



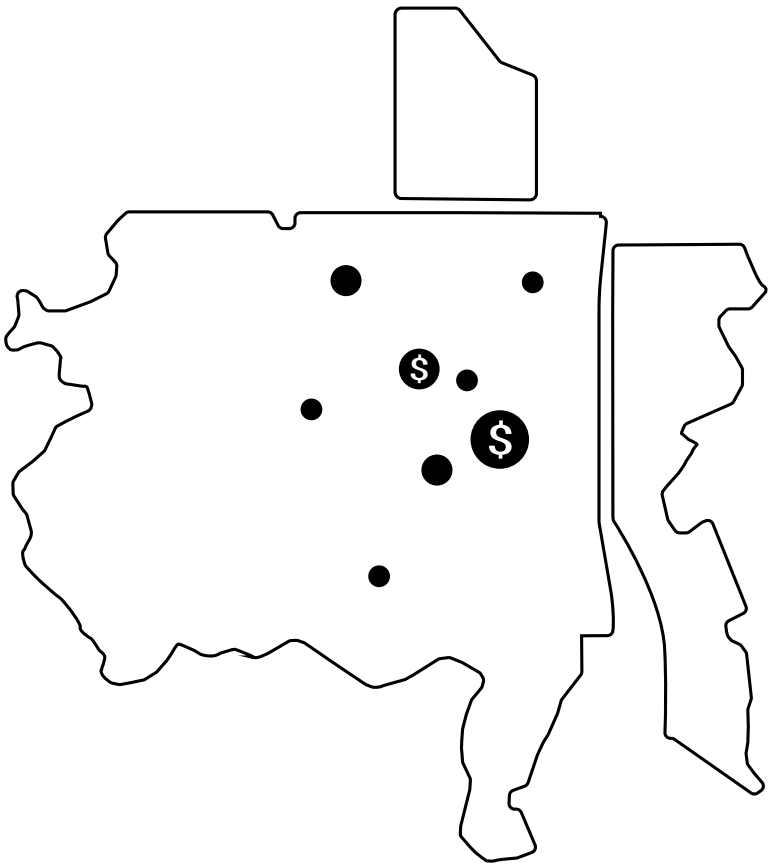
6. REVENUE GENERATION



6. REVENUE GENERATION

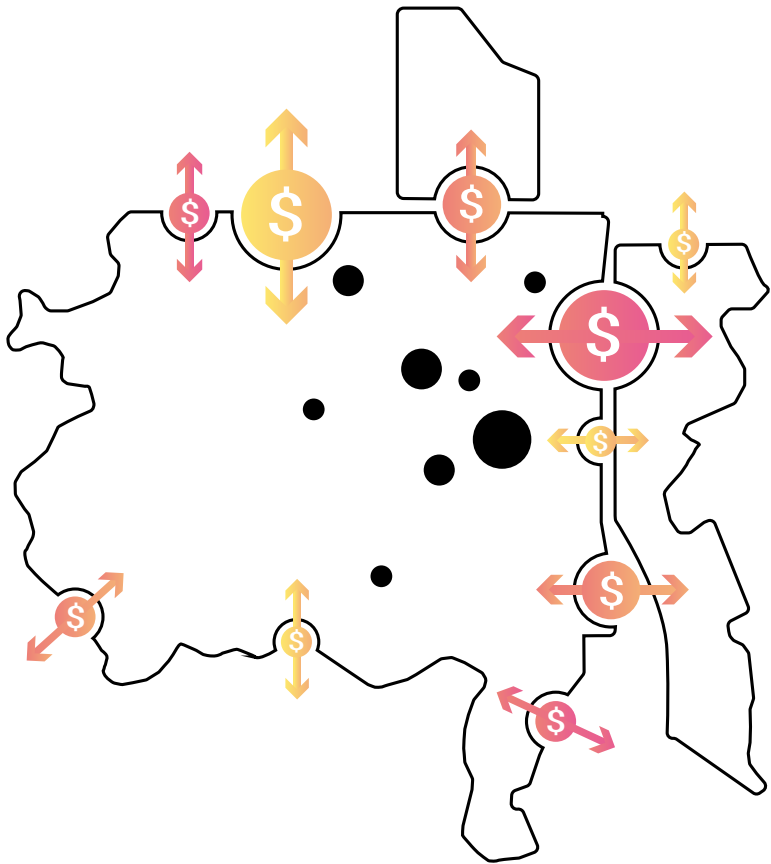
6.1. FUNDING STRATEGY: APPROACH

Your Zoo’s funding is currently focused on onsite experiences and sources. While this is a strong starting place, there exist opportunities to bring additional funding sources to Your Zoo by adding new onsite programming, while also exploring opportunities beyond the site. New avenues for revenue generation can strengthen Your Zoo’s funding while establishing it as a good neighbour and community partner in the conservation world and in the Greater Toronto Area. New programs should be mission-based, and new mission-based activities tied back to the efforts of the Toronto Zoo Wildlife Conservancy to help develop and strengthen a broad network of financial supporters for Your Zoo.



Current revenue generation

Revenue generation today is focused primarily on opportunities within the physical Zoo site.



Future revenue generation

Future revenue generation focuses on expanding opportunities within the site as well as beyond the site.

6. REVENUE GENERATION

6.1. FUNDING STRATEGY: CATEGORIES OF ACTION

In broadening and strengthening the funding strategy for Your Zoo, four main categories of action exist. These guide the direction for financial growth opportunities tied to the Zoo, building on existing revenue sources such as membership, and finding ways to diversify the offerings and embed new offerings as well. Actions vary from those that can occur directly on site to those that may occur digitally, as well as revenue generation streams that can arise from immediate actions versus those that may take a longer time to establish. Together, these will create a network of revenue streams, making Your Zoo more financially stable in the long-term, as well as more financially agile, to better serve our mission and community. More in depth descriptions of some actions, as well as project idea examples and potential partners, are further elaborated in Appendix 3.



Immediate Actions

What Your Zoo can do tomorrow:

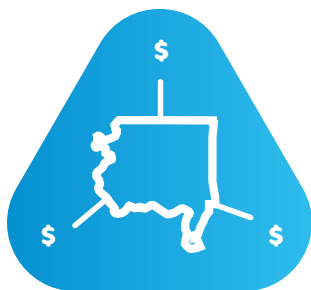
- Actively support fundraising initiatives
- Revamp online fundraising approach
- Extend visit times with the addition of cooling stations
- More shaded picnic and rest areas, extended hours and new programs
- Offer specific evening programming and tours to extend daily hours
- Offer specific early morning programming for guests seeking tranquil experiences, for example photography tours
- Expand seasonal offerings through innovative shoulder-season tours



Onsite Actions

What Your Zoo can do onsite:

- Welcome complementary destination-based programs, such as fine-dining
- Become more self-sufficient through production of forage and energy onsite, as well as by closing loops in waste-management
- Implement onsite tour guides (different from edu-tours currently offered), for example dusk photography tours
- Add rotating exhibits through partnerships with the science and creative communities
- Add a diversity of overnight stay opportunities, with affiliated morning and evening programs
- Create rentable spaces for hosting events in a unique setting with direct views and connections onto animal exhibits
- Create compelling interactive opportunities that incentivize onsite donations



