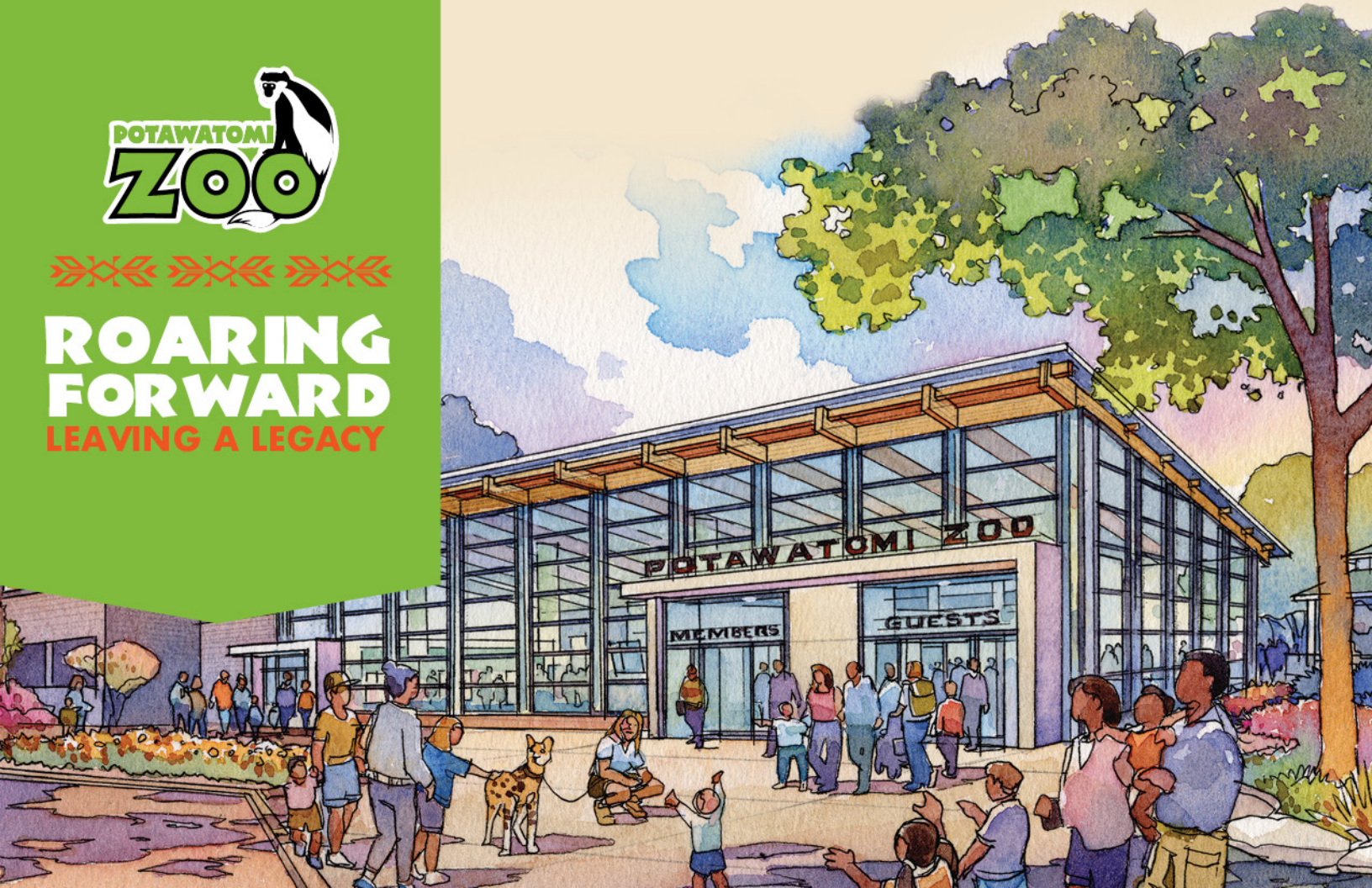




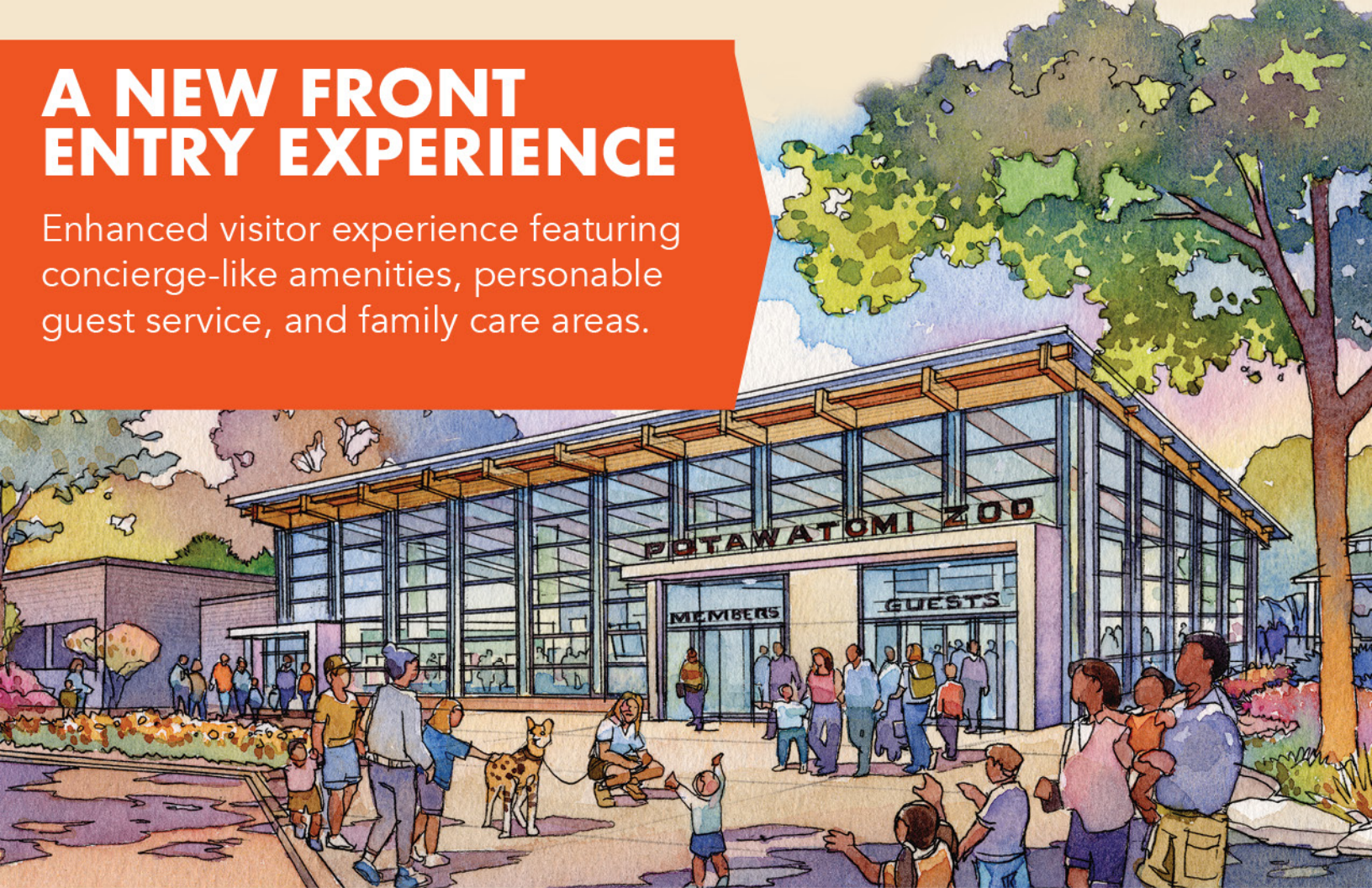
ROARING FORWARD

LEAVING A LEGACY



