



It Began With a Roar: San Diego Zoo's Centennial Celebration

Debra Erickson

Marketing Director, San Diego Zoo Global



SAN DIEGO ZOO®

1916 **100** 2016

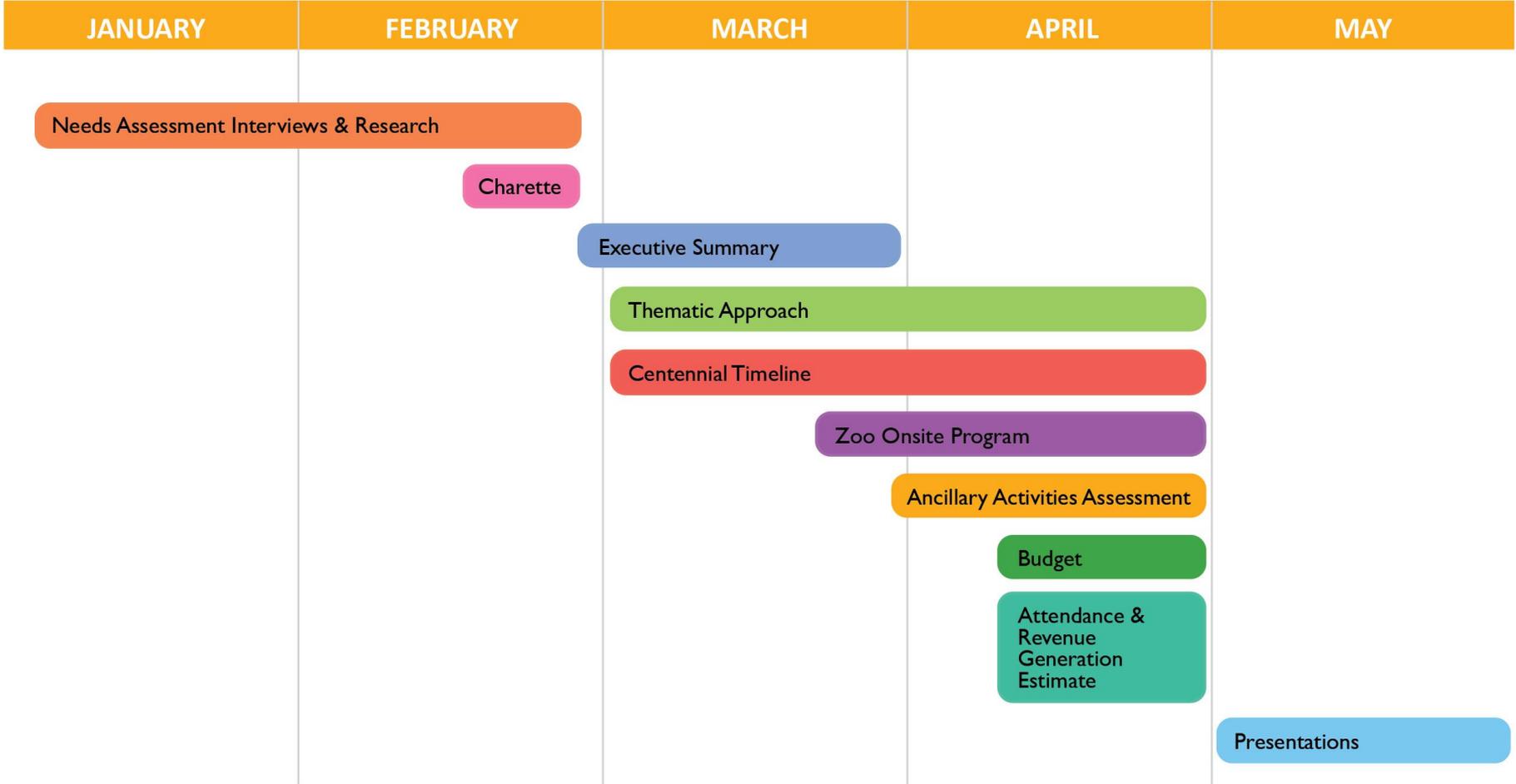


PLANNING



1. START EARLY

OUR 2016 CENTENNIAL PLANNING STARTED IN 2010





2. CREATE CONSENSUS

GROUP CATHARSIS EQUALS BUY-IN

Interactive Mobile Game | Centennial Fan Webpage | Animal Birthdays |
Contact Local Centenarians | Ask Members to Submit Memories | 100
Question Scavenger Hunt Around the Zoo | Vote on Favorite Zoo Animal |
Centennial Graphic Novel For Comic-Con | Collectible Pin Set | Create a
Traveling Exhibit | 100 Year Digital Timeline | On-Site Bus Queue Theater |
Gigantic Animal Puppet | For Google Doodle | “Museum” Artifact Show |
Rose Parade or Macy’s Float | Music Festival | Publish 100 Years of History
Book | Retro Merchandise | 100 Club | Spokestpersons | Zoo “100”
Postage Stamp | Public Spectacle in Balboa Park | Time Capsule Buried On
Grounds | Iconic Statue | SD Zoo Flash Mob Guinness World Record |
San Diego City Celebration | 100 Choirs Perform “You Belong in the Zoo” |
Tour 100 Cities | Launch Global Conservation Initiative | Live Birthday Wish
Cam | “Your Memories” Social Campaign | VR Exhibit Time Travel

**OVER 300 IDEAS
WERE SUBMITTED**



3. COMMIT TO AN AUDIENCE

IT'S YOUR ANNIVERSARY! WHO CARES?

