

Welcome to Omaha!



Mandy Rosenquist

Vice President of Communications, Marketing & Events

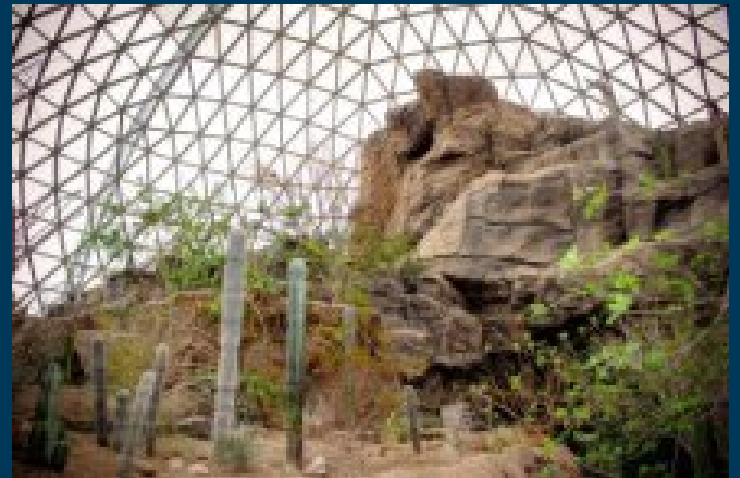
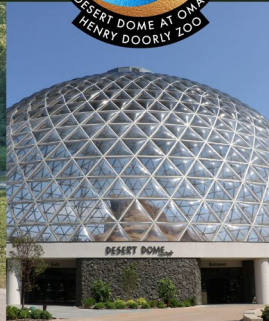
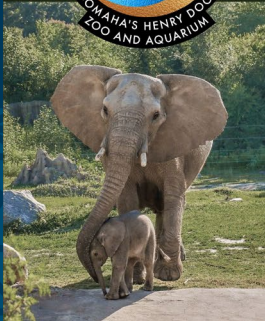


OMAHA'S HENRY DOORLY ZOO & AQUARIUM®

BEST ZOO, YEAR TWO



THANK YOU FOR VOTING US
#1 ZOO
#1 ZOO EXHIBIT
#1 SAFARI PARK
IN THE NATION





Who Wore it Best?



Challenges



2024 Membership

Accounts for 34% of Projected
Revenue

Opening New Exhibit
90,000 Members

Challenges:

Why become a member?

Why renew?

Memberships have gone down, why?



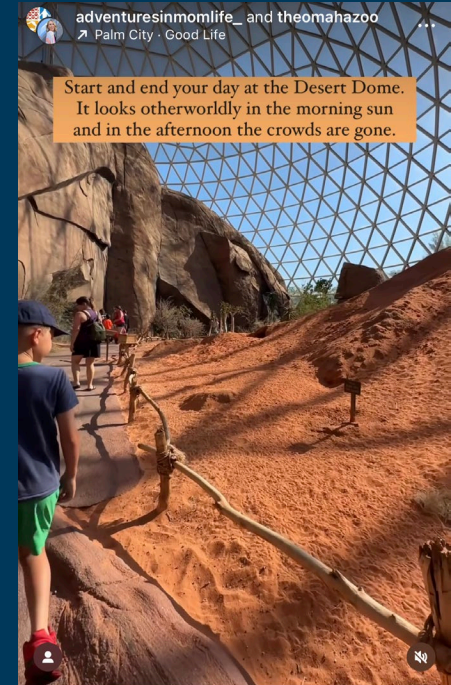
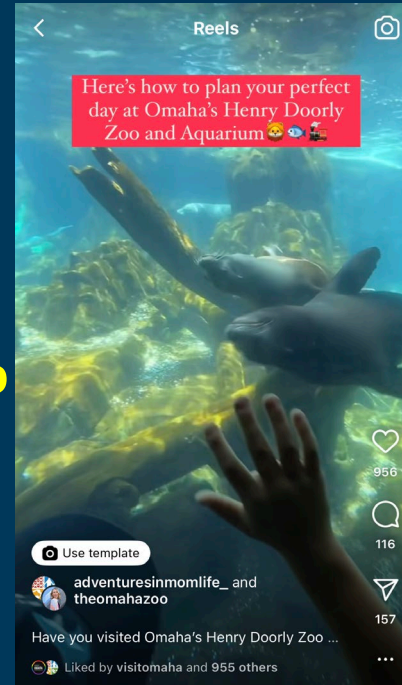
Summer Fun (Local) & Regional

Accounts for 35% of Earned Revenue

Challenges:

What brings visitors from other states to Omaha and our Zoo?

What makes them want to visit more than once?



Recruitment

Hiring



**WE'RE
HIRING**

AND OUR JOBS ARE WILD!

Click to learn more at www.OmahaZoo.com/WorkHere.

Retaining staff



Late Nights at the Zoo



2021: 6 Events 20,571

2022: 10 Events 26,806

2023: 12 Events 46,529

2024 Challenges:

How to keep growing?

What brings people back?

Omaha's Henry Doorly Zoo and Aquarium's mission is to



to INSPIRE



EDUCATE



Our Curriculum is Wild.

We are now accepting applications for our Little Lions Preschool and an all-new, full-day Pre-K. There's never been a better opportunity to let your child's imagination run wild, as they explore and discover. When the zoo is your classroom, there's no limit to what you can learn.

If you'd like your child to join our pride, visit OmahaZoo.com/Education for more information.



and ENGAGE



people to
serve as



lifelong stewards for the conservation of animals and their habitats



**REDUCE.
REUSE.
RECYCLE.**

Brought to you by:

C conserving resources. Protecting our environment.

OmahaZoo.com/GoingGreenAtTheZoo

One of these things is not like the other. Can you tell the difference?

Jellyfish

Plastic Bag

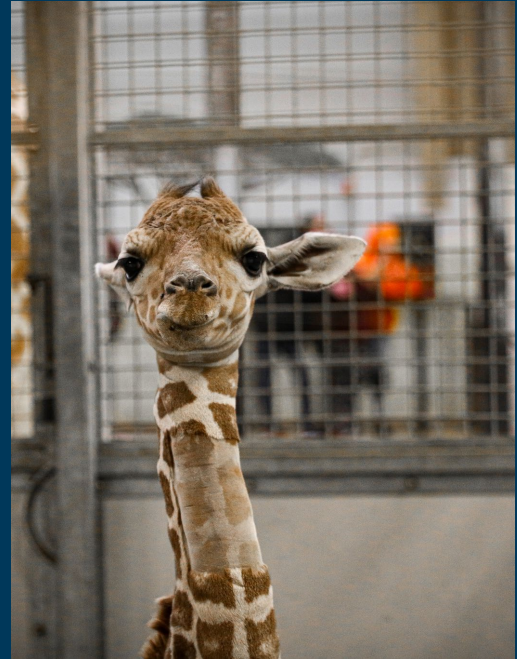
It's all the same to ocean animals looking for food.

HELP THEM OUT BY REDUCING YOUR USE OF PLASTIC BAGS.





Our Mission with a Little bit of Hope



Happy Birthday, Hope!



