

The Campaign
For Our

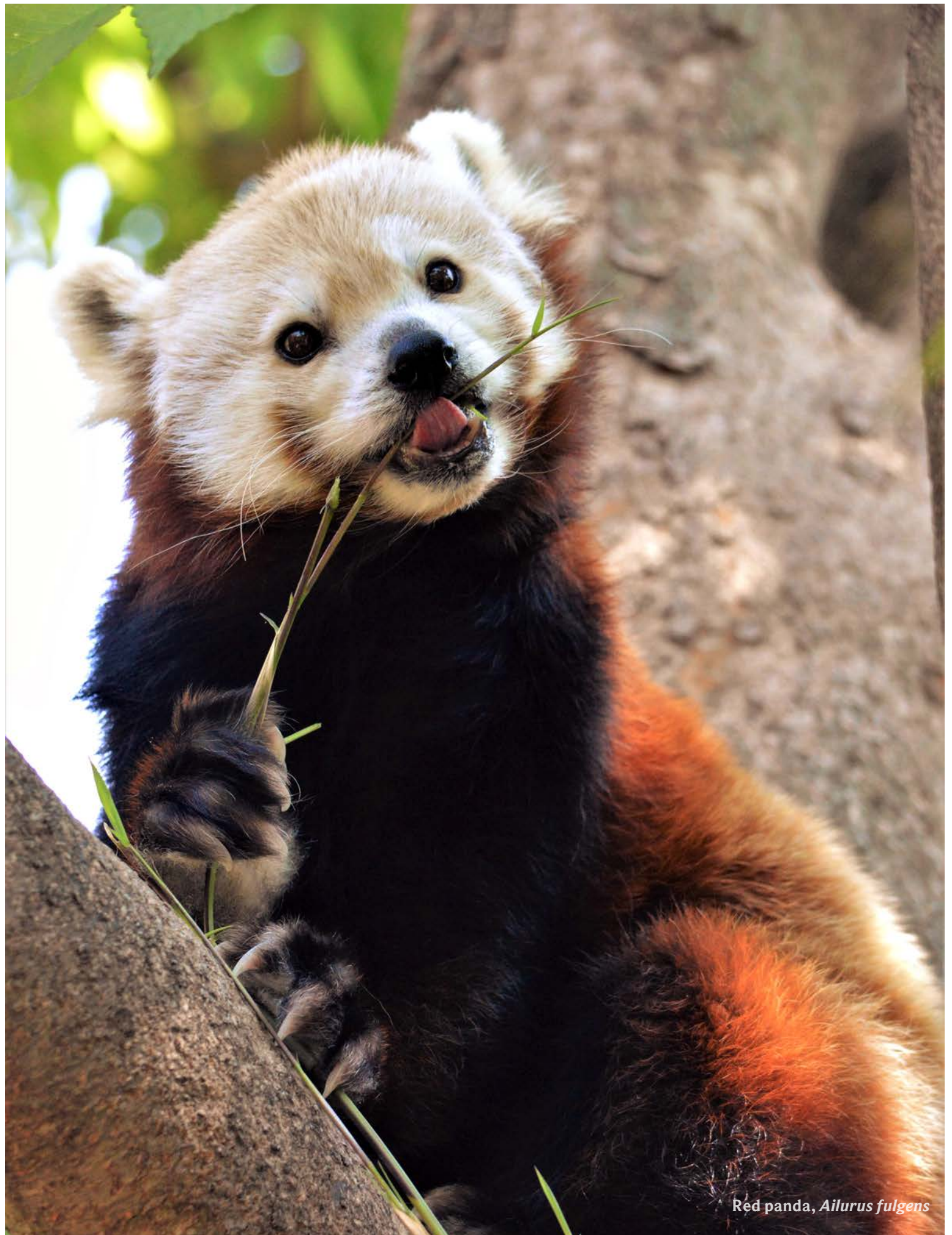
Zoo

Community

World

INDIANAPOLIS ZOO





Red panda, *Ailurus fulgens*

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Reticulated Giraffe, *Giraffa camelopardalis reticulata*



We are part of the fabric of the community — delighting families, providing exceptional care for animals, advancing global conservation efforts and contributing economic impact.

At a moment when the diversity of life on our planet is waning at an unprecedented rate, we have the power to do more. We have the power to change the course of our planet. To not simply showcase the natural wonders of our world, but to protect them. To become one of the most conservation-literate cities in the nation.

We are planting a flag and asking you to join us on this journey.

With a \$53 million capital investment, we will expand our guest capacity and reimagine the entry experience, taking guests first through the White River Gardens and then our new Global Center for Species Survival, immersing guests in nature from the start of their Zoo visit. We will advance chimpanzee care with a groundbreaking environment that will span a large portion of our footprint — one that fully engages visitors and allows them to make a personal connection with these noble apes. And we will place Indianapolis at the very center of local, national and international conservation strategy through our partnership with the International Union for Conservation of Nature Species Survival Commission.

The Indianapolis Zoo is more than a place. It's a place with a purpose. We invite you to join us in this mission to inspire, educate and save species. Together, we have the power to protect the natural world.

