

Revenue Zoo



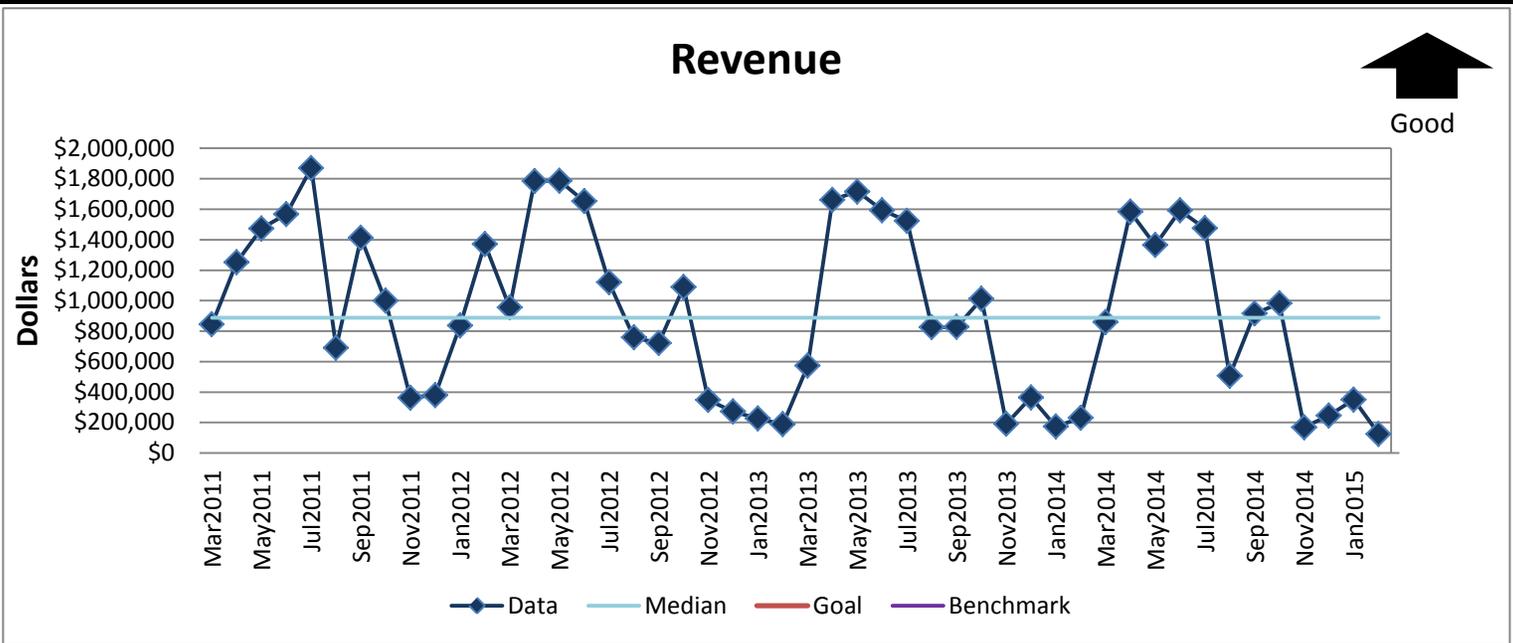
KPI Owner: Stephanie Moore

Process: Operational Revenue Generation

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: \$9,416,030, FY 13 Goal: Revenue should meet the budget each month Benchmark: TBD	Data Source: Zoo Financial Reports Goal Source: Zoo Financial Reports Benchmark Source: TBD	Plan-Do-Check-Act Step 8: Monitor and diagnose Measurement Method: The monthly revenue collected for the Louisville Zoo. All June numbers include additional yearly adjustments. Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: Hosting seasonal exhibits. Evaluating dynamic pricing.

How Are We Doing?

Mar2014-Feb2015 12 Month Goal	Mar2014-Feb2015 12 Month Actual		Feb2015 Goal	Feb2015 Actual	
TBD	\$10,170,834		TBD	\$125,112	
Dollars	Dollars		Dollars	Dollars	



The seven basic quality tools, "5 Whys" technique, brainstorming and other methods will be applied to the measure graphed above. The purpose of using the tools/methods is to understand what makes performance less than desirable if performance is not best in class.