

Revenue Zoo 12/12/2013

Measurement method		Why measure?		What is our goal?	
Monthly revenue collected for the Louisville Zoo		The Zoo is a non-profit corporation and is 80% financially independent		Revenue should meet the budget each month	
How are we doing?					
Nov2012-Oct2013 12 Month Goal	Nov2012-Oct2013 12 Month Actual		Oct2013 Goal	Oct2013 Actual	
\$11,200,246	\$9,867,981		\$1,384,749	\$994,216	
Dollars	Dollars		Dollars	Dollars	
Performance Stoplight Key					
Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data					

