

**SUPPORT  
YOUR**



**akron**  
**ZOO**





# MISSION

We connect your life to wildlife  
while inspiring lifelong learning  
and conservation action.



## THE AKRON ZOO ENHANCES...

### COMMUNITY



### EDUCATION



### CONSERVATION

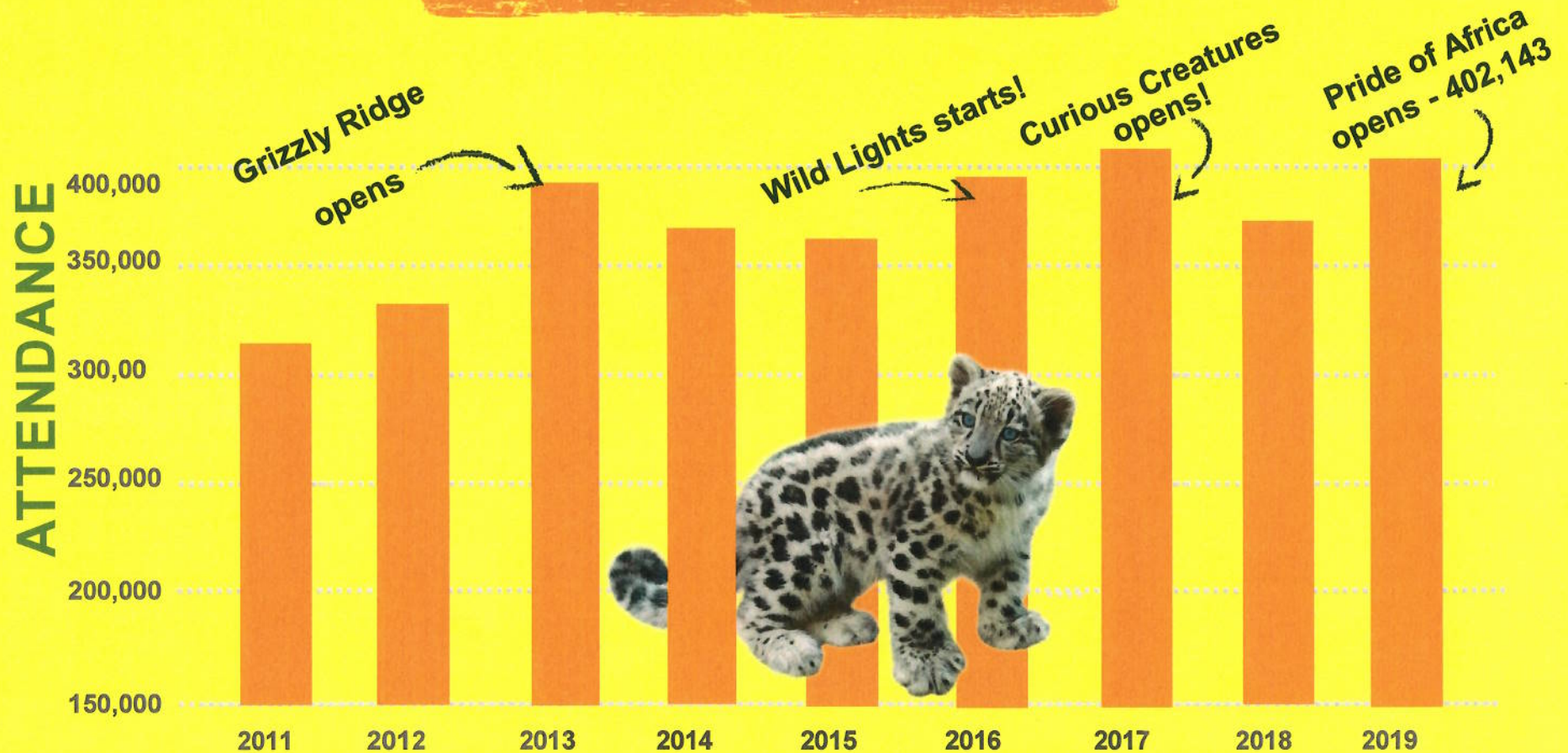




# WHERE HAVE WE BEEN?



Since 2011, attendance at the Akron Zoo has grown over 14.7%.