Beyond the Gate Actions

How Your Zoo can shine out of its boundaries:

- Establish a worldwide animal and habitat conservation consultancy
- Create and develop mission-based Zoo-related content in partnership with Toronto creators
- Expand online engagement through expansion of social media content getting visitors to tune in regularly, creating return virtual visits and new virtual experiences to reach a global audience; use this platform to promote philanthropic opportunities relating to content
- Expand Zoo-related curriculum and partnerships with schools, universities, and colleges



Membership Actions

How Your Zoo can strengthen its relationships and generate new ones:

- Implement recommendations for new and enhanced membership program
- Welcome high-end experiences
- Stratify membership
- Create weekly, recurring community activities such as fitness or creative activities, accessed with memberships
- Create quarterly events tailored to different membership levels

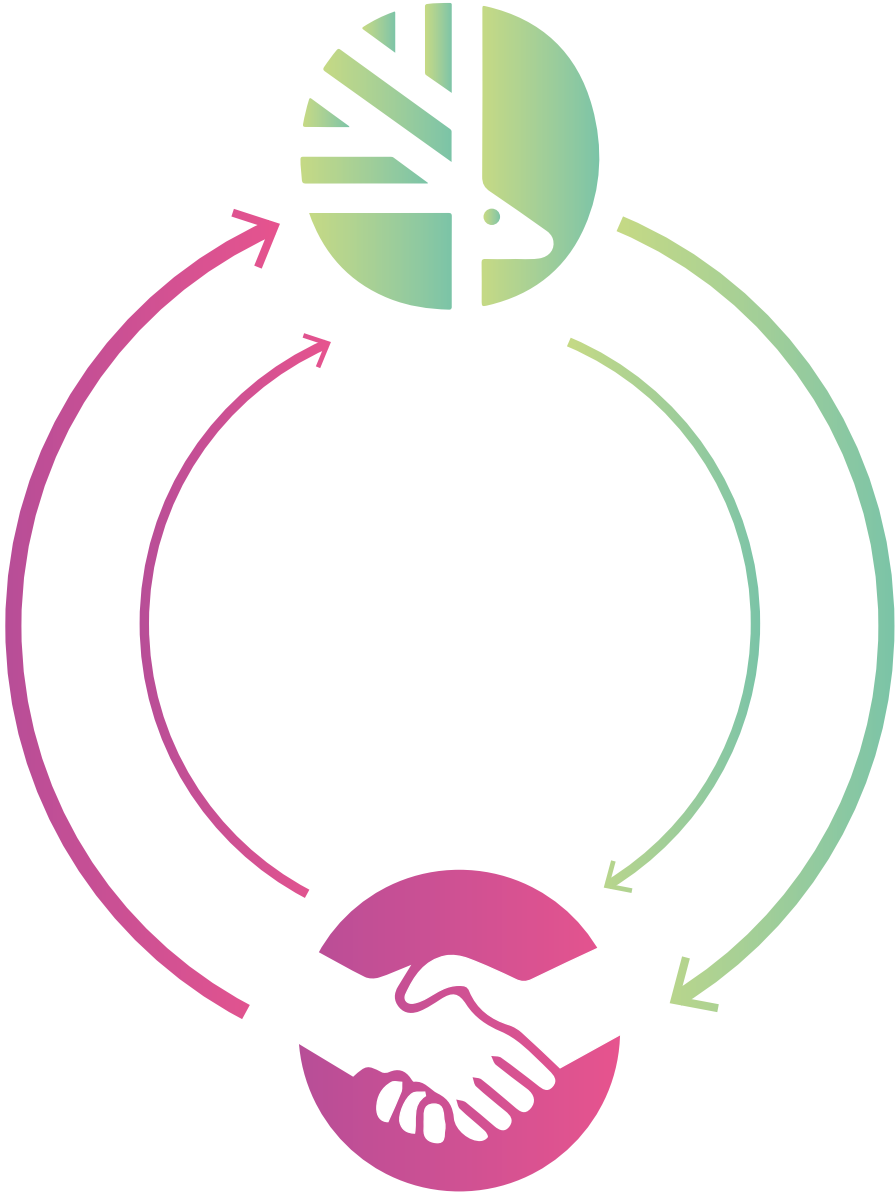
6. REVENUE GENERATION

6.2. PROJECT-SPECIFIC FUNDING FRAMEWORK: TARGETING WIN-WIN PARTNERSHIPS

Your Zoo has ambitions to expand its offerings, including bringing new experiences on site. In order to create incredible experiences that are financially successful as well as innovative, unique, and memorable, Your Zoo will partner with outside experts in their fields to ensure that new experiences and offerings thrive. By seeking out and developing partnerships that are win-wins for the Zoo and each of its partners, Your Zoo and its partners are able to benefit from each others' strengths and areas of expertise, while creating unique experiences that are not possible in other locations, and may bring less value to each partner independently. Partnering could allow both parties to reduce initial costs as well as potentially reducing operating costs if these can be shared, and by working together both Your Zoo and its project partners may be able to increase their reach and audience, collectively.

What the Zoo offers:

- A mission-driven partner with proven cultural capital
- A unique setting and land for development of experiences
- A built-in attraction that can form a distinct and differentiated identity for the partner (digital content, unique branding opportunity)
- Access to a pool of guests with unmet needs
- Greater marketing reach
- A financial partner with the ability to fundraise

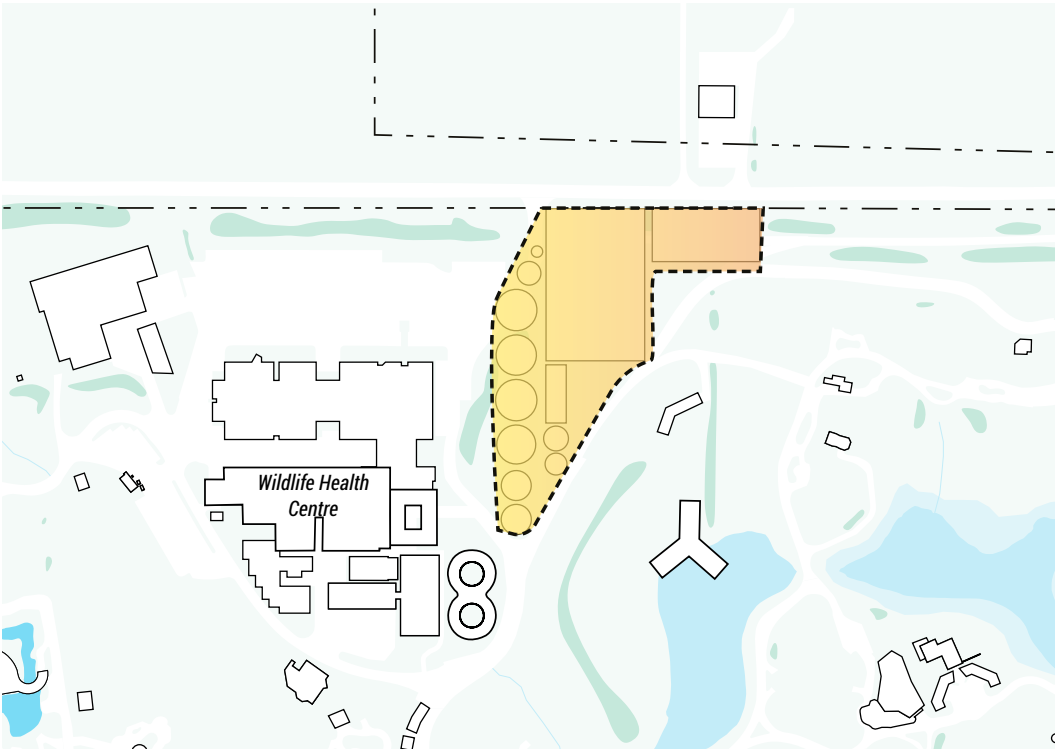


What a partner offers:

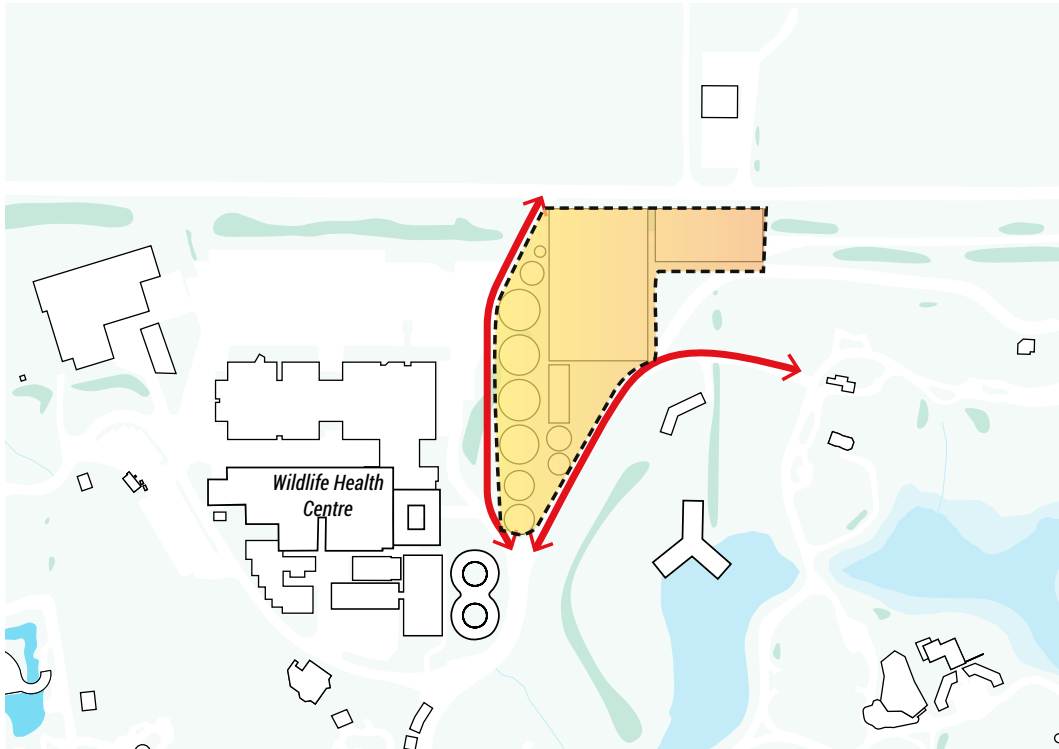
- New guests (new demographics, at new times, returning guests per business model)
- Direct revenue (entrance fees, rent, or other payments depending on the program)
- Indirect revenues (partnership opportunities, fundraising opportunities)
- A greater emotional attachment to Your Zoo from a new diverse audience
- Publicity and added marketing opportunities
- Capital to fund large-scale investments that would be onerous for Your Zoo to take on alone
- Expertise in very specialized businesses that are not core to Your Zoo's mission (hospitality, wellness, education)

6. REVENUE GENERATION

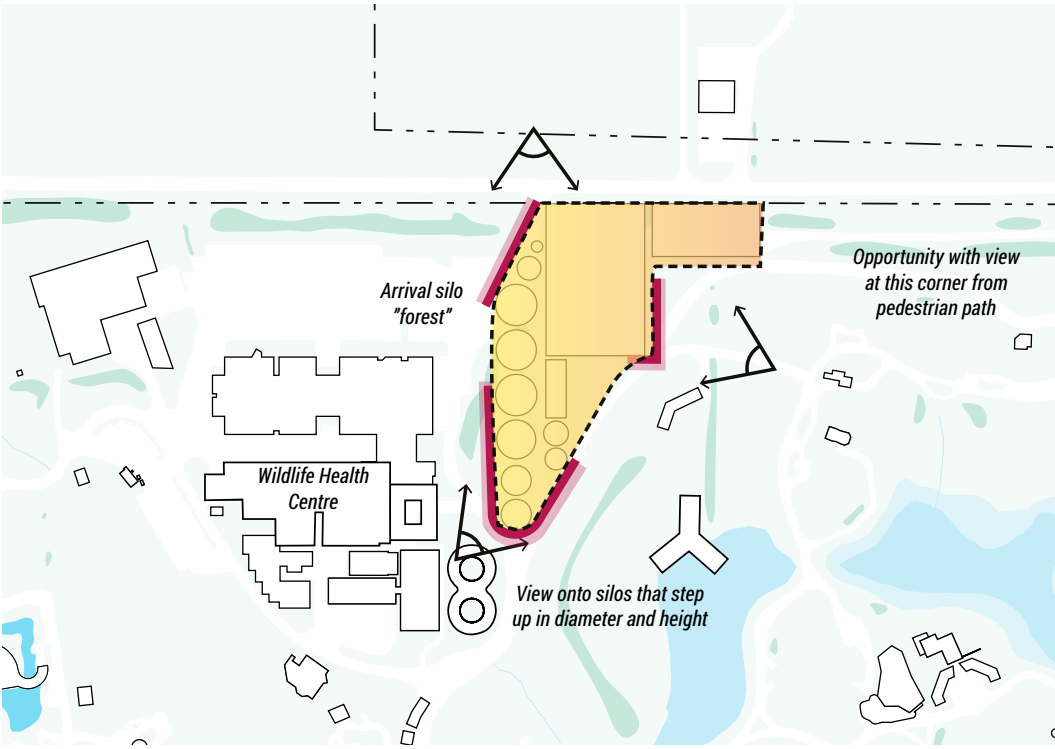
6.2. PROJECT-SPECIFIC FUNDING FRAMEWORK: WIN-WIN PARTNERSHIP EXAMPLE, THE BIODIGESTOR



