

# A Wilder Vision

## **Seneca Park Zoo is transforming.**

In 2018, Seneca Park Zoo opened a five-acre expansion of Animals of the Savanna and new Cold Asia habitats, dramatically upgrading animal habitats and introducing new species which allow the Zoo to expand its vital conservation efforts at home and around the world.

The Trailside Café offers Zoo visitors a new contemporary food service amenity with indoor seating.



The next phase of *A Wilder Vision Capital Campaign* reimagines the entrance experience along with new spacious and striking animal habitats just within the gates of the Zoo. Indoor and outdoor habitats will house multiple species of lemurs, Bornean orangutans, siamangs, and scores of other species representing the ecosystems of Madagascar and Borneo.

Once completed, the 1.5 million-cubic-foot Tropics Complex will be the only one of its kind in North America.

New and unique play features, vantage points at multiple elevations, and an indoor rainforest will draw year-round visitors from our region and beyond. The Tropics Complex will allow us to bring back primates and lemurs, helping to tell the impressive story of how Seneca Park Zoo and this community have significantly contributed to conservation efforts of endangered species in these fragile ecosystems. More than ever before, the Zoo will be a leader in conservation and a thrilling destination where everyone feels welcome.

**Join us in creating the future of our Zoo.**



# Great communities deserve great zoos.

**Our vision:** Buildings and experiences that serve as a national model for inclusion with features designed specifically to ensure the Zoo is a safe and welcome place for all. This community needs and deserves an accessible Zoo.

Zoos are places where memories are made and imaginations are ignited. Where we share nature-based experiences with friends and family members. Where people of all ages learn about wildlife and wild places, and the role we all must play in being environmental stewards. Annually, hundreds of thousands of people come to Seneca Park Zoo for a safe, recreational, and educational experience and leave feeling inspired and hopeful.

## The imperative for inclusivity

- 1 in 6 guests has sensory needs or an invisible disability. These include individuals with PTSD, autism, dementia, or strokes.
- Rochester has one of the largest deaf populations per capita with an estimated 90,000 people who are deaf or hard of hearing.
- 1 in 14 of our volunteers has a special need.
- Nearly 35,000 native Spanish speakers live in Rochester.
- Monroe County residents are ethnically diverse, with 16% of the population identified as Black and 8% identified as Hispanic (as of 2015).

Seneca Park Zoo is a cultural and educational institution which actively serves the entire community, region, and beyond.



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The new Tropics Complex will be unique to North America, allowing Seneca Park Zoo to demonstrate firsthand their continued commitment to innovative habitat design and excellence in animal welfare.

- WDM Architects

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“Zoos and aquariums are changing to become strongholds for conservation and education. Seneca Park Zoo is at the heart of this movement. Changes coming to the Zoo reflect a new standard for wildlife habitats, guest services, and accessibility.”

- Steve Lacy, Seneca Park Zoo Director



By 2024, *A Wilder Vision Capital Campaign* will introduce a new Welcome Center, Entry Plaza, and Conservation Education Center designed to meet the growing demand for visitation as well as education and conservation programs.

New classroom spaces will allow the Zoo to expand programming to better serve the needs of Monroe County and our region by adding ZooCamps for children with special needs, providing learning labs for high school and college students, and introducing adult learning opportunities. Programs and classes will fill the space by day, with guests at corporate and private events enjoying spectacular views by night.



Hundreds of thousands of people from all walks of life annually visit the Seneca Park Zoo, where they connect with wildlife and are inspired to become environmental stewards. Even in 2020 – when the Zoo was shut down for 104 days and then carefully controlled capacity to ensure guest safety – the Zoo was a centerpiece in our community. Such remarkable attendance under extraordinary circumstances indicates that, following the completion of *A Wilder Vision Capital Campaign*, we are on track to welcome upwards of 600,000 guests annually.

Accredited zoos and aquariums contributed more than \$22.5 billion to the U.S. economy in 2018 and support 198,000 jobs in the United States. As it transforms, our Zoo will become an increasingly powerful economic driver for our city and our region.

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For decades, Seneca Park Zoo has played a critical role in reforestation efforts and lemur conservation in Madagascar. Now the impact will be even greater with this new exhibit inspiring people to understand the importance of the endemic species of Madagascar and the diverse forests they live in, and to protect these world treasures.

- Dr. Patricia C. Wright - Founder and Executive Director, Centre ValBio

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## **Borneo and Madagascar: Bringing global conservation home to our community**

In the new spaces being planned for our Zoo, Seneca Park Zoo's global conservation partnerships will take center stage. Every guest will have the chance to be awed and inspired by the magnificent species endemic to Madagascar and Borneo, while learning about conservation efforts on the islands and right here at home.



## Sustainability at the Zoo

New buildings completed as part of *A Wilder Vision Capital Campaign* will showcase the Zoo's commitment to sustainability and conservation, with water recapture, solar panels, and other features that reduce the Zoo's carbon footprint.

Sustainability efforts that support conservation action are already in place at the Zoo, including the sale of exclusively palm oil-free or palm-oil sustainable food and beverages on-site. With the new Tropics Complex, Welcome Center and Conservation Learning Center, guests will be more deeply immersed in the opportunity to begin practicing environmental stewardship at home. Water recapture, a feature of these new constructions, will help to bring attention to the serious threat to our world's oceans and lakes and the role each of us can play in ensuring the future of our planet.

**Your partnership can help to create the future of Seneca Park Zoo.**

Visually stunning as well as sustainable, these facilities will welcome more people of all backgrounds and needs to become partners in conserving wildlife and wild spaces.



# Inspiring wonder, conserving the natural world.



**Seneca Park Zoo**  
2222 St. Paul Street  
Rochester, NY 14621

Our community deserves an exceptional zoo. *A Wilder Vision Capital Campaign* promises to transform your zoo, creating opportunities for impact on every level - from economic to personal, from global partnerships to small changes right here at home.

**Join us in creating the future  
of Seneca Park Zoo.**

[www.senecaparkzoo.org/wilder-vision](http://www.senecaparkzoo.org/wilder-vision)

