



# **CLEVELAND METROPARKS ZOO AND THE ASSOCIATION OF ZOOS AND AQUARIUMS**

September 2019

# By the numbers

- Started in 1924
- 237 institutions
- 12 countries
- President/CEO
- 12 person Board of Directors
- 24 committees
  - Standing
  - Special

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



# Government Advocacy

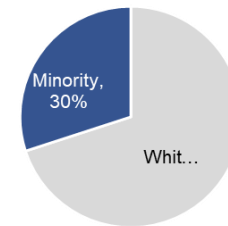
- USFWS, USDA
- CITES CoP
- AZA Fly-in



# Market Research

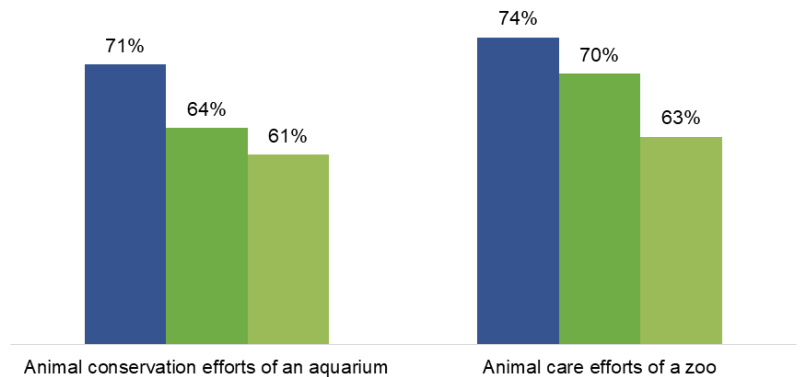
- Favorability tracking
  - ▣ Dip in 2013
  - ▣ Rise in 2016
- Favorability motivators
  - ▣ Welfare
  - ▣ Conservation Impact
- Audience segmentation

Moveable Middle



I am likely to support...

■ Hispanic ■ African Americans ■ White



# Sustainable Animal Programs

- Animal Population Management Committee (APMC)
- Taxon Advisory Groups (TAGs)
- Species Survival Plans (SSPs)



# Accreditation

- Accredited since 1981
- Materials due Feb 1
- Inspection June 10-12
- Hearing September 9
- Highs and Lows





*This certifies that*



# CLEVELAND METROPARKS ZOO

*Has been granted Accreditation*

**This 8th day of September 2019**

Institution Number: IN - 1350500

Chair of the Board, AZA

Chair, Accreditation Commission

Expires 9/30/2024

**ASSOCIATION  
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