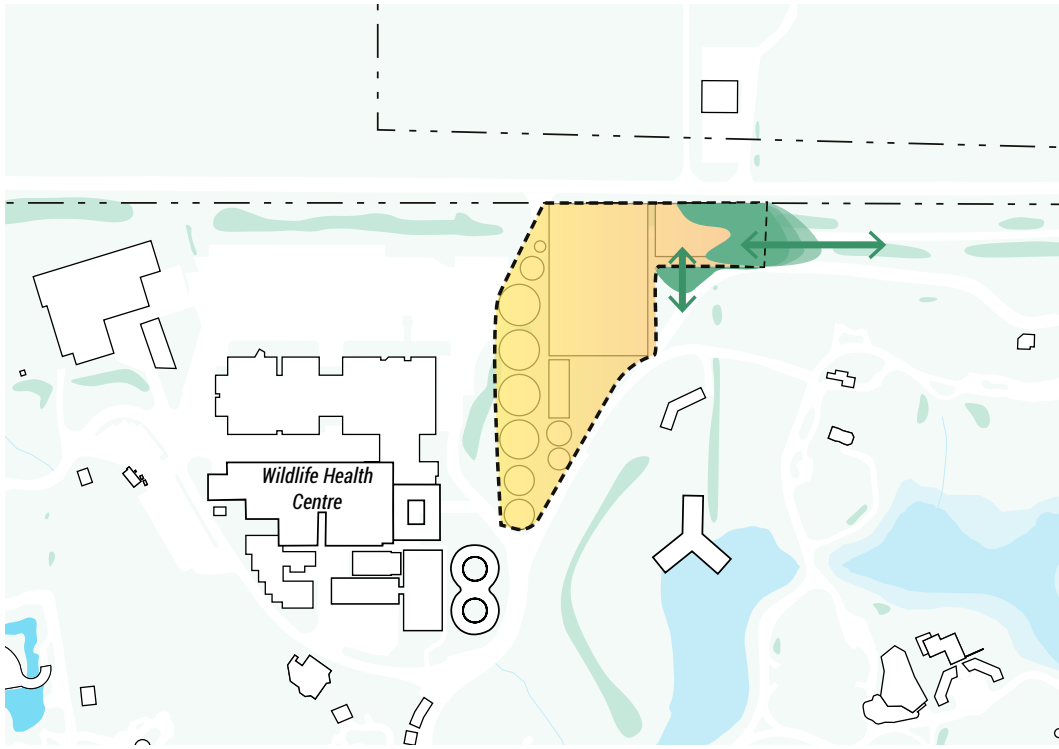
Proposed location with approximate building program footprints



1) Leverage site access and circulation



2) Three important edges creating views onto biodigester landscape



3) Opportunity with newly introduced height to pull landscape/habitat up onto walls and roof

The Biodigester Project presents a great opportunity to be developed in connection with the Nutrition Centre and Restaurant and the Forage Farm, to maximize efficiencies between these three activities, as well as develop educational narratives and opportunities. The Biodigester becomes part of Your Zoo’s energy-production landscape, as well as a part of the larger operational landscape systems to close loops and reduce waste outputs on site, by turning waste into energy and inviting the community to participate in these systems as well.

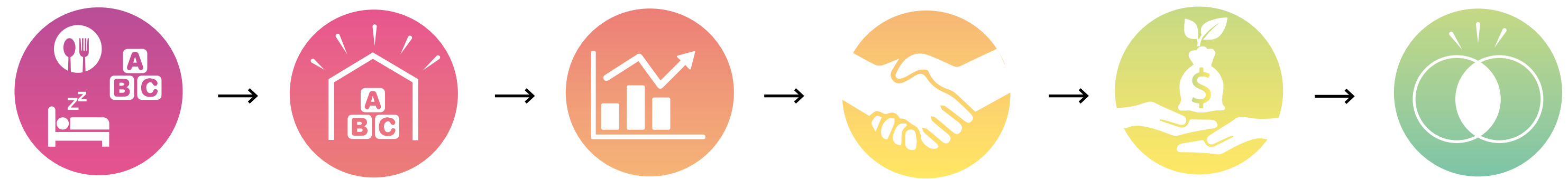
This project would be well-placed in the Northeast corner of Your Zoo, and has the opportunity to become an educational experience for Zoo guests, as well as providing new views and opportunities to become a platform for art here, with new vertical elements and close proximity to the artwalk.

To maximize how this best works with Your Zoo’s site and mission, it is important to consider a few basic principles for organizing this program here:

- 1) Maintaining two flows on site (vehicular and pedestrian) frames this district and allows efficient circulation.
- 2) Understanding each new edge of this program as a specific experiential opportunity allows the Biodigester Project to be stitched into the site and the landscape, working with the experiences of the Nutrition Centre and Restaurant, the entry from the North, as well as Wilderness North and the artwalk.
- 3) With such a large footprint, and thanks to the new height introduced to this area, a real opportunity exists to see the walls and roofs as a canvas and pull landscape up them, and allows for the creation of rooftop viewing of the Zoo and city.

6. REVENUE GENERATION

6.2. PROJECT-SPECIFIC FUNDING FRAMEWORK: ALTERNATIVE REVENUE GENERATION ROADMAP



1. Identify types of programs on which to focus

- a. Your Zoo is a mission-based organization, and that mission already supports on site programs like reproductive science, nutrition science, and educational programs. Identify other unexpected types of programs that the mission could extend to, that could generate revenues on site, such as hospitality, wellness, tourism, or early childhood education.

2. Raise and visualize capital projects potentials

- a. The role of a master plan is to raise opportunities for new projects and partnerships to emerge and translate those ideas visually in order to create a momentum for attracting potential partners and investors.
- b. Conversations with partners could in turn lead to significant changes to the execution of a project.

3. Conduct a market study

- a. Find relevant metrics that will help inform the decision-making process: program work sessions/ focus groups with experts in the industry, or direct a short consulting engagement with professionals in each relevant field.
- b. Study similar offerings (if any) at high end zoos internationally.

4. Find partners and define parameters

- a. Once a new program is deemed ready for implementation, and following an initial period of fact-finding, Your Zoo reaches out to potential partners with whom the final parameters of the projects can be negotiated, measured and confirmed (ex: size, finances, access to Zoo programs and activities, management involvement, indoor/outdoor space, timeline).

5. Share the investment







- a. Identify the % of the investment made by Your Zoo vs the partner and the nature of the investment. Determine whether the contribution is in money, space, content, or other. Determine the responsibility split and how profits are to be shared.
- b. Determine financing mechanism (bonds, loan, capital campaign).

6. Look for program synergies

- a. For each new program being discussed, Your Zoo must consider the range of capital projects like an ecosystem in which some parts can live in symbiosis. A strategic plan should identify which programs should be developed together, or whether projects would benefit from being developed in a particular order.