Path to Success

At the Indianapolis Zoo, we are known for strong global conservation efforts, bold new educational initiatives, rich animal habitats, and thrilling visitor experiences.

The Indianapolis Zoo is the largest zoo in the United States to receive no tax-based revenue.

The Indianapolis Zoo makes a real difference for the future of the local Indianapolis community and the wider natural world. And we consistently deliver. With the help of our generous supporters, the Zoo's last four capital campaigns have raised \$91 million for new and upgraded exhibits and educational programming.

A privately-operated nonprofit organization, our Zoo is the largest in the United States to receive no tax-based revenue. Our founders, board, and management believe that sound business practices are central to our mission. This includes living within our means, providing economic and cultural value to the community, and remaining steadfastly accountable to our stakeholders.

With this campaign, and your help, we will fortify the Indianapolis Zoo's position as a conservation leader and maximize our impact.

An Effective Campaign

The three primary components of the campaign benefit:

- **Our Zoo**
The campus, animals and visitor experience.
- **Our Community**
The Indianapolis community and economy.
- **Our World**
The planet we all share.



Orangutan, *Pongo abelii*



Photo Credit: Erik Markov

The Indianapolis Zoo envisions a world where people and nature thrive. The Campaign For Our Zoo • Our Community • Our World. is squarely focused on this goal, and work is ongoing. The three primary components of the campaign plan benefit — (i) the Zoo campus, animals, and visitor experience, (ii) the Indianapolis community and economy, and (iii) the planet we all share.

What do we expect to see as a result of these enhancements? The International Chimpanzee Complex will draw 200,000 additional visitors per year, inviting them to personally connect, care, and take action to protect wild chimpanzees. The Global Center for Species Survival will solidify the Indianapolis Zoo's position as an international conservation leader. And our parking expansion and enhanced entry will reframe the entire guest experience.

A successful campaign will delight Zoo guests for generations and create a better world for animals and humans alike.

Our Mission

**We protect
nature and
inspire people
to care for
our world.**



The Power of Our Zoo



The Indianapolis Zoo is a favorite for families, across generations. Through innovative partnerships, like the new Global Center for Species Survival, and expansive new animal experiences, like the International Chimpanzee Complex, our Zoo has the power to create a culture of conservation in Indianapolis; one in which every person values and protects the natural world.

Inspiring Guests

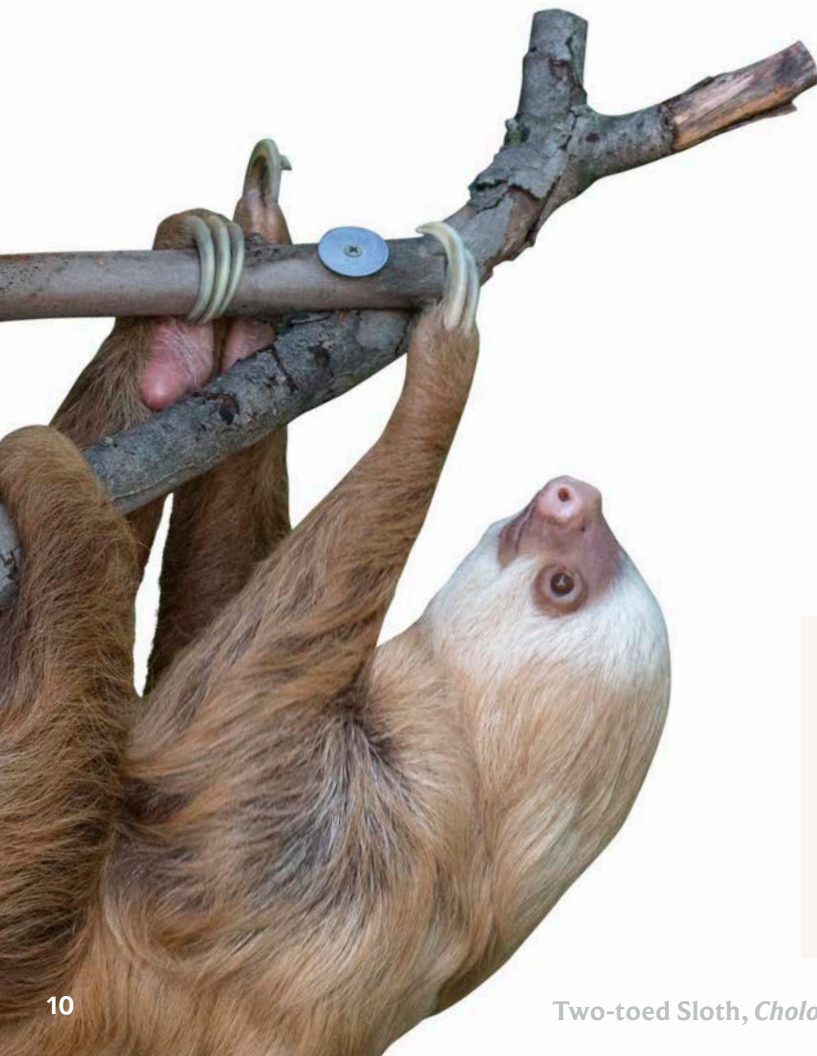
The Zoo welcomes more than a million visitors each year, and our entryway establishes an expectation for the entire guest experience. With this campaign, we will create an entrance befitting the Indianapolis Zoo — a global conservation leader and beloved city icon. The new entry experience will reframe what our Zoo can offer.

