



Denver Zoo Conservation Alliance (Zoo) is honored to submit the Latin America Experience project for consideration by the Vibrant Denver Bond Committee.

As Denver's most visited cultural destination, attracting nearly 2 million guests annually, the Zoo serves as a gateway to wildlife wonders, fostering education, conservation awareness, and a deep appreciation for the natural world. Through our free and reduced admission programs, we ensure that 25% of our guests, regardless of background, can enjoy the Zoo.

Economically, the Zoo generates over \$270 million annually to the seven-county Scientific and Cultural Facilities District (SCFD), supports nearly 1,900 jobs, and generates over \$12 million in regional tax revenue. Notably, more than 85% of this economic activity is "net new" to Denver, underscoring the Zoo's role as a powerful economic engine attracting out-of-town visitors.

Our proposed Latin America Experience will immerse guests in the diverse landscapes, cultures, and wildlife of Latin America. The project will feature dynamic habitats for species such as jaguars, Andean bears, capybaras, sloths, and monkeys, complemented by bold architecture, rich storytelling, and exciting interactive exhibits that will engage both children and adults. This initiative aims to deepen connections to nature and conservation while modernizing our campus, promoting language access through bilingual signage and prioritizing animal well-being.

For your consideration, we have enclosed the following items:

- Bond Intake Form
- Project Cost Worksheet
- Economic & Fiscal Impact Analysis Executive Summary (April 2025)

Just as the Zoo matched the City's catalytic investment in Toyota Elephant Passage, the Zoo will match the City's investment and raise \$120 million for the Latin America Experience.

This transformational civic investment ensures that the Zoo continues to be a source of joy, learning, and economic vitality for generations to come.

Sincerely,

Bert Vescolani
President & CEO
Denver Zoo Conservation Alliance

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