

Attendance Zoo



KPI Owner: Stephanie Moore

Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct. 2012-Sep. 2013: 888,580 guests Goal: Increase Zoo Attendance to meet or exceed monthly projections Benchmark: TBD	Data Source: Attendance Summary Report Goal Source: Zoo Records Benchmark Source: TBD	Plan-Do-Check-Act Step is Unclear Measurement Method: The monthly number of visitors at the Zoo Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: Evaluating and hosting seasonal exhibits. Evaluating dynamic pricing. Currently updating master plan.

How Are We Doing?

Jun2016-May2017 12 Month Goal	Jun2016-May2017 12 Month Actual		May2017 Goal	May2017 Actual	
874,000	860,635	🚦	126,900	108,388	🚦
Attendance	Attendance		Attendance	Attendance	

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