A New Visitor Services Center

A \$5 million investment will create a new arrival experience, one that's not simply convenient and efficient but inspirational as well. Guests will leave the outside world behind and step into nature via a grand Visitor Services Center connected to the White River Gardens. They'll set their own pace, proceeding through landscaped archways, past fountains and playful sculptures on their way to the Zoo animals they know and love. The entirely reimagined entry experience will be visitor-friendly and wrapped in nature: a welcoming threshold for our Zoo

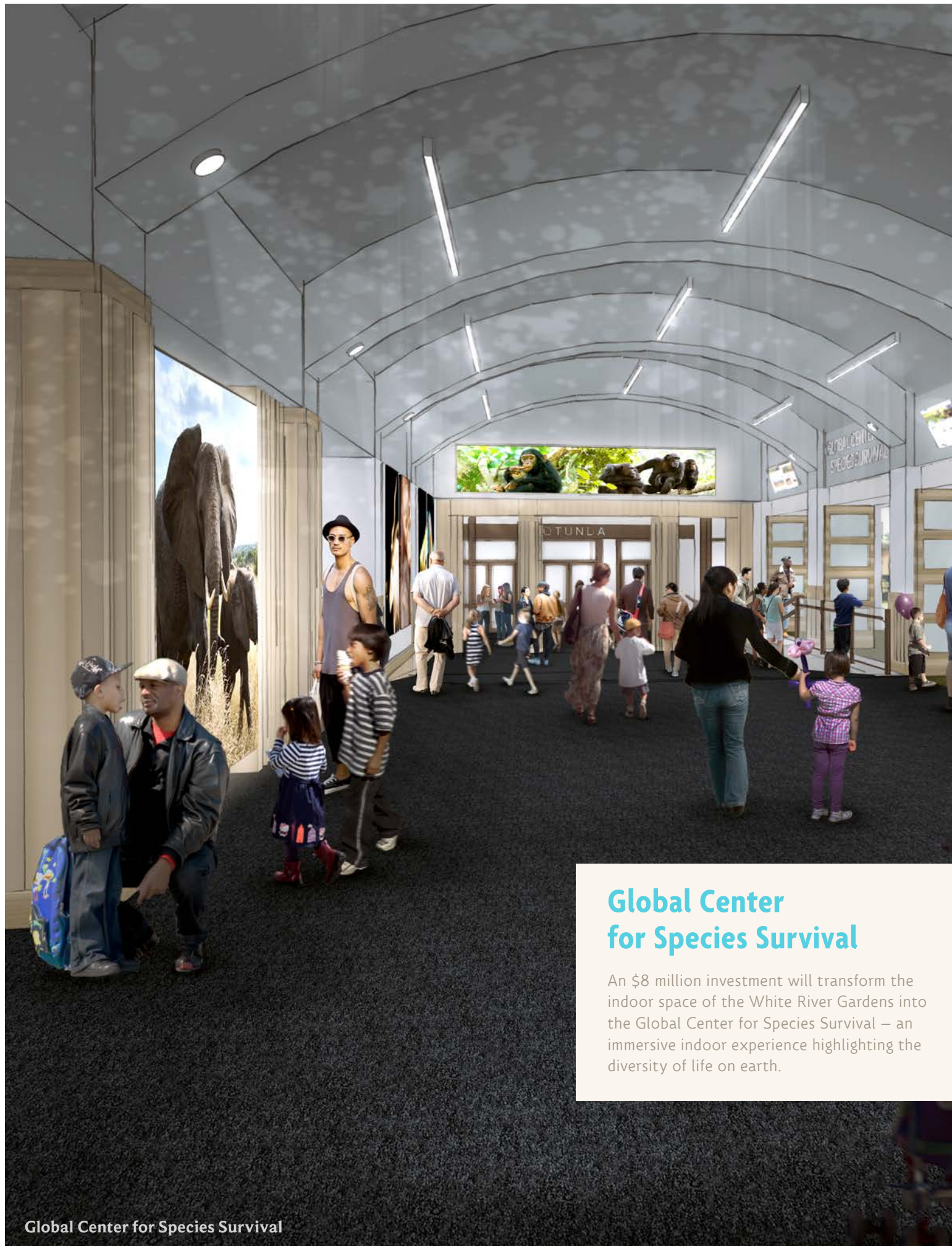
Encountering Animals

The White River Gardens will become a place of wonder and discovery — where guests might meet a chatty parrot or a sleepy sloth. Our Wild Encounter animal ambassadors will be a delightful surprise and a learning opportunity for guests of all ages.





Visitor Services Center



Global Center for Species Survival

An \$8 million investment will transform the indoor space of the White River Gardens into the Global Center for Species Survival – an immersive indoor experience highlighting the diversity of life on earth.

