



Vibrant Denver Bond: Denver Zoo Conservation Alliance (DZCA)

DZCA: A Zoo for All

- Serve nearly 2 million guests per year from across the region.
- Free & reduced admission programs open the door for more than 25% of our guests.
- Drives \$270 million in annual economic impact, fuels nearly 1,900 jobs, & drives over \$12 million in Colorado tax revenue.
- Affordable place of joy that sparks hope, pride, and possibility in a chaotic world.

Project Summary: A Bold Vision Powered by Community Voices

- First Tier 1 cultural to dedicate a permanent exhibit celebrating Latino culture and heritage.
- Legacy project for Mayor and City Council.
- Proposed a major campus transformation, bringing Latin American wildlife & culture to life.
- Shaped by input from 4,700+ community voices.

The Project: Latin America Experience

- Immerse guests in Latin American landscapes, cultures, & wildlife.
- Showcase animals, ecosystems, & stories that reflect our region's changing demographics.
- Advance language access with bilingual signage.
- Features jaguars, Andean bears, capybaras, sloths, & monkeys in dynamic interactive habitat.

Project Investment: Leaving a Lasting Legacy for our Community

- Seeking \$50 million through the Vibrant Denver Bond & will match the city's investment through a visionary capital campaign.
- Committed to certified firm participation & developing compliance plan to meet or exceed goals.
- Brings in up to 1,900 construction jobs, including skilled trades & apprenticeships.

The Future: Igniting a Vibrant Era of Conservation, Community & Culture

- If selected, break ground & host a Latin America themed community celebration on Dec 3, 2025.
- Catalytic project completed around 2030.
- Good return on investment – post project in 2030, Economic Impact Study projects Zoo economic impact at:
 - \$368 million annual economic impact
 - 2,100+ jobs
 - \$17 million in tax revenue
- Leverages Zoo's role as cultural, economic, and community anchor for generations to come.



The project will bring guests face-to-face with jaguars, Andean bears, capybaras, sloths, and monkeys, surrounded by dynamic habitats and exciting interactive experiences for all ages.



Follow the Jaguar travel from Mexico to the Amazon. Watch the waters rise and see how the animals react. Come explore our interactive animal experiences and celebrate the vibrant wildlife and cultures of Latin America.