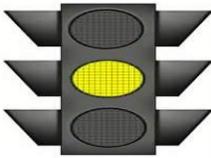
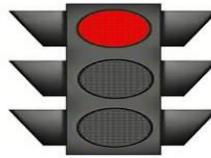


Revenue Zoo 3/11/2014

Measurement method		Why measure?		What is our goal?	
The monthly revenue collected for the Louisville Zoo		To understand the Zoo's financial sustainability		Revenue should meet the budget each month	
How are we doing?					
Feb2013-Jan2014 12 Month Goal	Feb2013-Jan2014 12 Month Actual		Jan2014 Goal	Jan2014 Actual	
\$11,333,354	\$10,311,621		\$234,928	\$160,574	
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					

