



John Ball Zoo Proposed Master Plan

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This Master Plan is a guiding document that will cover the next 10 years of development at John Ball Zoo, with transformative projects designed to enhance offerings and meet the needs of our thriving community.

This plan serves as a roadmap and outlines the general direction of John Ball Zoo throughout the next decade to keep the Zoo as a treasured resource for West Michigan well into the future.

Developing a Plan

Our Master Plan is driven by our mission:

to inspire our community to be actively engaged in the conservation of wildlife and our natural environment.

Our plan will help to:

- Provide exceptional guest experiences
- Deliver excellent animal care
- Expand educational opportunities
- Strengthen John Ball Zoo as a community asset



Our Decisions are Guided by You

We engage with and receive input from stakeholders **every day** as we seek to continuously improve our campus, our offerings, and our overall guest experience.

Additionally, we are guided by the results of several studies and community planning sessions:

- How guests utilize the Zoo
- Market assessments of community growth, needs, and trends, and engagement and community input
- Feedback from businesses, our local community, and throughout the county about their needs and wants for John Ball Zoo
- Input from multiple community groups in the formulation of our proposed Master Plan, including:
 - Education institutions
 - County Commissioners and staff
 - Local conservation groups
 - Five different neighborhood associations
 - Business associations
 - Zoo guests, members, and donors



Our Objectives

Each group we consulted brought different ideas to the table, but the key takeaways among all were very similar. We will bring those key themes to life through our overall objectives for this Master Plan.

- Ensuring the best quality animal care
- Creating a fully accessible Zoo for everyone
- Reducing operating costs
- Creating the groundwork for a year-round Zoo
- Building with the most sustainable practices
- Expanding educational and conservation facilities, programs, and story-telling
- Ensuring Zoo attendance growth is managed thoughtfully and carefully
- Remaining one of the top cultural attractions and economic drivers in Michigan

