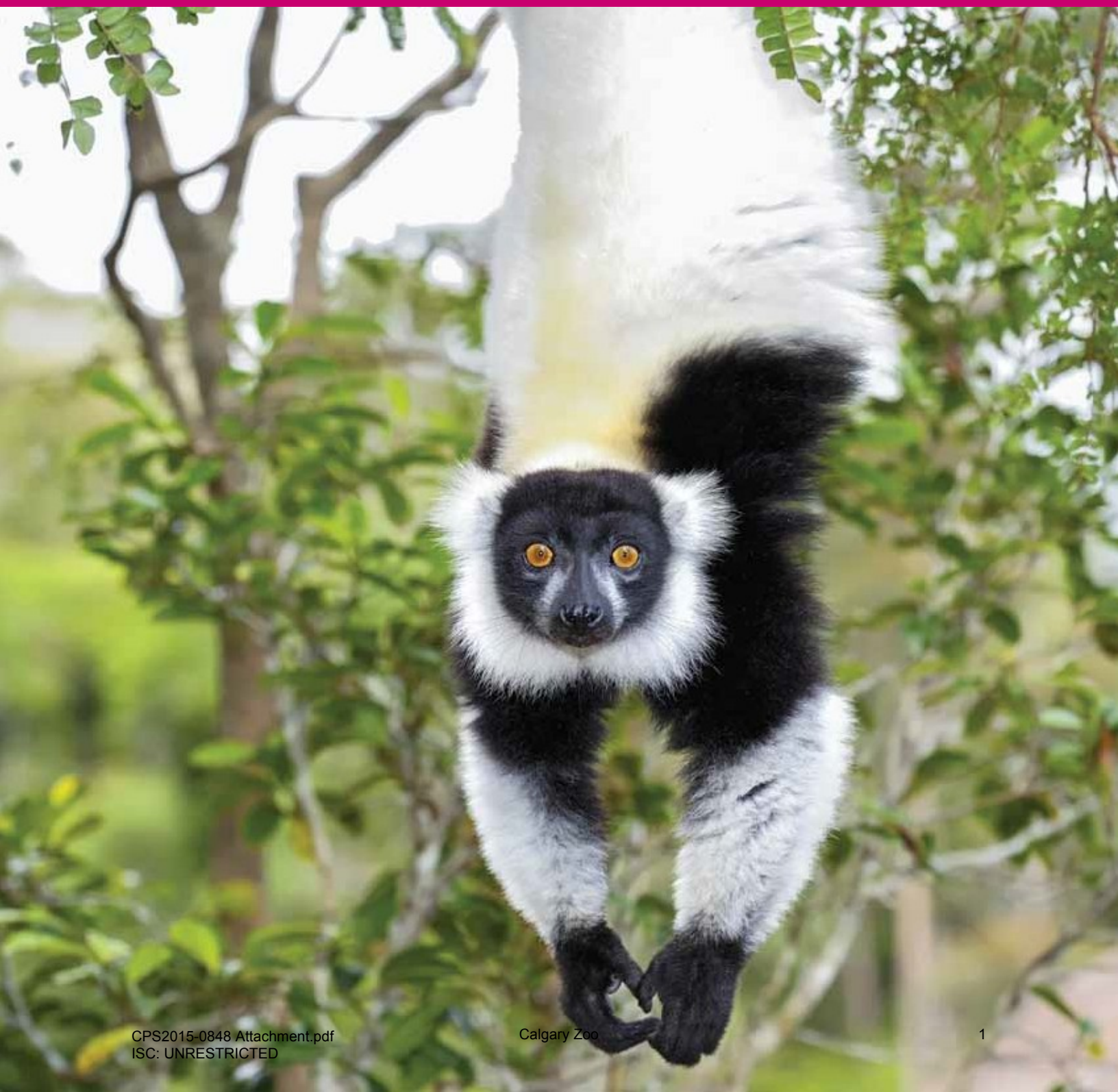


LAND OF LEMURS

**AN OPPORTUNITY TO INVEST IN EDUCATION,
CONSERVATION AND ECONOMIC DEVELOPMENT**





The need to share conservation success stories that inspire people, especially young people, to protect the world has never been greater.

INSPIRING CHANGE

When children share the same space with black-and-white ruffed lemurs, look into their vivid eyes, admire the distinctive white ruffs that frame their faces and listen for their unmistakable chorus of calls, they are doing much more than simply observing these playful, inquisitive animals. They are making connections with nature that will last a lifetime.

Creating these kinds of connections is a critical part of the zoo's plan for the future.

We have a responsibility to take the thousands of inspirational moments that happen at the zoo every day and turn them into something greater.

