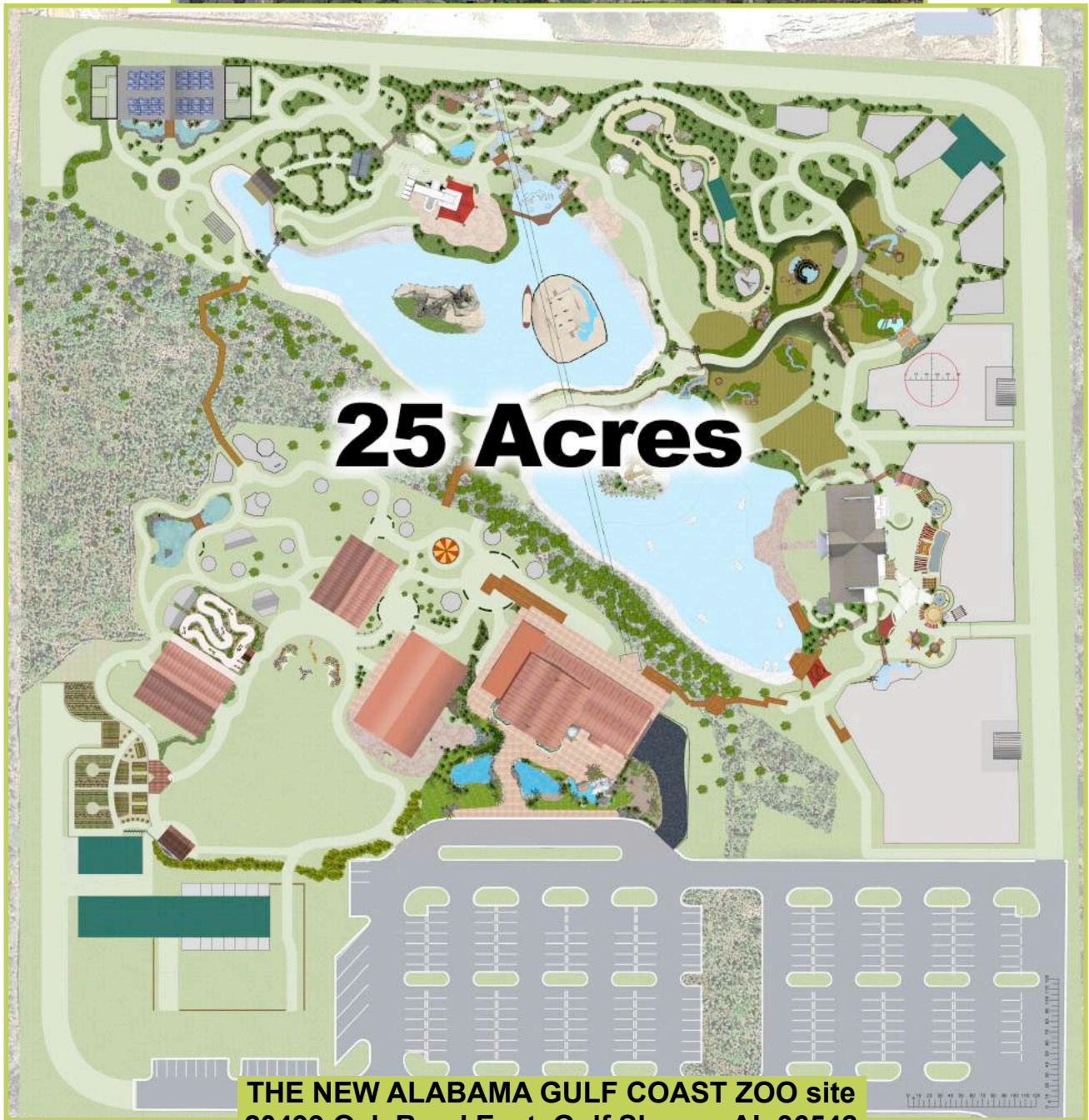




THE MASTER PLAN FOR THE NEW ALABAMA GULF COAST ZOO

The Alabama Gulf Coast Zoo is operated by The Zoo Foundation Inc., a 501(c)(3) non-profit organization, and a 509(a)(2) charitable foundation under section 170, 2055, 2106 or 2522 of the Internal Revenue Code, and is governed by a board of directors.