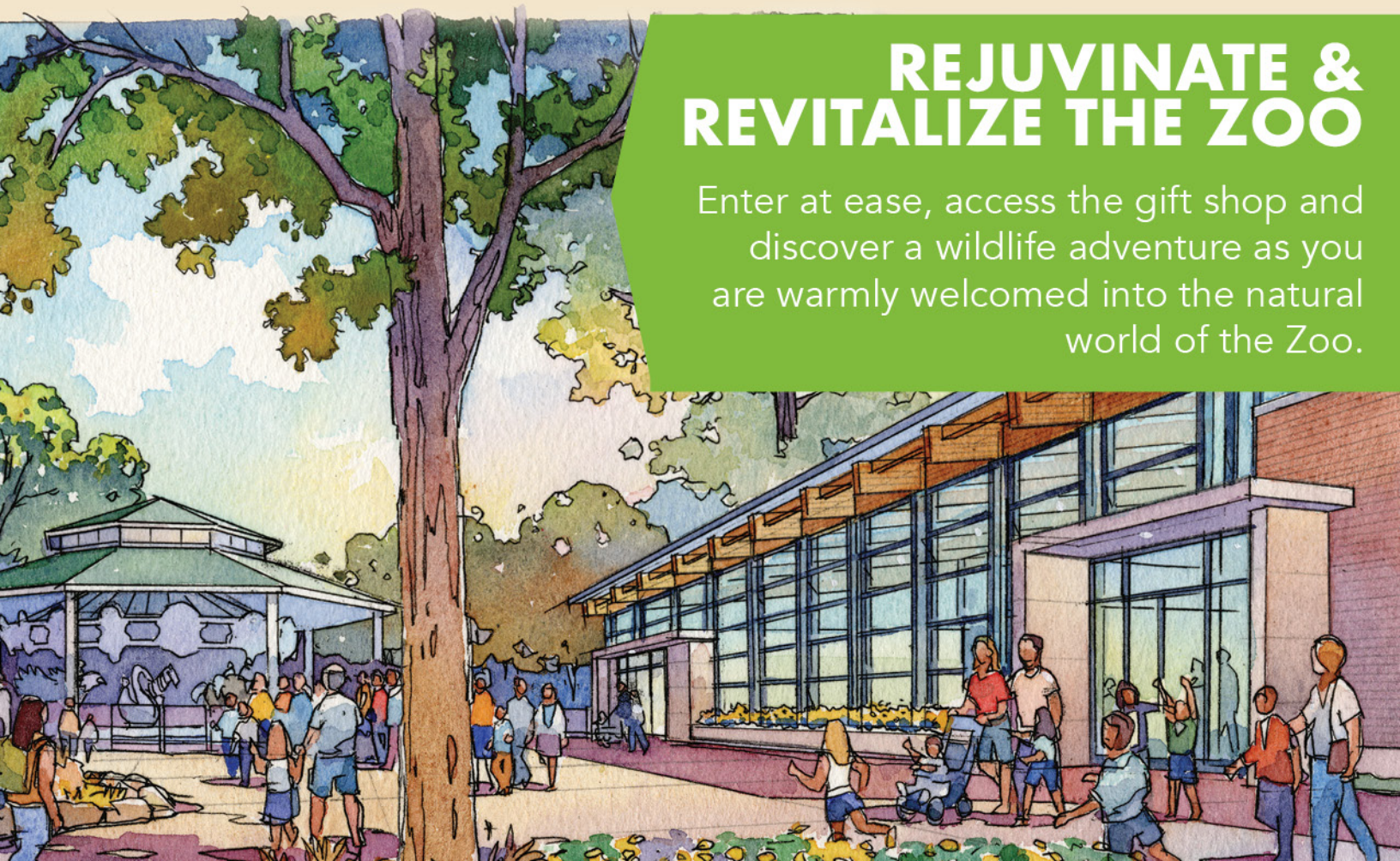
A NEW FRONT ENTRY EXPERIENCE

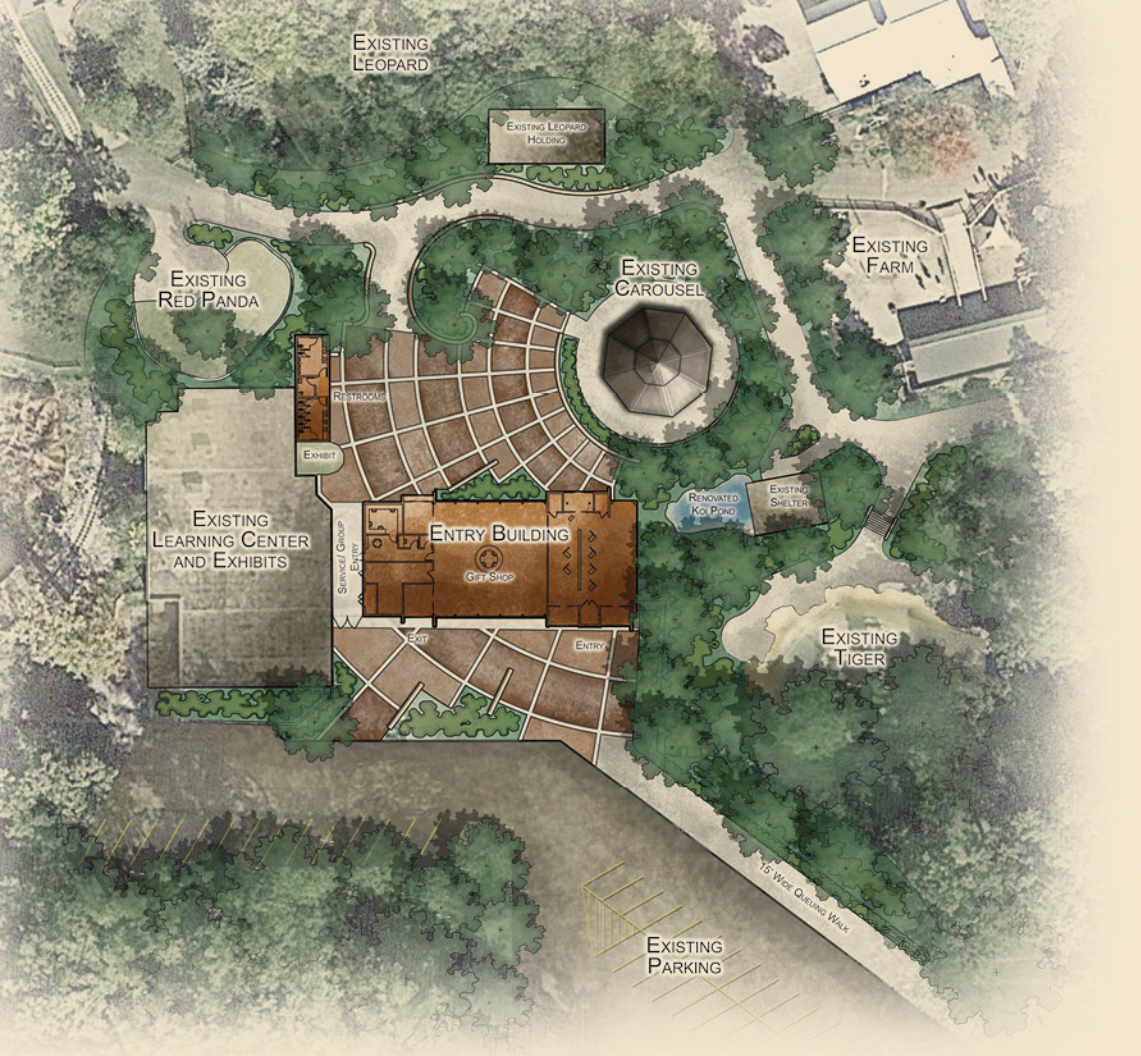
Enhanced visitor experience featuring concierge-like amenities, personable guest service, and family care areas.



REJUVINATE & REVITALIZE THE ZOO

Enter at ease, access the gift shop and discover a wildlife adventure as you are warmly welcomed into the natural world of the Zoo.



