



Media Release

Date: January 31, 2008

Zoo Campaign Announces Campaign Leadership

Dream Team of Cincinnati Leaders to Chair March 4, 2008

Tax Levy Renewal Campaign for the Cincinnati Zoo (Issue 17)

Cincinnati (OH) – In a show of unprecedented collaboration, leadership and unity, the [Friends of the Zoo](#) campaign committee announced today that former Ohio Governor, Jack Gilligan, former Cincinnati Mayor, Eugene P. Ruehlmann, and Hamilton County Coroner, Dr. O'dell Owens, have agreed to serve as the Honorary Campaign Chairs of the Zoo's campaign to renew a property tax levy for the [Cincinnati Zoo & Botanical Garden](#) that will appear as Issue 17 on the March 4, 2008 Primary Election ballot.

In a joint statement, Gilligan, Ruehlmann and Owens said, "We endorse, support and encourage all Hamilton County residents to vote for Issue 17 on March 4. The Cincinnati Zoo is a treasure for all residents of our community. We all share precious memories of outings with our families at the Zoo. The Zoo makes Hamilton County better as the region's leading year-round family tourist attraction, with its commitment to conservation, and with its tremendous programs educating hundreds of thousands of children and adults every year about the natural world."

"We are proud, honored and humbled to have been provided the opportunity to stand in unity and in support of what we know is one of the world's best zoos and one of the greatest treasures among many in our community. Please, vote yes on Issue 17 to renew your support for the Cincinnati Zoo."

Thane Maynard, Director, Cincinnati Zoo & Botanical Garden, said, "We are excited for the opportunity to once again stand before the voters of Hamilton County and share the wonderful story of the Cincinnati Zoo and how it makes Hamilton County a better place to live. To have Jack, Gene and O'dell – three of the greatest leaders this community has known – stand up with us in such an important way should send a powerful message to Hamilton County residents ... that others they know and trust strongly support the Zoo."

On March 4, 2008, voters in Hamilton County will vote on a property tax levy renewal for the Zoo of .46 mills, a slight increase of .06 mills compared to the Zoo's current levy. Proceeds of the tax levy can only be used for the care

Key Facts about the Cincinnati Zoo and Botanical Garden
[click here](#)

History of the Zoo levy in Hamilton County
[click here](#)

Detailed levy millage information
[click here](#)

Profile of Zoo Director Thane Maynard
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and feeding of the Zoo's collection of animals, horticulture, and maintenance of Zoo facilities. The levy amount was recommended by the Hamilton County Tax Levy Review Committee after a thorough review of the Zoo and placed on the ballot by a unanimous vote of the Board of Hamilton County Commissioners on December 19, 2007.

According to Maynard, "The voters of Hamilton County have been very supportive of the Zoo since we first asked for their support in 1982. We're in the business of creating adventure, conveying knowledge and conserving nature for the residents of this community and the one million people who visit the Zoo annually."

Maynard continued, "We recently announced that the Zoo produces more than \$124.6 million in economic impact for this region, an amount that is projected to increase by more than \$ 4 million per year. We are an important source of jobs and earnings for local workers. The Zoo generates over 1,600 jobs with \$42.7 million in household earnings. Two of three Zoo employees live in Hamilton County."

The report was completed by the [University of Cincinnati Economics Center for Education & Research](#).

The world famous Cincinnati Zoo & Botanical Garden was rated the #1 attraction locally and one of the top zoos in the nation by Zagat Survey. It has also been recognized by Child Magazine as one of "The 10 Best Zoos for Kids." Over one million people visit the Zoo's award-winning exhibits, and more than 500 animal and 3000 plant species annually. The Zoo is an accredited member of the American Zoo & Aquarium Association (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.

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Zoo Economic Impact
information
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