Creating Connections

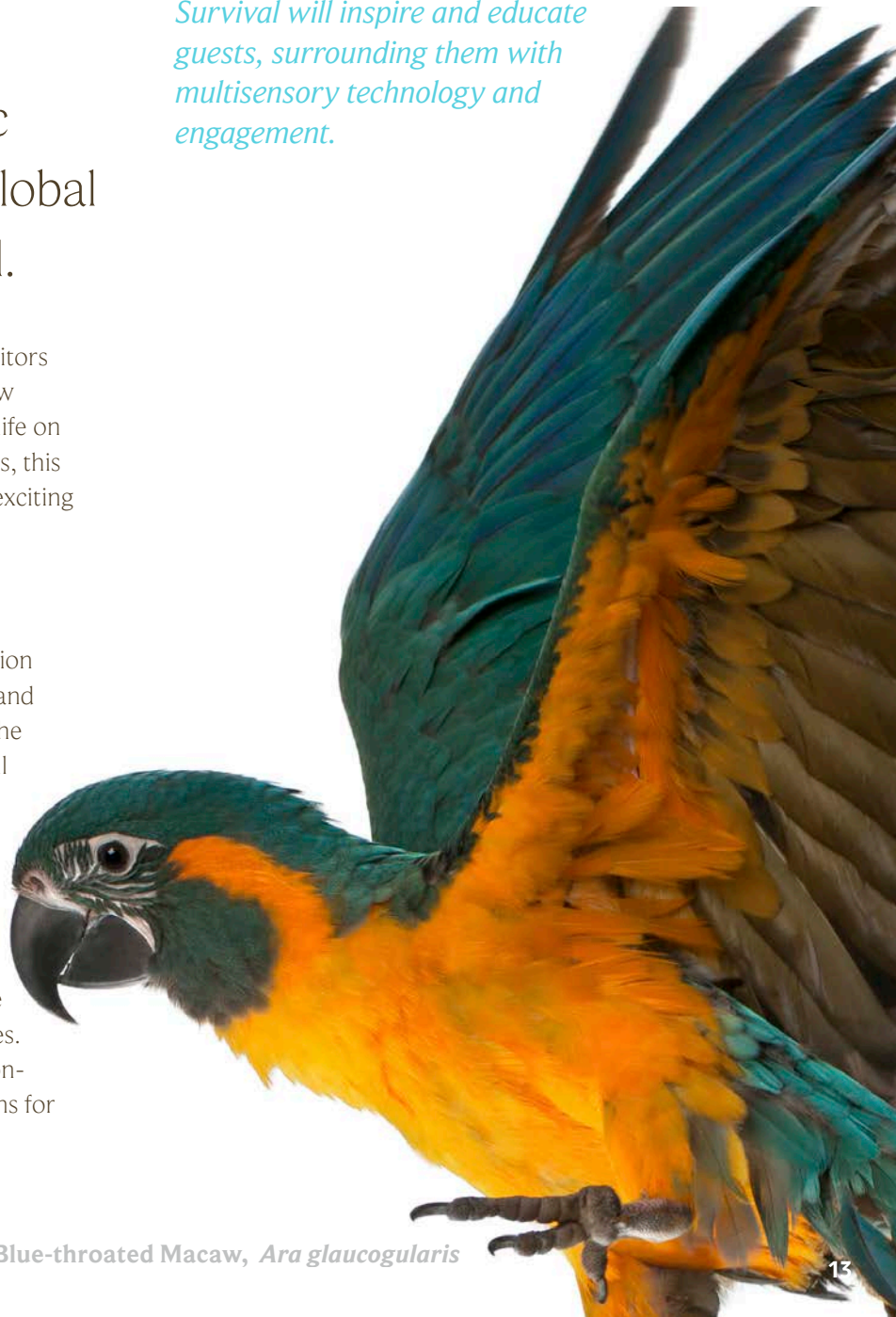
After a stroll through the White River Gardens, guests will enter a dynamic indoor environment, the Global Center for Species Survival.

The new Global Center for Species Survival will inspire and educate guests, surrounding them with multisensory technology and engagement.

Within the Global Center, more than one million visitors per year will experience our living planet from a new perspective. Designed to showcase the diversity of life on earth and the critical work of conservation scientists, this sensory adventure will make conservation science exciting and accessible for guests of all ages.

As guests enter the new Global Center for Species Survival, they will be invited to learn more about protecting our world and saving species. Conservation experts will discuss breaking news in conservation and encourage questions. From a practical standpoint, the Global Center's wide hallway and graded ramps will accommodate high-volume and low-volume visitation patterns, allowing for an improved guest experience.

The Global Center will advance the mission of the Indianapolis Zoo — to protect nature and inspire people to care for our world. It will influence attitudes and inspire guests of all ages to save species. In short, the Global Center will create a conservation-literate populace with multi-generational implications for our planet.



Blue-throated Macaw, *Ara glaucogularis*

Saving Species

At the core of the Global Center, a groundbreaking international Headquarters will be on display. A dedicated team will serve a global network of more than 10,000 science-based experts in full view of Zoo visitors.

The Global Center for Species Survival Headquarters represents an incredible partnership between the Indianapolis Zoo — an expert in public education and fundraising, and the International Union for Conservation of Nature Species Survival Commission — a global authority with wide-reaching capacity for species-saving policy and action. The goal of this collaboration is clear: to conserve the integrity and diversity of nature.