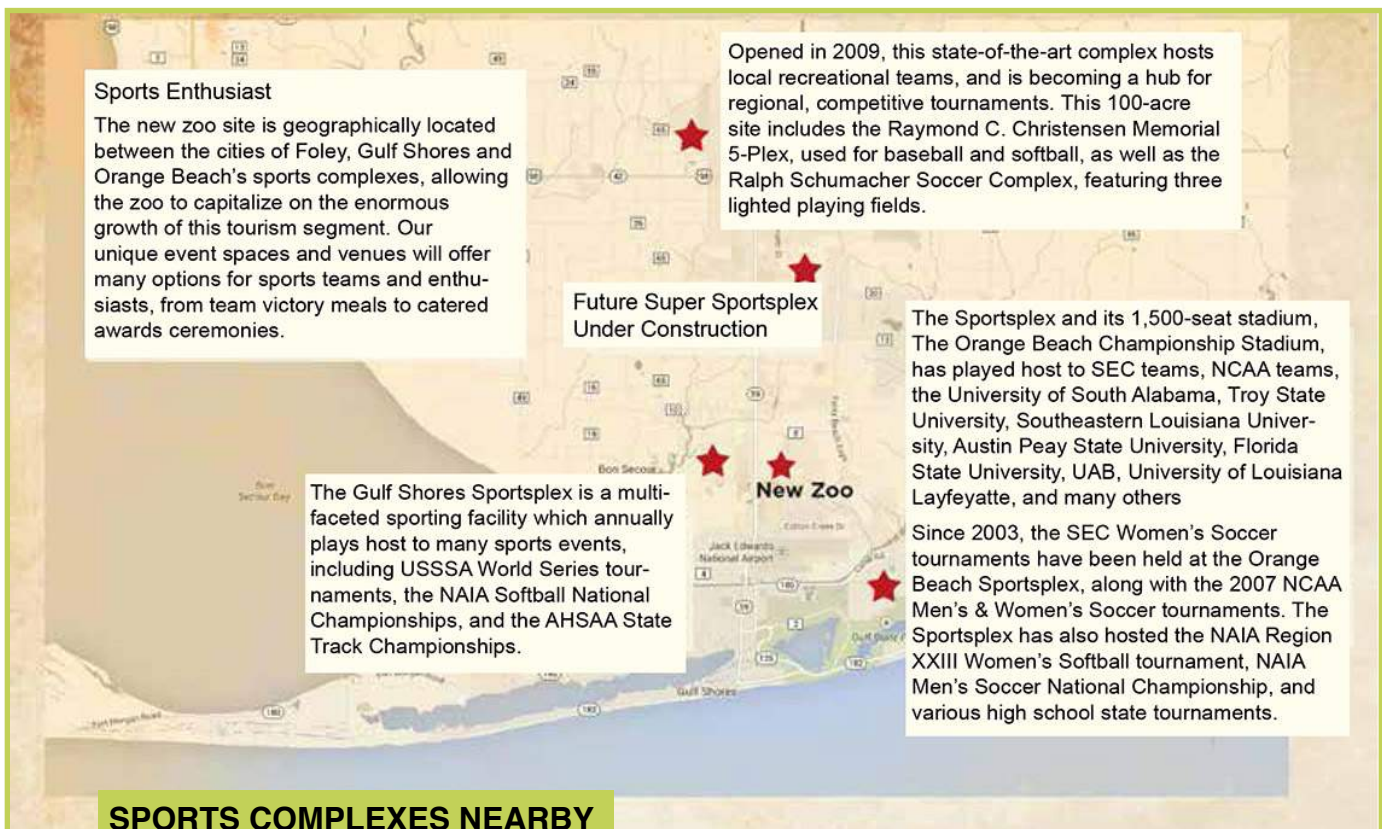
The existing Alabama Gulf Coast Zoo site
1204 Gulf Shores Parkway, Gulf Shores, AL 36542



THE NEW ZOO LOCATION



The move north accomplishes the goal of relocating the animals out of storm-surge danger, yet the zoo will still be a short trip from the beach.



SPORTS COMPLEXES NEARBY

The new site is also centered close to one planned, and three existing, sports complexes - a valuable draw for the zoo.

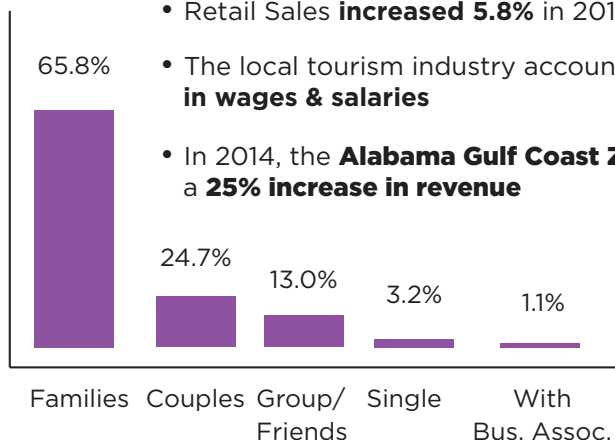


Area Stats

In 2015, **6.1 million** people visited the Alabama Gulf Coast, accounting for over **\$3 billion** in visitor spending

- Lodging revenues (2014): **\$375 million** (+ 7.1%)
- Retail Sales **increased 5.8%** in 2014
- The local tourism industry accounts for **\$1 billion in wages & salaries**
- In 2014, the **Alabama Gulf Coast Zoo** saw a **25% increase in revenue**

Alabama Gulf Coast
Visitor Profile



According to the American Zoological Association (AZA), **over 150 million people visit accredited zoos and aquariums** annually - **more than all professional sports attendance combined**. (AZA)

In the past 2 years, **50% of visitors to all U.S. attractions** have **visited a zoo**. (AZA)

Zoos and aquariums are powerful tourism generators for their communities. AZA's nation-wide economic impact study found that public and not-for-profit zoos and aquaria collectively support **126,000 jobs**, **generate \$8.4 billion in economic activity** (including \$2.65 billion in personal earnings/taxable income), and **spend \$3.262 billion in operating and capital outlays**. (AZA)

In a recent poll, the public ranked zoos and aquariums among the **most powerful and trusted sources on environmental issues**. (AZA)

Each year, more than **9 million students** enjoy on-site **education programs** at zoos and aquariums, with **over 3.5 million participating in them free of charge**. (AZA)

In a tourism area where 68.5% of its visitors are families, **The Alabama Gulf Coast Zoo** can become one of the most popular family attractions, offering corporate sponsors a highly desirable demographic.