But we don't have the luxury of time. Species in our backyard and around the world are in serious trouble. Something needs to change.

Fortunately, there is hope. Today, the Calgary Zoo is ramping up its commitment to conservation by thinking bigger and aiming higher.

Land of Lemurs is our first project in an exciting new Master Plan – *Inspiring Change* – that will see the zoo through its next 20 year Master Plan. New animal habitats and programs, including Land of Lemurs, will focus on animal welfare and conservation; but simply providing opportunities to see endangered species in a world-class exhibit isn't enough.

Our goal is to inspire real change in the world by transforming the heartfelt connections our visitors enjoy into direct conservation action.

We know that we can inspire people to make a difference for black-and-white ruffed lemurs and the many other species in the world facing an uncertain future.

But we need your help.

“The future is not some place we are going, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and the destination.”

*– Dr. John Schaar
Professor Emeritus and Political Theorist
University of California at Santa Cruz*

THE CHALLENGE

Today we face some grim environmental challenges – extinction is happening at an alarming rate, habitats are disappearing and, at the same time, human populations are growing.

Scientists estimate that as many as 30 to 50 per cent of all species could be heading toward extinction by mid-century. We need to take action to stop this.

THE SOLUTION

RECONNECT PEOPLE WITH NATURE

We know that after experiencing exhibits like the ENMAX Conservatory's Butterfly Garden, Penguin Plunge and soon Land of Lemurs, people leave the zoo with an emotional connection and a greater understanding of the world's vast diversity of life. The zoo's charismatic species are ambassadors for wildlife and wild places. Furthermore, immersive experiences help break down barriers between people and animals, reconnect us with nature and inspire us to consider a whole new world of exciting conservation opportunities.

Immersive exhibits, such as Land of Lemurs, take the concept of a conventional zoo exhibit and turn it inside out. Within the large and tree-filled lemur habitat, the people – not the lemurs – are confined. Lemurs have the freedom to go wherever they want – swinging through the trees, climbing along the branches and even entering the designated 'human' space, if they choose to. Visitors travel through the exhibit on a lush walkway that lifts them up into the canopy of trees and provides them with a fresh new perspective – literally and figuratively.

First-hand encounters with nature link facts with emotions, feelings and senses. Research on these types of exhibits shows that when people leave they have more positive feelings about these endangered primates than when they entered – and the information they learn about the animals stays with them in a way that it doesn't with conventional animal exhibits.

Land of Lemurs will take every opportunity to channel our visitors' curiosity about lemurs into positive action to protect wildlife and wild places. Interpretive programs will build on the zoo's long history of providing award-winning innovative learning opportunities for schools and daily visitors.

We need to help our visitors become part of the solution. Land of Lemurs will help provide us with another positive vehicle to do just that.

THE EXPERIENCE

Follow the path through Destination Africa, beyond the majestic lions, braying zebras and stately ostriches, and you'll reach the eastern tip of St. George's Island – the future home of Land of Lemurs.

Here, the natural environment has a big part to play in creating an unforgettable experience. The area's huge trees are also huge assets; creating an exciting immersive experience for visitors, while supporting the needs of the black-and-white ruffed lemurs that will call it home in a very fundamental way.

With trees and plants ranging from ground level all the way up to 30 m tall, these tree-dwelling lemurs can experience a more natural lifestyle and display a full range of behaviours. Throughout the day, visitors will be able to see up to 20 of the largest members of the lemur species do what they love best – playing, grooming, leaping between trees, foraging for leaves and shoots, soaking up the sun and interacting within their social groups.

And when they decide to socialize, you won't be able to miss it. Black-and-white ruffed lemurs communicate using a distinctive call – a very loud one that will change the feeling of the entire zoo. Even from the main bridge, visitors will be able to hear the lemurs booming voices as they call to one another, adding a new dimension of sound to the zoo experience.

Land of Lemurs will break down barriers and shift the way people experience animals – if the playful, innocent and inquisitive lemurs choose to do so, they can get up close and personal with their human visitors.

With the immersive nature of Land of Lemurs, an interpreter will be at the exhibit permanently, demystifying this fascinating species and creating a very positive experience.



THE OPPORTUNITY

Land of Lemurs is about breaking down barriers – encouraging people to build empathy for animals and to care for their conservation in the wild.

Land of Lemurs is a unique opportunity to support an exciting new year-round exhibit designed to immerse visitors in a memorable and tangible experience, reconnect them with nature and inspire them to take conservation action. Seeing, hearing and even smelling these charismatic primates will create an amazing experience that can ultimately change attitudes and make a real difference in the world.