A \$5 million investment will establish the global Headquarters office and operations team of conservation experts from around the world with a clear purpose: to help save animals, plants and fungi at risk of extinction and stop the irreversible collapse of ecosystems. In addition to creating a permanent Headquarters, our Zoo will also leverage this opportunity to make conservation science relatable, entertaining, and actionable for all.

What will this mean for our Zoo and our community? The Global Center for Species Survival Headquarters will solidify our international reputation as a hub for species conservation efforts. The Zoo will host international meetings and conferences, furthering our ability for involvement with a wide scale of biodiversity projects. And, we will expand economic benefit to the community and our ability to connect science and scientists with the

The Indianapolis Zoo is at the forefront of conservation — through the establishment of the Indianapolis Prize, and in providing engaging experiences that empower visitors to take conservation action.



Red Panda, *Ailurus fulgens*



IUCN: A Powerful Ally for Our Planet

The partnership between the Indianapolis Zoo and the International Union for Conservation of Nature (IUCN) Species Survival Commission (SSC) to create the Global Center for Species Survival is the first of its kind, representing an unprecedented alliance between the network of accredited zoos and the world's oldest and largest conservation organization. The International Union for Conservation of Nature is the global authority on the preservation of the natural world.

The Species Survival Commission — an international network of 10,000 scientists — assess the status of plant and animal species around the world, plan for their conservation, and act to make those plans a reality.

Species Under Threat



The loss of diversity of life on earth in recent history is staggering, and the pace is accelerating. The IUCN Red List, the world's most comprehensive information source on the global conservation status of animal, fungi and plant species, reports that there are currently more than 120,000 species whose populations are threatened – with 32,000 species facing extinction.

120,000

Number of species whose populations are currently threatened

32,000

Number of species who are facing extinction

Source: International Union for Conservation of Nature

Conservation in Action

We are excited to announce that after an exhaustive worldwide search, the Zoo has hired the Global Center Headquarters operations team. This group of internationally known experts will amplify efforts to protect nature.

The Global Center conservation scientists will support, connect and help communicate the works of more than 10,000 scientists connected to the Species Survival Commission who are working to conserve biodiversity around the world.

The Global Center for Species Survival Headquarters and Operations Team will fundamentally transform our ability to make a genuine difference in protecting the natural world, ensuring research translates into practice through concrete action programs which will truly save species.

Building upon the Indianapolis Prize

The Indianapolis Zoo has demonstrated its ability to connect science and scientists with the public through its internationally-recognized exhibits and programming, and especially through the Indianapolis Prize. This has laid the groundwork for the Zoo's next step: the Global Center for Species Survival.





Global Center for Species Survival Headquarters

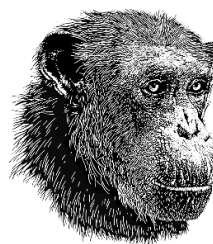
Discovering Chimpanzees

The International Chimpanzee Complex will span a large portion of the Zoo's campus and provide an enriching, functional forest for approximately 30 chimpanzees. This innovative exhibit will recreate important aspects of chimpanzees' natural habitat, allowing chimpanzees to thrive.

Chimpanzees have distinct cultures and emotionally rich relationships. Much like human beings, chimpanzees are highly social animals who live in societies with complex norms and behaviors. Witnessing these similarities can serve as both a reminder of our own connection to the natural world and a call to provide stewardship to a kindred species that is threatened with extinction.

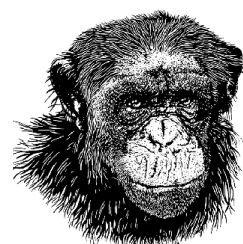
Meet Our VIPs*

The Indianapolis Zoo is now home to two males and three female chimpanzees. They currently live in a private area of the Zoo until the International Chimpanzee Complex is completed. The Indianapolis Zoo is proud to offer Sue, Bill, Lucy, Lela, and Ben a home where we can provide them with exceptional care and quality of life. We look forward to introducing you to these very important primates.*



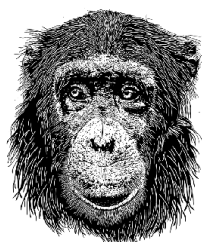
Lucy

Female
Born 1987



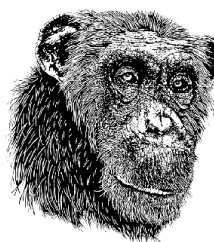
Lela

Female
Born 2007



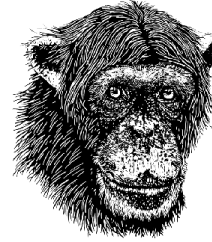
Ben

Male
Born 2012



Sue

Female
Born 1989



Billy

Male
Born 2006



Chimpanzee, *Pan troglodytes*



Chimpanzees Will Make Choices

The International Chimpanzee Complex will provide an environment where chimpanzees can make decisions about where they go, what they do and with whom they interact. Chimpanzees typically live in a community of twenty to fifty individuals from both sexes and all ages. Organized around a strict social hierarchy, wild chimpanzees spend their days foraging for food, jostling for power and influence, and strengthening their bonds with other chimpanzees through grooming and playing.