Benefits of corporate visibility at zoos include:

- **93% agree** their **family enjoys** seeing animals up close at **zoos and aquariums**
- **94% feel** that zoos and aquariums **teach children** about how people can protect animals and the habitats they depend on
- **79% feel better** about **companies that support** wildlife conservation at **zoos and aquariums**
- **66% are more likely** to buy products and services from **those companies**

The Adventure Tourism Market has grown at a 65% annual rate since 2009.

Adventure Travel Trade Association (ATTA)
in conjunction with George Washington University

Almost 54% of travelers are planning an adventure component or activity on their next trip

Adventure Travel Trade Association (ATTA)
in conjunction with George Washington University

Spending by adventure travelers globally has grown from **\$593 per trip in 2009 to \$947 in 2012**.

Adventure Travel Trade Association (ATTA)
in conjunction with George Washington University



The New Alabama Gulf Coast Zoo is designed with five main goals:

- ▶ Incorporate the best use of space for the design of visually appealing animal habitats that also meets the highest standards in public, staff and animal safety, provides optimal enrichment for the animal population, and allows for superior animal care
- ▶ Increases the focus and emphasis on animal conservation education through on-site demonstrations, classes, up-close zookeeper/animal experiences, and interactive animal-themed play
- ▶ Combines the best of the existing zoo's intimate, family atmosphere while updating and modernizing the design and facilities to create a satisfying experience and loyal following
- ▶ Add theme park-style attractions and experiences to provide value and deliver a full day of animal-themed adventure and entertainment
- ▶ Incorporate facilities that provide the local area with much needed space for special events, concerts, weddings, corporate events and other gatherings

Our Priorities: Education, Entertainment, Play, Event Planning & Animal Care:

The entire park will be filled with **educational** displays and signage, fun and inspiring games and hands-on challenges to teach the next generation of animal-lovers about the wonders of our natural world, the importance of conservation, respect for wildlife and our environment. From zookeeper talks to overnight camp-style programs, the zoo's outreach will expand to become a favorite of schools and organizations throughout the region.

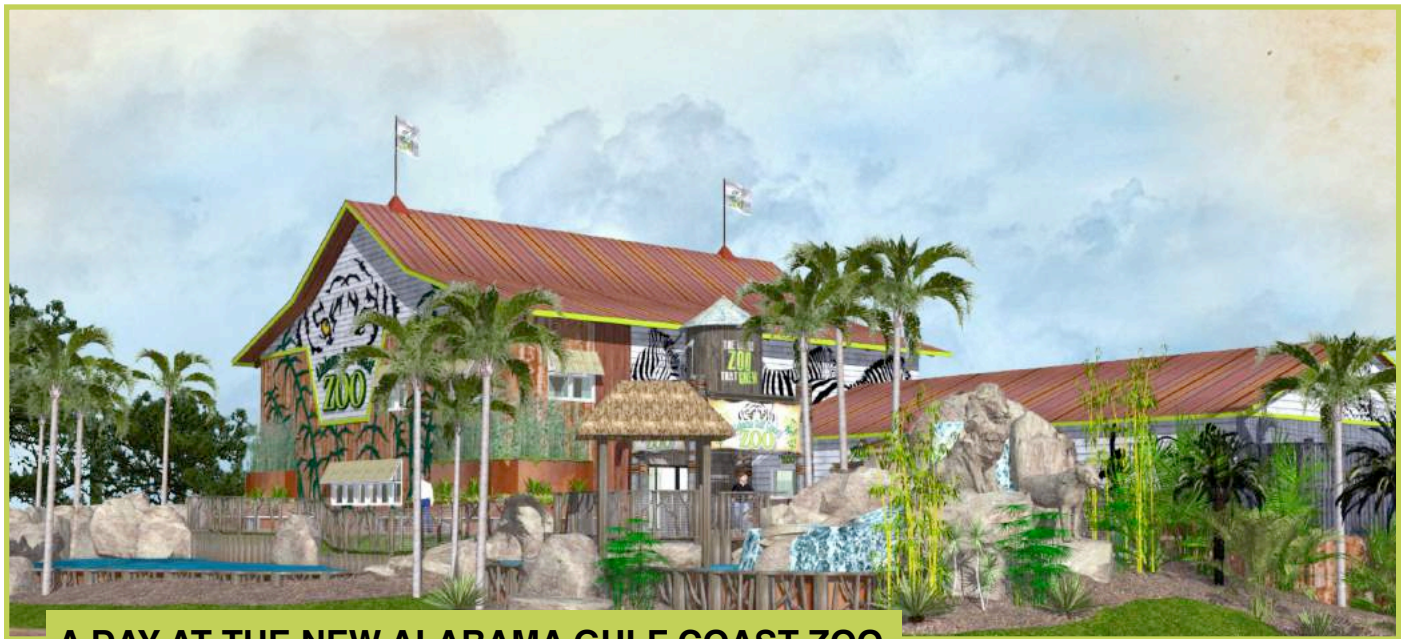
The zoo will add theme park-style **attractions** for every age group. From the zoo tram and paddleboat marina to pony rides and zip lines, there will be great ways to enjoy views of the zoo with some thrills along the way.