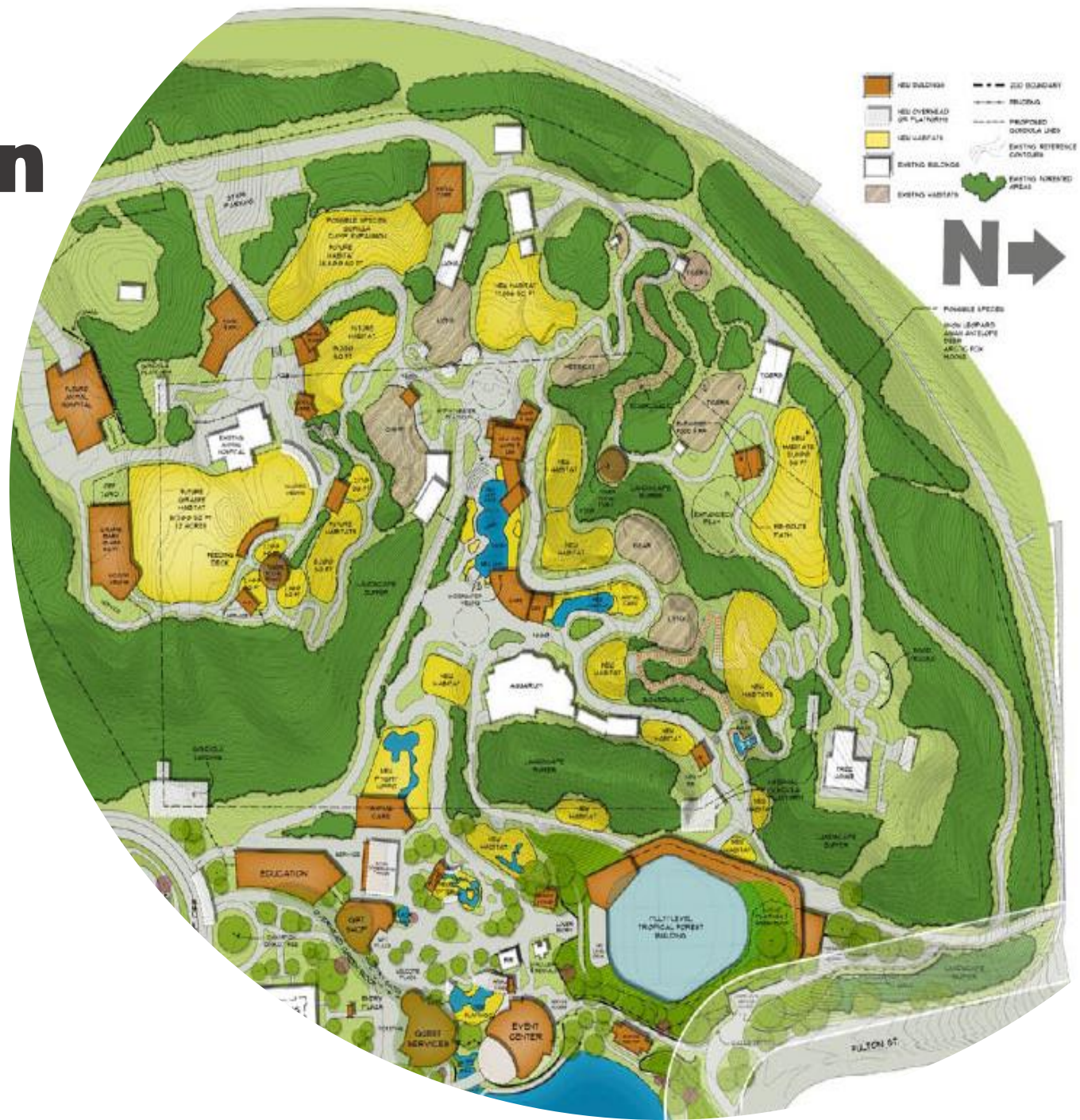


Site Analysis & Plan

As we gathered input from our stakeholders for our Master Plan, we also conducted a thorough site analysis. John Ball Zoo's unique and challenging topography, while posing some construction constraints, also gives us the chance to create remarkable, one-of-a-kind viewing experiences for our guests.

Key proposed features we'll discuss include:

- Expansion of our African area with additional species like giraffes
- Reconfiguration of our entry complex featuring new animal habitats, such as flamingos
- Construction of one of the largest indoor forest habitats in the U.S. that guests can walk through
- Development of a new central plaza
- The return of a sea lion habitat with underwater viewing, rooftop café, and world-class animal care facility
- Construction of a 400+-person event center
- Continued development of safe, green-designed parking and transition zone area
- Additions and overall improvements to our guest services and operations support areas