A “fusion-fission society” describes the chimpanzee social system. Throughout the course of the day, they will split up (fission) and come back together (fusion). A spectacular fusion space for the apes is envisioned near the existing front entrance. This complex and dynamic area will provide the chimpanzees with elevated spaces that allow a view of downtown Indianapolis and White River State Park.







Creating Personal Connections with Chimpanzees

The International Chimpanzee Complex is poised to become one of the most popular experiences at the Indianapolis Zoo. Guests will discover these great apes in an environment that respects their natural needs, social structures, and behaviors. Generations of Zoo patrons will grow up with close, personal ties to chimpanzees, forming an affinity for these magnificent animals that will last a lifetime.

The International Chimpanzee Complex will attract attention from regional colleges and universities interested in observational research. Scientists will study and learn from the chimpanzees at our Zoo in an environment which replicates nature as closely as possible.

Moreover, the International Chimpanzee Complex will help build an informed constituency for the protection of wild chimpanzees. It is our goal to revolutionize attitudes and perceptions, leading to greater appreciation for chimpanzees in all contexts.





Chimpanzee Tool Use and Ingenuity

Chimpanzees utilize memory, insight, social learning and problem-solving skills in many aspects of their behavior. One important example is the way chimpanzees make and use tools. Chimpanzees employ 21 modes of tool use, such as cracking nuts open with stones, using large banana tree leaves as umbrellas, extracting termites with sticks and even hunting prey animals with spears.

Within the new Complex, they will enjoy the freedom to visit the tool use space at their own leisure, similar to the ways in which wild chimpanzees explore and move about their home-ranges in African forests. By emphasizing chimpanzees' ingenuity and creativity through spontaneous and demonstrated tool use, guests will have powerful impressions of what chimpanzees are really like and the critical need to secure their future in the wild.





Chimpanzee Behavior and Cognition

At the Cognition Center within the International Chimpanzee Complex, chimpanzees will engage in cognitive tasks through computerized touch panel stations designed by scientists to study how they think and perceive the world. Visitors to the Cognition Center will observe this effort and be given opportunities to complete the same cognitive tasks as the chimpanzees, thereby forging intellectual connections between humans and apes. The tasks are designed to stimulate the chimpanzees' mental abilities and automatically reward them with food based on their performance. By placing computerized touch panel stations at the Cognition Center and around the expansive network of buildings and yards, our chimpanzees will have incentive to "forage" by travelling between the stations and to display fusion fission social dynamics.

The Cognition Center will serve as the central location for a variety of chimpanzee research and enrichment efforts. Visitors will gain exposure to cutting-edge cognitive research and will learn about the ways in which they can help to protect wild chimpanzees. Much like the Simon Skjodt International Orangutan Center, the International Chimpanzee Complex expects to publish important chimpanzee research based on work here at the Indianapolis Zoo. This research will contribute to our collective understanding of chimpanzees and, by comparison, other great apes.



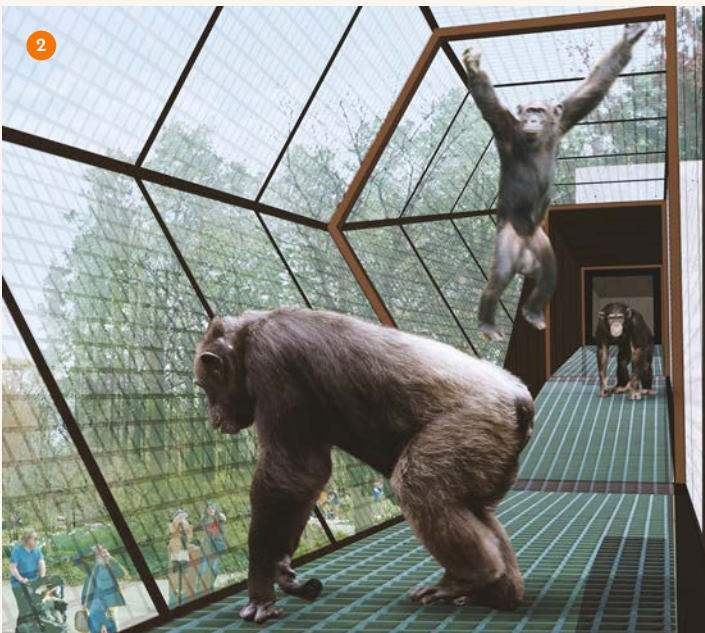


A Functional Forest, Spanning the Zoo

To achieve both unparalleled animal welfare and guest experience, the concept of the International Chimpanzee Complex includes redrawing the perimeter of the Zoo, expanding it dramatically and allowing chimpanzees to travel through the Zoo and experience a fusion-fission society. Individual chimpanzees can come and go among different social groups, which may change from moment-to-moment or day-to-day.

Our design involves multiple indoor and outdoor destinations for the apes spread out over hundreds of meters around the Zoo. Our community of chimpanzees will have a vast environment with multiple outdoor yards and buildings. They will have free range over their entire territory. Every destination will be connected by a series of elevated trails viewable by the public, enabling the chimpanzees to travel freely among spaces, choosing where and with whom they will spend their time. Their outdoor yards will feature structures with ample vertical space and climbing opportunities that offer views of the Zoo, White River and downtown Indianapolis. Perfect areas for them to spend time with their friends.