SAN DIEGO ZOO CENTENNIAL AUDIENCE





4. DEFINE THE STORY YOUR CELEBRATION WILL TELL.

IS THERE A STORY PEOPLE DON'T KNOW?

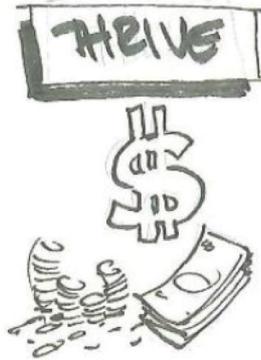




5. SET GOALS

WHAT DO YOU WANT TO BE IN ANOTHER 100 YEARS?

OUR CENTENNIAL GOALS





6. FIND FUNDING

**ZERO ADDITIONAL DOLLARS WERE REQUESTED
AS A RESULT OF FORWARD PLANNING.**

WEGEFORTH BOWL

1922-1946 *Tenacity*



1947-1956 *War Years*



1957-1966 *Growth*



1967-1976 *Innovation*



1977-1986 *New Era*



1987-1996 *Conservation*



1997-2006 *Expansion*



2007-2016 *Vision*



WEGEFORTH BOWL UPGRADES

LESSONS

START EARLY
CREATE CONSENSUS
COMMIT TO AN AUDIENCE
DEFINE YOUR STORY
SET GOALS
FIND FUNDING



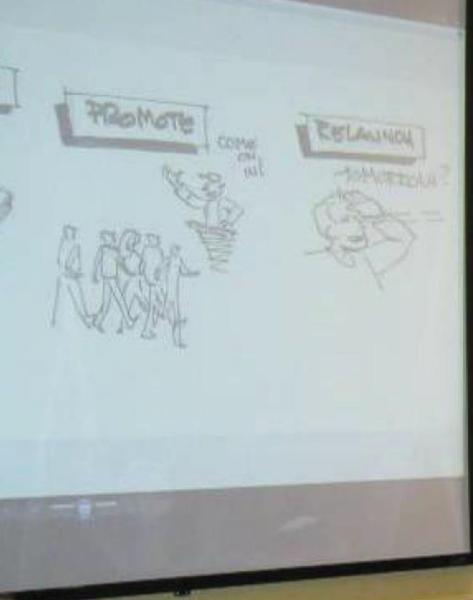
Three pink flamingo puppets are displayed against a brick wall. Each puppet has a long, thin neck and a body made of many overlapping, layered pieces of pink paper or fabric, giving it a textured, feather-like appearance. The heads are painted to look like flamingo heads, with large, curved bills and small eyes. The puppets are mounted on thin black sticks. In the background, there is a brick wall and a window with a white frame and multiple panes. The word "TOOLKIT" is written in large, white, bold, sans-serif capital letters across the middle of the image.

TOOLKIT



2007-2016 End Extinction

LEADERSHIP
OUR "CENTENNIAL CZAR"
TIM MULLIGAN, CHRO



Central Objectives			
Year	Month	Objective	Action



Multiple whiteboards containing handwritten notes, diagrams, and lists of items.



