

FRESNO

CHAFFEE

ZOO

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CITY OF
FRESNO

Fresno Chaffee Zoo

2024 Impact Review



Your community enjoyed visiting the zoo:

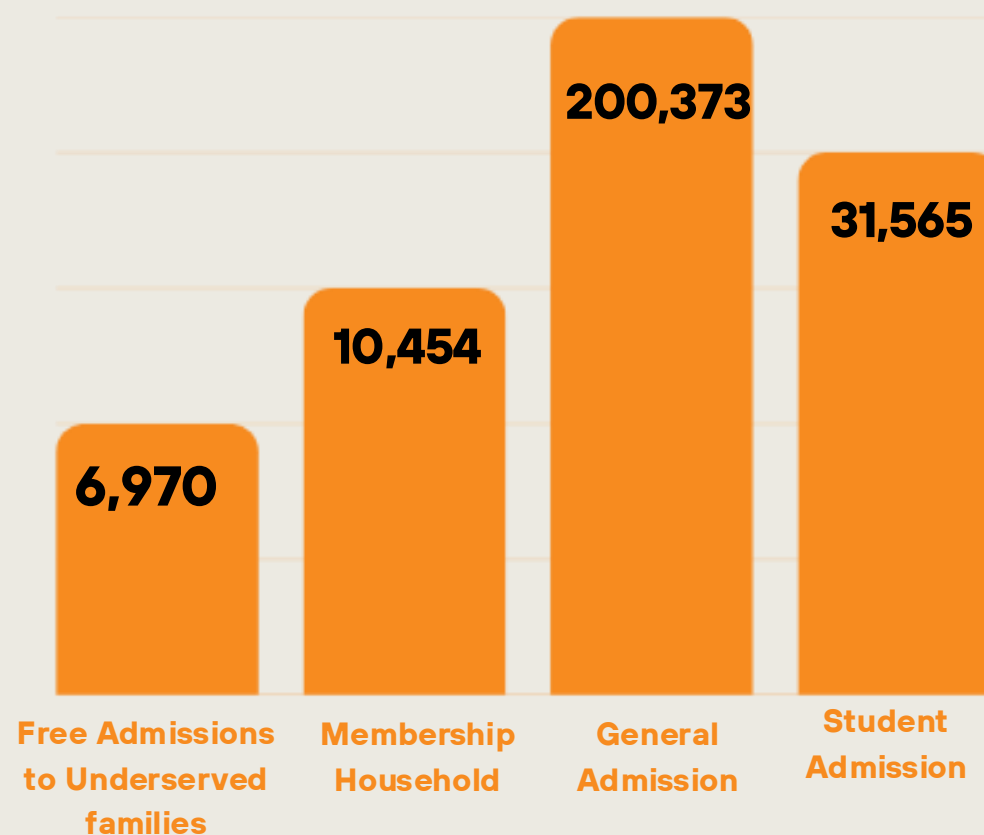
Fresno alone contributed to over

249,000

visits to Fresno Chaffee Zoo

Fresno Chaffee Zoo welcomed over 840,000 visitors in 2024, reflecting its wide impact across the Central Valley. Our educational programs spark curiosity and conservation in students—at the Zoo, in schools, and at home. We're expanding access to ensure a safe, inclusive, and enriching experience for all.

Here's a breakdown of your city:

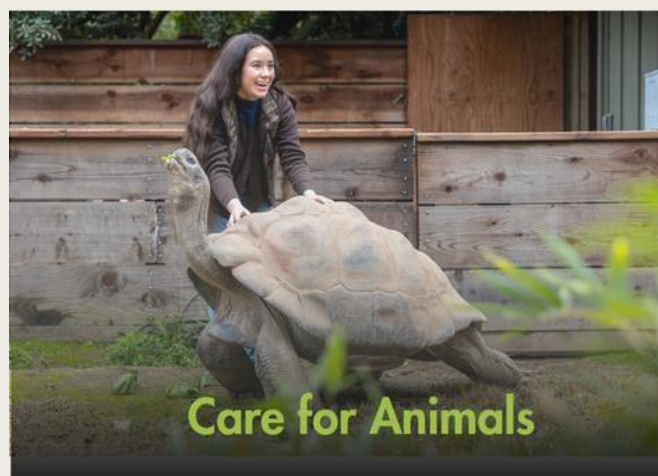


Fresno loved community events! Here are your top 3:

1. Black History Month

2. Lunar New Year

3. Party for the Planet





Pillars of Fresno Chaffee Zoo

SAVING WILDLIFE

BUILDING TEAMS

RESPONSIBLE
BUSINESS

STRENGTHENING
COMMUNITY

Our Core Values:

- **United:** We are one team, working together to support our mission, communities, and each other.
- **Dedicated:** We are knowledgeable and passionate, driven to improve, grow, and learn.
- **Respectful:** We show respect for one another and the unique contributions we each make to our institution.
- **Grateful:** We appreciate the support of our community, the people we work with, and the treasures of the natural world.
- **Welcoming:** We work to ensure that everything we do is accessible and inclusive of all.
- **Aspirational:** Through our work, we will have a positive impact on nature, people, and wildlife.

Grateful: *We appreciate the support of our
community, the people we work with,
and the treasures of the natural world.*

MEASURE Z

- Provides Capital Funds to Build Transformative Exhibit Experiences
- Funds a Decreasing Percentage of Zoo's Total Operating Expenses
- Ensures that the Zoo's General Admission Continues to be Affordable
- Gate Price Limits – Increasing Operational Costs = Budget Challenges
 - Other Revenue Sources (Education, Events, Ticket Upgrades, etc.)
 - Sponsorships, Partnerships, and Fund Raisers
 - Philanthropic Support



california

We are listening and learning



Welcome Wednesdays

Fresno Chaffee Zoo has reduced the cost of admission on **EVERY WEDNESDAY!**

Families who receive **SNAP** benefits can participate in the program and purchase up to **four** general admission tickets for **\$5** each.



★ **COEXIST WITH WILDLIFE**



CALIFORNIA

Coexist with Wildlife, California

As we plan partner with the **Fresno County Library** for 2026, this campaign continues to bring awareness to hundreds of native California species by highlighting **24** important species that need protection.

Green Coalition

The Zoo will partner with communities to co-create Green Coalitions that will help provide education around environmental sustainability.



Community Events

- Black History Month
- Party for the Planet
- Rainbow Family Day
- World Culture Day
- Hero Day
- Kids Day
- Dia de los Muertos
- Lunar New Year

Core Components

- Resources that serve the highlighted community.
- Support small business food vendors.
- Artists and entertainment from the community.
- Crafts and culturally responsive story time for children.
- Community hero recognition from the community.

Cultural Advisors

Where there is an animal story, there is a people story, and where there is a people story, there is an animal story.

We have a newly formed Cultural Advisory Council leading us into our next phase of operations and are seeking additional nominations from the ADA community, and the Punjabi/Siekh.



Student Intern Opportunities

Empowering the Next Generation through Education & Career Exploration:

- Hands-on animal interactions guided by expert staff
- Exploration of diverse zoo career paths from animal to care to administration.
- Behind the scenes exposure to non-public operational spaces
- Insights into daily zoo operations and logistics
- Understanding global & local conservation efforts and education



NOMINATIONS NOW OPEN!

How they are selected:

- Relevance to mission and vision of Fresno Chaffee Zoo
- Nominated by: government officials, community organizations, FCZ's Cultural Advisory Council, or FCZ Staff
- Community Impact

**Know someone who makes
a difference in the community?**

Email your nomination to:

**aavery@fcz.org
zramirez@fcz.org**



What is awarded:

- Certificate of recognition during the community event
- Small monetary gift
- Up to 25 free admission tickets for the event recognition day for friends, family, or colleagues.