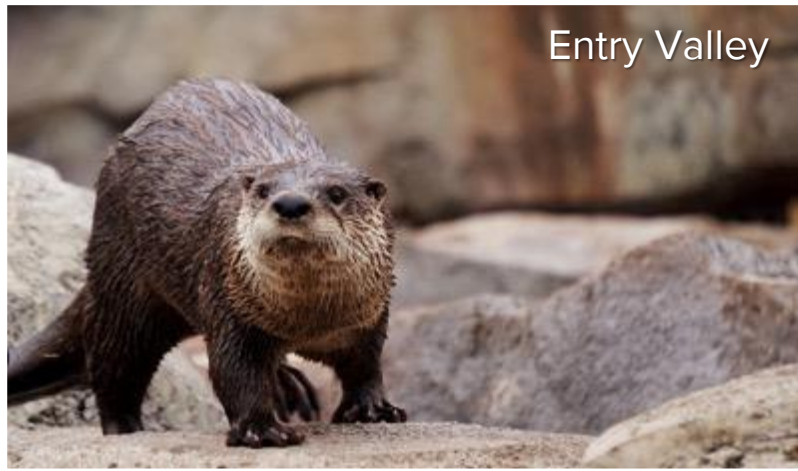




Africa Expansion



Central Plaza



Entry Valley



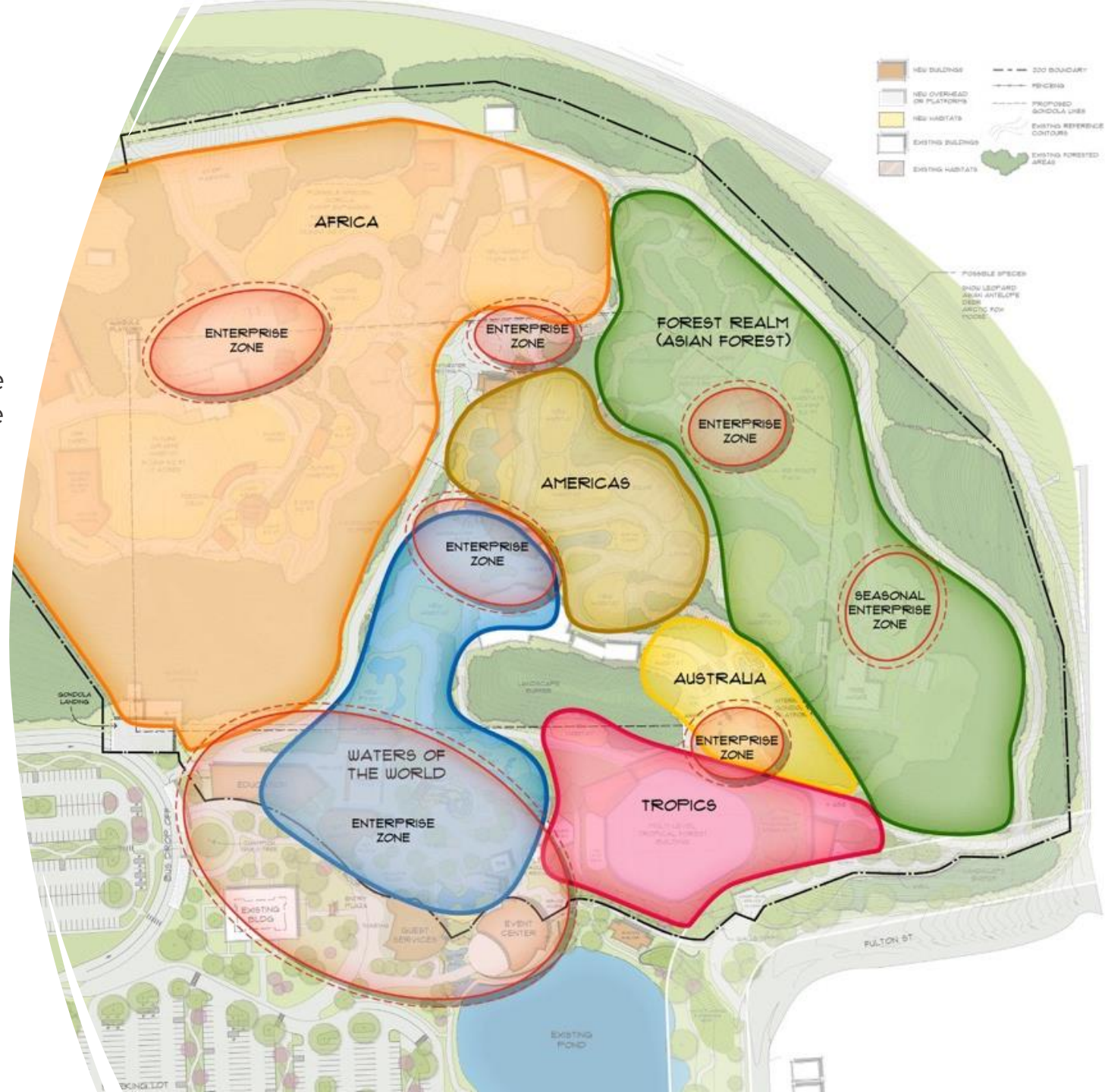
Tropical Forest

More to Explore

Another focus of our planning is making the Zoo's layout easy and intuitive to navigate through "universal design." We've organized the Zoo into specific geographic zones, like Waters of the World, Africa, Australia, and more. All areas are designed to immerse guests in experiences that inspire their hearts and inform their minds.

Each zone will feature:

- Key species
- Conservation story
- Places for play
- Restrooms
- Classrooms
- Dining
- Retail
- Rental Spaces



Guest Parking: Improving Safety & Accessibility

As Kent County grows, we're committed to keeping John Ball Zoo a welcoming and accessible experience for everyone.

Our guest parking plan will create a smooth transition from the bustling city to the Zoo's serene, nature-inspired landscape.

We aim to provide convenient, affordable, and accessible parking by exploring offsite options, potentially building a 2,000-car garage, and adding onsite paved parking.

This expanded and realigned lot will improve safety, accessibility, and traffic flow, while enhancing green spaces to create a beautiful transition zone into the Zoo.



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Africa Expansion



Entry Valley

- In this area, we will expand our Waters of the World theme, showing how water connects us all and highlighting animals from across the globe.
- We will build this area to be able to handle a future capacity of more than 1 million visitors annually.
- As the front entrance, this area will have a “wow factor” that is welcoming to guests.
- We will use a timeless design that complements the natural elements of the Zoo site like native trees and plants.
- We’ll be utilizing green roofs and pursuing a third-party green certification.
- The front area will also feature a new guests services building, gift shop, and the repurposing of our current gift shop, as our gift shop was built in 2012 and has reached its capacity.



Entry Valley



Event Center

- This premier 400+-person event venue will be one of the largest event locations in the region and can be used and rented for a variety of occasions.
- The pond will remain a highlight for our guests as we maintain public access alongside it.
- The Event Center will feature waterfalls and exterior decks to the pond and flamingo habitat.

