



HENRY VILAS ZOO®

STRATEGIC PLAN

2024-2029

OUR MISSION

Dedicated to exceptional animal care and conserving wildlife through local engagement and global partnerships

OUR VISION

Locally loved community treasure, globally recognized conservation leader, forever accessible

GOAL 1: ENSURE EXCEPTIONAL ANIMAL CARE AND WILDLIFE CONSERVATION

- Ensure optimal animal care.
- Increase commitment to conservation.
- Enhance Zoo's veterinary and research capabilities.
- Upgrade animal care infrastructure.

GOAL 2: EMBRACE LOCAL ENGAGEMENT

- Develop a robust Zoo fundraising capability.
- Leverage County, corporate and other partnerships.
- Tell the Zoo's story.

GOAL 4: STAY FOREVER ACCESSIBLE

- To the Zoo: Enhance revenue to keep Henry Vilas Zoo free.
- To amazing experiences: Develop new opportunities for more engaging guest experiences.
- To education: Add educational offerings, both onsite and through outreach.
- To a welcoming workplace: Increase measurable commitment to continued accessibility and inclusion.



GOAL 3: UPHOLD THE GIFT AS A LOVED COMMUNITY TREASURE: CARING FOR OUR PEOPLE AND PLACES

Our People:

- Align the Zoo's organizational structure with operational needs.
- Focus on professional development and employee engagement.

Our Places:

- Focus on renovating or repurposing existing facilities.
- Enhance safety and security measures.
- Create a plan for greater maintenance of facilities, grounds and signage.

- Develop new options for getting to the Zoo (parking, shuttles, off-site solutions).

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Accredited by the Association of Zoos and Aquariums