6. REVENUE GENERATION

6.2. PROJECT-SPECIFIC FUNDING FRAMEWORK: IDENTIFYING CONSIDERATIONS TO TEST THE ROADMAP

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Idea/case	1. Identify types of programs on which to focus	2. Raise and visualize capital projects potentials	3. Conduct market study	4. Find partners, and define parameters	5. Share the investment	6. Look for program synergies
Conservation Campus Accommodation Project	<ul style="list-style-type: none">identify type of facility (indoor/ outdoor/4-season)identify price point and amenity levelidentify location on Zoo propertyidentify whether additional programs needed to support this hospitality offering, such as a restaurant, must be embedded within the hospitalityidentify whether the approach is a "boutique" approach, or whether a partnership with a larger brand is possible or desirable	<ul style="list-style-type: none">identify ways in which the project will support Your Zoo's mission, beyond just contributing rent incomeidentify ties to other Zoo activitiesdefine "must haves" for Your Zoodefine "no-gos" for Your Zoo	<ul style="list-style-type: none">understand the minimum number of rooms to make the offering profitableestablish the minimum number of rooms to create an offering that will work well for the programs this supports (visiting researchers? Guests at Zoo-related conferences or lectures? Corporate hospitality? One-night overnight stay for guests?)look into other "themed" properties that exist, and how they market and sustain themselveslook into typical rents and profit marginsunderstand the risks for the business	<ul style="list-style-type: none">identify brands/ developers that fit the criteriafor these brands/ developers, understand their reputation, history, and customer base	<ul style="list-style-type: none">establish how investment in the project is sharedestablish how profits from the project could contribute to supporting Your Zoo (ex. 1% for the Planet)	<ul style="list-style-type: none">explore synergies between the Conservation Campus Accommodation Project and the Nutrition Centre and Restaurant and other food offerings on sitestrategically prioritize these projects based on these synergies
The Daycare Project	<ul style="list-style-type: none">identify number of students and grade level(s)identify support facilities required (gym, auditorium, others?)identify whether existing or planned Zoo amenities can fulfill the requirements of these support facilitiesidentify whether a kitchen space is needed	<ul style="list-style-type: none">identify ways in which the project will support Your Zoo's mission, beyond just contributing rent incomeidentify ties to other Zoo activitiesdefine "must haves" for Your Zoodefine "no-gos" for Your Zoo	<ul style="list-style-type: none">determine whether there is demand in the areadetermine whether there is a differentiated education option that would ensure the success of the Daycare beyond the appeal of the animalsdetermine how the Zoo location can be integrated into a curriculum for maximum effect	<ul style="list-style-type: none">identify who is relevant and experienced in the field in Torontodetermine how to bring these Toronto experts to the tablelikely start with day care/ PreK and 1st grade, and build up	<ul style="list-style-type: none">establish how the Daycare is funded, externallyestablish plan for how ongoing maintenance/site investments surrounding the daycare are shared by Your Zoo and partner	<ul style="list-style-type: none">explore synergies between the evolution of technology development on site and whether the Daycare could be involved as a testing ground for new Zoo technologystrategically prioritize projects based on these synergies
Nutrition Centre and Restaurant	<ul style="list-style-type: none">identify price point and audienceidentify capacity/number of seatsidentify tie-ins with other proposed activities	<ul style="list-style-type: none">identify ways in which the project will support Your Zoo's mission, beyond just contributing rent incomeidentify ties to other Zoo activitiesdefine "must haves" for Your Zoodefine "no-gos" for Your Zoo	<ul style="list-style-type: none">identify habits and tastes of current Zoo guestsbased on existing habits and tastes, identify what might appeal to guestsidentify how a higher-grade restaurant experience could change their Zoo visit (more time spent onsite? return visits?)identify typical rents and profit margins	<ul style="list-style-type: none">explore which restaurateurs in Toronto make sense when considering this program	<ul style="list-style-type: none">establish how the Nutrition Centre and Restaurant is financed jointly by Your Zoo and private partnerestablish joint-financing with technology partner for technology within the hydroponic greenhouse	<ul style="list-style-type: none">explore synergies between the Conservation Campus Accommodation Project and the Nutrition Centre and Restaurantexplore synergies between the Nutrition Centre and Restaurant and the Forage Farmstrategically prioritize these projects based on these synergies

6. REVENUE GENERATION

6.2. PROJECT-SPECIFIC FUNDING FRAMEWORK: IDENTIFYING CONSIDERATIONS TO TEST THE ROADMAP

<div><div></div><div></div><div></div><div></div><div></div><div></div></div>						
Idea/case	1. Identify types of programs on which to focus	2. Raise and visualize capital projects potentials	3. Conduct market study	4. Find partners, and define parameters	5. Share the investment	6. Look for program synergies
Zoo Brewery	<ul style="list-style-type: none">identify desired type of brewery (microbrewery, partnership with larger brewer, for example)identify optimal location on Zoo propertyidentify desired new program to develop with the brewery (connection with evening events such as evening walks or speaker series, possibility for new shoulder-season or winter offerings)identify whether the brewery will be experience-based (beers on site) or more brand driven, also offering beer to take away to support conservation	<ul style="list-style-type: none">identify ways in which the project will support Your Zoo's mission, beyond just contributing rent incomeidentify ties to other Zoo activitiesdefine "must haves" for Your Zoodefine "no-gos" for Your Zoo	<ul style="list-style-type: none">understand the minimum seating capacity to make the project viableidentify the minimum capacity for the Brewery to effectively support other offerings on site (evening events, daytime events, private gatherings)look into similar mission-based breweries that exist and see how they market and sustain themselveslook into existing breweries for examples of forward-looking energy practices, such as cogeneration, or production of heat for buildings and habitats with brewery waste	<ul style="list-style-type: none">identify breweries or brewers who fit the criteriafor these breweries or individuals, understand their reputation, history, and customer baseidentify the desired branding for the Brewery on site and how this relates back to Your Zoo's missionidentify whether the Brewery serves Zoo beer only on site or if it produces beer to serve beyond the site	<ul style="list-style-type: none">identify how investment in the project is sharedestablish how profits from the project could contribute to supporting Your Zooestablish how profits from sales offsite could support Your Zoo	<ul style="list-style-type: none">explore synergies between the Nutrition Centre and Restaurant and the Breweryexplore synergies between the Forage Farm and Breweryexplore synergies with local microbrewers in the area who may be looking for space and could bring additional new clientele with them
Gondola	<ul style="list-style-type: none">identify desired program for the gondola (rides for groups/individual, guided rides with a host, for example)building on desired program, identify optimal areas of interest on site for this program (determine which stories are best understood from above, for example, stories of animals in vast landscapes, great migrations, connection to aerial surveys performed in conservation)identify desired operation of the gondola program (all year versus summer and shoulder season; opportunity for views over animals that are active at night, partnering with new technology to view them)	<ul style="list-style-type: none">identify ways in which the project will support Your Zoo's mission, beyond just contributing rent incomeidentify ties to other Zoo activitiesdefine "must haves" for Your Zoodefine "no-gos" for Your Zoo	<ul style="list-style-type: none">understand the minimum ride length or duration to make the experience enticing for guestsunderstand the minimum cost of a ride to make the endeavour profitablelook into similar rides at other zoos to understand pricing and program opportunities	<ul style="list-style-type: none">identify possible partners providing similar experiences at other zoos, theme parks, or outdoor scenic destinationsunderstand the history and reputation of each potential partner, and the longevity and success of the projects that they have been involved with	<ul style="list-style-type: none">establish how the project is funded, externallyestablish how profits from the project could contribute to supporting Your Zoo	<ul style="list-style-type: none">explore synergies with the Conservation Campus Accommodation Project (an overnight stay with a ride included)explore synergies with the Nutrition Centre and Restaurant (dinner with a pre-dinner sunset gondola ride, for example)explore how this form of experiential transportation on site complements other offerings (Zoomobile with guided tours, Maglev monorail rides, Tundra Air Ride), bringing something unique