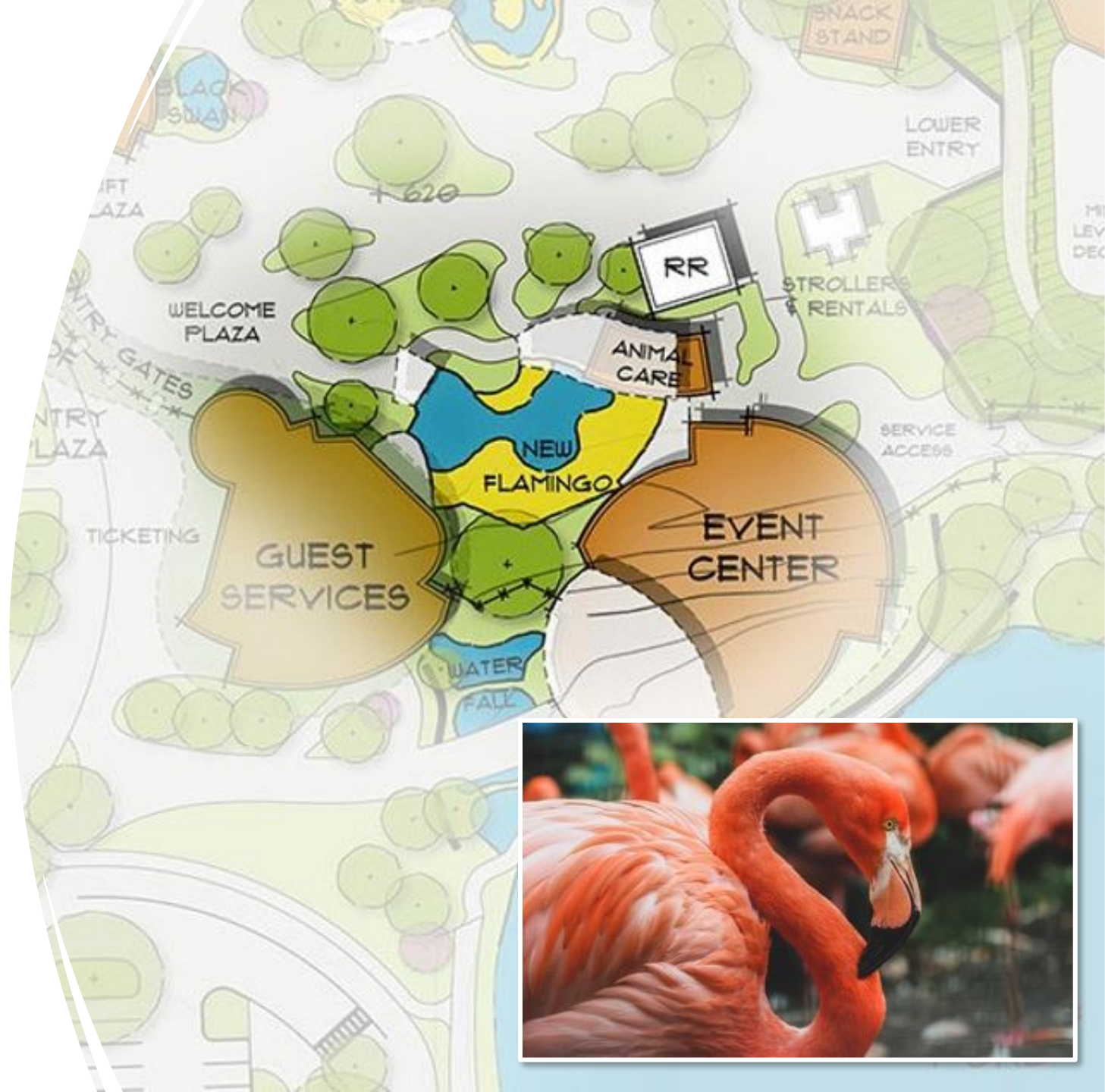


Event Center

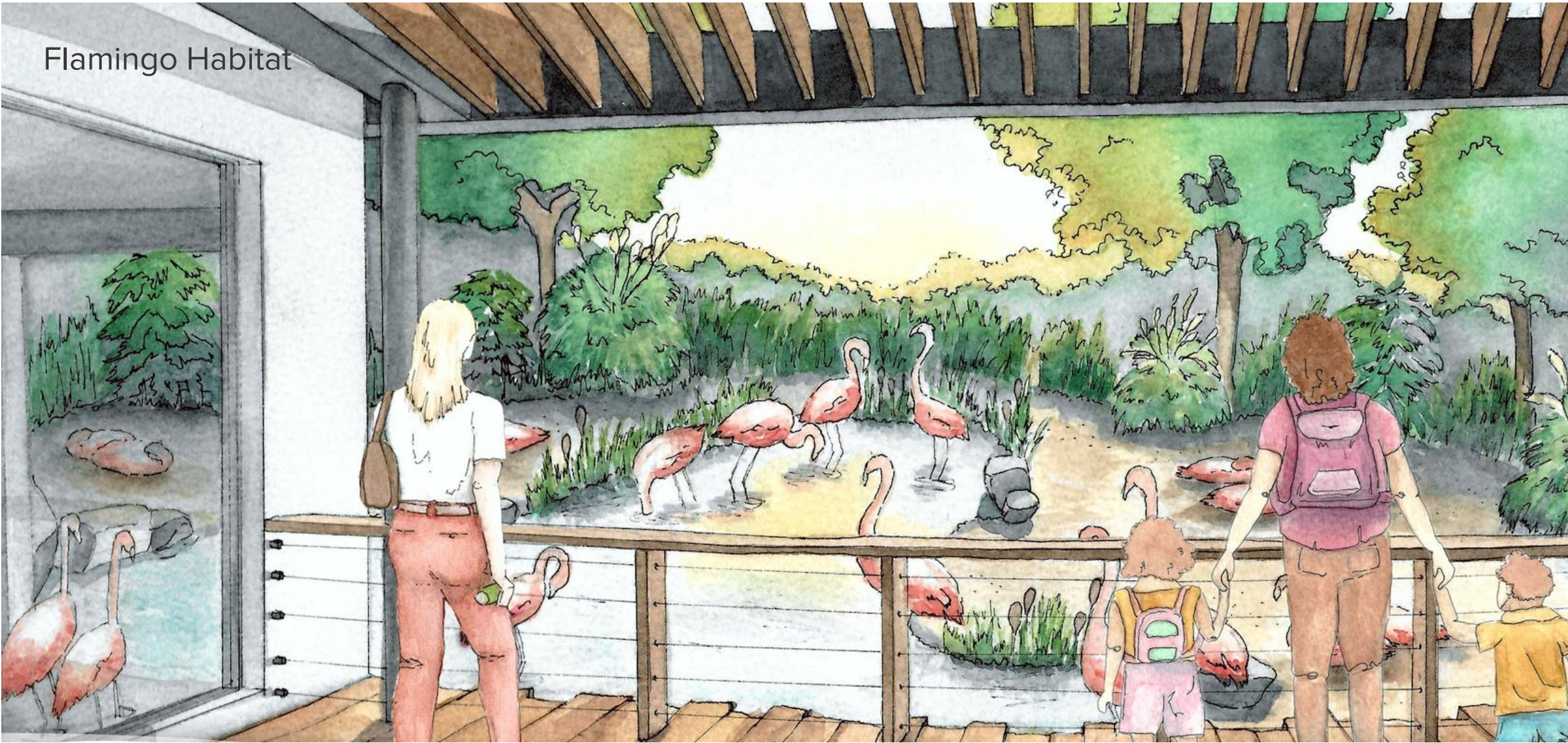


Flamingo Habitat

- Moving from the Event Center to the flamingo habitat, we're excited to showcase flamingos near the front entrance, which are a guest favorite and tie into our Waters of the World theme.
- This habitat will offer an interactive experience for guests to get up close and personal with the flamingos as well as behind-the-scenes tours where visitors can discover the exceptional care provided to our flamingos, ensuring their wellbeing and enrichment.



Flamingo Habitat



Gift Shop

NEW GIFT SHOP

- The new gift shop is designed with an open flow to the Welcome Plaza for guests and behind-the-scenes service access for employees. It will blend with other Zoo entry buildings, include storage and staffing space, and offer an animal habitat view from within.

EXISTING GIFT SHOP

- The existing gift shop will be repurposed into a Conservation Pavilion for guests to learn more about the conservation work being done at the Zoo.
- This Conservation Pavilion will highlight our involvement in numerous conservation projects locally and around the world and will provide increased educational programs for our guests.