Our master plan also calls for two distinctively different and highly interactive **playgrounds** that are designed to keep youngsters entertained for hours while parents can relax at one of four themed dining spots.

A 6,000 sq.ft. event pavilion will accommodate larger indoor **events**, and an outdoor lush lawn can hold up to 2,000 guests for outdoor staged events. From a birthday party at the petting barn to a lavish wedding at our beautiful indoor venue, the zoo will be one of the most unique event facilities on the Gulf Coast.

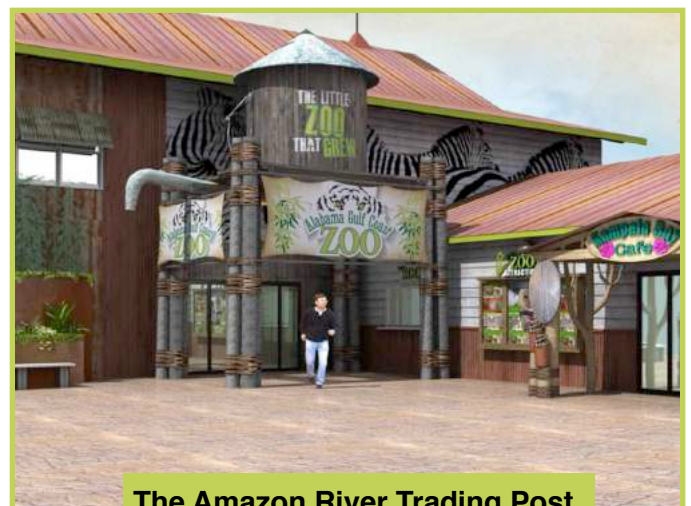
Nothing is more important than the well-being of the **animals** who will live at the new Alabama Gulf Coast Zoo. They are at the very reason for this new facility. Being able to re-locate them to hurricane-safe terrain, and provide them with spacious, new habitats that allow for easier and better care by their zookeepers, means that their safety and longevity is more secure than ever before. This all translates into an exciting and memorable visitor experience time after time.

By successfully adhering to our Master Plan goals and meeting our priorities, *The Little Zoo That Grew* will become the premier attraction on the Gulf Coast, providing the over 6 million annual visitors to the area with many hours of entertainment, education and inspiration, transforming the Alabama Gulf Coast Zoo from a side trip during a vacation visit into a true destination.



A DAY AT THE NEW ALABAMA GULF COAST ZOO

Creating a sense of adventure and areas of discovery are leading themes in the design. Our main entry building, **The Amazon River Trading Post**, is no exception and immediately creates a feeling of anticipation as it rises above the zoo. The three-story structure creates a sense of an expedition by employing larger-than-life graphics, lush landscaping, waterfalls and streams. As visitors enter this building, they will be led through a highly themed gift shop out onto a deck that overlooks the entire zoo, creating a panoramic view of each of the distinct areas of the zoo: **The Americas, The African Savannah, Big Cat Canyon, The Coola Springs Outback, Explorer Jungle, and Bio-Habitat.**



The Amazon River Trading Post

If guests truly want a bird's-eye view of the zoo, they can ride the **Zambezi Zip Line** which rises 120 feet in the air for views of the entire park, and then glides riders back down across the **Monkey Islands** for a thrilling first encounter with the zoo. And if flying above the zoo is not on the day's agenda, guests can choose to head east toward **The African Savannah** or descend into **The Americas** to view species from North, Central and South America. Along the way, the little ones will want to ride the carousel or play in the playground at **Grandma's House**. A stop in **Paw Paw's General Store** harkens back to a simpler, more nostalgic time. **The Petting Barn** will be a magnet for the young and old who want a hands-on experience with farm animals. **The Pony Rides** will carry small ones on a trail ride through the Old Wild West.

On The African Savannah, visitors will pass **The Giraffe Feeding Station**, and as you enter **The African Bazaar**, visitors will feel transported to another part of the world. The bazaar will be a colorful marketplace carrying one-of-a-kind art, clothing, jewelry and accessories. Anchoring the African Bazaar will be **Savannah Manor**, designed to resemble an estate in the great African Plains. The manor will serve as a restaurant for the east side of the zoo and the backdrop for special events and weddings.



Savannah Manor Cool Zone

At this point in our journey, parents can take a break on the deck overlooking the Monkey Islands at the **Coola Springs Outback Grill** while their kids play on **Adventure Mountain** that rises 35 feet above the zoo. Adventure Mountain will be a supervised play area with a host of water features, swinging bridges, tunnels, rock climbing and slides to keep kids entertained for hours.



Coola Springs Outback



Big Cat Canyon

Entering **Big Cat Canyon** where all of the larger feline species will reside,

visitors will view our exotic cats from several vantage points, and will surely be enthralled by the Big Cat Kitchen. Heading west from Big Cat Canyon, young ones will encounter the Jeep Safari Ride where electric safari jeeps wind around a landscaped track with views of the big cats and an up-close look at other mammal species.