IMPACT

OPPORTUNITIES

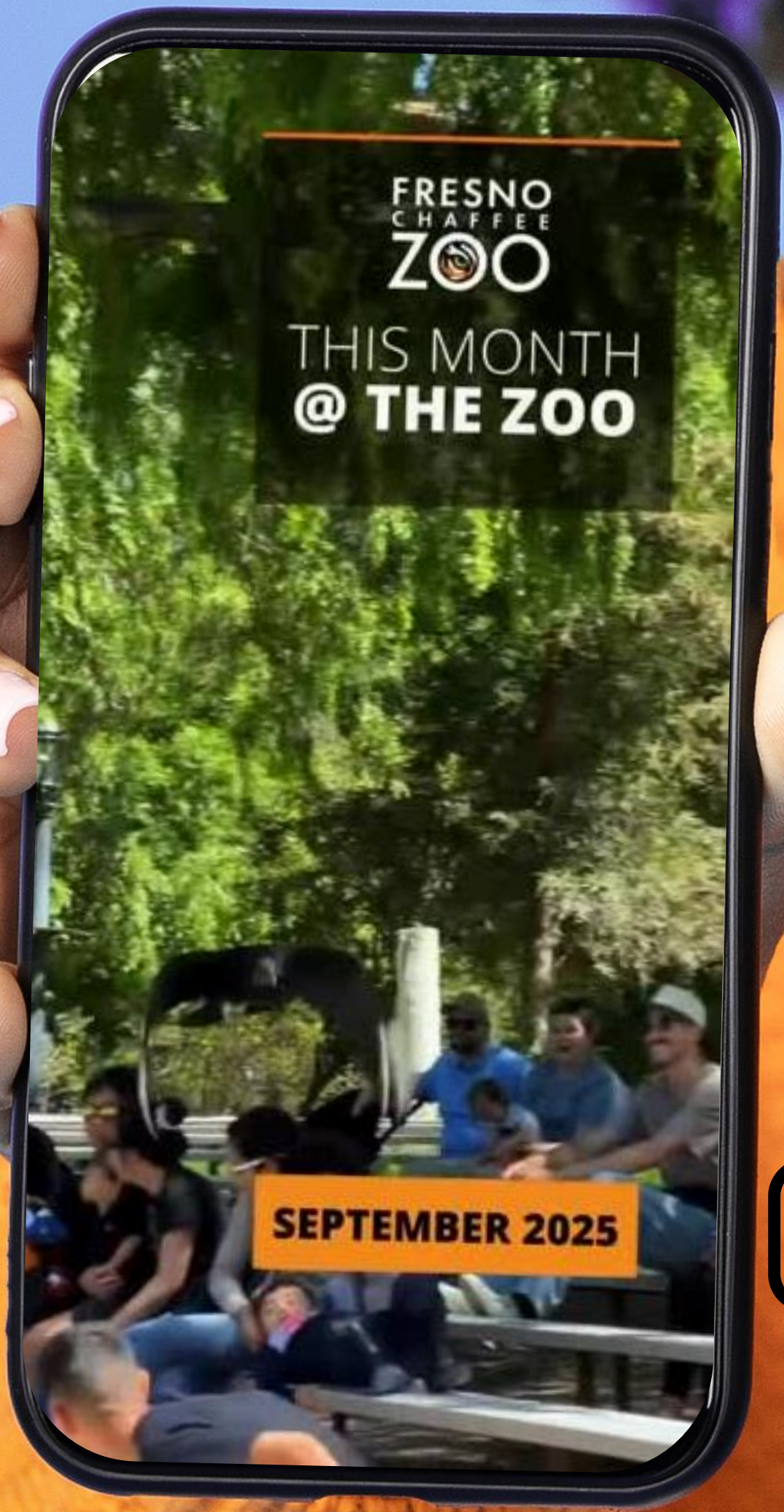
**City of Fresno Zoo
Day!!**



**Fresno Night of
Illuminature**

Welcome Wednesdays





FOLLOW US