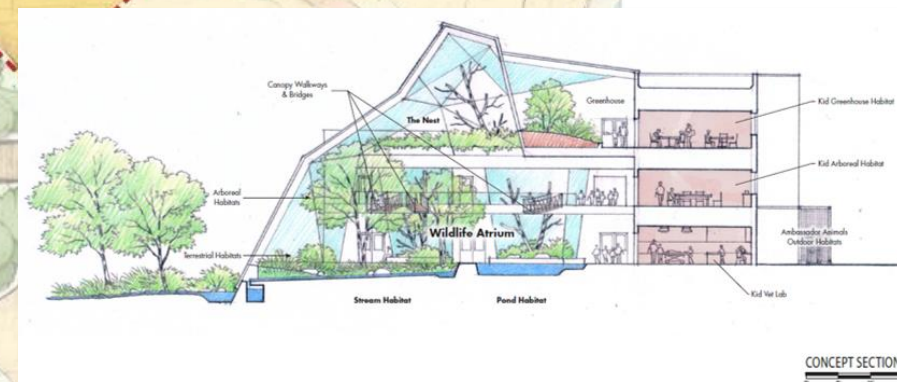
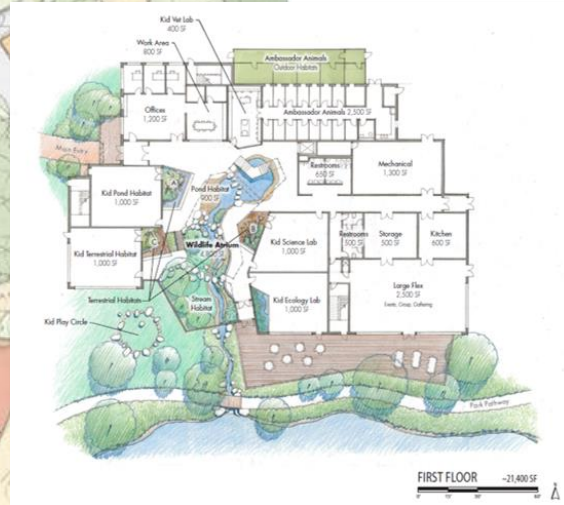
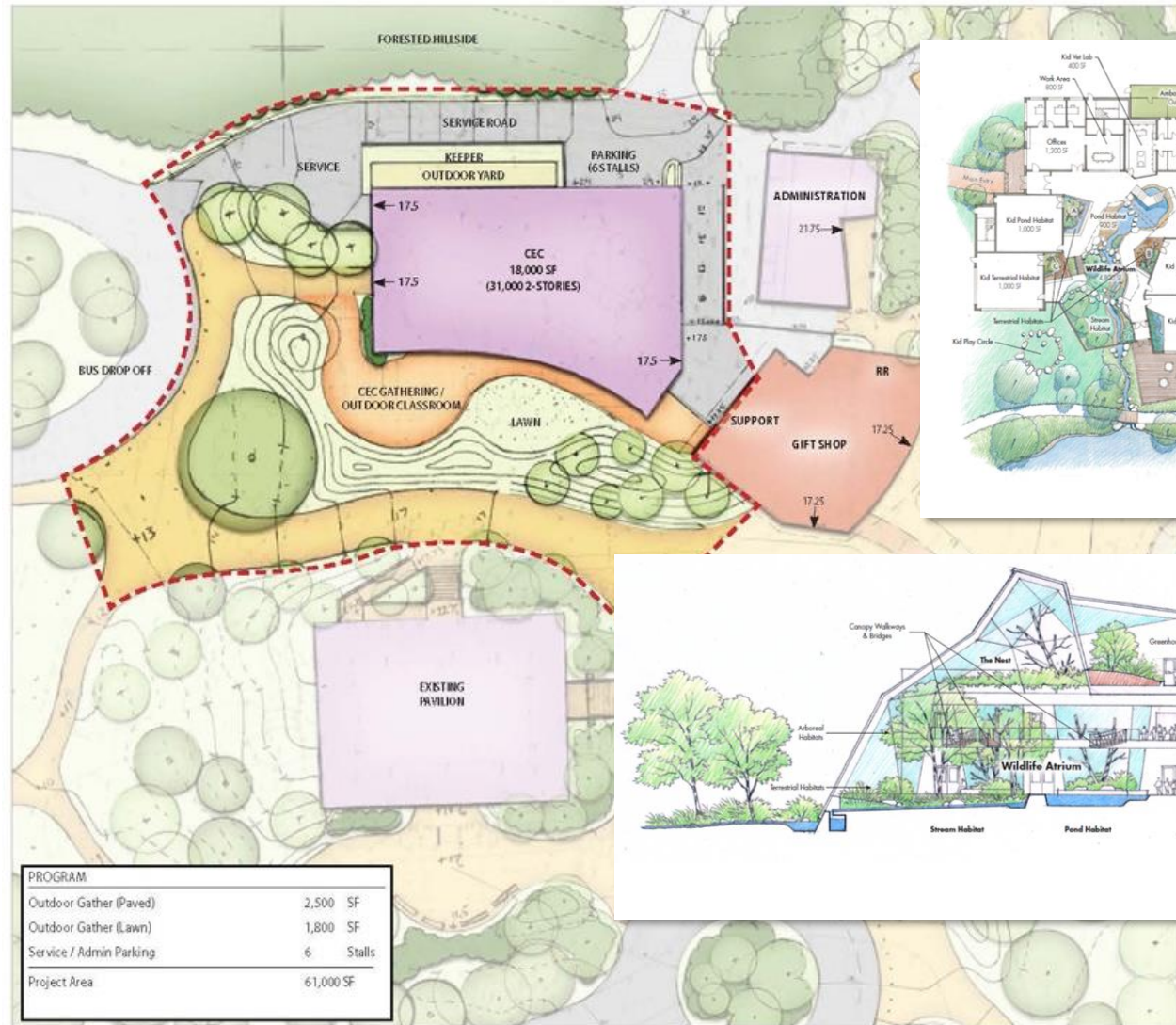
Gift Shop

Gift Shop



Conservation Education Center

- Our educational programming has grown significantly in the last few years. This Conservation Education Center will provide expanded, best-in-class, STEM-based education programs.
- This center will also provide an upgraded, modernized Zoo School.