After corralling the kids and venturing on, great family moments can be shared through one of the zoo's unique animal encounters. **The Wild Encounter Garden** provides guests with a chance for an up-close and personal encounter with lemurs, sloths, kangaroos, anteaters, and a variety of reptile species.

Next up, rising from the jungle floor is the three-story **Bio-Habitat** surrounded by crocodile and sea otter exhibits. As visitors descend into a lush tropical, temperature-controlled jungle habitat, they will come face-to-face with cool reptiles, colorful birds and small primates. Then they can explore the Bio-Habitat along a maze of paths, bridges and ramps that take explorers into the treetop canopy of a tropical jungle as they learn about the mammals, reptiles and birds of a rich ecosystem.



The Bio-Habitat



The Sustainable Life Center

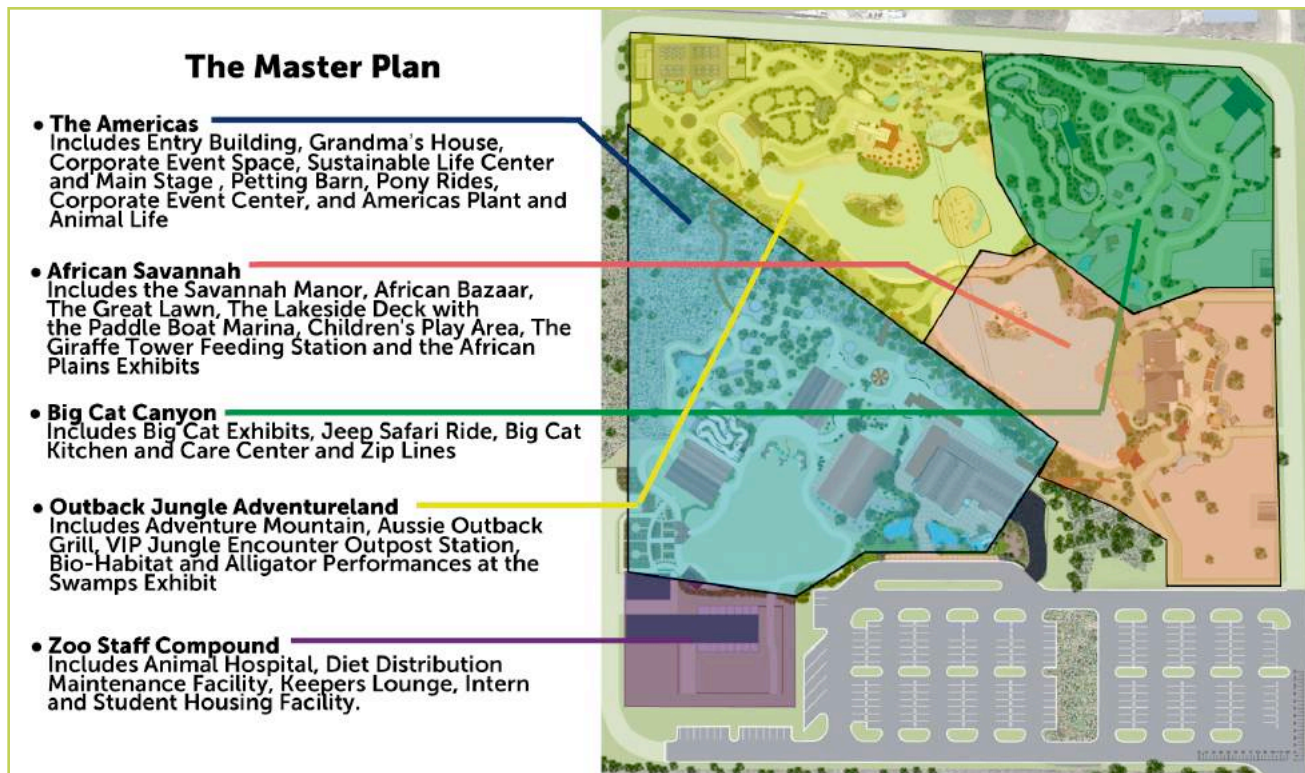
A centerpiece of the zoo's dedication to education will be **The Sustainable Life Center** where demonstrations of animal conservation, organic gardening, rainwater harvesting and other sustainable techniques will teach the importance of being responsible stewards of our wildlife and our environment.

As you wind your way back to the main building and out through the 3,600 sq. ft. gift shop, more than one parent will hear the persistent voice of a child pleading, "Can we do this again tomorrow?"



The new Alabama Gulf Coast Zoo will not only provide greater habitat space for its existing population of native and exotic wildlife species, but will also include expansion for various species that will join the family over the coming years. Our immediate plans include large habitats for giraffe, zebra, and several antelope species. In addition, the current zoo is home to eight endangered species, and we hope to provide a safe haven to others in the future. Public education about endangered species and their protection is an extremely important part of our conservation program.

The Master Plan consists of five regions that contain all aspects of zoo operations, including animal exhibition and care, zoo staffing, retail and hospitality.



Ⓐ THE AMERICAS

The Americas will be the gateway to the rest of the zoo and the journey through all of the Americas regions. As you travel down the Pan-American Highway, you'll visit species from North, South and Central America; view a wide variety of animal species, from birds of all colors to bears, wolves, and hoofstock, as well as a barnyard full of farm animals. Our sustainable gardens will demonstrate how farmers could once survive on a few basic necessities like flour, sugar and molasses by sustainably growing the wheat and sugar cane themselves.

