

PHILADELPHIA ZOO

**WHEN YOU CHANGE
THE WAY YOU SEE
THE WORLD, YOU
CHANGE THE
WORLD YOU SEE**

STRATEGIC PLAN 2018-2022



OUR MISSION

By connecting people with animals, Philadelphia Zoo creates joyful discovery and inspires action for wildlife and habitats.

OUR VISION

We are caretakers of a world in which people and animals thrive — together

OUR PROMISES

2018-2022 Strategic Plan is driven by the following key promises:

Create inspiring experiences

Provide consistent, moving experiences for animals and people that inspire appreciation and action on behalf of wildlife.

Have a positive impact beyond the Zoo

Contribute to the civic life of our region and our neighboring communities by amplifying the Zoo's impact on quality of life, conservation and sustainability, and lifelong learning that begins in early childhood.

Learn and lead change

Model a culture driven by mission, performance, and commitment to leading change from within.





OUR PLAN

Change the way we see animals

Create inspiring experiences

- GOAL 1:** Be a destination for joyful discovery between people and animals
- GOAL 2:** Enrich the lives of animals in our care
- GOAL 3:** Exceed the expectations of our diverse, multi-generational audience

Change the way we see nature

Have a positive impact beyond the Zoo

- GOAL 1:** Care for and protect animals and habitats around the world and right here in our own backyard.
- GOAL 2:** Be an integral part of our local communities
- GOAL 3:** Contributing to lifelong learning enhances understanding, appreciation, and stewardship of the world we share.

Change the way we see each other

Learn and lead change

- GOAL 1:** Position the Zoo for future growth, vitality, and sustainability
- GOAL 2:** Model a culture driven by mission, values, and learning
- GOAL 3:** Strengthen annual performance to support strategic reinvestment

OUR FUTURE

Change the world we see

In an ever-changing and increasingly urbanized world, we believe the people of our region should play a critical role in preserving the world's natural resources for the future. Philadelphia Zoo has a distinctive opportunity to be a gateway to joyful discovery that inspires a lifetime of curiosity, learning and caring for wildlife and the world we share.