Central Plaza

- We are planning to remove our existing main concessions in this area and build a larger one to meet current and future demand.
- A cutting-edge sea lion habitat will have both deep and shallow waters, an area for guests to view the animals' underwater activity, and a built-in amphitheater to watch sea lion demonstrations.



South American Forest

This multi-level forest building will be one of the largest, most dynamic and experiential indoor habitats in North America.

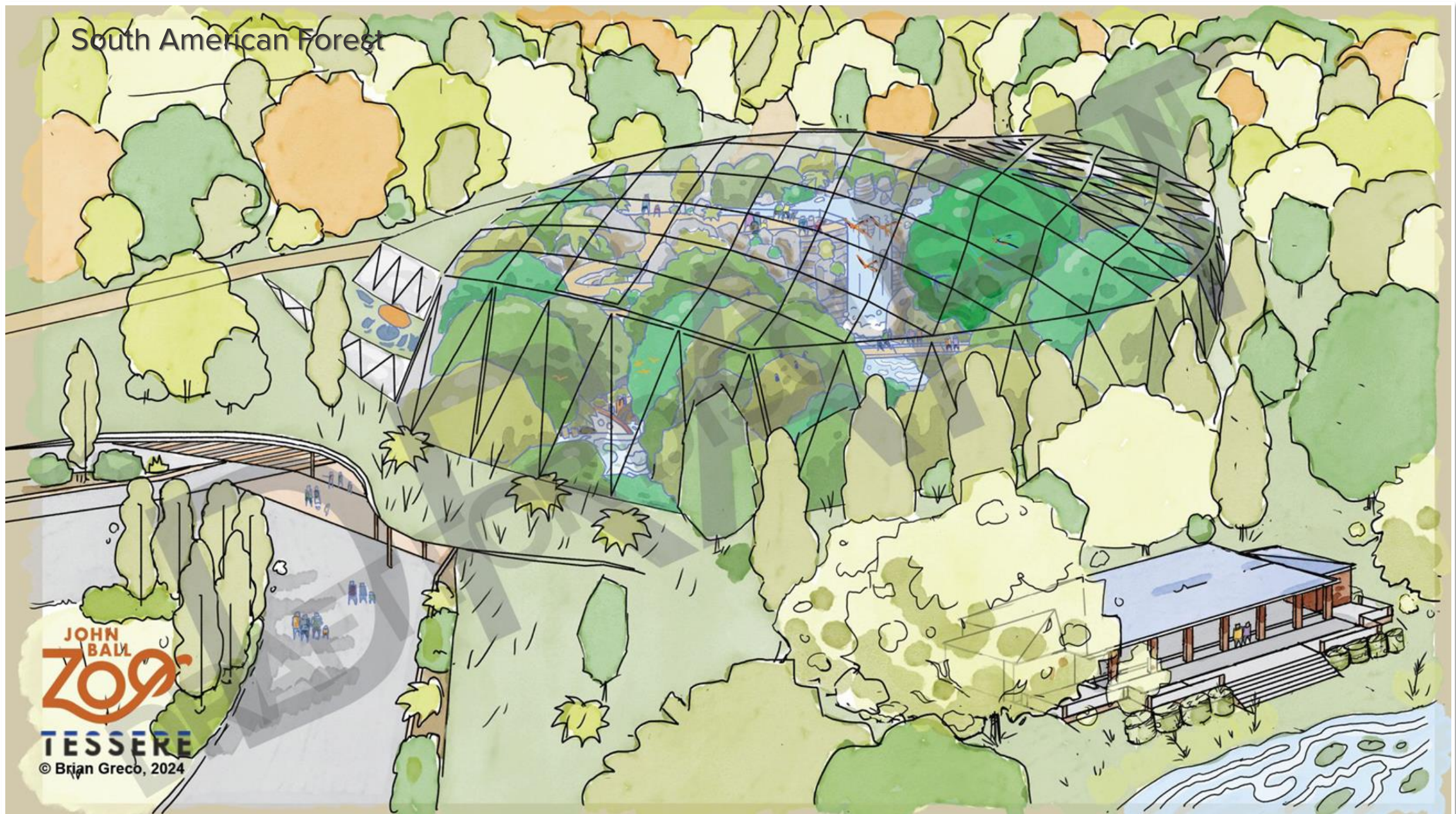
Features:

- Various animals like birds, reptiles, fish, mammals, and amphibians, showcasing the vast biodiversity of South America
- Water features and a 30' waterfall
- Full-service restaurant

This forest will lay the foundation for a winter zoo experience, providing an opportunity for the Zoo to be open year-round.



