

# Making Strides

7401 SW 9th Street  
Des Moines, IA 50315



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- Clear Lake Party
- Jack Hanna  
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- AFRICA
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IOWA'S WILDEST ADVENTURE

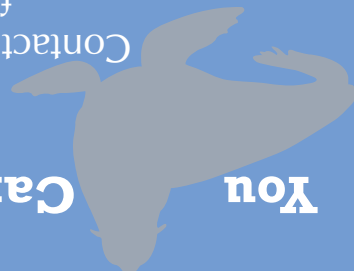
## Stay tuned for future updates!

Contact Emily Williams-Bouska, Capital Campaign Director,  
for more information on how you can support  
the Blank Park Zoo and the Wild About Animals Campaign!

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*to receive this electronically, please contact Emily*

You Can Help!



## Letter From Your Campaign Co-Chairs



Dear Friends:

What a spring it has been. After a long year of transition, we are pleased to announce that we have solidified our first phase and revamped our Master Plan to reflect a sustainable and more manageable projects. After listening to the feedback of our supporters, visitors and community leaders, we feel we have developed a plan that is going to grow the Zoo all while being fiscally responsible with the dollars you have generously provided us with for this project. We have been meeting with many of those same supporters and the feedback has been nothing but positive.

The first phase, which will take 3-4 years to construct, is estimated to be \$15 million dollars. This will include a new, 3.5 acre Gateway to Africa exhibit that will include 22 new species, indoor viewing spaces for people to see the animals when it isn't sunny and 80 degrees and state-of-the-art innovative designs in Zoo exhibit areas and holding space.



Additionally, one of our most loved exhibits, the Australian walk-about will be getting a face-lift that will include new interactive spaces, new cassowary exhibits and a new bachelor Wallaby troupe. A new, much safer and more user-friendly entrance will be created through A.H. Blank Park and will include an animal exhibit and a free, picnic space visitors can use to view the animals even when the Zoo isn't open.

Our Discovery Center and actual visitor entrance has met its maximum capacity and also needs to be renovated so we can meet the needs and provide a great experience for the estimated 525,000 – 550,000+ visitors that we anticipate will come to see our next exhibits. Finally, the Zoo is incorporating hands-on, interactive areas in each area of the Zoo.

All new exhibits as well as some of the popular areas including Great Cats, Kid's Kingdom, and the Discovery Center's aquariums will be getting new interactive components that will allow for more learning opportunities for children and families during their Zoo experience.

We anticipate breaking ground on Gateway to Africa and Australia Adventure after Labor Day this year with Australia opening next spring and Africa opening the following spring. The new entrance and the Discovery Center renovation will happen following the completion of the Africa and Australia projects and the interactives will be added on an ongoing basis.

We also found during our best practices research, that Zoo's tend to create or renovate an exhibit every 3-5 years. This allows for continued growth in membership and attendance and keeps the Zoo fresh and exciting. As part of the new master plan, the Zoo is planning an additional \$27 million in capital projects in the next 25 years. This includes Oceans, African Forest and Asia.

Finally, we are eternally grateful to you, our stakeholders and supporters for believing in this project and supporting us through some changes that, in the long run, helped the Zoo find a clearer focus for its expansion master plan. Stay tuned to future newsletters to see project and campaign updates.

Warm Regards,

  
Mike & Loretta

## Capital Campaign Progress



- April 2006** – Bill Knapp donates 18 acres of land for new expansion site
- June 2007** – Philanthropist Liz Kruidenier pledges \$1 million leadership gift
- March 2008** – City of Des Moines and 10 other entities develop Master Super Block Plan
- June 2008** – Community Foundation of Greater Des Moines pledges \$250,000 to Campaign
- June 2008** – Three former Governors – Ray, Branstad and Vilsack\* - named honorary chairs of Campaign
- August 2008** – Helen and James Hubbell, Jr. support Campaign with \$500,000 pledge
- September 2008** – Campaign receives pledge of \$100,000 from Bob and Gloria Burnett
- October 2008** - Tim and Toni Urban support the expansion with a pledge of \$100,000
- November 2008** – Zoo receives pledge of \$200,000 from W.T. and Edna M. Dahl Trust
- November 2008** – Meredith Corporation Foundation offers pledge of \$500,000 to the expansion
- December 2008** – Zoo support continues with \$100,000 gift from Stan and Dotty Thurston
- January 2009** – Prairie Meadows Legacy Grant Program pledges \$100,000 to Campaign
- May 2009** – Red Panda Groundbreaking
- May 2009** – The State of Iowa pledges \$500,000 towards the Campaign
- July 2009** – Zoo support continues with \$200,000 pledge from Wells Fargo
- December 2009** - Principal Financial Group gives \$100,000 to Capital Campaign
- February 2010** - Support for the Campaign continues with a \$200,000 gift from John Deere
- Spring 2010** - Expansion Master Plan is revamped
- April 2010** - In partnership with the City of Des Moines, the Zoo receives a \$1 million appropriation for a security wall
- April 2010** - In partnership with Iowa State University, the Zoo receives \$400,000 for equipment and vet clinic upgrade
- Fall 2010** - **Groundbreaking begins on Africa and Australia exhibits**

