



Media Release

Date: February 13, 2008

Jane Goodall Supports Zoo Levy

World Famous Primatologist Encourages Voter Support for Issue 17

Cincinnati (OH) – The [Friends of the Zoo](#) campaign committee announced today that Dr. Jane Goodall, world-famous primatologist and founder of the [Jane Goodall Institute](#), has offered her support of the 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.

Dr. Goodall said, “I am honored to have the opportunity to share with the leaders and residents of Hamilton County how respected and admired the Cincinnati Zoo is throughout the world. Your wonderful Zoo is a world-leader in conservation. I am quite certain that countless wonderful experiences and lifelong memories are created at your Zoo for the many children and families who visit. I am proud to be associated with the Cincinnati Zoo.”

Thane Maynard, Director of the Cincinnati Zoo, said, “Dr. Goodall’s support for the Zoo sends a message to all Hamilton County residents about the importance of the Zoo to this community and this world. The support of Dr. Goodall and others sends an even stronger message of the Zoo’s contribution to our quality of life in Hamilton County. We work hard to make Hamilton County a better place for all of us who live here.”

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 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

Profile of Jane Goodall:
[click here](#)

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

Profile of Zoo Director Thane Maynard
[click here](#)

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

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 roughly 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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Detailed levy millage information
[click here](#)

Zoo Economic Impact information
[click here](#)

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