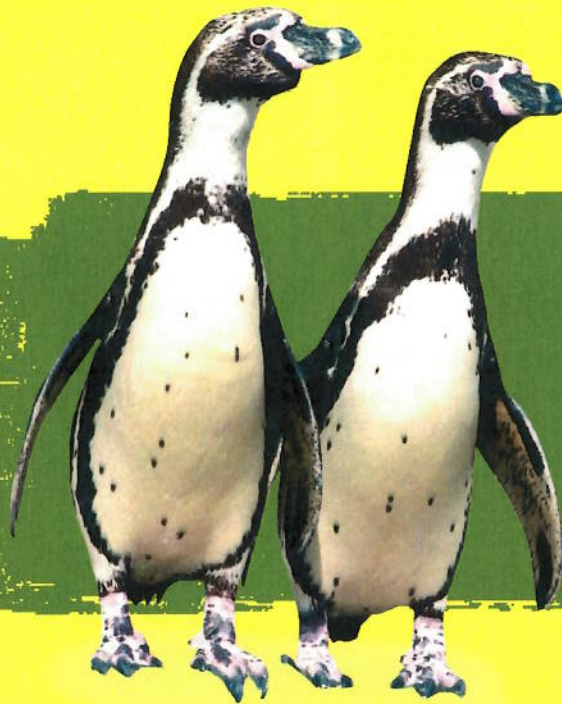
Since receiving public funding in 2001 attendance grew from 114,139 to 402,143. 40% of our guests are from Summit County 60% reside in surrounding counties and states







# RETURN ON INVESTMENT



The Akron Zoo has generated nearly **\$8** in impact for every **\$1** of levy support received since 2011.

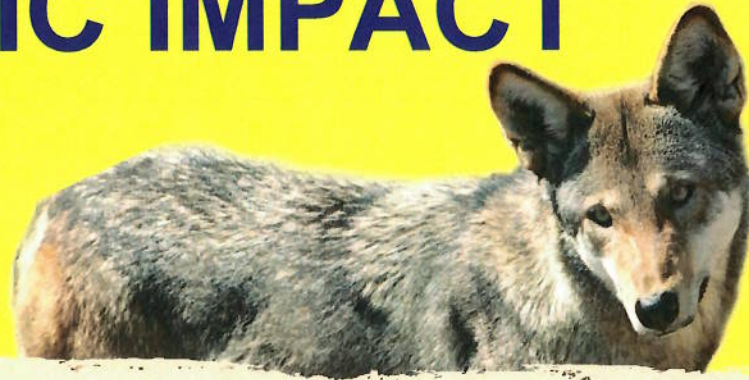
(\$66.9 million invested, \$506 million returned)





# ECONOMIC IMPACT

Since 2011, the number of jobs supported throughout Summit County has grown by nearly **40%** to over **850 full time equivalents**.



## \$ 506 M

**ECONOMIC ACTIVITY SINCE 2011**

Since 2011, the Akron Zoo has had an overall economic impact of over \$506 million across Summit County.

This amount is inclusive of direct, indirect and induced impacts.

## 44.73% ↑

**ECONOMIC ACTIVITY SINCE 2011**

Since 2011, the Akron Zoo has experienced a 44.73% increase in overall economic activity across Summit County.

Actions that involve the production, distribution and consumption of goods and services at all levels within the Akron Zoo's area of impact.