CROSS DEPARTMENTAL PLANNING COMMITTEE

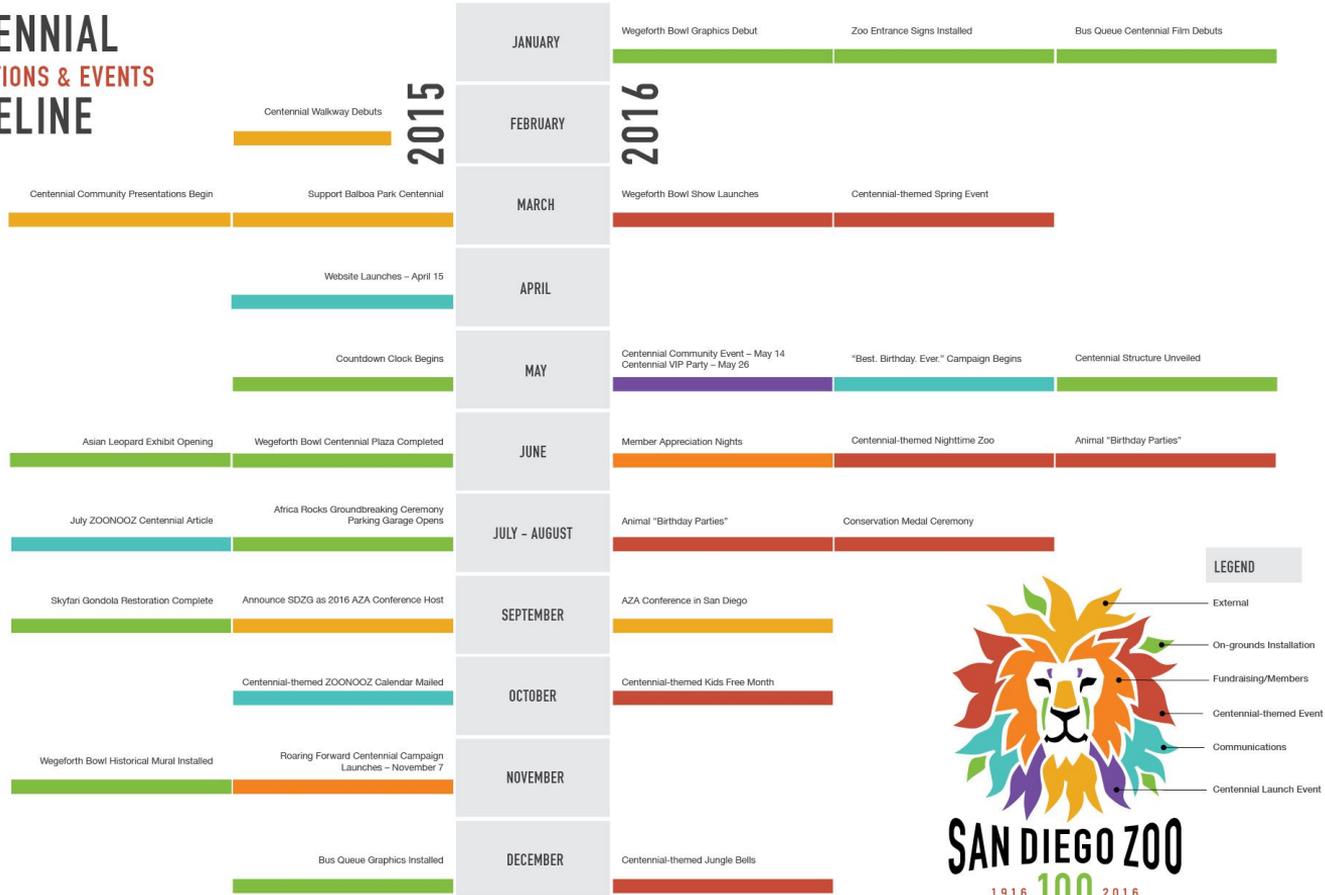
OUTSIDE PERSPECTIVE

PROJECT MANAGEMENT
MESSAGING/VISIONING
EXPERIENCE DESIGN
SHOW PRODUCTION
MEDIA PRODUCTION
DIGITAL EXPERIENCES
PUBLIC EVENTS



INTERNAL COMMUNICATIONS

CENTENNIAL COMMUNICATIONS & EVENTS TIMELINE



LEGEND

- External
- On-grounds Installation
- Fundraising/Members
- Centennial-themed Event
- Communications
- Centennial Launch Event

KEY MESSAGES

SAN DIEGO ZOO CENTENNIAL KEY MESSAGES



AS AMBASSADORS FOR WILDLIFE FOR 100 YEARS, THE ROAR HAS CONTINUED

- 1 From one facility in 1916, the organization has grown to encompass the San Diego Zoo, San Diego Zoo Safari Park, San Diego Zoo Institute for Conservation Research, and more than 100 field conservation sites around the world.
- 2 Our organization has connected people to wildlife and inspired their passion for animals and plants for 100 years. We have the largest, most diverse animal collection in the world, with more than 7,000 individual animals representing more than 800 species, and a plant collection unrivaled among zoos.
- 3 San Diego Zoo Global is a leader in animal care and welfare. Through collaboration and partnership, we have continued our stewardship in protecting and maintaining species in zoos and in the wild throughout our history.
- 4 In the spirit of San Diego Zoo founder Dr. Harry Wegeforth, throughout its history San Diego Zoo Global has pioneered a wide variety of innovations in animal husbandry, veterinary medicine, conservation science, zoo education, and zoo operations.

