



Our Mission

Caldwell Zoo will be a leader in connecting people with wildlife
by igniting discovery of the natural world through fun.

The Challenge

*The oldest part of the park was being renovated.
1/3 of the park was closed, and expenses continued to rise.
We couldn't afford to lose our audience and income.*





The Objective

*Keep our audience engaged during a difficult time.
Maintain attendance and compel the public to support the zoo
even while a great deal of the park was closed.*

How

*Highlight offerings beyond a typical visit and
the zoo's importance to the community.*

Defined Goals

- *Maintain 90% attendance*
- *Keep 100% enrollment of seasonal programs*
- *Expand earned television coverage by 25%*
- *Grow social media engagement by 25%*
- *Increase Sponsorships*

Background

- 270,000 annual visitors
- *Park can be visited in 2-3 hours*
- 200 different species
- Over 3000 individual animals
- Over 30 species that are threatened or endangered
- 100 full time employees

Offerings

- Café
- Summer Camps
- Zoo School
- High School Volunteer Program
- NEI Training
- Animal Encounters

Demographic

- Population 110,000
- Plus ≠ 500,000 surrounding area
- Daytime only, no evening events or programs
- Primary Audience- families with young kids
(women 25-50)
- Secondary- men and women (50-65)
- Tertiary- students (15-22)

Connecting

- *Know your audience*
- *Get their attention*
- *Speak their language*
- *Create a reaction*
- *Call to action*

Constant-Consistent-Cohesive-Creative

The Message

- *Family fun*
- *Protecting wildlife*
- *Enhancing our community*

The Concept

See more. Learn more. Do more.

The Strategy

Multi-media campaign to increase awareness and thus, grow community support.

Media (traditional and social)

- *Print ads*
- *Banners/Posters*
- *Signage*
- *Newsletters*
- *FB, IG*
- *TV/Press*



It's the best time of year **TO GET WILD!**

*Spring has **REALLY** sprung at the zoo!*

Experience all the sights and sounds of the amazing animals that are enjoying the energy of the season.

Ads-
Wild Fun

— Reserve tickets online

See more. Learn more. Do more.

caldwellzoo.org

Ads- Lunch



Let's Do Lunch

Come by to visit with some old friends, meet some new faces and do lunch on the best patio in Tyler.

Your Zoo is full of amazing animals from all around the world. Come visit some ol' friends and meet some new faces. And you can enjoy some new delicious treats crafted at our Chakula Café and enjoy it all from the best patio in Tyler!

— Reserve tickets online —

[See more. Learn more. Do more.](#)

caldwellzoo.org

Ads- Chill

A vibrant teal-colored advertisement for Caldwell Zoo. At the top left is the Caldwell Zoo logo with the tagline 'FOR ANIMALS. FOREVER.' Below the logo is a large, bold, white text block that reads 'COME RELAX AND CHILL WITH YOUR WILD FRIENDS'. Underneath this, in a smaller, italicized, dark teal font, is the slogan 'As the summer heats up, it only gets cooler in here.' To the right of the text, a large African elephant is shown from the side, spraying a powerful stream of water from its trunk. In the bottom left corner, three penguins stand together. The background is a light teal color with faint white wavy lines suggesting water or motion.

CALDWELL
ZOO
FOR ANIMALS. FOREVER.