- 1 **Community Hub** will offer guests glimpses of chimpanzees at the Zoo, first as they enter the Visitor Services Center and again when they exit the Global Center for Species Survival.
- 2 **Chimpanzee Trail** will create enclosed pathways and enable chimpanzees to travel, either alone or in groups; giving the apes an opportunity to relax, socialize, groom and take breaks. Guests will see chimpanzees along their daily journeys.
- 3 **Cognition Center** will be a key destination for chimpanzees and Zoo guests. Much like wild chimpanzees in African forests, the apes will explore and choose their companions and activities, exercising their cognitive abilities in the process.
- 4 **Chimpanzee Culture Center** will provide multiple indoor spaces for chimpanzees to gather in small groups. Visitor spaces within this building will also be indoors, creating a comfortable break from the elements.



Expanding Our Reach

In a typical campaign, parking lots aren't inspiring. This isn't a typical campaign or a typical parking project. For our Zoo, parking acquisition and development is a linchpin to what's possible for our future.





Our master plan includes a complete reimagining of the entry experience — which will repurpose a large portion of the current parking lot. Expanding our footprint into the current parking lot and moving a fraction of the parking spaces off-site allows us to utilize the freed space on our main campus for expanded exhibits and enhanced experiences. In 2019, the Indianapolis Zoo acquired 26.5 acres of land south of West Washington Street on the site of the former GM Stamping Plant. This includes a parcel that is zoned for commercial parking and storage.

As we move into the construction phase of the master plan, it will be necessary to ensure a comfortable visit for guests from the moment they arrive. A portion of this lot is slated for development of 1,000 permanent parking spaces with a paved surface, permanent lighting, landscaping, and appropriate guest services. In the near term, this new “South Lot” will expand our total visitor capacity.

A \$7 million investment in parking acquisition and development will not only enhance our sustainability, it will help us expand our core offering and our reach.

Financials

To inform investments and anticipate potential outcomes of the campaign, the Indianapolis Zoo engaged independent consultants to conduct feasibility and economic impact studies*. The resulting campaign plan builds on the Zoo’s accomplishments and expertise and will include bold new initiatives, rich and expansive animal habitats, and transformative visitor experiences.

Campaign Components

Visitor Services Center	\$5M
Global Center for Species Survival.....	\$8M
Global Center Headquarters and Operations.....	\$5M
International Chimpanzee Complex.....	\$25M
Parking Acquisition and Development	\$7M
Campaign Fundraising Expenses	\$3M
CAMPAIGN TOTAL.....	\$53M

Zoo Benefits

Attendance

+200,000

The International Chimpanzee Complex will attract 200,000 additional visitors to the Indianapolis Zoo, in the first year.

Net Income

\$83M

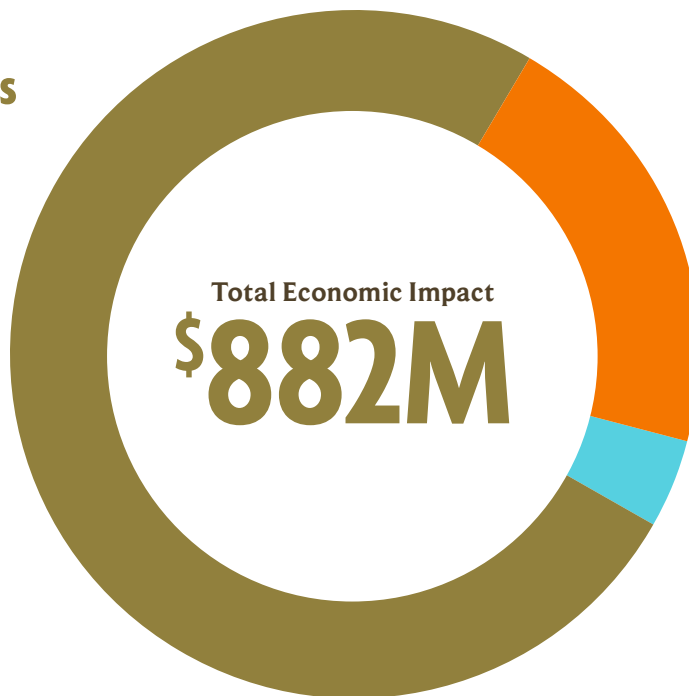
The \$53 million master plan investment will generate \$83 million in income for the Zoo over an 8-year period (2021-2029), creating a \$30 million gain in incremental net income.

*The Indianapolis Zoo engaged Zoo Advisors and Intelligent Analytics and Modeling to calculate the economic impact of the Zoo on the Indianapolis-Carmel-Anderson Metropolitan Statistical Area for the period of 2014 to 2029.

Community Benefits

Economic Impact

Over a 15-year period, 2014-2029, the Indianapolis Zoo will have an \$882 million economic impact on the local community.



\$197M

Direct Operations

\$649M

Tourism

(visitors outside the Metropolitan Statistical Area)

\$36M

Capital Expenditures

Tax Revenue

\$31M

From that \$882 million, \$31 million of tax revenue is generated.