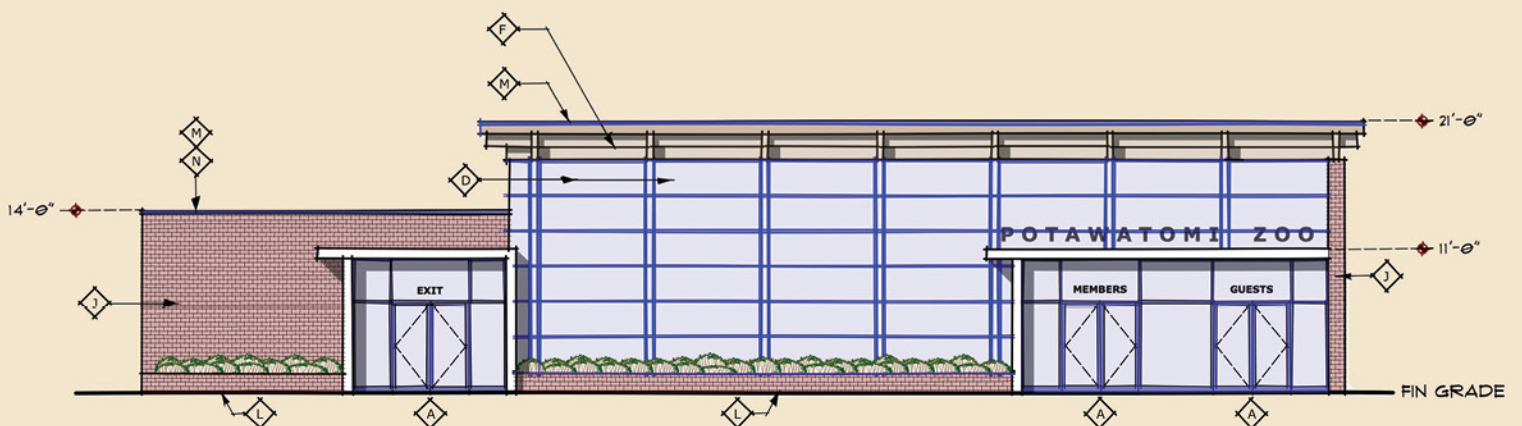


WELCOMING LANDSCAPING & GARDENS

Experience the natural and tranquil beauty of native trees and gardens while enjoying the sights and sounds of the plaza from customizable seated walls and benches.

INCREASE EDUCATIONAL OPPORTUNITIES

Educational value grows with additional onsite programming and class space within the Zoo; aiding in our mission to provide excellence in education.



Dear Friends of the Zoo,

How many of you have visited the Potawatomi Zoo? Whether you remember watching the herd of bison grazing near the front pond, taking a school field trip here as a youngster, or bringing a child here for their first visit, the Potawatomi Zoo has been helping to create treasured memories for over 100 years.

As the oldest Zoo in Indiana, the Potawatomi Zoo brings irreplaceable historic value and generational connectivity to our community. Over 25 years of continuous accreditation by the Association of Zoos and Aquariums is a truly special achievement that puts the Zoo in an elite group of zoos and aquariums in the country.

It is a very unique and exciting time in the life of the Potawatomi Zoo and we invite you to join us as we Roar Forward into the future.

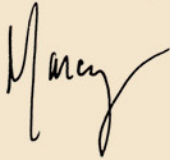
The Zoo is embarking on a 10+ year, \$37-\$40 million Master Plan that will enhance the visitor experience, upgrade infrastructure in our 100+-year-old facility, and position ourselves as a major regional asset. Phase I of the plan calls for a new Front Entry, Plaza, Gift Shop, and Family Care restrooms. This brick and mortar project is designed to address four main areas: improve entrance and flow, focus on membership and admission guest experience, increase gift shop revenue and double our education space. The new Front Entry will also provide a separate entrance for field trips and group visits. Phase I, Front Entry, is the essential catalyst for all future growth at the Zoo.

In October, we were thrilled to learn we are the recipients of \$450,000 in Regional Cities Initiative funding for the Phase I, Front Entry Project. We were also given the challenge of a timing caveat – that the private portion of our fundraising efforts, \$1 million, must be committed by March 31, 2018. We have some extraordinary new projects right around the corner, and the Front Entry Project is the gateway to these thrilling new additions and improvements. The Zoo is counting on the support of people like YOU to reach our goal. We hope you'll consider investing in this project, the exciting first phase to all future improvements to the Zoo.

With your help today, we can ensure the Potawatomi Zoo will be around for another 100 years; fulfilling its mission to inspire excellence in education, conservation, and improved animal quality of life.

In gratitude,

Marcy Dean



A LETTER FROM OUR EXECUTIVE DIRECTOR



COMING SOON...





Potawatomi Zoo • 500 S Greenlawn Ave • South Bend, IN 46615
www.potawatomizoo.org

ASSOCIATION
OF ZOOS &
AQUARIUMS