Ⓑ THE AFRICAN SAVANNAH

The African Savannah will be a popular and vibrant attraction, from the color, excitement and life of the African Bazaar to the upscale decor of the Savannah Manor, the ideal setting for weddings and special events. These areas will form the picturesque backdrop for our magnificent African Savannah exhibit - home to all things African. The Savannah, the largest exhibit of the zoo, will house giraffe, zebra, antelope, camel, ostrich, and the King of the Beasts, the African lion, who will sit prominently above Big Cat Canyon, overlooking the Savannah and entire zoo, reigning over his kingdom.

Ⓒ BIG CAT CANYON

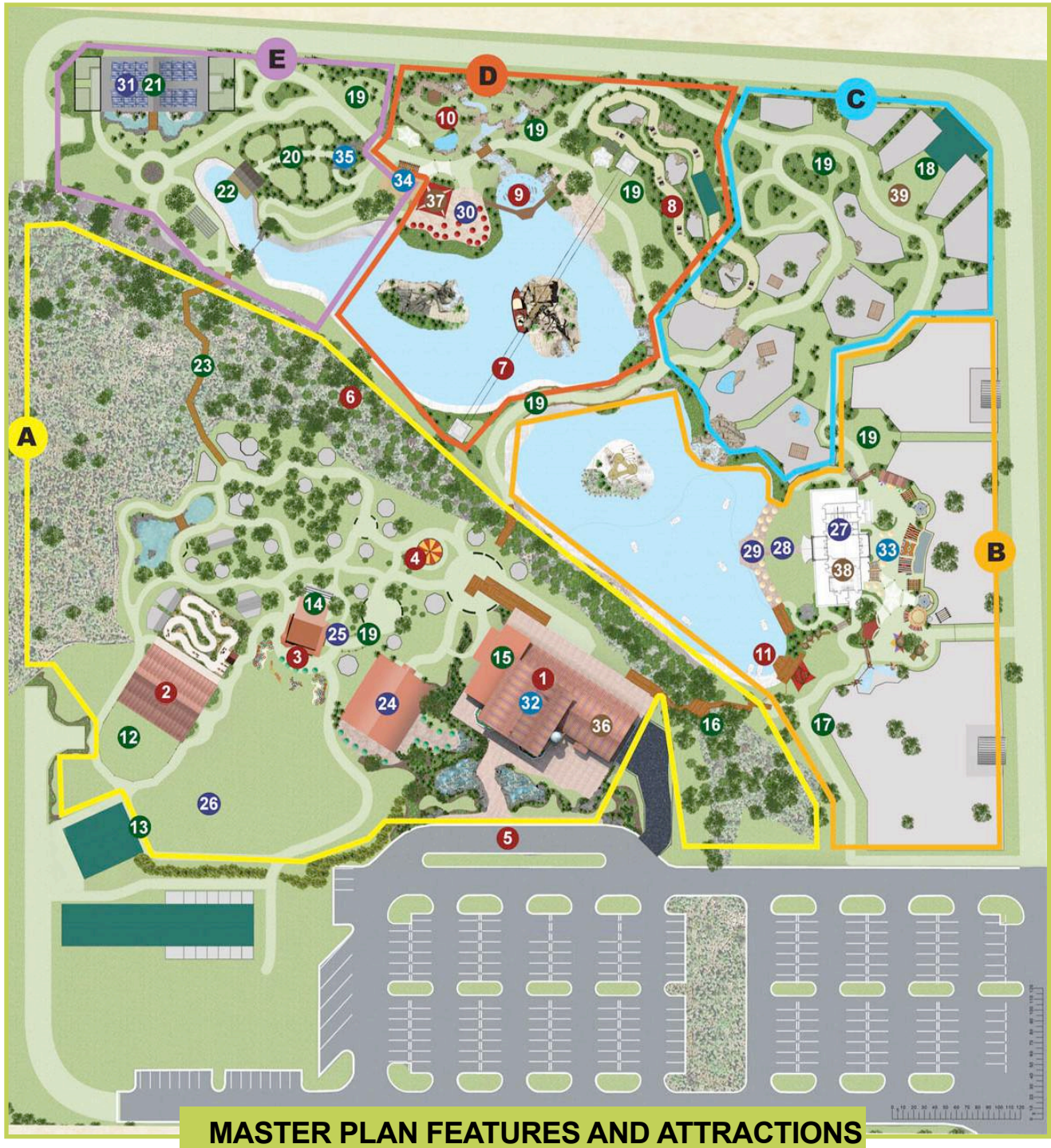
Zoo guests will walk across the promenade path between the Lakes of Tambura Basin and gradually rise above the canyon to catch a bird's-eye view of the big exotic cats exhibits below. As guests wind their way down and around the canyon, they will be able to view the cats from ground level, as well as from several other vantage points. From the Big Cat Kitchen and Care Center, guests will view the preparation of our big cats' meals which provide them with their nutritional needs and enrichment.

④ COOLA SPRINGS OUTBACK AND ADVENTURE MOUNTAIN

Anchored by Adventure Mountain, a terraced, climbing and playing exhibit filled with challenges for young kids, this lushly landscaped area will be home-base to a variety of activities, including Zambezi Zip Lines, Jeep Safari Rides, and the Tambura River Boat Challenge. This section overlooks two Monkey Islands on the Lakes of Tambura Basin and includes the outdoor Aussie Outback Grill and the Walk-About Watering Hole.

