

Goal I: Enliven the Zoo Experience

enhance the Zoo's effectiveness as a learning environment and add to its appeal as a destination for family fun. This goal addresses the needs of both guests visiting the Zoo an those participating in programs. The Zoo will build on its current site, facilities and program to offer a more engaging and fun experience for everyone, using our people, the best new technologies, and innovative activities and attractions. The Zoo will improve interpretation and wayfinding to create a greater sense of engagement throughout the site.

Improve guest amenities — areas for rest and refreshment, shade, benches

Develop opportunities for revenue generation that offer activity, up-close encounters,

Goal II: Continually Improve the Zoo's Facility

The new master plan will optimize the Zoo's magnificent views and extraordinary topography to highlight animal species and delight visitors. Development of other exhibits will match the

standard of Asian Elephant Preserve, showcasing the Zoo's diverse collection, incorporating

training opportunities and offering "whisker-close" encounters. Developing a clear vision for

land use and horticulture, and a thoughtful plan to enhance horticultural offerings will enrich

Goal III: Develop a More Robust Conservation

Implementing a conservation agenda based on the two pillars of sustainability and wildlife

efforts, potentially identifying new funding sources. The Zoo will need to use human and

financial resources wisely to best position itself in the broader conservation arena, and

Partner with other regional leaders to create collaborative programs, which maximize

Increase education and awareness around Zoo conservation initiatives

Goal IV: Position the Rosamond Gifford Zoo

The Zoo's location at the crossroads of major highways in the center of the state offers the potential for growth across the region. There is little competition for family leisure time that can match the Zoo's multigenerational appeal and price point. Creating a livelier guest experience and emphasizing the Zoo's role in conservation and education will differentiate th Zoo from other nearby destinations. Promoting the Zoo as a regional destination is a good investment and strengthens the Zoo brand as a fun family learning destination.

Highlight the Zoo's appeal as a regional attraction for families and other audiences
Improve Zoo access including signage and wayfinding to get to the Zoo

. Collaborate and partner with other attractions and organizations to strengthen efforts to

Begin trial marketing and promotion efforts to attract visitors from other geographic

Goal V: Create an Effective and Enduring

In order to grow and prosper, the Zoo must develop a compelling plan and vision that includes a sustainable business model for staffing, resource creation and organizational

development. Like many zoos, Rosamond Gifford Zoo has dual leadership: Onondaga Count and Friends of the Rosamond Gifford Zoo. The Zoo benefits from broad-based support, and

Develop organizational capacity to fulfill the Zoo's mission and realize its vision

staunch commitment from both the County and the Friends. However, a plan for future governance under a single operating entity should be developed to secure an enduring and

Develop long range plan for most effective governance model

Identify new and diversified sources of support

reach out-of-market audiences

Governance Model

thriving future for the Zoo.

markets, particularly to the east of the Zoo

as a Regional Destination

conservation is a timely goal. Sustainability is a natural focus, given the region's impressive "green" image and broad-based support network. A renewed emphasis on wildlife

and Sustainability Program

the visitor experience and increase the overall value of the site. Better interpretation will

Create an improved guest entry experience

and interaction with animals and staff

and Grounds

complement the Zoo's educational priorities.

Create a botanical plan

Implement master plan improvement priorities

capitalize on staff skills and collection opportunities.

the Zoo's strengths as a connection point to its guests

programs and initiatives

Expand conservation program

Create a mini-master plan for entry building and indoor exhibits
 Grow and preserve horticulture and the botanical collection
 Develop and implement integrated and comprehensive interpretive plan