COME RELAX AND CHILL WITH YOUR WILD FRIENDS

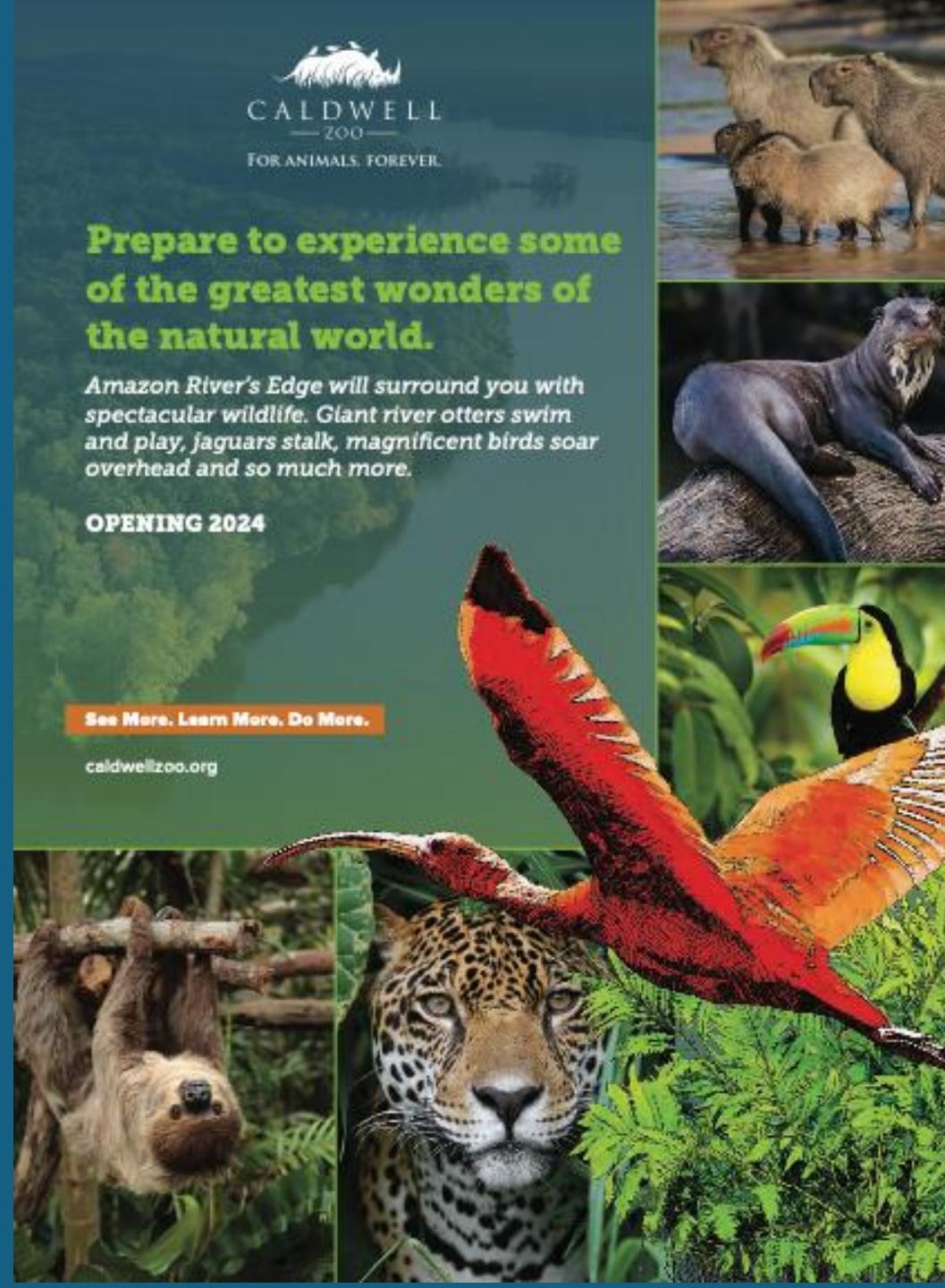
*As the summer heats up, it
only gets cooler in here.*

There's room to roam, tasty
treats and endless adventure.

— Reserve tickets online —

See more. Learn more. Do more.
caldwellzoo.org

Posters- More



Posters- More



**There's more to do at
one of the most beautiful
zoos in America.**

*Visit with over 2000 animals. Find treasures
in our bountiful gift shop. Treat yourself to
an up-close Animal Encounter.*

See more. Learn more. Do more.

caldwellzoo.org

Newsletter



The Caldwell Zoo is the Center of the Universe

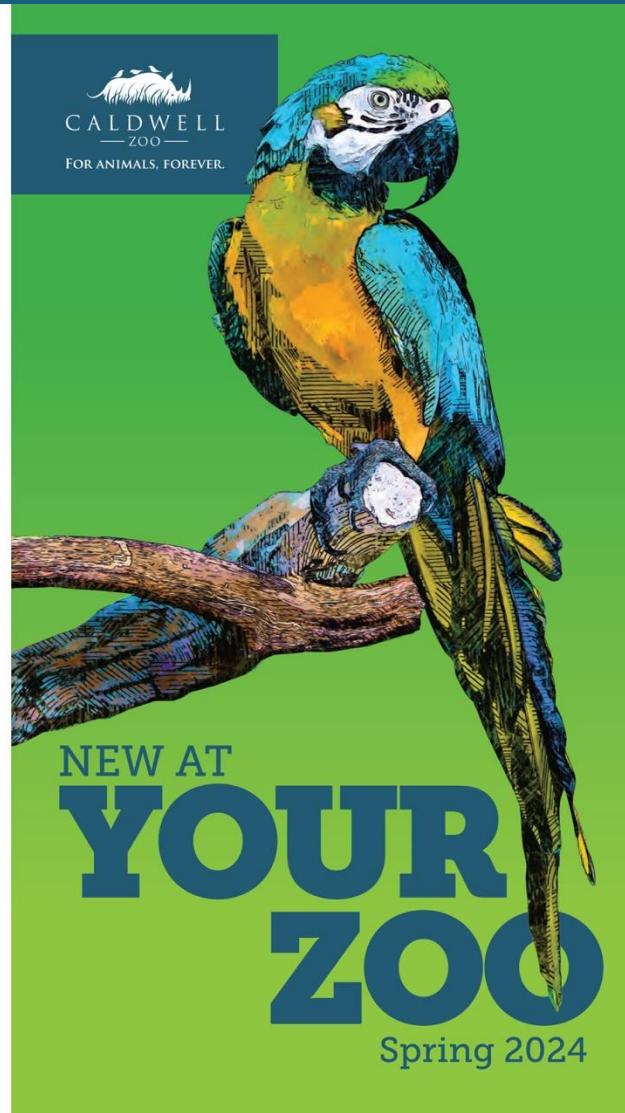
The solar eclipse was stellar indeed. We are thrilled that so many people shared this very special day with us. Visitors came from near and far to witness the eclipse at the Zoo and it did not disappoint. Guests gathered all around our park to relax, enjoy some tasty treats like the Fried Moon Pie and the Totality Tostada. Luckily we have plenty of space for excellent viewing, plus the company of the vast variety of animals.

