM
  - o 92.5 WBEE
  - o 97.9 PXY

#### Print ad

- In local newspapers
  - o Democrat and Chronicle
  - o ROC Magazine
  - o Online social media sites (Facebook, Twitter, Instagram)

#### **Budget**

- \$20,000 for new events
  - o Funded by the event ticket sales
- \$30,000 for advertising
  - o Funded by admissions and merchandise sales
- \$100,000 for renovations
  - o The Main Building renovation funded by the AZA
  - o Park updates funded by admissions and events



For Immediate Release

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Seneca Park Zoo 2222 Saint Paul St Rochester, N.Y. 14621

## Breakfast with Santa at the Seneca Park Zoo

ROCHESTER, N.Y. Nov. 4 - The annual Breakfast with Santa, hosted by the Seneca Park Zoo will be held once again. Starting on Dec. 12, 2015. Santa will be accompanied by his elves, to pose for pictures, as well as give away prizes.

Breakfast with Santa takes place Dec. 12, 13, 19 and 20. "Sleigh" rides will take guests to the Rocky Coast Gallery to meet Santa at 8:30, 10 and 11:30 a.m.

Tickets are now on sale and cost \$17.50 for adults, \$12.50 for kids ages 3-12 and \$5 for kids under 2. Each ticket purchased will give you a chance to be entered into a drawing for prizes given away throughout breakfast.

After each breakfast the zoo will be open to walk through the elf workshop, which will be located inside Eagle's Landing Pavilion. There will be crafts, hot drinks, snacks and of course animals to see.

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#### About Seneca Park Zoo

It is located in Rochester, N.Y. It opened in 1894 and is home to more than 90 species. The zoo is operated by Monroe County with support from the Seneca Park Zoo Society and is accredited by the Association of Zoo and Aquariums.

For more information visit https://senecaparkzoo.org/



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# Backgrounder

# The Seneca Park Zoo Experience

Seneca Park Zoo is the home to more than 90 species. Established in 1894, Seneca Park Zoo continues to develop and grow as a non-profit organization.

The zoo features animal exhibits which provides an educational and engaging experience for its visitors. Some of the exhibits include the Genesee Trail and the Discovery Center which was the first of the natural habitat exhibits at the Zoo. Additionally, The Rocky Coast Exhibit gives the community an opportunity to see polar bears and sea lions under water. Most recently the Zoo added the cougar exhibit, which offers an up close experience, which visitors can stand right next to the felines with only glass in between.

Along with the animal exhibits, Seneca Park Zoo also has many educational programs. The Animal Health and Education Complex includes a conference center and classrooms.

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The Seneca Park Zoo is Located in Rochester, NY. It is a fun and educational organization that features multiple animal exhibits for friends and families to enjoy.

A Step into Africa being the most popular exhibit where visitors will see lions, elephants and baboons.



After a fun day with the various animals, guests will walk through the gift shop so they can bring home a fuzzy friend of their own.

# Brochure





The Seneca Park Zoo is an accredited member of the Association of Zoos and Aquariums.

Seneca Park Zoo [2222 Saint Paul St, Rochester, NY 14621] [585-336-7200]



# THE NATURAL PLACE FOR FAMILIES

Media Contact: Katie Husted

# About The Seneca Park Zoo

The Seneca Park Zoo is a nonprofit organization. Opened in 1894, is now the home to over 90 species of animals.



### Special Events

- Animal Art Expo
- Animal birthdays
- Breakfast with Santa
- Conservation Education Days
- Jungle Jog
- One Cubic Foot
- Party Madagascar
- Zoobilation
- Zooboo
- Zoobrew

# Educational Opportunities

- Camps
- Sleepovers with scouts
- Adult rec group
- After school programs
- Internships
- Zoo School Mobile (animals visit off site)
- Volunteering





# Hours and Rates

The Zoo is open all year long. Closed Thanksgiving Day, Christmas Day and New Year's Day.

Gates are open from 10a.m. to 3p.m. Grounds close at 4p.m.

Tickets can be purchased at the front gate or online at senecaparkzoo.org.

# Membership Perks

- √ Free admission for card holder
- ✓ Discounts at 170 other zoos and aquariums
- √ Tax-deductible dues
- Early access to zoo and exclusive invites to before/after-hours events
- ✓ Gift shop, cafe, events discounts

# Radio Ad

THE SENECA PARK ZOO IS NOW OFFERING 15% OFF 2016 MEMBERSHIPS
PERFECT AS STOCKING STUFFERS FOR FRIENDS AND FAMILY.

THE ZOO IS A GREAT PLACE FOR FUN AND LEARNING ALL YEAR LONG.

ZOO MEMBER RECEIVE EARLY ENTERANCE TO THE ZOO, DISCOUNTS IN THE
GIFT SHOP AND CAFÉ AND ALL THE LATEST ZOO NEWS.

PURCHASE YOUR DISCOUNTED MEMBERSHIP NOW THROUGH DECEMBER 31<sup>ST</sup>.

STOP BY THE FRONT GATE, VISIT SENECA PARK ZOO DOT ORG OR CALL 336-7212.

GET YOUR SENECA PARK ZOO 2016 MEMBERSHIP TODAY.

# Print Ad

