



Show Me the Money



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The New Economic Reality

As contributed revenue
decreases, we need
to generate
more earned revenue.



What's a Zoo to Do?

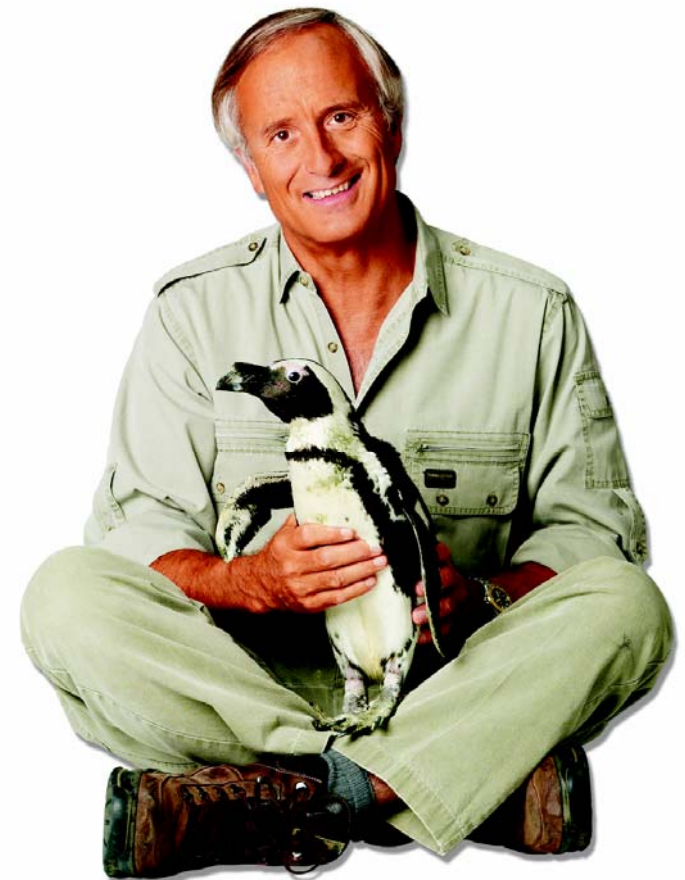


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What's a Zoo to Do?

- Know your Audience
- Create a Business Plan
- Develop Relevant Promotions, Programs and Partnerships
- Tell a Creative Story
- Execute! Execute! Execute!
- HAVE FUN

Columbus Zoo and Aquarium Success Stories



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Ride Revenue Share

- Use ride manufacturer dollars to bring in the rides.
- Share in the revenue.
- The Columbus Zoo takes in about \$1.5 million on this program. We now own the rides as they were paid off over time.



Group Sales

- 20 percent of attendance should come from Group Sales.
- Corporate Reps and SMERF Reps (Social, Military, Education, Religious and Fraternal), Tour and Travel, Outer Market.
- Not just order takers; get reps on the road. Support with mailers, networking and past accounts.



Group Sales

- Proper training
- Weekly reports
- Catered picnics, with added features: Creature Cash, volleyball, horse shoes, all-you-can-eat meals, animal and character appearances, sipper program, T-shirts, etc.

GROUP OUTINGS AT THE COLUMBUS ZOO ARE EASY, AFFORDABLE...AND TONS OF FUN!

TURN YOUR NEXT OUTING INTO AN ADVENTURE!
It's not business as usual, that's for sure! The Columbus Zoo offers an exotic, unforgettable location for company picnics, business meetings, bus tours and any other get-together. It's the only place on earth your outing can include 700 species of animals, 12 amusement park rides, a new animal show, 18-hole golf course, world-class water park and more.

CATERING TO EVERY BUDGET
Whether your catered outing is for 100 or over 10,000, our expert event planners can handle all the arrangements. We'll help you choose from a variety of indoor or outdoor facilities, plan a menu, even schedule the activities. All you have to do is distribute the Zoo tickets to your employees.

THE VALUE JUST KEEPS GOING.
A Zoo outing has great value. To employee morale, and your bottom line. There's free parking, free facility rental, discounts on Zoo admission and membership, and other ways to save.

THE BOTTOM LINE ON BIG EVENTS

GO WILD...WITHOUT BREAKING THE BANK.
Call Group Sales at (614) 645-3466, or visit columbuszoo.org

Schedule a meeting with a Zoo Event Planner and get a FREE Family Four Pack to the Zoo

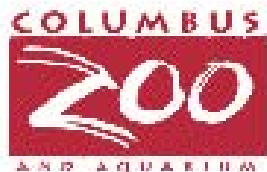
Business Name: _____
Business Contact: _____
Contact Title: _____
Address: _____
Phone: _____
Email: _____
Estimated Group Size: _____

SAFARI GROUP PLANS

ZOO

FOR 16 years the Zoo has been the site for our customer appreciation event... The Zoo staff is able to accommodate this amount with ease and efficiency.
- Steve Hull
Saturn of Columbus

"The Zoo party was a great end to a great year for our staff... employees talk about it the whole year."
- Marc Hogenbirk,
Immediate Health Assoc.



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Third Party Tie-Ins

- Food Stores/Fast Food/Beverage Partners
- Don't be afraid to give up \$1 to make \$2.
- Third Parties can add media, collateral and coupons.
- Strong campaign can double attendance.



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You know when it's real.™

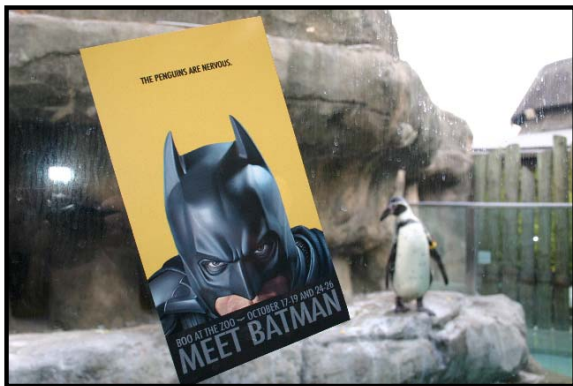
Special Events

- Team up with other organizations: Jazz Arts Group, Opera, etc.
- Media Outlets bring in characters like Dora and Diego. Special lunches to generate revenue.
- Bring in Soap Opera Stars for meet and greet.
- Classic Car show (400 cars X \$20 registration), include a raffle with donated prizes.



Special Events

- Boo at the Zoo: More than just treat stations - bring in Spiderman or Batman. Grew our attendance from 35,000 to over 80,000.
- Wildlights in the winter. 3,000,000 L.E.D lights paid for by the electric company. Draws in over 300,000 people.



Creative!!!!

- You don't need a new exhibit to bring in more revenue. We did our second highest attendance year with a snake.
- Look at what other zoos and parks are doing.
- Be CREATIVE and have fun.



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COLUMBUS



AND AQUARIUM



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