Leading up to the moment of "totality" the keepers and guests kept curious eyes on the animals all around the Zoo. When the big moment arrived and the sky went dark, most eyes were on the sky. Thankfully the animals took it in stride as the crowds cheered. The flamingos seem to put on the best show as they pranced around the habitat in unison after the eclipse had passed and the sunshine returned.

Totality Tyler was truly stellar and a wonderful experience for all.



PO Box 4785
Tyler, Texas 75712



Programming Updates

Introducing all-new, super fab birthday parties! A birthday at Caldwell Zoo has always been a good time and now they are better than ever. Make sure you check out the new festive options to make the next birthday one they will always remember.

Learn more: <https://caldwellzoo.org/birthdays>

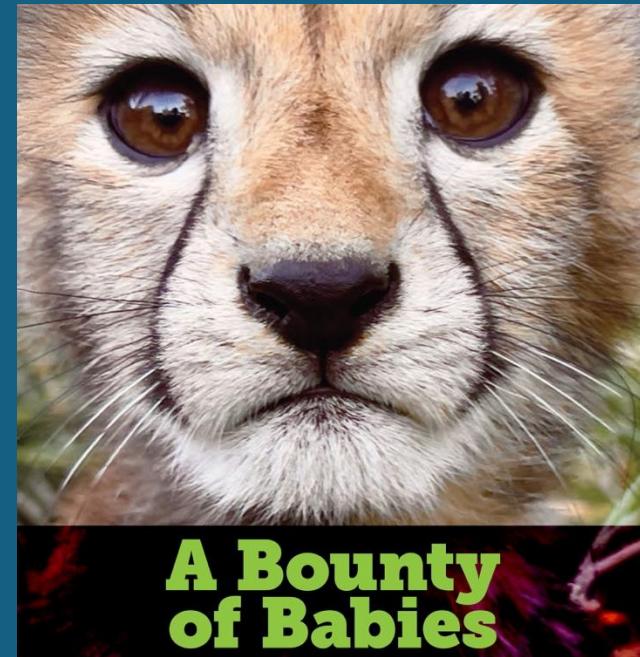
And birthdays aren't the only reason to host your next get-together at the Zoo. Our polished Events team has new options for indoor, outdoor, big or small meetings of any kind.

Check out the options on our website: <https://caldwellzoo.org/event-space>

As a leader in education, we continue to provide a variety of programs to inspire young minds. Due to their great popularity, we offer more summer camps than ever before. Of course, with more campers, we also expanded opportunities for volunteers. Our Zoo Crew is made of high school students who really help with Zoo activities while gaining excellent, real work experience. Our Zoo School is packed with exciting courses for homeschooled learners and we continue to offer a range of internships for college students. Lucky students can even earn biology credits through our partnership with UT Tyler.

Come enjoy your Zoo, where learning and exploring is always fun.

Newsletter



A Bounty of Babies

New at Your Zoo

Thanks to the expert care of our entire staff, we've been able to celebrate so many wonderful additions to our animal family. Youth abounds throughout the park! Impala, greater kudu, Waldrapp ibis, colobus monkeys, roseate spoonbills, and, of course, cheetah, have all added their youthful energy to our habitats. This is good news beyond the addition of some beautiful, new faces. Many of these species face significant challenges in the wild. So, successful breeding allows us to partner with other accredited members of the Association of Zoos and Aquariums to keep healthy genetic diversity of the animals. For animals to breed they must feel secure, comfortable, and healthy. So, it's a real testament to our team that provides the specific nutritious meal plans, comfortable habitats, excellent veterinary care, and good companionship.



