

# We can't wait!

## A Campaign for ReZOOvenation

We have big news for Sioux Falls—and **we can't wait** to share it with you!

As a leader in our community, we want you to be the **first to know** what's happening at the new Sioux Falls Zoo & Aquarium (SFZA). But more than that, we want your advice and hope you will participate in our campaign assessment interviews. You probably have heard about the merger of the Great Plains Zoo and the Butterfly House & Aquarium.

We have spent the last two years planning for and executing the **integration of our operations**. Along with our boards, the City of Sioux Falls, and the community, we have built a new unified mission. We are stronger together and have a renewed focus on connection with the natural world. We bring to the region a greater appreciation and understanding of wildlife and conservation to save species from extinction.

The time is now to **build the zoo and aquarium a city like ours deserves**. *We can't wait!* There are more than 80 years of combined experience between the organizations. Our partnership takes us to the next critical step: physically uniting the animals, staff teams, and resources on the current zoo campus. Together, with our public and private supporters, we are creating a year-round, premier destination—the kind you'd expect in Sioux Falls.

We already have **\$25 million in hand** from a generous donor that we need to match by the end of 2025. We expect another \$11 million from other sources. To achieve the final \$50 million total, we are about to **launch a \$14 million capital campaign**. When we are successful, the donor will provide another \$10 million matching gift!

We are moving forward thoughtfully while the future of the Delbridge Museum is considered by the City of Sioux Falls. We want what's **best for our growing community**, the collection, and the SFZA. We are working through our master plan now and will include any recommendations from the mayor and his work group.

Thank you for learning how, together, we can make this **jewel of the prairie** our city's crowning achievement. The future looks bright, and **we can't wait!**

We appreciate your help!

**Becky Dewitz**

*President/Chief Executive Officer*

**Audrey Otto-Pepper**

*Chief Operating Officer*



**Becky Dewitz and Audrey Otto-Pepper**



SCAN ME

Watch the video at <https://youtu.be/Jo90YfPEHrA> to learn more.



# We can't wait to reZOOvenate!

The Zoo and Butterfly House & Aquarium have touched the lives of millions of people. With our bold, new vision, Sioux Falls will have an even greater destination that begins coming to life in the late spring of 2024 with the opening of the new splash pad, a brand-new recreational opportunity for kids of all ages, and the new lion habitat opening in the summer.

In addition, over the next few years, you will see the construction of a 350,000-gallon shark reef aquarium and a new penguin habitat. A reimagined butterfly rainforest will be built on the zoo campus, as well as an expanded education center. Further, we will be refreshing aging zoo exhibits, some created in 1963 when the zoo opened. Through it all, the exhibit design will ensure inclusion and accessibility for people of all abilities, mobilities, and ages.



Opening in the late spring of 2024, the **splash pad water play feature** will bring additional entertainment and activity for our young visitors, encouraging longer stays during those warm summer months.



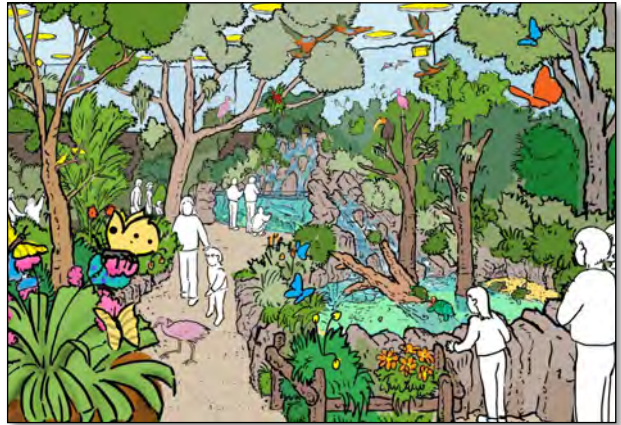
In mid-summer 2024, we will open a new, modern **lion habitat** and new **meerkat exhibit**. The lions are returning to the zoo for the first time since 1993 thanks to the support of our donors.



Going forward, visitors from our land-locked region will connect with creatures of the ocean, right here at home, thanks to this breathtaking **shark reef aquarium and tunnel experience** alongside jellyfish, corals, octopus, and other marine species exhibits.



A tropical rainforest on the prairie will expand our **butterfly conservatory**, allowing for more conservation work and learning about the important role of butterflies in ecosystems.



A long-awaited upgrade will create the very best home for our beloved South American residents, the Humboldt **penguin colony**.



An expanded **Education Center** will bring animal and conservation education to even more people every year, helping meet the growing demand for learners of all ages.



A larger exhibit will provide ample space for the SFZA's **red wolf** breeding program that's helping conserve one of North America's most critically endangered species.



Updating aged exhibits will improve the lives and wellbeing of our giraffes, African hoofstock and red pandas, and ensure the SFZA meets animal care standards set forth by the Association of Zoos & Aquariums (AZA).

# We can't wait

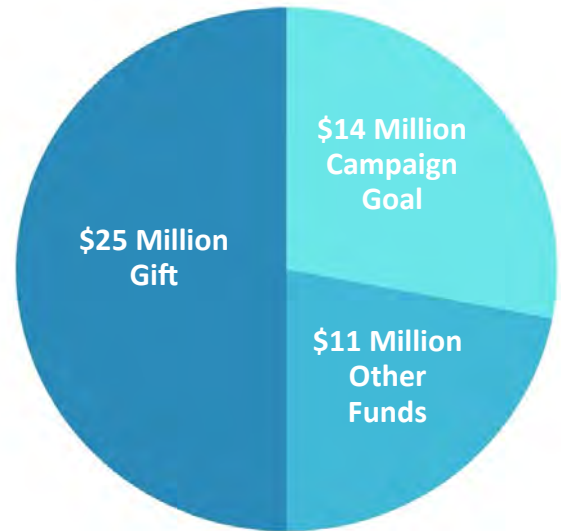
## Capital Campaign

### Phase One:

- Aquarium
- Splash Pad
- Education Center
- Butterfly Rainforest
- Penguin Habitat
- Red Wolf Habitat
- Giraffes
- African Hoofstock
- Red Pandas

### Phase Two Future Projects:

Rejuvenation of aging infrastructure such as Primates, Komodo Dragon, Flamingos, Australia, and Prairie Cabin



**Total Phase One: \$50 Million**

# We can't wait

to make a community impact

### Better Quality of Life

- Gives families a special place to build memories that will last a lifetime.
- Provides a year-round activity for families that strengthens the social and cultural wellbeing of the community.

### Growing the Local Economy

- Creates an estimated \$522 million in overall economic impact from 2023-2030.
- Fuels an estimated \$60 million in annual economic impact, \$36 million in direct spending and \$24 million in indirect spending.

### Building Tourism

- Strengthens tourism in southeast South Dakota by providing a recreational destination that's like no other in our region.
- Draws more visitors from outside the area, who currently account for 46% of zoo attendance, and eat, shop and lodge in our community.

### Providing Conservation Education

- Sparks curiosity and appreciation for the natural world by exposing people to animals of sea, sky and land that aren't found in the Midwest.
- Offers immersive learning opportunities and highlights the SFZA's role in the conservation of vulnerable and endangered species.



**Sioux Falls Zoo and Aquarium | 805 South Kiwanis Avenue | Sioux Falls, SD 57104**  
[GreatZoo.org](http://GreatZoo.org) | 605.367.7003 | [ButterflyHouseAquarium.org](http://ButterflyHouseAquarium.org)