South American Forest





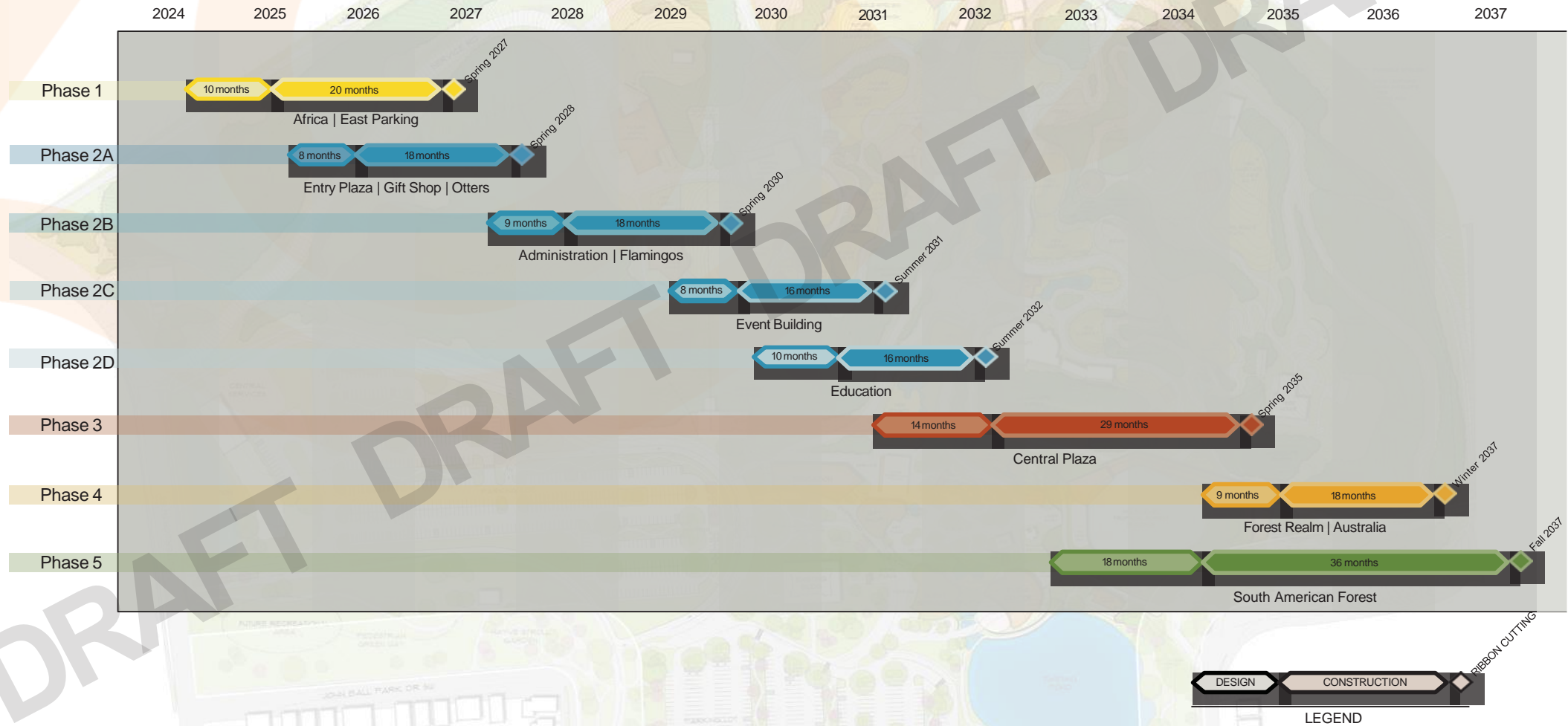
What Happens Next?

We have a proposed draft timeline to complete these projects. The sequencing of construction is based on the complexity of the project and the ability to remain open during construction.

We are currently working in detail on Phase 1, the Africa Expansion.

Not accounting for inflation, all elements of the Master Plan are estimated at 300 million dollars.

John Ball Zoo Master Plan Example Phasing





THANK YOU

We're grateful of the work and input from numerous community stakeholders and our internal and external teams that helped formulate this plan.

All the elements we reviewed today help to enhance our mission: to inspire our community to be actively engaged in the conservation of wildlife and our natural environment.

They also help contribute to excellent animal care, one-of-a-kind educational opportunities, and a more prosperous region.

Thank you for the opportunity to present a plan that will foster the next generation of shared memories, experiences, and love of wildlife.