Welcoming Our Amazon Friends

New animals are joining us to be a part of Amazon River's Edge. Ryder the handsome howler monkey has arrived from Roger Williams Park Zoo. The colorful toucans, Cayenne and Mango, joined our flock along with Tilly, Bell, Poblan, and Habanero- the dashing Inca Terns. Joining them in the soon-to-be-complete Amazon Immersion aviary are Smores and Cocoa, the Peruvian Thick-Knees, Coconut and Lime, the Giant Wood Rails, and Houdini, the Black Spotted Barbet. We are honored to have such richness join our family and we will be warmly welcoming many more delightful personalities in the months to come.

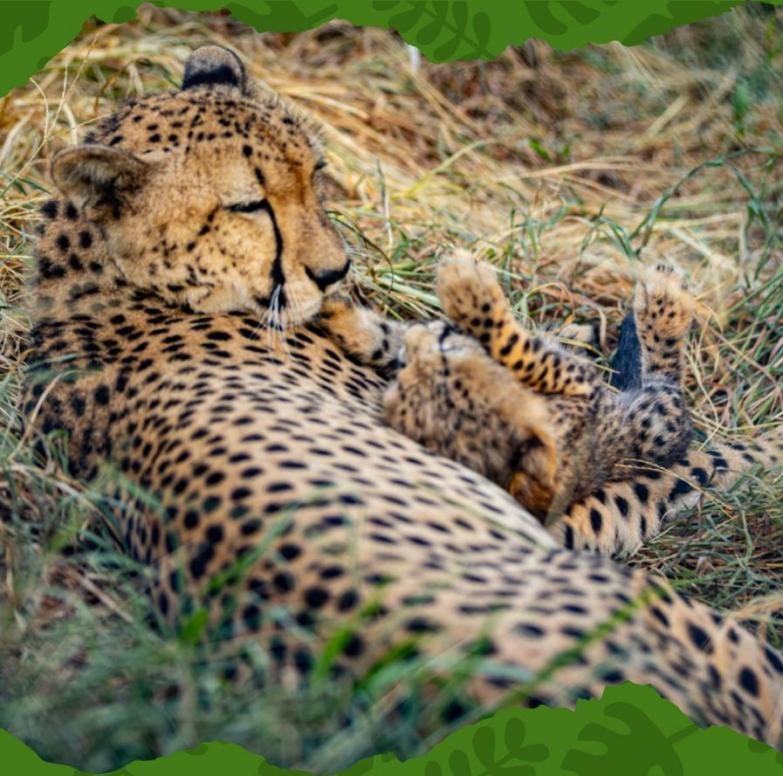


For animals. Forever.

We take that message seriously. It is our mission to benefit wildlife near and far. That's why we are home to more than three dozen species that are facing challenges in the wild. From the mighty African elephant to the petite ibis, we are constantly taking action to help protect our wild friends. As mentioned, our breeding programs are important to maintaining healthy populations of animals through collaborations with our partners in The Association of Zoos and Aquariums (AZA). By working with other accredited organizations, we can share the most up-to-date information about animal care and breeding plans. With the arrival of the warm weather, a new season begins for one of our continuous conservation efforts. For over 30 years, we have worked closely with US Fish and Wildlife to breed the endangered The Attwater's Prairie Chicken and release the offspring into protected wild habitats. With the arrival of the warm weather this Texas native grouse species launches into their theatrical breeding dance and song. Our expert animal keepers will monitor the birds and give them everything they need to breed. Over the years, we have contributed hundreds of chicks to boost the population in its native grassland habitat.



Social- CBCC



The Zoo is part of the Cheetah Breeding Centers Coalition, which maintains healthy genetic diversity among these sensitive animals.

Last year, we welcomed three amazing cubs who serve as ambassadors for their species.

Social- CBCC

The Texas Horned Lizard



These iconic creatures, once widespread throughout Northern Mexico and much of the Southern United States, face challenges in the wild, with habitat loss and invasive fire ants threatening their existence.

Social- Eclipse



TV

Come behind the scenes and explore the many marvels of the Caldwell Zoo with

CBS 19



**Tune in to
CBS 19 this
Friday at 6am
and 5pm!**



TV

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C A L D W E L L
— ZOO —
FOR ANIMALS. FOREVER.

Results

- Attendance **increased** (270,767 to 278,564)
- Summer Camp enrollment, record high
- Zoo Crew Volunteer program increased 30%
- Sponsorships expanded at the annual event 36%
- Instagram interactions + 102%, clicks + 206%
- Facebook visits + 110%, clicks + 156%
- Unsolicited donations equaling over \$355,000



THANK YOU

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C A L D W E L L
— Z O O —

FOR ANIMALS. FOREVER.