WITH YOUR HELP, SAN DIEGO ZOO GLOBAL IS ROARING INTO THE FUTURE

- 1 It is San Diego Zoo Global's goal to not only keep a zoo but also to keep the world wild enough for all species.
- 2 San Diego Zoo Global is committed to ending extinction, one species at a time, drawing upon our expertise and history of conservation success, such as the California condor, mountain yellow-legged frog, Anegada iguana, and giant panda.
- 3 San Diego Zoo Global will now be dedicated to the children of the world. Along with our partners and supporters, we are teaching, training, and inspiring the next generation of conservation advocates, bringing hope to the future of wildlife.
- 4 The world is at a critical point in saving species. Please join the San Diego Zoo Global Wildlife Conservancy and help us in fighting to end extinction. To learn more, visit endextinction.org.

THE SAN DIEGO ZOO BEGAN WITH A ROAR

- 1 In 1916, Dr. Harry Wegeforth, a San Diego physician, heard the roar of lions that were left over from the Panama-California Exposition in Balboa Park. He said to his brother, "Wouldn't it be splendid if San Diego had a zoo? You know, I think I'll start one." This bold and audacious statement was the start of the San Diego Zoo.
- 2 From the beginning, the San Diego Zoo was dedicated to the children of San Diego.
- 3 Dr. Wegeforth founded the San Diego Zoo upon a passion for animals and a pioneering spirit, which paved the way for early innovations in zoo exhibitory, management, and animal care that would resonate well into the future.
- 4 Dr. Wegeforth's vision, dedication, and tenacity joined forces with the enthusiasm, loyalty, and philanthropy of the San Diego community to create a zoo that would become world famous.



MESSAGING



RESPECT OUR PAST

THE SAN DIEGO ZOO
BEGAN WITH A ROAR



SAN DIEGO ZOO CENTENNIAL LOGO





RECOGNIZE ACHIEVEMENTS

AS AMBASSADORS FOR
WILDLIFE FOR 100 YEARS,
THE ROAR HAS CONTINUED







WILL YOU HELP END EXTINCTION?
 For less than 50¢ a day, you can be a HERO for wildlife!



California Condors Soar High Again...
 Our efforts saved them: 400+ today, with hundreds flying free!

African Elephants Need Your Help...
 Join us and stop the sale of ivory products worldwide!

We're Saving Rhinos...
 With antipoaching patrols in Africa and Asia and the world's most successful breeding program!

Giant Pandas Are Back from the Brink!
 Our partnerships helped save this iconic bear from extinction!

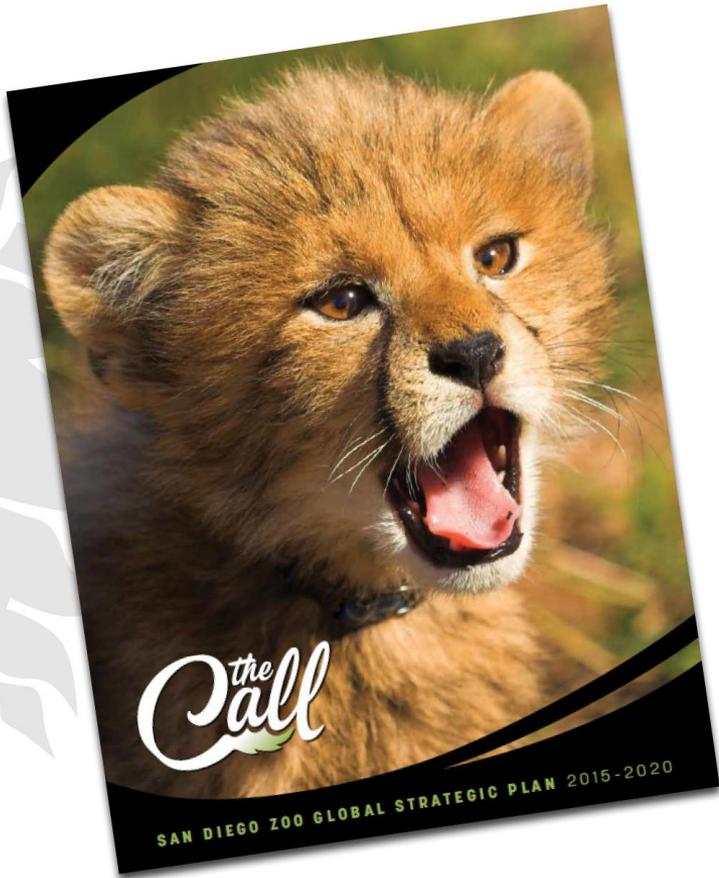
end extinction of



ROAR INTO THE FUTURE

WITH YOUR HELP,
SAN DIEGO ZOO GLOBAL
IS ROARING INTO THE FUTURE





THE CALL

SAN DIEGO ZOO GLOBAL
5-YEAR STRATEGIC PLAN

VISION:
LEAD THE FIGHT
TO END EXTINCTION



Roaring Forward

WITH SAN DIEGO ZOO GLOBAL

*Help us Raise \$400 Million
to End Extinction*





AFRICA  ROCKS

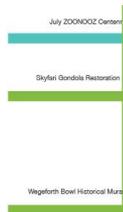


TACTICS



EMPLOYEE ENGAGEMENT

CENTENNIAL COMMUNICATIONS & EVENTS TIMELINE



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SAN DIEGO ZOO CENTENNIAL KEY MESSAGES

