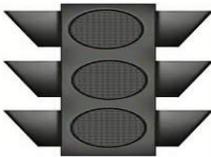
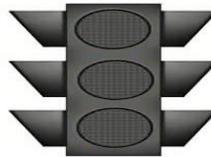


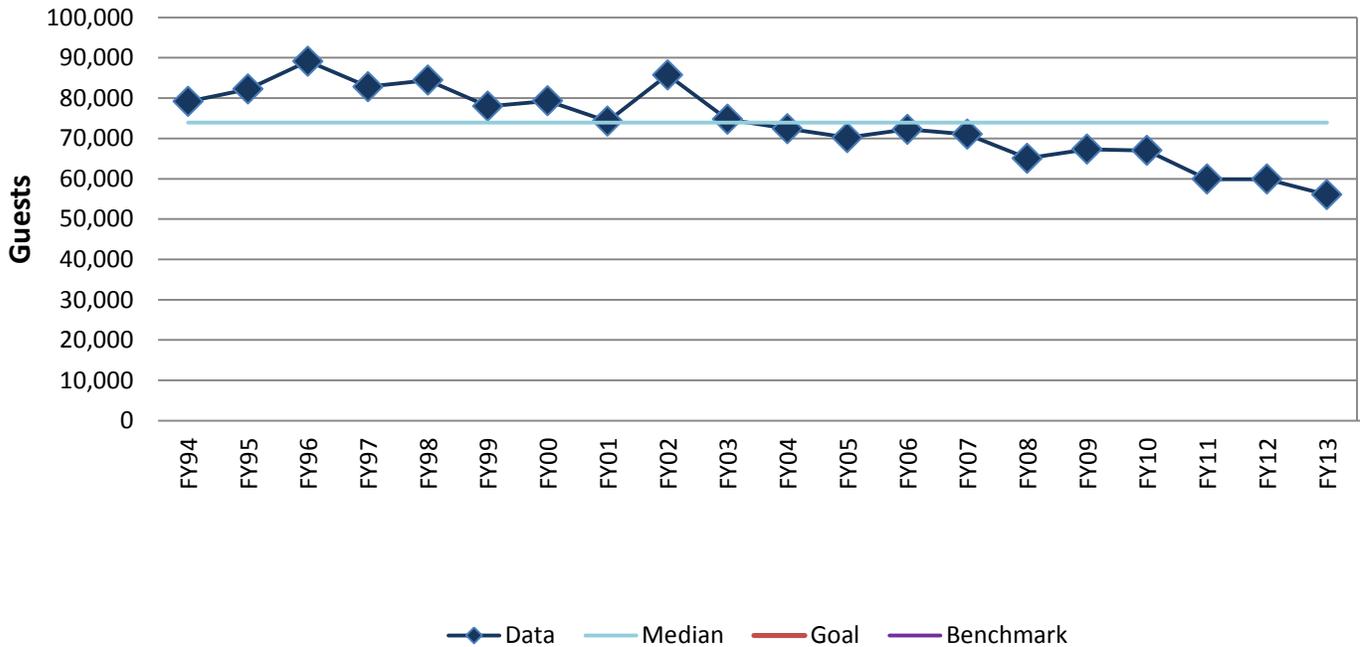
School Group Attendance

Zoo

3/11/2014

| Measurement method | | Why measure? | | What is our goal? | |
|--|----------------------------|---|--|-------------------------------|---|
| The number of school group attendees per school year | | Encourages a sense of responsibility for animal & plant life | | Increase Zoo Group Attendance | |
| How are we doing? | | | | | |
| FY09-FY13 5 Year Goal | FY09-FY13 5 Year Actual |  | FY13 Goal | FY13 Actual |  |
| TBD | 310,129 | | TBD | 56,023 | |
| Guests | Guests | | Guests | Guests | |
| | | | Performance Stoplight Key | | |
| | | | Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data | | |

School Group Attendance



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