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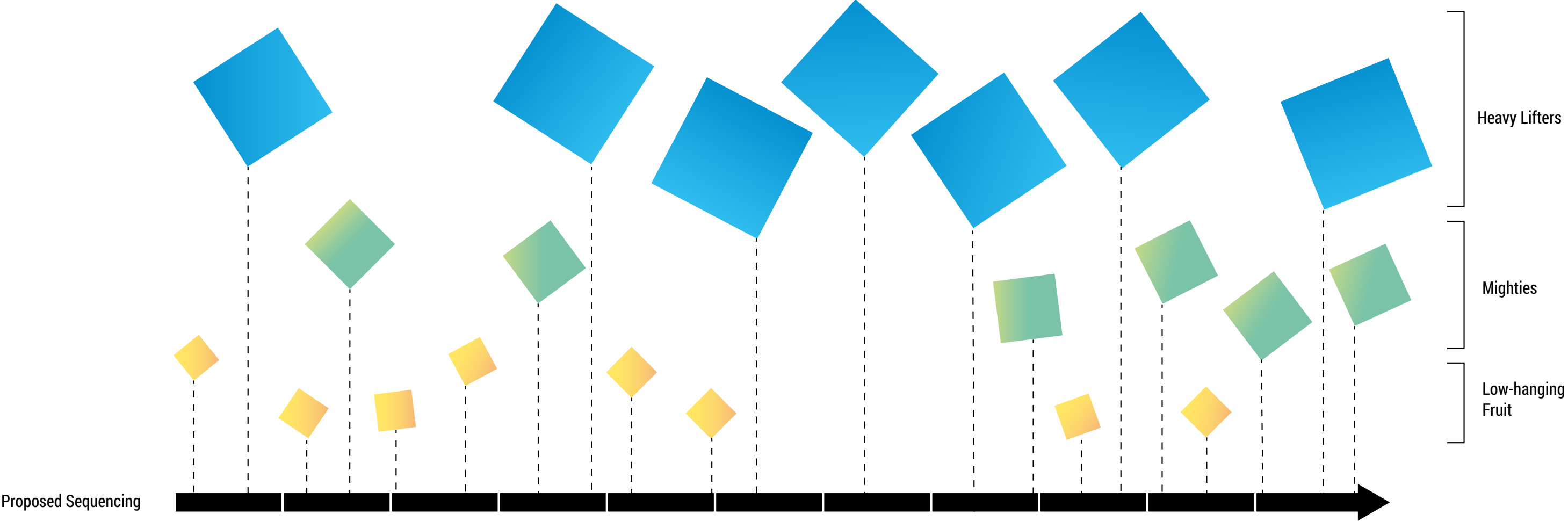
● PHASING



7. PHASING

7.1. CAPITAL PROJECTS: A STRATEGIC SUCCESSION

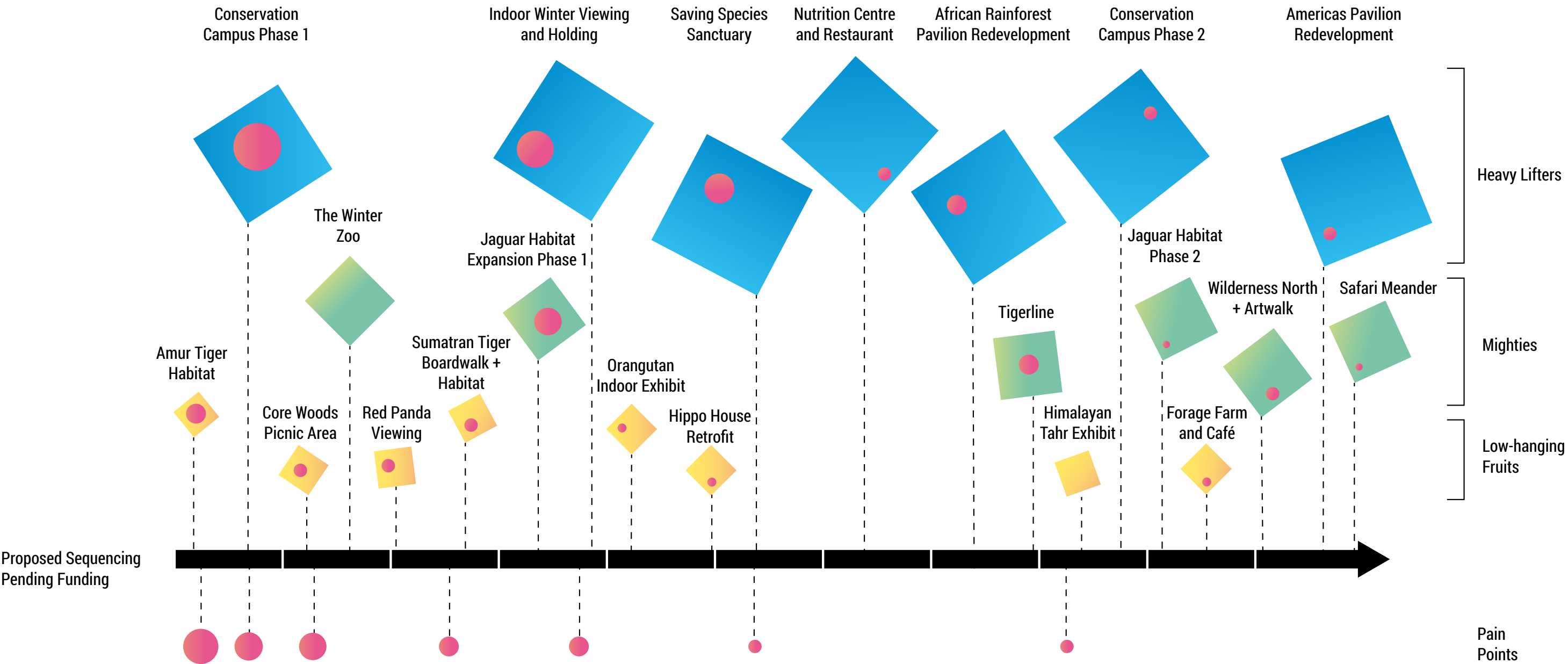
Phasing of site development focuses on the three main types of interventions - Heavy Lifters, Mighties, and Low-hanging Fruit - and how these work together throughout the Master Plan timeline and beyond. With Heavy Lifters requiring more investment and more time to develop, these become interspersed with Mighties which have slightly less investment from Your Zoo as well as a shorter construction timeline, and Low-hanging Fruit projects which are much smaller in terms of financial input as well as timeline.