# EDUCATIONAL OPPORTUNITIES

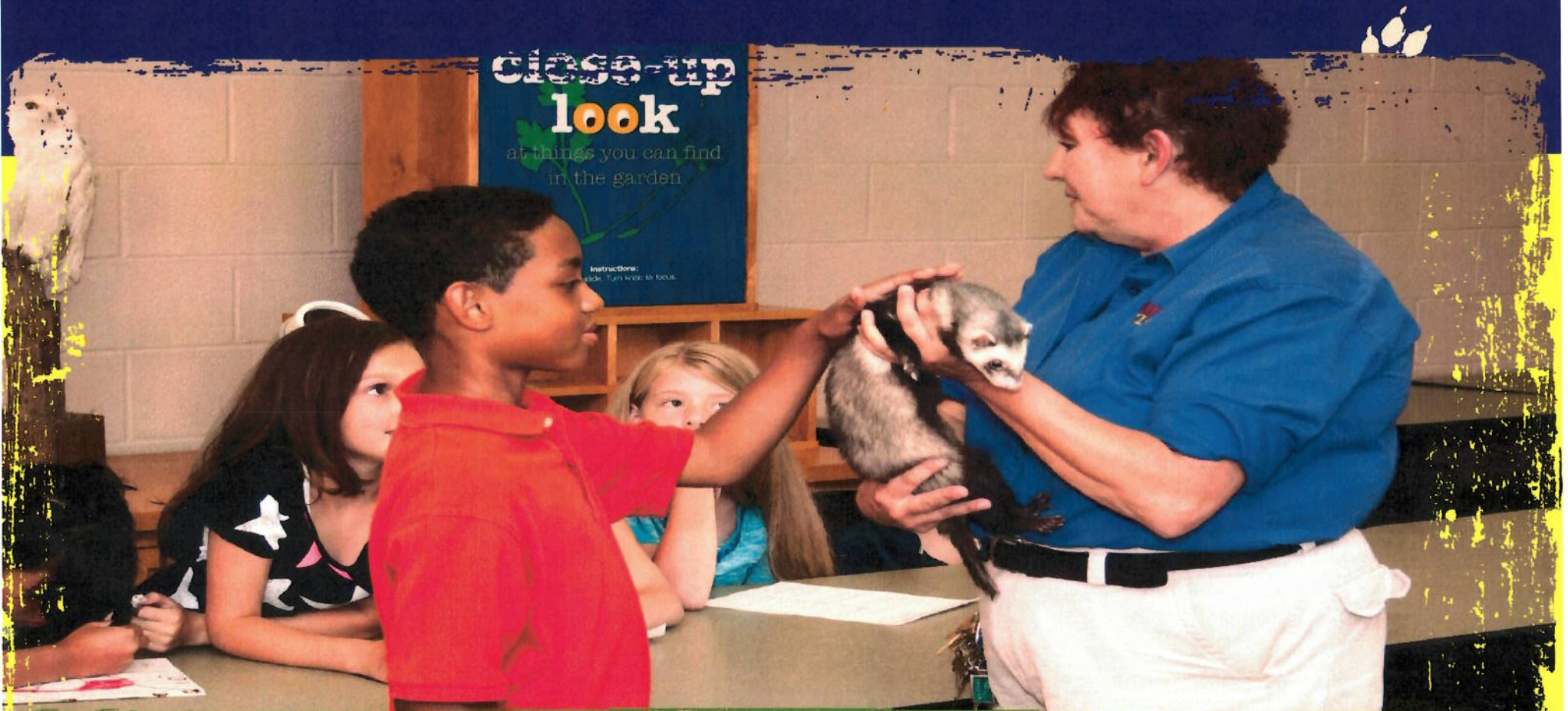


**Your Akron Zoo is the place where kids love to learn, and every visit is an opportunity for a child to come nose-to-nose with perhaps the first lion or penguin they've ever seen.**





# WHERE KIDS LOVE TO LEARN



# 91,456

individuals served by Akron Zoo  
education programs in 2019









# EDUCATIONAL OPPORTUNITIES



**Akron Zoo is a leader in providing STEM focused education opportunities for school age children.**

## **In 2019, the Akron Zoo...**

-  Served **81 school districts** in Northeast Ohio.
-  Welcomed **35,404 school children** for class **field trips**.
-  Provided **131 on grounds programs** to over 6,420 people.
-  Reached over **44,850 individuals** through outreach programming.





