

## THE EAST COAST ZOOLOGICAL SOCIETY IS EMBARKING ON A HISTORIC CAMPAIGN TO CREATE A SECOND CAMPUS.



**The East Coast Zoological Society's second campus will be defined by the ecological treasures we have the responsibility to steward.**

East Central Florida is defined by three unique bodies of water: the Atlantic Ocean to the east, the Indian River Lagoon in the middle, and the St. Johns River to the west. These priceless assets fuel our urgency to construct a world-class aquarium on the shores of the Banana River. **The vulnerability of our ecosystem**—the interconnected fates of people, animals, water and vegetation—is the issue of our time. It is a matter crucial to this region's future.

Globally, animals are becoming extinct at ever-increasing rates, and more than one-third of marine mammals are threatened. Throughout Florida, we witness the impacts of pollution, chemicals and temperature shifts. The tragic decline of the Indian River Lagoon affects every person in our region and beyond.

**The new aquarium complex will allow us to increase marine conservation programs and make the Space Coast an essential tourism, heritage and cultural destination. We will:**

### **Expand**

our living shoreline efforts and other restoration programs to save the Indian River Lagoon

### **Develop**

innovative programs that show the world how to spark and regenerate ecological thriving

### **Create**

an estimated 900+ jobs and positively impact property values and businesses

### **Contribute**

an \$85+ million annual economic impact

### **Enhance**

our region's ability to attract and retain a high-wage, high-talent workforce

**Solutions to our urgent ecological challenges require action today and new approaches for tomorrow. The longer we wait, the more difficult and costlier it will be to recover.**

The East Coast Zoological Society, known for our flagship location, Brevard Zoo, is launching the most significant campaign in our history to raise a total of \$100 million over five years. The largest component of our campaign, \$85 million, is to **create a world-class aquarium and conservation campus** on 14 acres of shoreline on the Banana River at Port Canaveral.

The vision for the new campus mirrors the distinctive aesthetic of Brevard Zoo, leveraging the beauty and benefits of natural Florida and encountering sea life through a personal, accessible, joyful and relaxed experience. In addition, \$15 million will be dedicated to further amplify Brevard Zoo's impact through our initiatives in conservation, animal wellness, veterinary services and education.

## OUR LEGACY CAMPAIGN WILL FURTHER AMPLIFY BREVARD ZOO'S IMPACT.



This campaign is a once-in a-lifetime opportunity to accelerate the positive impact of the East Coast Zoological Society's work.

Even as we undertake planning for a new aquarium to further our mission, our ambitions for Brevard Zoo never stop. We will grow our partnerships to develop a Florida Endangered Species Center and enhance the Zoo's Sea Turtle Healing Center. We will expand our education programs for underserved and at-risk communities and deepen partnerships with schools to improve science literacy. And, by combining forces of the Zoo's current conservation efforts with the new aquarium's programs, we will have a massive impact on our environment and long-term sustainability.

With the support and involvement of our community, we will expand Brevard Zoo's innovation and impact.

We will ensure our animal residents continue to have the best possible veterinary care and nutrition led by a highly trained and expert staff of professionals. We will use new diagnostic technologies and expand our veterinary internship programs, as well as make innovations in animal management to ensure all of the Zoo's 900+ animals continue to thrive. Our conservation efforts will continue to focus on engaging the community to participate in the conservation and restoration of the Indian River Lagoon. And, we will continue to educate the community on the benefits of spending time in nature to improve human health and wellness.

## WE INVITE YOU TO JOIN OUR LEGACY. Help to make a positive impact at [brevardzoo.org/ourlegacy](http://brevardzoo.org/ourlegacy)



MORE THAN  
**460,000**  
GUESTS VISIT  
EACH YEAR

CONTRIBUTING  
**\$65M**  
ANNUAL  
ECONOMIC IMPACT

SUPPORTING  
**875+**  
JOBS IN  
THE REGION

For more than 25 years, Brevard Zoo and its community have worked shoulder-to-shoulder, enriching lives and improving our natural environment. Our team provides exceptional care for our animals and strives to save Florida species from extinction and rehabilitate sick and injured sea turtles. Our conservation initiatives directly engage people in restoration of the Indian River Lagoon, while our education programs help to improve science literacy and spark interest in STEM careers. The transformational nature of these projects, programs and initiatives is extraordinary and represent a commitment to the future that has always been a cornerstone of this community.