Investing in Land of Lemurs will connect you with a passionate group of individuals and corporations committed to making Calgary a better place to live, work and play. You will be aligned with a world-class zoological society committed to take and inspire action to sustain wildlife and wild spaces. With 1.2 million visitors in 2014 alone, the Calgary Zoo has enormous reach and impact.

Your investment will make a difference today and far into the future – it will help millions of visitors understand a part of the world they will likely never get to visit. Madagascar is a biodiversity hotspot and home to an incredible number of species that occur nowhere else on earth. In the past decade alone, 600 new species have been discovered on this unique island – including a tiny new species of lemur.

“For in the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.”

–Baba Diourm



LAND OF LEMURS

Located at the southeast end of St. George's Island, the towering trees, fallen logs and natural vegetation of this immersion exhibit set the stage for playful lemurs to engage visitors as they socialize, leap among the branches and forage for food.



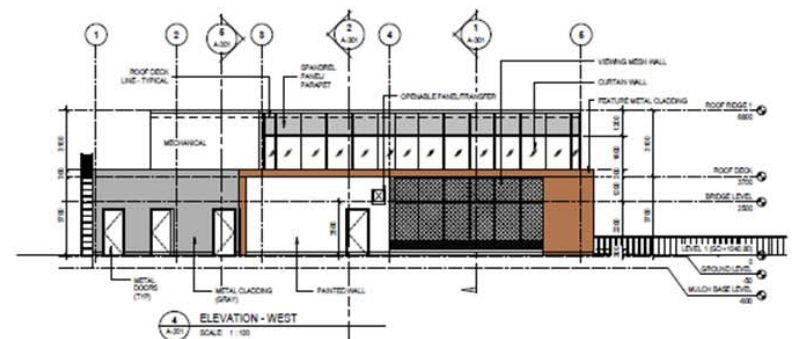
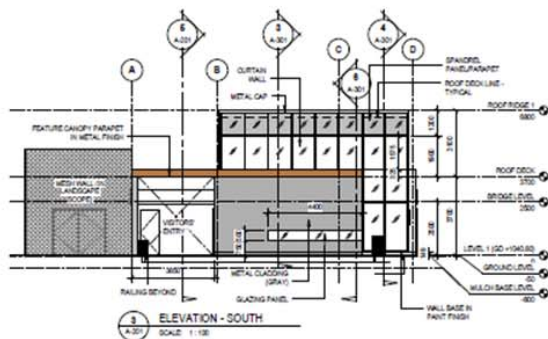
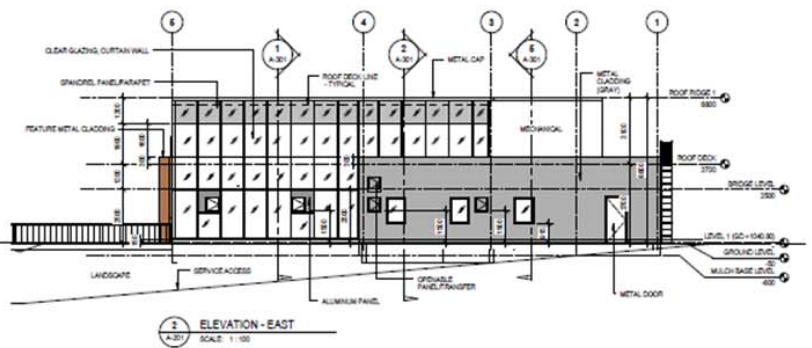
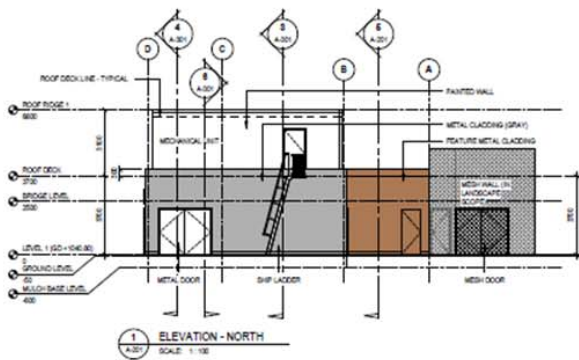
OVERALL ZOO VICINITY

SCALE: NTS

PROPOSED LAND OF LEMURS



When temperatures drop, the lemurs move to a large indoor habitat that mimics their outdoor environment, complete with large trees and vegetation. The two-storey glass building will fill the lemurs' winter home with light and provide a year-round viewing opportunity for visitors.