⑤ EXPLORER JUNGLE & BIO-HABITAT

This lushly landscaped jungle paradise will be home to The Swamps, with live alligator and reptile shows. The centerpiece is a three-story bio-habitat, filled with waterfalls, rushing streams, swinging bridges, and jungle landscaping, providing a natural backdrop for the animals housed here.



The new Alabama Gulf Coast Zoo will offer five types of features, services and amenities:

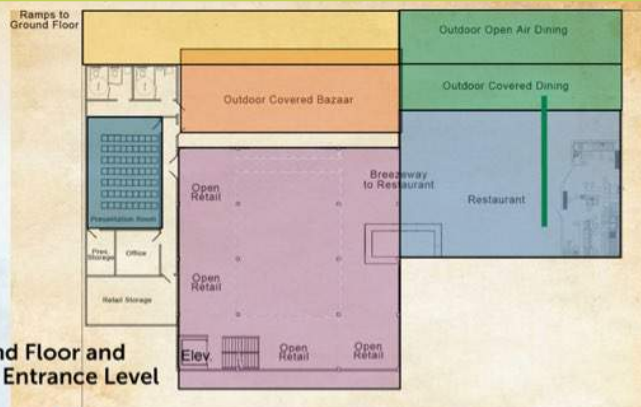
- Animal Exhibits & Encounters
- Educational Programs and Zookeeper Interaction Experiences
- Value-added Theme Park-style Attractions, Rides & Play Areas
- Food Service, Event Facilities & Entertainment Venues
- Retail Merchandise & Gift Shops



Main Entry Building

3,600 sq. ft. Retail Space & Gift Shop
 800 sq. ft. Outdoor Bazaar
 2,400 sq. ft. Cafe
 1,800 sq. ft. Outdoor Dining Balcony
 2,880 sq. ft. Education & Meeting space
 700 sq. ft. Outdoor Balcony
 1,200 sq. ft. Orientation & Presentation Theater

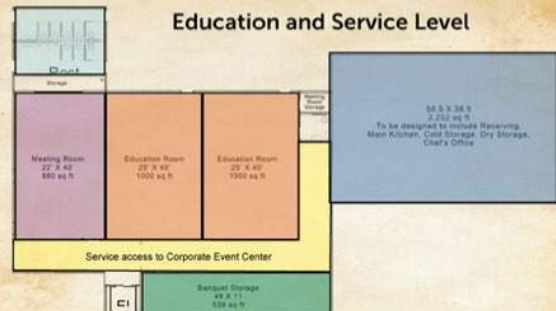
2nd Floor and Main Entrance Level



3rd Floor Administrative Level



Education and Service Level



① MAIN BUILDING

Creating a sense of adventure and discovery are leading themes in the design, and The Amazon River Trading Post is no exception. The three-story structure, rising above the zoo, creates anticipation of an expedition by employing larger-than-life graphics, lush landscaping and waterfalls. The water features along the entire front of the building give the impression of an outpost next to a jungle river. A gentle slope leads up to the entrance, and as you walk through the building, you'll view the entire zoo from atop an elevated deck. This structure is a great example of utilizing classic construction elements but adding over-sized visual embellishments and realistic-looking water features to make a grand statement.

② PETTING BARN AND PONY RIDES

This attraction provides a gentle, close-up animal encounter for young kids and an educational opportunity for the parents to share. Kids can ride through a western-themed, landscaped adventure complete with an Old West Town.

③ GRANDMA'S HOUSE AND PLAYGROUND

This nostalgia-themed house with a shaded front porch invites parents to take a break, and an adjacent low-tech, high-touch, interactive playground area is for children.

④ THE CAROUSEL

This old-fashioned, classic attraction is, of course, animal-themed.

⑤ ZOO TRAM

It's an easy and relaxing way to see the zoo, with scheduled stops along the way.

⑥ WETLANDS CANOPY BIKES

Guests can pedal their way around the wetlands at treetop level while stopping to learn nature and animal facts from signage along the bike path.

⑦ ZAMBEZI ZIP LINES

Ziplining over the Lakes of Tambura Basin above the Monkey Islands offers a great bird's-eye view of the zoo.

⑧ JEEP SAFARI RIDES

Electric safari jeeps wind around a landscaped track, bordering big cats and smaller mammals, to provide an up-close look at a number of species.

⑨ TAMBURA RIVER BOAT CHALLENGE

Children can enjoy testing their boating skills through an obstacle course with radio-controlled boats.

⑩ ADVENTURE MOUNTAIN

There's excitement around every corner of this fantastic play area for kids where they can climb over boulders, crawl through tunnels, swing on bridges over running streams, and come face-to-face with gigantic, animated bugs.

⑪ PADDLE BOAT MARINA

Guests can relax out on the Lakes of Tambura Basin with these safari-themed paddle boats.

⑫ SUSTAINABLE LIFE CENTER

A centerpiece of the zoo's dedication to education will be The Sustainable Life Center, where demonstrations of animal conservation, organic gardening, rainwater harvesting and other sustainable techniques will teach the importance of being responsible stewards of our wildlife and our environment. It will include interactive displays for children to demonstrate the value of sustainable practices.