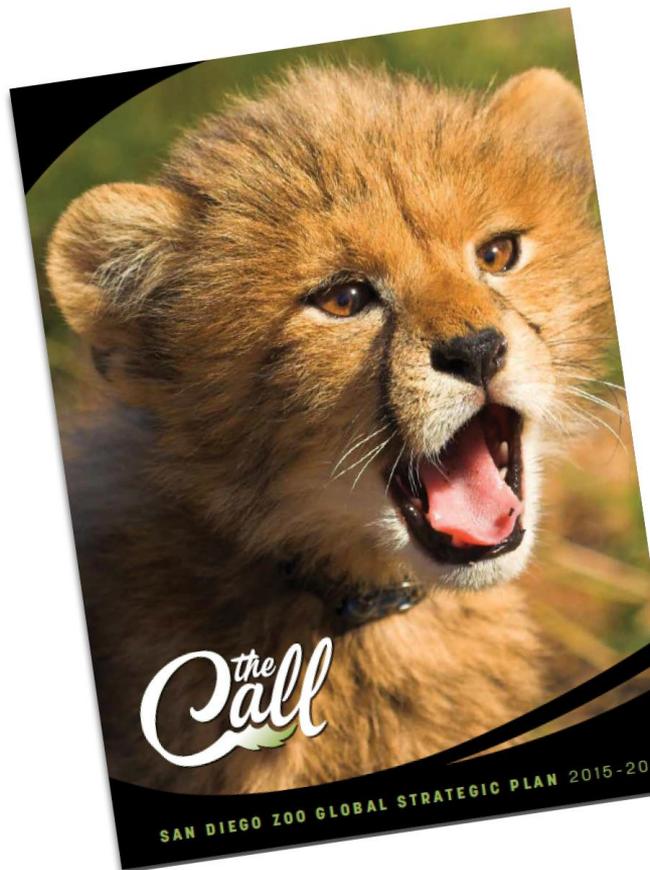


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*the
Call*

SAN DIEGO ZOO GLOBAL STRATEGIC PLAN 2015 - 20





ON-SITE TOUCHPOINTS





San Diego Zoo
Balboa Park Railroad



Balboa Park Railroad
San Diego's one and only miniature train



WEGEFORTH BOWL

1916 Found **1939 Inspiration** **1955 New Era** **1978 Conservation** **1988 Expansion** **1998 Vision** **2008 End Extinction**

SAN DIEGO ZOO 100

The informational wall features a central logo of a lion's head and a grid of small images and text boxes for each historical period.

SAN DIEGO ZOO
1916 **100** 2016









WALKING THE ZOO



FRONT STREET 6

20-minute walk / Entrance to Discovery Outpost, San Diego Outback, Urban Jungle, and African Rocks / MIM to Terrace

PARK WAY

20-minute walk / Entrance to Ball Room, Asian Passage, Panda Canyon, Northern Frontier and Elephant Odyssey / MIM to Sleep Terrace

CENTER STREET

10-minute walk / Entrance to Asian Passage and Outback / Sleep Terrace

TREETOPS WAY 6

7-minute walk / Access to Front Campus, Tiger, Orangutan, Hippo, and Monkey Trails / MIM to Terrace

AVIARY TRAIL

10-minute walk from Treetops Way to Center Street / MIM to Sleep Terrace

EAGLE TRAIL

10-minute walk / Access to Eagle / Entrance to Palm Hill and Elephant Odyssey / Sleep Terrace

FERN CANYON TRAIL

10-minute walk from Treetops Way to Park Way and Center Street / Sleep Terrace and Stairs

HIPPO TRAIL

20-minute walk from Treetops Way to Park Way / MIM to Sleep Terrace

MONKEY TRAIL 6

10-minute walk from Entrance to Garden / MIM to Terrace

ORANGUTAN TRAIL 6

10-minute walk from Treetops Way to Monkey Trail / MIM to Terrace

SUN BEAR TRAIL 6

20-minute walk from Center Street to Park Way / MIM to Terrace

TIGER TRAIL

20-minute walk from Entrance to Tiger / MIM to Sleep Terrace

DISCOVERY OUTPOST

CENTENNIAL PLAZA

WEGEFORTH BOWL

4-D THEATER

CHILDREN'S ZOO

PITTING Paddock

DISCOVERY PLAYGROUND

TO BALBOA PARK

LOST FOREST

PANDA TREK

PANDA CANYON

ASIAN PASSAGE

URBAN JUNGLE

OUTBACK

AFRICA ROCKS

AFRICA ROCKS

NORTHERN FRONTIER

4-D THEATER

ALASKA AIRLINES SKY RAIN WEST

ELPHANT ODYSSEY

AFRICA ROCKS

AFRICA ROCKS

AFRICA ROCKS

GUEST SERVICES

- Guest Services / Lost & Found
- Bus Tour Tickets
- ATM
- Lockers
- First Aid & Nursing Station
- Restrooms
- Family Restrooms
- Drinking Fountains
- Elevator
- Baby Care Center
- Stroller / Wheelchair / Scooter Rental & Lockers

