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Zoo's Impact on Regional Economy Highlighted

Toledo, Ohio—The Regional Growth Partnership (RGP) today released the findings of a study that determined the impact that the Toledo Zoo has on the economy in a five-county area consisting of four counties in Ohio (Lucas, Wood, Ottawa and Fulton) and one county in Michigan (Monroe). The study indicates that the Zoo contributes over \$38 million of total economic impact in the region annually, and that the Zoo directly and indirectly supports nearly 500 full-time equivalent (FTE) jobs in the area, one job out of every 654.

The study also found that the Toledo Zoo's contributions to the regional economy extend into what are called multiplier effects. Notably, the Zoo's capital spending fuels the construction industry, which has a high multiplier effect throughout the region.

The findings were presented at a media conference today at the Regional Growth Partnership offices. Speaking on behalf of the Toledo Zoo, Executive Director Dr. Anne Baker stated, "It is extremely gratifying to know that the Zoo is having such a positive impact on this region's economy. It's a true testament to the partnership that has existed for generations between the people of this region and their Toledo Zoo." According to Dean Monske, President and CEO of the RGP, the Toledo Zoo plays a major role in selling the benefits of living and working in northwest Ohio. "First and foremost, the Toledo Zoo provides jobs and discretionary spending dollars for this region, but in addition, it adds significantly to the quality of life assets we promote both nationally and globally," Monske said. "It is not uncommon for the RGP to include the Zoo in showcasing our region to visiting site consultants, corporate executives and potential international investors."

The Toledo Zoo is open daily from 10 a.m. to 4 p.m. (10 a.m. to 5 p.m. weekends in May) and is located on the Anthony Wayne Trail (US 25), four miles south of downtown Toledo. For more information, please visit www.toledo zoo.org or call (419) 385-4040. Lucas County residents are admitted free of charge each Monday from 10 a.m. to noon. ID showing proof of residency is required.

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