Dream BIG with the Utica Zoo

Dream BIG with us...individual donations and corporate partnerships are the lifelines of our dream! Utica Zoo incorporates numerous methods to recognize and appreciate our donors. The list below is flexible allowing us to be creative and offer what suits the donor best.

You can renew your exhibit sponsorship on an annual or multi-year basis. All donors who give $1,000 or more will enjoy a variety of exclusive benefits according to their respective levels of support.

This could include the following:
- Prominent signage at the selected exhibit for one year, or in some instances the life of exhibit; 5 years/10 years/20 years
- Opportunities for your employees or your customers/clients to go “behind the scenes” at the zoo
- Recognition on signage in the zoo and in the annual report
- Year-round recognition as a zoo partner on our website (including logo placement)
- Sign to display at your business recognizing your support
- Exclusive invitation to donor recognition events
- Discounted use of Zoo facilities for company gatherings
- Naming opportunities for animal off-spring*
- 10 complementary tickets per year to your choice of zoo event
- Press release/ribbon cutting/speaking opportunity
- Banners inside the zoo

Other Naming Opportunities
- Park benches, strollers, landscaping, paving, and drinking fountains

*Some limitations may apply

UTICAZOO.ORG/DREAMBIG
Utica’s Roscoe-Conkling Park which is located in the heart of the city and is home to the Utica Zoo. Since late 2010, the Utica Zoo has been experiencing a resurgence in attendance, public awareness, fund development and widespread community support. The impact has been substantial for the community. Regional tourism has profited from the Red Panda Encounter Program, making the Utica Zoo a “must see” destination for travelers all over the country. New exhibits have been added such as African Lion, Ring-Tailed Lemur, African Serval, Striped Hyena, Rüppell’s Griffon Vulture, and more. Over $1 Million has been raised for capital improvements over the last five years including: renovations to the Red Fox, Vietnamese Pig and Sulcata Tortoise exhibits; upgrades to the lighting, electrical and IT systems; paving, air conditioning in the auditorium/classroom, and powerful servers and Wi-Fi for staff. Additions such as a separate animal quarantine facility, railed pavilion terrace, a family restroom, parking lot lighting, new pole barn, back-up generator, and children’s nature play area were also added. Of the 80 acres of land set aside for the zoo’s use, 50 acres are still available for expansion.

While all of the above has been a great beginning, the Utica Zoo Board of Directors, staff, docents, members, and supporters know deep in our hearts that this is the very beginning of a journey. If Thomas R. Proctor were with us today, we hope he’d be pleased that we are working diligently to carry on his 1909 dream. Join us as we tangibly unveil the Utica Zoo “Dream Big” Master Plan.
- Andria Heath, Executive Director

When elected Board President of the Utica Zoo, one of my strategic goals was to ensure that a functional master plan would be developed. The board has invested a great deal of time and effort to make sure this plan came to fruition. With the financial support of FSFCU and others, we are delighted to present a unique and exciting master plan which will take the Utica Zoo to new heights of education, conservation, and recreation. Thanks to all who made this possible!
- Robert Jubenville, PhD, Board President

Current Exhibit: Does not yet exist.  
Projected Cost: $2.9 million

Education: Despite its length, a giraffe’s neck is still only made of 7 bones, the same as humans. Predators might try to hunt unattended baby giraffes, but it is rare to see predators dare to challenge an adult.
Conservation Status: Stable
Recreation: Giraffe feedings and encounters.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.
Utica Zoo last underwent a full master plan process in 1990. With the excitement about the Zoo escalating and accreditation with the Association of Zoos and Aquariums (AZA) in sight, a renewed vision was in order. Seattle-based zoo architects ELM Environments was hired to develop this vision.

The foundations of the plan is built upon the following goals and objectives that can be achieved in 3, 5, 10, and 20 years:

- Communicate strong conservation practices and messaging
- Create dynamic exhibits demonstrating modern zoological practices
- Build excitement about the Zoo upon arrival
- Expand education efforts that connect people with wildlife
- Improve visitor experience and circulation
- Adhere to Americans with Disabilities Act (ADA) compliance and guidelines
- Highlight the benefits of our challenging topography
- Attain AZA accreditation
- Enhance safety for visitors, animals, and paid/volunteer staff
- Update zoo facilities and institute green, sustainable practices zoo-wide
- Boost the zoo’s year round experience for guests, animals and staff

The essential question remains: how will these dreams become reality? The answer lies within our community - generous and thoughtful patrons who wish to ensure the Utica Zoo provides decades of education and recreation for the children of tomorrow.

The next pages provide a sneak peek into the amazing details of the master plan which meets our visionary goals, while at the same time introducing new exotic and important animal ambassadors to the Utica Zoo.

*Animals featured in this document are representative of species selected by the Utica Zoo’s Collection Plan and are subject to change. The collection plan is evaluated on an annual basis and decisions are made based on a variety of factors affecting conservation, educational, and recreational values. These include SSP and AZA recommendations and availability of animals.