BUDGET

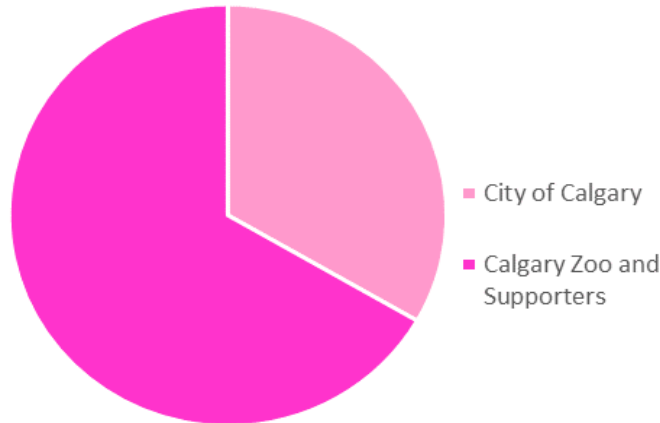
The funding requirements and anticipated sources to construct Land of Lemurs are outlined below. A full budget is available upon request.

CONSTRUCTION COSTS

	Dollar Amount
Lemur Exhibit	\$7,326,000
Interpretive and Educational Materials	\$274,000
Site Work	\$360,000
Total	\$7,960,000

PROJECTED FUNDING SOURCES

The Calgary Zoo is proposing a two-way partnership for funding the Land of Lemurs between The Municipal Government (\$2.7 million) and the Calgary Zoo and its supporters (\$5.3 million). The Zoo will continue to identify additional sources of funding including corporate sponsorships and individual donations.



There are very few initiatives that provide the opportunity to invest simultaneously in job creation, tourism, conservation, education and economic development.

ECONOMIC IMPACT

The Calgary Zoo benefits Albertans in many ways. Currently, the zoo contributes \$79 million annually to Alberta's economy. The zoo also provides many qualitative benefits including advancements in conservation, education and quality of life for Albertans.

A recent economic impact assessment by Grant Thornton LLP concluded that for every dollar invested in Calgary Zoo, over two dollars of impacts are generated.

The Calgary Zoo's new Master Plan - *Inspiring Change* - will create a very exciting future. Land of Lemurs is the first step in the zoo's ambitious vision. Over the next 10 years, a new African village children zone, Japanese macaque exhibit and giant panda exhibit will bring the world to the Calgary Zoo and Alberta.

The full economic impact assessment is available upon request.



OUR REACH

When Calgary was just a small city with big aspirations, a simple footbridge connected St. George's Island, Calgary's first park, to the mainland. In those days, the natural island proved to be an ideal setting for picnics, relaxing and socializing. The first collection of animals appeared on the Island in 1917, but the founding of the Calgary Zoological Society in 1929 firmly established the Calgary Zoo at the centre of its community.

HEART OF OUR COMMUNITY

Today, the zoo continues to play a central role in its community; just about every Calgarian and many Albertans have been touched by "their zoo" in some way. For example:

- In 2014, the zoo welcomed more than 1.2 million guests.
- Almost 97 per cent of all Calgarians report having made at least one visit to the Calgary Zoo.
- Nearly 75,000 Calgarians hold annual memberships, visiting an average six times each year.
- More than 65,000 schoolchildren visit the zoo each year in formal education programs and field trips.
- Over 28,000 income challenged Calgarians were able to access the Zoo through our Zoo Share subsidy program.



CONSERVATION LEADER

The Calgary Zoo is committed to inspiring real change in the world. We are a recognized leader in the conservation of wildlife and wild places here at home and round the world.

- The zoo's 320-acre Devonian Wildlife Conservation Centre, located south of the city, breeds endangered species for reintroduction to the wild and provides an ideal setting for conservation research.
- A team of dedicated biologists from the zoo's Centre for Conservation Research works on projects across Western Canada. They are recognized as North America's leader in the science of species recovery and reintroduction.
- Conservation projects in more than 20 countries around the world receive support and technical assistance from the Calgary Zoo. The zoo specializes in community-based conservation initiatives, one of which received the United Nation's Equatorial Prize.

Modern zoos may be our only hope
to leave a world rich in biodiversity for
the next generation



Land of Lemurs: An Opportunity to Invest

Appendix A:

Project Cash Flow Schedule

	To 2015	2016	2017	Total
a) Project Cost				
Lemur Exhibit	515,000	6,349,000	462,000	7,326,000
Interpretive			274,000	274,000
Site Work		248,000	112,000	360,000
Total Cost	515,000	6,597,000	848,000	7,960,000

b) Project Funding

	Funding Sources
Zoo Funded to Date	515,000
City of Calgary Contribution	2,700,000
Additional Zoo Contribution	4,745,000
	7,960,000

Notes:

1. Exhibit building area: 281 sq. m. Exhibit site area: 5000 sq. m.
2. Development timing requires thorough coordination with the flood mitigation project
3. To date \$515,000 has been spent on project design and permit application
4. Interpretive cost includes a \$79,600 commitment to public art

