



**PLANNING STUDY  
FINAL REPORT  
INITIAL OVERVIEW**

602 Riverside Park Road  
Bismarck, ND 58504  
(701) 223-7543 | [www.dakotazoo.org](http://www.dakotazoo.org)



**PERSONAL INTERVIEW STATISTICS**

• Prospects .....	111
• Completed.....	46

**MAIL/ONLINE SURVEY STATISTICS**

• Prospects .....	5,980
• Completed.....	457

**PRIORITY OF RESPONDENTS**

• A new penguin, meerkat and red panda exhibit .....	8.8
• Renovated concession stand, admissions area, gift shop and restrooms .....	5.54
• A new black bear exhibit .....	5.07

**Overall Observations**

- Respondents feel the zoo is an important piece of the community. It provides an enjoyable and affordable destination for local families while also attracting people from outside of the area.
- Participants appreciate that the zoo is not funded by tax payers and is self-sustaining.
- The zoo's board of directors is seen as forward thinking and always trying to evolve and improve the zoo.
- The overwhelming majority of respondents think penguins, meerkats and red pandas would be an exciting addition to the zoo.
- Those closest to the project see the need for the renovation of the concession stand and admissions area. The general public would rather see new animals and exhibits.
- Many respondents don't think a new exhibit for black bears is necessary because the zoo already features a different species of bear.
- Many people mention the potential support of major oil companies, but there are no concrete relationships to leverage for donations.
- There are several other major campaigns going on in the community. Participants believe Terry Lincoln must be actively involved in the campaign in order to secure major funding.

**STATISTICAL FINDINGS**

• Percentage of those at least familiar with the proposed projects .....	29%
• Percentage in support of capital campaign .....	90%
• Personal interviews.....	94%
• Mail and online surveys .....	90%
• Number of people who will serve as campaign leaders.....	62
• People who have remembered the zoo in their estate plans .....	21
• People interested in learning more about planned gifts.....	72
• Percentage that will financially support a campaign.....	52%
• Personal interviews.....	83%
• Mail and online surveys .....	49%
• Projected funds for a campaign .....	TBD

Full planning study results will be disclosed during the board meeting on July 21, 2015.