**Table of Contents**
- Living Rainforest: 3 & 4
- North Trek: 5 & 6
- Master Plan Map: 7 & 8
- Habitats & Havens: 9 & 10
- Asian Realm: 11 & 12
- African Alley: 13 & 14
- Dream BIG with Utica Zoo: 15
Our 1927 Primate Building is one of the oldest buildings at our historic 102 year old zoo. We have already raised over $208,000 and we need your help to get us to our goal of $350,000 for phase one. Our visitors don't like the bars and cement on the primate building, and quite frankly...We Don't Like It Either! Dream Big: the primate building will transform into a Living Rainforest with indoor and outdoor exhibits, including bats (right).

| **Current Building:** Primate Building, 1927. **Projected Cost:** $350,000  Phase 1 |
| **Education:** Living mostly in the high tree canopy, gibbons use a hand over hand form of locomotion called brachiating. |
| **Conservation Status:** Gibbons are endangered |
| **Recreation:** Gibbons’ territorial vocalizations are among visitors’ favorites |

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.

Current Exhibit: African Lion, built in 1989  Tiger Cost: $2.43 million
Education: Tigers are the only big cats that actually love the water. Young ones love to splash and play, and most will readily sit down for a soak on a hot day. Conservation Status: Endangered
Recreation: Visitors can enjoy watching tiger training and feeding sessions.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.
Red Panda encounters have brought visitors in from all over the country, and Utica Zoo even got a shout-out on Jeopardy! **Dream Big:** Move to a new location with better viewing, taller trees for climbing, air-conditioned dens, plus better access for keepers and animal encounters. More room for cubs and separation during breeding season.

**Asian Realm: Red Panda**

- **Current Exhibit:** Renovated in 1990
- **Projected Cost:** $240,000
- **Education:** Red Pandas are the “first panda”, discovered before Giant Panda.
- **Conservation Status:** Endangered
- **Recreation:** Most popular animal encounter. Most products sold in Gift Shop.
  - Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.

**Living Rainforest: Tamarin, Sloth, Capybaras**

- **Current Building:** 1927
- **Projected Cost:** $936,000
- **Education:** There are over 25 species of different marmosets and tamarins. They are all found in the tropical forests of Central and South America.
- **Conservation Status:** Tamarins are endangered
- **Recreation:** Sloth encounters will be offered.
  - Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.
North Trek is one area of the zoo that can be easily and economically populated with hillside exhibits. Imagine a four-season view of black bears in our forested area, a habitat that mimics the wild and encourages species-appropriate behavior. Although stable in conservation status, zoos are often the rehab solution when a bear is injured or requires rehoming.

**North Trek: Black Bear**

- **Current Exhibit:** Does not yet exist  
- **Projected Cost Bear & Wolf:** $1.43 M  
- **Education:** Black bears are mostly solitary animals. If you see more than one bear in the wild, it is most likely a mother and her cubs.  
- **Conservation Status:** Stable  
- **Recreation:** Black Bear exhibit is often requested by visitors.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.

The new area utilizes much of what is currently Children’s Zoo, but adds key habitats and exhibits that will better support conservation education. The Picnic Pavilion and a new Nature Play Area will be right at the entrance so parents can sit down, get lunch, and comfortably watch their kids play. The goal is to feature habitats that are familiar to visitors, like their own backyard. The new Conservation Welcome Center is a two-story structure with classrooms, office, interior exhibits, education-animal holding, restrooms, storage and an elevator. It can serve as a secondary entry for school groups and other organized tours.

**Habitats & Havens: Education**

- **Current Exhibit:** Children’s Zoo  
- **Projected Cost:** $872,100  
- **Education:** Teach visitors about how we take care of rehabilitated animals.  
- **Conservation Status:** N/A  
- **Recreation:** Children's programming and adult events will be held.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.
California Sea Lion exhibit is one of the most popular exhibits at the Utica Zoo because of daily feedings, keeper talks, and sea lion pups! Porter, our male adult sea lion knows over 60 training commands.

**Dream Big:** create a multi-species marine mammal exhibit with state-of-the-art underwater viewing, mini-amphitheater seating, larger pools & pup dens, and a special area for animal encounters with visitors.

**Current Exhibit:** 1985
**Projected Cost:** $2.61 million
**Education:** Both adult sea lions are rescues.
**Conservation Status:** Stable
**Recreation:** One of the most entertaining exhibits at the Utica Zoo.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.

**Dream Big:** Large glass windows will allow visitors to closely observe the swimming abilities of otters. An Adirondack style lodge will be added with a classroom and fireplace inside. Turtles, bears, and wolves will all be viewable, representing the clans of the neighboring Oneida Indian Nation.

**Current Exhibit:** Does not yet exist
**Projected Cost:** $872,100
**Education:** Otters have the thickest fur of any mammal in the animal kingdom.
**Conservation Status:** Stable
**Recreation:** Otters enjoy mimicking children through the glass.

Get started at uticazoo.org/dreambig or call Andria (315) 738-0472 ext. 41.
Master Plan Map