# SAVING SPECIES

**To help save endangered species from extinction, we participate in 46 species survival plans and 21 conservation projects.**

**We are one of only 237 AZA-accredited zoos.**





# A RESPONSIBLE STEWARD

**With levy funding, the zoo has been able to create new habitats.**

**Now, 250 species and over 1,000 animals call the Akron Zoo home.**





# NOVEMBER 2020

**The Akron Zoo will be on the November 3, 2020 ballot requesting a 0.8 mil renewal levy and 0.4 mil increase. This request will be \$2.92 per month for the owner of a \$100,000 home.**

**This is the first time since our original levy passed 20 years ago that the zoo is asking for an increase.**





# GIVING BACK



**Every household in Summit County receives back their financial investment in the Akron Zoo through free admission granted during our annual Summit County Community Appreciation Days.**





# GIVING BACK

Free Days	Discounted Days/Programs
Summit County Community Days	Museums for All
Backpack Adventure with Akron Public Schools	Military Discount
Dreamnight with Akron Children's Hospital	Senior Safari
Ticket for Kids	School Group Rate
Bridgestone Americas Admission Fund	Winter Rate
Super Saturday with Keep Akron Beautiful	Veteran's Week
Martin Luther King Jr. Day	Mother's Day
Presidents' Day	Father's Day
Election Day	





# SUPPORTING THE LEVY...

**Is an investment in the Summit County economy, education, wildlife and conservation.**

**Increases science and STEM based education and outreach programs for kids, seniors and families.**

**Increases involvement in species survival plans and conservation programs to educate kids and families and save endangered species.**