Jobs

6,211

Over the same 15-year period, the Zoo will support 6,211 local jobs.

Master Plan Effect

\$50M

Pre-plan



\$60M

Post-plan

Prior to the new master plan (2014-2020), the Indianapolis Zoo had a \$50 million annual economic impact on the Indianapolis Metropolitan Statistical Area. That is expected to jump to a \$60 million annual impact post-plan (2021-2029) – a 20% increase.



Orangutan, *Pongo* spp.

Conclusion



Our planet has reached a critical point. To reverse the decline in biodiversity, global dedication is required. Saving the wild, protecting species, conserving our natural world — do we have the will and the power to change?

For the Indianapolis Zoo, the resounding answer is yes. We will do everything in our power to change the course of our planet. To not simply showcase the natural wonders of our world, but to protect them. To make Indianapolis one of the most conservation-literate cities in the nation. To enhance not just this Zoo, but the experiences that move visitors to take action.

The Indianapolis Zoo is more than a place. It's a purpose. With a \$53 million capital investment, we will invest in the future of our Zoo, our community, and our world. The time for change is now, and we invite you to join us.

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Major Gift Opportunities

You can make a gift to support the Campaign For Our Zoo • Our Community • Our World that will delight Zoo guests for generations and help the Zoo fulfill its mission to protect nature and inspire people to care for our world. If you are interested in making a gift to the Zoo and would like to know more about recognition opportunities within the campaign, please call Julie McDearmon at 317-630-2703.



Naming Opportunities Still Available

International Chimpanzee Complex

International Chimpanzee Complex	\$5 million
Chimpanzee Community Hub	\$3 million
Crossover Exchange Bridge	\$1.5 million
Chimpanzee Plaza	\$1 million
Chimpanzee Central Tower	\$750,000
Cognition Center Visitor Gallery	\$500,000
Chimpanzee Crossroads	\$500,000
Cognition Center Atrium	\$500,000
Chimpanzee Culture Center Atrium	\$500,000
Chimpanzee Culture Center Gallery	\$500,000
Culture Center Video Wall 1	\$250,000
Culture Center VIP Viewing	\$250,000
Chimpanzee Trail Tower	\$250,000
Culture Center Galley Kitchen	\$150,000
Culture Center Video Wall 2	\$150,000
Chimpanzee Garden	\$150,000
Cognition Center Nutrition Center	\$150,000
Cognition Center Research Office	\$150,000
Cognition Center Research Station	\$100,000
Cognition Center Exit Vestibule	\$100,000
Culture Center Exit Vestibule	\$100,000
Primate Curator Office	\$100,000
Culture Center Main Commissary	\$100,000
Cognition Center Staff Hallway	\$75,000
Culture Center Staff Hallway	\$75,000
Cognition Center Chimpanzee Room	\$75,000
Chimpanzee Trail 40ft Section	\$50,000
Chimpanzee Trail 30ft Section	\$40,000
Chimpanzee Rooms	\$50,000
Chimpanzee Trail 20ft Section	\$30,000
Chimpanzee Transport	\$25,000
Chimpanzee Plaza 4-Section Bench	\$15,000 per section (3 available)

Global Center for Species Survival

Global Center for Species Survival	\$5 million
Endowed Global Center Staff Position	\$2 million per position
Global Center Headquarters	\$1.5 million
Our Living Planet	\$1.5 million
Conservation Corridor	\$1 million
Global Center Conference Room 1	\$500,000
Global Center Mezzanine	\$250,000
Conservation Corridor Video Wall	\$250,000
Grand Concourse Video Wall 1	\$250,000
Grand Concourse Video Wall 2	\$250,000
Grand Concourse Video Wall 3	\$150,000
Global Center Video Panels (2 pairs)	\$100,000 per pair
Global Center Conference Room 2	\$100,000
Global Center Conference Room 3	\$50,000

Visitor Services Center

Visitor Services Center	\$2 million
Nature Path	\$1.5 million
Exit Plaza	\$1 million
Welcome Garden	\$1 million
Room with a View	\$100,000
Public Safety Center	\$100,000
Accessibility Station	\$75,000
Garden Entrance	\$50,000
Accessibility Station Entrance	\$50,000
White River Gardens 3-Section Bench	\$25,000 per section
White River Gardens 2-Section Bench	\$25,000 per section
Tree on Nature Path	\$25,000
Jardiniere in Welcome Garden	\$25,000
Stroller Parking	\$15,000
Engraved Pavers along Nature Path 12"x18"	\$10,000
Engraved Pavers along Nature Path 12"x12"	\$5,000
Engraved Pavers along Nature Path 12"x6"	\$2,500

In addition to the opportunities listed above, all gifts will be recognized on one of two public donor boards on Zoo grounds. One board will recognize gifts of \$500-\$9,999 and the second board will recognize gifts of \$10,000 and more.

**We protect nature and inspire
people to care for our world.**

INDIANAPOLIS ZOO

For more information, please contact

Julie McDearmon, CFRE
Director of Institutional Advancement
317-630-2703 | jmcdearmon@indyzoo.com