7. PHASING

7.1. CAPITAL PROJECTS: A STRATEGIC SUCCESSION

Each of the Heavy Lifters, Mighties, and Low-hanging Fruits has the potential to address pain points as part of their broader development. In this way, site modifications, including major projects and pain points, can work synergistically rather than in parallel with each other. Small pain points may also be addressed in isolation, rather than embedded within a larger project. The largest pain points are addressed earlier on in Your Zoo’s redevelopment, while smaller, less pressing pain points are embedded in projects slightly further into the future, but still prioritized. The development of additional external funding could result in modifications to the priorities and timeline.



7. PHASING

7.2. CAPITAL PROJECTS TIMELINE: PRELIMINARY PHASING

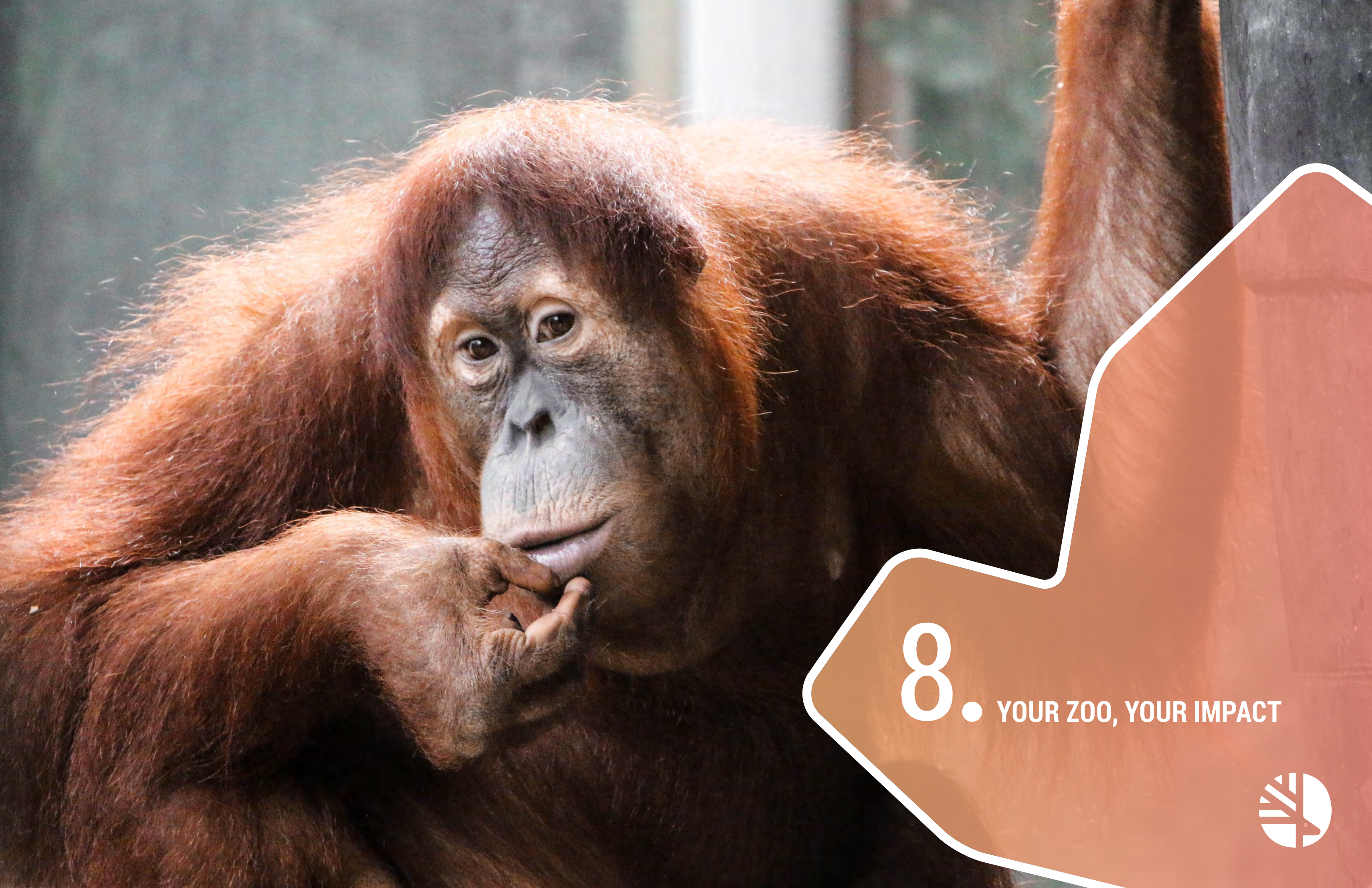
With many competing interests onsite, as well as many opportunities for exciting redevelopment, it becomes important to develop criteria for phasing projects in a strategic manner. A list of seven main indicators were developed to serve this purpose. The indicators, listed below, work collectively to allow for a holistic approach to site redevelopment, maximizing how projects can address site challenges while building off of one another in a way that fosters synergies and ensures project success from the start, as well as securing financial stability in the long-term. Your Toronto Zoo will continue to pursue innovative sources of funding for capital projects including public/private partnership opportunities in order to complete some projects contained in the Master Plan sooner than planned.