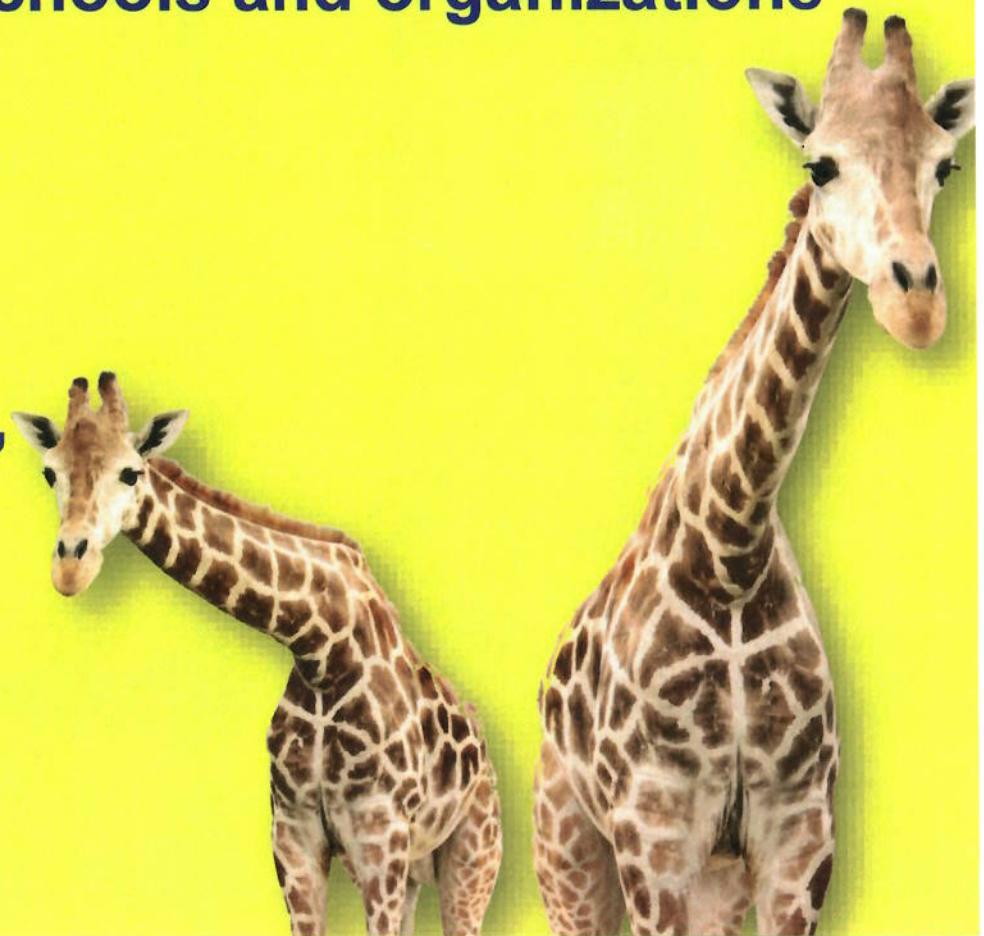




# **SUPPORTING THE LEVY...**

**Increases partnerships with schools and organizations across Summit County.**

**Allows your Akron Zoo to provide more education, animals and exciting habitats, such as potential projects featuring giraffes.**





# SUMMIT COUNTY COMMUNITY DAYS

## Schedule

**August 15 - 28**

City of Akron

**August 29 – September 11**

Cuyahoga Falls, Reminderville, Richfield Township, Richfield Village, Silver Lake, Stow, Twinsburg City, Twinsburg Township

**September 12 - 25**

Boston Heights Village, Boston Township, Hudson, Macedonia, Munroe Falls, Northfield Center, Northfield Village, Sagamore Hills, Peninsula

**September 26 – October 9**

Barberton, Bath, Clinton, Copley, Coventry, Fairlawn, Green, Lakemore, Mogadore, New Franklin, Norton, Springfield, Tallmadge



# SUMMIT COUNTY COMMUNITY DAYS

## Ticket Distribution in 2020

**Your community will have 14 days to choose from during the two week time period. Tickets will be available two weeks in advance of your community's first visit date.**

**During the two weeks your free tickets are available, residents will be able to get up to four free tickets by going to the zoo's website: [www.akronzoo.org](http://www.akronzoo.org).**

**A Summit County Community Days page will be on the zoo's website with step by step instructions on how Summit County residents can secure free tickets. We do have to limit the number of tickets available each day to prevent overcrowding and allow for social distancing.**





# ENDORSEMENT

## Two ways to endorse the campaign

1. Personally
2. Council can vote to endorse



A form is included as the last page of the presentation.



# Questions

**Website:**

**[www.akronzoo.org](http://www.akronzoo.org)**

**E-Mail:**

**[info@akronzoo.org](mailto:info@akronzoo.org)**

**Phone: 330-375-2550**

**We would love to hear  
from you!**





# ENDORSEMENT FORM

- ☐ **Yes, I endorse the levy campaign being conducted by the Akron Zoo.**  
The signature below serves as authorization to use my name/likeness for general publicity purposes related to the campaign.
- ☐ **Yes, my organization endorses the levy campaign being conducted by the Akron Zoo.**  
The signature below serves as authorization to use the organization name for general publicity purposes related to the campaign.
- ☐ **Yes, I can help the campaign in other ways. Please contact me to volunteer.**
- ☐ **Yes, I would like to show my support and request a yard sign.**

NAME:

CITY:

TITLE:

ZIP:

ORGANIZATION:

PHONE:

ADDRESS:

EMAIL:

SIGNATURE:

## 2 WAYS TO COMPLETE YOUR ENDORSEMENT:

1. Complete online at: [VoteAkronZoo.org](http://VoteAkronZoo.org)
2. Print pdf. Complete, scan and send this form to [info@voteforakronzoo.org](mailto:info@voteforakronzoo.org).

**Thank you for your support!**

**Vote on  
or before  
Nov. 3.**



# VoteAkronZoo.org

PAID FOR BY THE CITIZENS FOR OUR ZOO'S FUTURE