## Project Updates



“Gateway to Africa”, one of the projects to be completed in Phase One of the expansion will incorporate state-of-the-art giraffe, antelope, lion, primate, and rhino exhibits in addition to aviaries, holding facilities and enrichment areas on 3.5 more acres of land.

There will be new, large indoor viewing opportunities and special event space for our visitors to enjoy! Guests can listen to discussions about conservation with our animal keepers, feed a giraffe, watch the Mandrill and Colobus swing from tree to tree and our lions sunning themselves on Pride Rock. There will also be daily animal enrichment demonstrations to teach and delight guests of all ages!

Groundbreaking on this exhibit will begin Fall 2010.



For more information on our expansion plans, check out our Capital Campaign DVD and Case Brochure at [www.blankparkzoo.com](http://www.blankparkzoo.com)

## Solicitation Continues



Bill and Susan Knapp	- \$2,000,000
Elizabeth Kruidenier	- \$1,000,000
James and Helen Hubbell	- \$500,000
State of Iowa	- \$500,000
Meredith Corporation Foundation	- \$500,000
Community Foundation of Greater Des Moines	- \$250,000
John Deere Foundation	- \$200,000
W.T. and Edna M. Dahl Trust	- \$200,000
Wells Fargo	- \$200,000
Principal Financial Group	- \$100,000
Prairie Meadows	- \$100,000
Bob and Gloria Burnett	- \$100,000
Stan and Dotty Thurston	- \$100,000
Tim and Toni Urban	- \$100,000

Percentage of Giving  
**Board of Directors** 94%  
**Campaign Cabinet** 100%  
**Staff Members** 100%

The Campaign Cabinet continues to solicit gifts from Blank Park Zoo's "family" (Board of Directors, Campaign Cabinet, and Staff). In addition, leadership gift solicitation of individuals, corporations, and foundations continues. We will keep you apprised of progress.

## Special Events

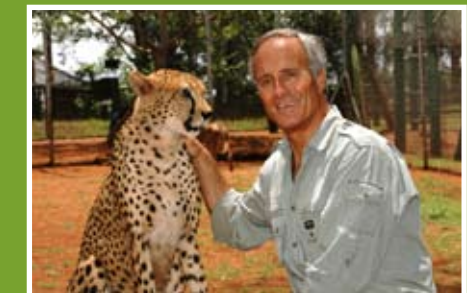


On June 11, the Zoo hosted more than 50 grandparents and their grandchildren in a special, Grandma's (and Grandpa's) Day event! Guests enjoyed crafts, story time and animal feeding. We hope to bring this successful event back next year! Thank you to Allison Fleming and Loretta Sieman for hosting!



Steve Lacy, Jeannie Snyder, Cathy Lacy, and Robert Snyder on the Lady of the Lake in Clear Lake, IA

On July 2, 150 guests were treated to a trip aboard the Lady of the Lake in Clear Lake, IA. Hosted by Steve and Cathy Lacy and Christine and Steve Hensley, guests mingled with Zoo staff, met special Zoo guests and learned about the Zoo's expansion project.



Rick A. Prebeg, World Class Images, © 2010

Mark your calendars for a very special event! On Wednesday, September 29th, Jack Hanna will be making a guest appearance at Blank Park Zoo! For one night only, guests will be treated to a one-of-a-kind performance from Jack and his animals. There will be a private viewing as well as a public show. Watch for more details!