	CAPITAL PROJECTS	DESCRIPTIONS	PP	OP	RG	1-10 YEAR PLAN - \$148 MILLION TOTAL	11-20 YEAR PLAN
						Funding through City of Toronto, Wildlife Conservancy and other fundraising initiatives	Funding to be determined based on project progress through the first 10 years
HEAVY LIFTERS	The Conservation Campus	Multi-purpose event and education space with new entrance gate and welcome plaza. Phase 1: North building, otter habitat; Phase 2 South building - research facilities, partnership opportunity for hotel, conference/event space, theatre with views of orangutan line and plaza					
	New Indoor Winter Viewing and Holding (African Savanna)	Flexible animal winter viewing and holding area with year-round event space					
	The Saving Species Sanctuary	New flexible and multi-purpose holding spaces for rescued/confiscated/seized animals with access to outdoor habitats and limited guest viewing opportunities (externally funded)					
	Nutrition Centre and Restaurant	Relocation and development of new Nutrition Centre with integration of hydroponic facilities, combined dining experience with a guest educational/demonstration area					
	African Rainforest Pavilion's Redevelopment	Creation of Gorilland offering exciting 360 trail opportunities for both gorillas and guests					
	Americas Pavilion Redevelopment	Americas Pavilion expansion addresses AODA compliance issues, creates better connection between indoor and outdoor spaces and creates expanded exhibits					
MIGHTIES	The Winter Zoo	Introduction of a "highly programmed" visitor loop in African Savanna that provides a broad range of winter activities					
	Jaguar Habitat Expansion	Phase 1: resolve accessibility issues by re-routing existing pathway Phase 2: introduce 360 habitat connection from the existing habitat Phase 3: new jaguar home with habitat expansion					
	Tigerline Sumatran Tiger Habitat Expansion With Holding	Phase 1: resolve accessibility issues by re-routing existing pathway Phase 2: 360 habitat connection across ravine; Phase 3; new tiger home with habitat expansion					
	Wilderness North + Artwalk	Relocation of Canadian species to the Northeastern corner of the site incorporating yurts for overnight stays and a new artwalk					
	The Safari Meander	Expanded habitats with land bridge and rotating species in time-share as well as high-tech interpretive tunnel					
LOW HANGING FRUIT	Amur Tiger Habitat Expansion	Increase existing habitat space by utilizing underused adjacent landscape areas (ongoing project, under 2022 budget)					
	Core Woods Picnic Area	Enhance existing pedestrian pathways and creating new and improved picnic areas					
	Red Panda Climate-Controlled Viewing	Addition of a small, climate-controlled indoor building with viewing area facing into the red panda habitat in the summer					
	Sumatran Tiger Habitat Expansion / Boardwalk	Replacement of existing boardwalk to meet accessibility requirements and expansion of existing Sumatran Tiger habitat					
	Orangutan Indoor Exhibit	Exhibit modification including habitat improvement					
	Hippo House Retrofit	Exhibit modification including habitat improvement					
	Himalayan Tahr Exhibit Improvement	Exhibit modification including habitat improvement					
	The Forage Farm and Café With Demonstration Site	On site vegetable/plant/browse grounds where we grow food for our aniamls seasonally					
SITE INFRASTRUCTURE	Donor Recognition	Identify new and unique opportunities to recognize donors including incorporating into existing exhibits, as well as in some gathering locations and ongoing as new projects occur					
	Fleet of Cargo Bikes	Shared bikes available to staff for goods distribution on site, including cargo and E-bikes and trikes					
	Landscape Destinations and Horticultural Displays	Enhance the Zoo horticultural landscape by increasing the planted areas with seasonal/themed floral displays throughout the site					
	Tech Nodes At Decision-Making Points	Hubs for interpretation and wayfinding including wifi and technological interpretive displays at key intersections around the site					
	Stormwater Ponds Network	Introduce wetlands, cleaning ponds, retention basins, floating wetlands for water improvement, throughout entire network, with educational program opportunities					
PAIN POINTS	Bathrooms Refurbishment	Modifications to washrooms to meet AODA legislation and make the Zoo more accessible to all guests					
	AODA Adaptation of Twiga-Africa Restaurant Path	Regrading of path to meet AODA legislation					
	AODA Adaptation of America-Africa Restaurant Path	Regrading of path to meet AODA legislation					
	AODA adaptation of Lot 2 Parking Path	Regrading of path to meet AODA legislation					
EXTERNALLY FUNDED	Daycare	New pre-school facility embedded into the Zoo site with direct access off Zoo Road					
	Conservation Reserach Centre and Hotel	Hotel/research centre and transportation hub developed with external partners offering on site stays at Your Zoo with views into adjacent species habitats, supporting the Zoo's mission					
	Maglev Monorail	Maglev monorail, moving guests around the site and into the valley providing access and additional viewing opportunities; if not viable, considered as an elevated trail					
	Biodigester	Partnership opportunity for processing of community waste; extensive educational and climate change component; opportunity for synergies with Nutrition Centre and Restaurant, Farm					
	Zoo Brewery	Partnership opportunity to create an onsite brewery with shared revenue opportunity and unique event space					
	Gondola	Scenic overhead ride that moves guests around our site providing a birds eye view into various animal habitats					
	Viewing Tower	Nestled in the heart of African Savanna view our African Savanna species from an elevated tower experience					

	INDICATORS (prioritized):	PROJECT EXAMPLES:	REASONS:
1	Addressing AODA requirements by 2025	Indo-Malayan bridge & plaza	Accessibility and welcoming everyone
2	Front-loading projects addressing the main painpoints	Winter holding	Improving animal welfare and guest experience as a priority
3	Front-loading revenue generating hot spots	Winter indoor holding or conservation campus	Extend operating hours and the season and improve financial viability
4	Launching back-bone projects	Ponds network	Starting today to implement projects attached to it
5	Spreading capital investments evenly over time	Balance Heavy Lifters, Mighties and Low-hanging Fruit	To manage the 10 year Capital Works Program
6	Aiming for yearly project announcements and inaugurations		Celebrating accomplishment and new offerings regularly! Sustaining momentum!
7	Exploiting potential synergies	Nutrition Centre and Restaurant + Biodigester	Gaining maximum impact from each new project and reducing costs
*	Giving the go to a partner coming with a budget and projects	As opportunities are presented	

Legend

- PP: Project addressing pain points/problem areas
- OP: Project takes advantage of an existing site opportunity beyond solving a problem
- RG: Revenue-generating projects
- Project announcement, building momentum towards groundbreaking
- Project inauguration
- Continuous/ongoing project (series of smaller, connected projects continually being developed)
- Project construction timeline



8

● YOUR ZOO, YOUR IMPACT



8. YOUR ZOO, YOUR IMPACT

8.1. A GLOBAL AND LOCAL LEADER AND PARTNER: YOUR TORONTO ZOO

While Your Toronto Zoo has an incredible site to offer, with amazing experiences that are tied to the unique location, incredible species, and presence of staff and volunteers who create fun and memorable experiences, it has also developed an incredible offsite presence. Being able to offer programming beyond its site boundaries - especially through digital means - allows Your Zoo to engage with an even broader range of audiences, and to bring new guests to Your Zoo, virtually, for engaging, and impactful experiences. Using tools to connect digitally, Your Zoo is able to engage with different audiences, and to pique the interest of the next generation of conservationists, climate scientists, philanthropists, volunteers, and future staff, in a way that allows it to create ripples far beyond its site in Toronto. Your Zoo continues to expand its offsite presence to maximum its reach and impact.



8. YOUR ZOO, YOUR IMPACT

8.2. A LIVING DOCUMENT CREATED TOGETHER, WITH YOU!

The work of creating a new Master Plan is a task that has involved many conversations with a diverse range of contributors. Your feedback has been invaluable in ensuring that Your Zoo reflects your aspirations for our collective site, in an aim to establish Your Zoo as a place that is even bolder, more diverse, and more equitable. Thanks to these many conversations Your Zoo will reflect not only the high ambitions that it sets for itself, but will also foster partnerships with organizations and individuals passionate about animal welfare, community engagement, conservation, and sustainability in the face of climate change. Together, we are creating a Zoo that is expanding its role, forging innovative, new partnerships, and inviting more of the community in, while also giving more back. Thank you to the incredible contributors who have taken time to add your voices to this collaborative process.



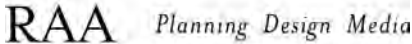
YOUR TORONTO ZOO MASTER PLAN 2022



Prepared by:

Mandaworks Design Studio
Master planning, public spaces design, and project management

In consultation with:



Ralph Applebaum Associates
Live exhibit design and interpretation



Re:Public Urbanism
Public consultation and stakeholder engagement



Fennessy Consulting Services
Cost estimation and phasing



Town Square
Funding strategies and revenue generation

Momentum
Site circulation























WSP
Technology Master Plan


















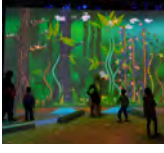




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