SHOPPING

- Book Store
- Front Street Photos
- Kilbuck
- San Diego Zoo Store
- Sydney's Shoppe
- Taylor's Shack
- Panda Shop
- Zoo Brew
- Star Forest Outpost
- Arctic Trader
- Markets

DINING

- Peggy's Patio
- Front Street Cafe
- Safari Kitchen
- Sandwich Company
- Lagoon Terrace
- Sydney's Grill
- Hua Mei Cafe
- Zoo Brew
- Jungle Jaws
- Treetops Cafe
- Silvercreek Grill
- Alfred's Restaurant
- The Hut
- Kettle Corn
- Howl'd' You? House* Cafe by Chip*

CATERING

- Discovery Picnic Area
- ZooFest Party Area
- Ballroom Room
- Theater Room
- Map Locator
- Kangaroo Bus Stop
- Most Accessible Routes
- Accessibility* Details and/or photos, which are subject to change in detail and/or availability. The Zoo is making an effort to ensure barriers to accessibility are removed as they are made possible and suitable to remove.





ORNAMENT



SUPPLY BAGS

6x9-25



9.5x12.5



11.5 x18x3



16.5x24x3



16x16x15.75



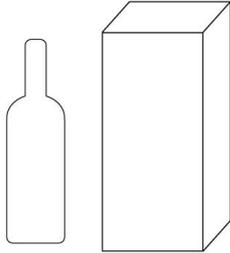
REUSABLE BAG



PENNANT



WINE LABEL + BOX



GIFT CARD + CARRIER



PLUSH BOX



HEADER CARD



LANYARD+PIN+CARD



CINCH BACKPACK



ZOO CHEWS



MAGNET



SHOT GLASS



ETCHED/PROSTED

MUG



ETCHED

POOPAPER



BOOKMARK



PHOTO FRAME



SM PHOTO ALBUM



SCRATCH PAD

HANGTAGS

APP/LEGS



PLUSH



ETCHED GLASS TUMBLER





MARKETING

100 Years

100 Animals

Part of the Pride



SHOP ZOO | [Facebook](#) [Twitter](#) [Pinterest](#)

Events

Animal Presents

Our Future

Game

Celebrate 100 YEARS

Howls of Barks
trumpets Whistles
Chirps Growls
Roars hisses
Clicks Whoops Caws



1932



1956



1989



2002





1916 to 1926
Beginnings

1927 to 1936
Tenacity

1937 to 1946
War Years

1947 to 1956
Growth

1957 to 1966
Innovation

1967 to 1976
New Era

1977 to 1986
Conservation

1987 to 1996
Expansion

1997 to 2006
Vision

1927

1928

START

TIMELINE

ANIMALS

MEMORIES



← BACK TO TIMELINE





SHOP ZOO |   

100 Years

100 Animals

Part of the Pride

Events

Animal Presents

Our Future

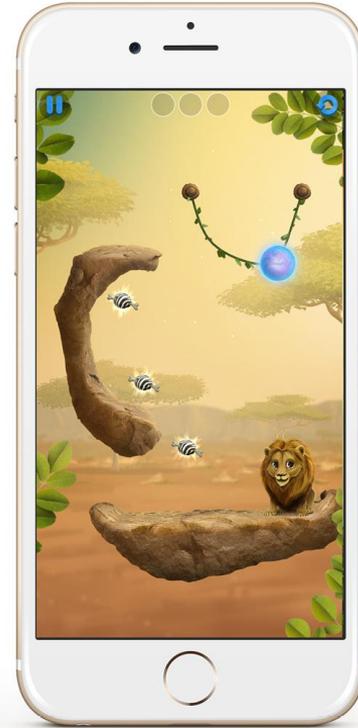


San Diego Zoo Part of the Pride

CONTEST

100 years ago the San Diego Zoo started with one lion's roar. Today, San Diego Zoo Global is saving species across the world and leading the fight against extinction.

Join us by posting a photo or video of you roaring against extinction on Instagram or Twitter with [#partofthepride](#). By participating, you're automatically entered to win an epic Zoo



Lions Revealed

From their powerful call to males' regal, crowning mane, lions top the big cat list for a reason. Take a closer look at the King of Beasts.