⑬ MAIN STAGE

The performance stage at the Field of Dreams will be host to concerts, appearances, and special programs.

⑭ GRANDMA'S HOUSE FAMILY COMFORT STATION

For parents, this section of Grandma's House will offer a comfortable baby changing station, a nursing room, and family restrooms. It will also house First Aid and Lost & Found.

⑮ PRESENTATION AND ORIENTATION THEATER

This 75-seat theater is for nature shows and corporate presentations.

⑯ DIRK BAYER BUTTERFLY OBSERVATION OUTPOST

This treetop exhibition will house the amazing, global butterfly collection of lepidopterist, Dirk Bayer.

⑰ THE GIRAFFE TOWER FEEDING STATION

This area provides guests with an opportunity to hand-feed giraffes at eye level.

⑱ BIG CAT KITCHEN AND CARE CENTER

Zoo guests will get an up-close look at the superior and specialized care our exotic big cats receive from our trained staff in meeting their health and nutritional needs.

⑲ COOL ZONES

Throughout the zoo, there will be six designated cool zones using misting equipment and fans - an oasis for guests during the Gulf Coast summers.

⑳ ANIMAL ENCOUNTERS

This special area is where zoogoers can experience zookeeper-supervised, educational encounters with lemurs, kangaroos, sloths, anteaters, and an array of species from the Reptile Garden.

㉑ BIO-HABITAT

This three-story bio-habitat jungle is filled with waterfalls, rushing streams, and swinging bridges. Surrounded by crocodile and sea otter exhibits, visitors descend into a lush tropical, temperature-controlled forest environment. While exploring the Bio-Habitat along a maze of paths, bridges and ramps, explorers will venture into the treetop canopy of tropical vegetation as they learn about the mammals, reptiles and birds of a rich ecosystem.

㉒ THE SWAMP

This entertaining and educational show features our cold-blooded reptilian friends, including gators, set in the water around the porch of our swamp house.

㉓ THE WETLANDS WALKING TOUR

This educational and relaxing walking tour, on raised decks above the wetlands, provides views of the bears, wolves, and deer exhibits.

㉔ CORPORATE EVENT CENTER

Offering 6,000 sq. ft. of event space, this unique venue can be open-air or closed for temperature-control, when needed.

㉕ PAW PAW'S GENERAL STORE

Stop by for a bit of nostalgia at an old-fashioned general store with soda fountain, snack bar, candy counter, assorted souvenirs and gift items.

㉖ THE FIELD OF DREAMS

Attached to the Main Stage is a large open grass area that can hold up 2,000 guests for sit-down seating or picnicking on the lawn to enjoy a variety of stage shows, from concert performances to stand-up comedy.

②7 SAVANNAH MANOR

The focal point for the African Savannah, the Manor will serve the Manor Veranda on one side and The African Bazaar on the other. This facility can be configured to serve the public, plus a private event of up to 200 at the same time.

②8 THE GREAT LAWN

This lush lawn overlooking the African lions exhibit and the Lakes of Tambura Basin can be used as a stand-alone venue for events or in conjunction with Savannah Manor.

②9 THE LAKESIDE DECK

This waterside deck is ideal for intimate gatherings or can be used in conjunction with The Great Lawn and Savannah Manor.

③0 AUSSIE OUTBACK DECK

This beautiful outdoor deck overlooking the Monkey Islands, and served by the Aussie Outback Grill, is where guests can just sit back and relax and take in a beautiful the view of the zoo.

③1 THE BIO-HABITAT EVENT SPACE

While the Bio-Habitat is an extraordinary exhibit filled with a variety of animal and plant species, this jungle atmosphere with water cascading and birds chirping would make any event a unique experience.

③2 THE ZOO MARKETPLACE

Located in the main building, this 3,600 sq. ft. marketplace will carry a full range of items housed in an indoor area with vaulted ceilings, and include an outdoor open-air market.

③3 THE AFRICAN BAZAAR

One of the most eye-catching, colorful areas of the zoo, this exotic marketplace will carry one-of-a-kind art, clothing, jewelry, and accessories.

③4 THE OUTBACK SUPPLY COMPANY

Located adjacent to Adventure Mountain, this trading post will carry a wide range of sundries, as well as souvenirs for children to treasure.

③5 ANIMAL ENCOUNTER MEMORIES

For those who have experienced a once-in-a-lifetime animal encounter, this is where they can pick up photos of those moments or children can pick out an animal plush toy keepsake.

③6 KAMPALA BAY CAFÉ

This is the main restaurant at the zoo that will serve an eclectic menu influences by world cuisines with a Gulf Coast flair. The cafe will include indoor dining and al fresco, outdoor seating on an expansive deck overlooking the zoo.

③7 AUSSIE OUTBACK GRILL

For casual dining, this grill-focused menu can be enjoyed indoors or on the outdoor deck overlooking Adventure Island on one side and the Monkey Islands on the other.

③8 SAVANNAH MANOR EVENT VENUE

This section of The Manor is one of our premier settings for weddings and corporate events on the Gulf Coast.

③9 THE CARTS AT BIG CAT CANYON

Refreshment kiosks interspersed throughout this large exhibit area will serve a variety of cold treats and quick and easy hot foods.