



Economic Impact

North Alabama Zoo
Total Economic Impact over a period of 6 years for Phase 1
(3 years of construction and 3 years of operation)

Total Economic Impact	Direct Effect	Multiplier Effect	Total Effect
Output	\$68,670,313	\$49,240,406	\$117,910,719
Labor Income	\$41,578,782	\$15,171,238	\$56,750,019
Employment (construction)	511	181	692
Employment (Operations and Visitors)*	140	44	184

* Employment for Operations and Visitors shows only the sixth-year impact

- The economic impact of construction alone is \$62,567,235.
- The economic impact of Operations and visitors over the 6-year period is \$55,343,484.
- The total tax impact for the local region is \$1,427,926.

Completed Zoo and Aquarium

- 300 acres right along I-65
- \$243M to construct
- Onsite hotel resort
- 700K visitors/year
- Projected \$15M revenue/year
- 200 permanent / 200 seasonal employees

ASSOCIATION OF ZOOS & AQUARIUMS

- Over 183 million annual visitors in the US and over 200 million worldwide – more visitors than NBA, NFL, NHL, and MLB annual attendances combined
- 79% Americans believe zoos and aquariums are important to the local economy

Birmingham Zoo - 2014

- Revenue: \$13.2M
- Expenses: \$9.7M
- Local economy impact: \$37.2M*
- Visitors are 60% Greater Birmingham residents and 40% from all over.*

More than 2X!

* Ana Rodriguez. "Birmingham Zoo to undergo \$15 million renovation with plans for new entrance, Asian Forest", *AL.com*, May 20, 2014. Web. Dec 11, 2019

Memphis Zoo – 2014

- Revenue: \$16.8M
- Expenses: \$16.3M
- Total local economy impact: \$83.8M**
- Visitors are 2/3 Memphis MSA residents and 1/3 non-resident visitors.**
- Non-resident visitors spent \$62M in the local economy**
- 879 Full and Part-time jobs**

Almost 5X!!

** University of Memphis Sparks Bureau of Business and Economics Research/Center for Manpower Studies. "The Economic Impacts of Memphis Zoo", *Memphis Zoological Society*, May 13, 2016.