BY BLANDFORD | SOCC ILLUSTRATOR
BY PERKINS | STAFF WRITER

ZOO NOOZ
MAY 2016
SAN DIEGO ZOO GLOBAL

IT BEGAN
WITH A ROAR!
Special Centennial Issue:
A Proud Look at Lions
+ 100 Years of History

With a brawny build and 1.5-inch-long claws, lions are built more for attacking than chasing.



TUFT

Lions are the only cat with a tuft at the tail tip. The black tassel covers a hard spur, and may be used to signal others while hunting.

THE TSAVO PARADOX

Male lions in the Tsavo region of Kenya generally don't have a lush mane. Many are smooth-necked, while others have a slight, sparse ruff.

WHISKER SPOTS

The arrangement of muzzle whiskers on a lion is as unique as a fingerprint. Researchers can see the pattern of black spots at the base of each whisker to identify individual cats.

MANE

The color, size, and abundance of the mane vary among individuals and with age. The enormous ruff makes the male look more impressive to females, more intimidating to rival males, and protects the neck against raking claws during fights.

VANISHING ACT

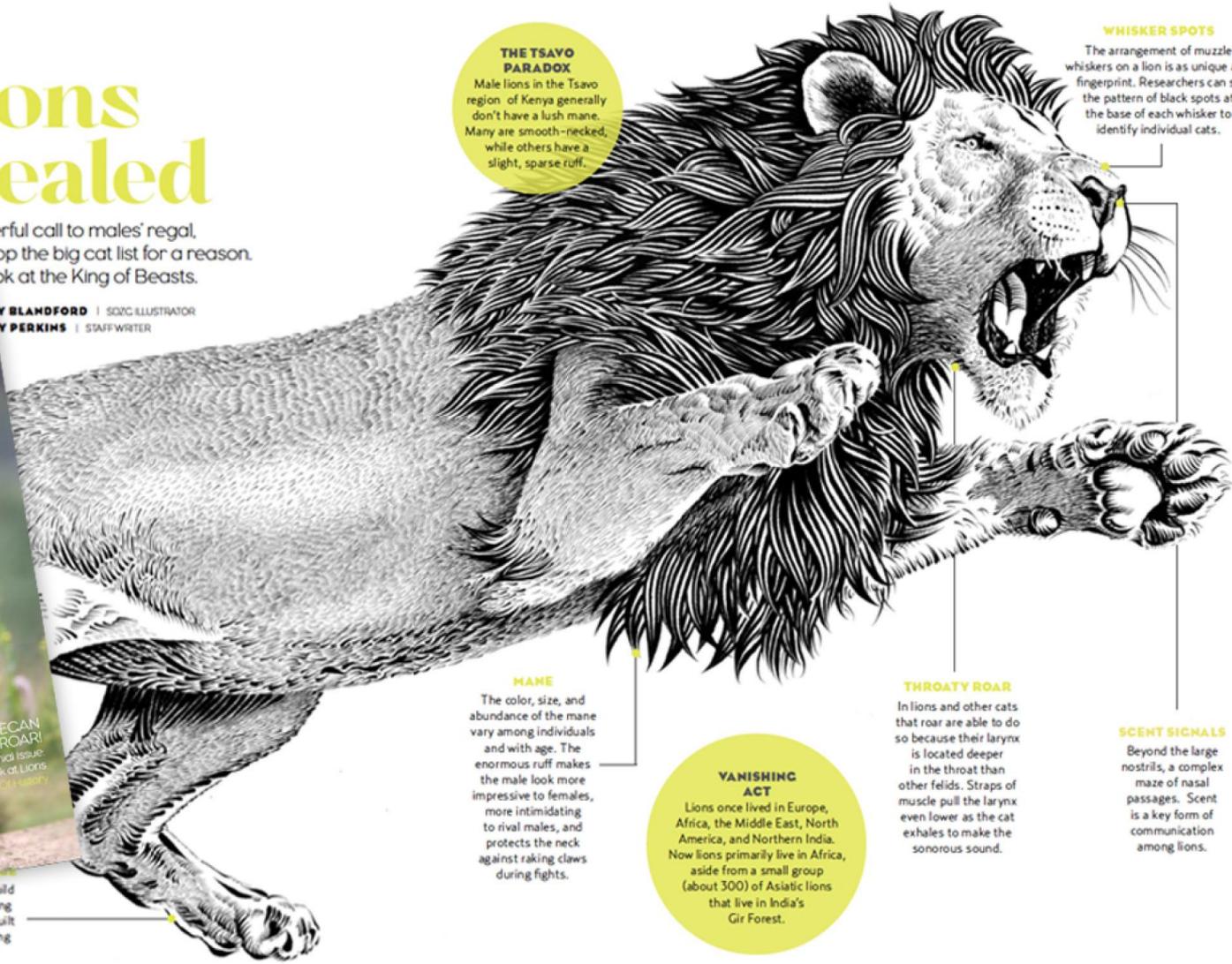
Lions once lived in Europe, Africa, the Middle East, North America, and Northern India. Now lions primarily live in Africa, aside from a small group (about 300) of Asiatic lions that live in India's Gir Forest.

THROATY ROAR

In lions and other cats that roar are able to do so because their larynx is located deeper in the throat than other felids. Straps of muscle pull the larynx even lower as the cat exhales to make the sonorous sound.

SCENT SIGNALS

Beyond the large nostrils, a complex maze of nasal passages. Scent is a key form of communication among lions.



NIGHTTIME
ZOO

JUNE 19-SEPTEMBER 5

SAN DIEGO ZOO
1916 100 2016

PRESENTED BY

CYMER

An ASML company

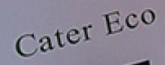




MISSION



San Diego Zoo Global would like to thank all sponsors of AZA Zoo Day









COMMUNITY

SAN DIEGO HISTORY CENTER

AFRICAN PORCUPINE
San Diego Zoo



SAN DIEGO HISTORY CENTER
"LORE BEHIND THE ROAR"



WOMEN'S LEADERSHIP

Women have made significant contributions to the history of zoos. From the early days of animal care to the modern zoo, women have played a vital role in the development of the industry. Their dedication and hard work have helped to create the zoos we know today.



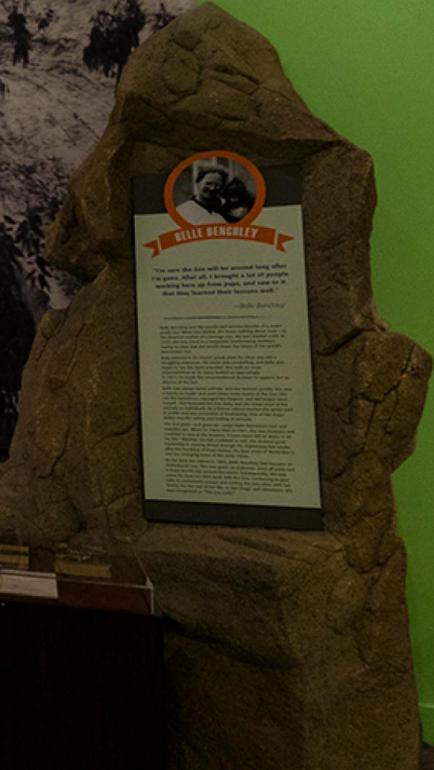
PLAYING THE ASSE

When you see a lion, you know it's a lion. But when you see a lioness, you know it's a lioness. And when you see a lion and a lioness together, you know it's a lioness. It's a little bit of a mystery, but it's not as complicated as you think.

John S. Spradley

FAVORITE ANIMALS
LION, GIRAFFE, ELEPHANT, ZEBRA, RHINOCEROS, HIPPO, CAMEL, KANGAROO, WALLABY, COAL TIGER, AND MORE.

LION GROTTO
SAN DIEGO ZOO



BELLE BENCHLEY

"The name that I am with has received being after the name, which all I thought it had all animals including here, up from paper, and have to it that they historical made historical work."

Belle Benchley

ANIMAL ANECDOTES
RATTLESNAKE
ANTI-VENIN PIG

WHITE FISH





SORRY!
THIS AREA CLOSED
WE ARE FILMING
ZOORAMA
IN COLOR
SEEN LOCALLY
Saturday Nights at 7 o'clock
on Channel 8.....

ANIMAL ARGUMENTS
THE GREAT WALL
THE GREAT WALL

KFMB-TV
Always Great
CHANNEL 8

JOAN CRAMPTON
"In some ways, my career was clearly tied to an elephant."






SAN DIEGO ZOO
100
SAN DIEGO

The San Diego Community
The San Diego Zoo
Trumpet
with us
as we open this
gift on
May 14th!
www.sandiegozoo.org



Insert Video Here



TACTICS

EMPLOYEE ENGAGEMENT
ON-SITE TOUCHPOINTS
MARKETING
MISSION
COMMUNITY





OUTCOMES

**3.8M ZOO
ATTENDANCE**

**300K WEBSITE
VISITORS**

**508 GUINNESS
WORLD RECORD
PARTICIPANTS**

**1.48M SAFARI PARK
ATTENDANCE**

**\$4.5M SALES
CENTENNIAL MERCH**

**1100 SOCIAL MEDIA
CONTEST ENTRIES**

**500K GAME
DOWNLOADS**

APPLE BEST NEW GAME MARCH 2016

**15K FANS
PRESENT**

COMMUNITY EVENT

**\$400M
RAISED**





THANK YOU

Debra Erickson, Director of Marketing
derickson@sandiegozoo.org

THE ANNIVERSARY FORUM

Presented by: Anniversary University®

 [#anniversaryforum](https://twitter.com/anniversaryforum)