



PRESS RELEASE  
June 24 2011

For Immediate Release

**Contact:**

Rosemary Jalink  
Director of Marketing and Promotions  
[rjalink@jacksonzoo.org](mailto:rjalink@jacksonzoo.org)  
786.402.6958

## Study Shows Jackson Zoo Impact on State Economy

*Zoo supports community in more ways than one!*

### JACKSON ZOO SUPPORTS REGIONAL AND NATIONAL ECONOMY

**Jackson MS 6/24/11** - The Jackson Zoo generates significant economic benefits locally, regionally and nationally, according to a new analysis conducted on behalf of the Association of Zoos and Aquariums (AZA).

Jackson Zoo supports the community in more ways than one," said Jim Maddy, President and CEO of AZA. "Not only does it have a deep commitment to science education and wildlife conservation, but it also generates valuable economic benefits to the region."

AZA has commissioned a state-by-state economic impact analysis conducted by nationally recognized economist, Dr. Stephen Fuller. AZA-accredited zoos and aquariums generated the following impacts for the state of Mississippi:

- \$12.2 million in economic activity (contribution to national GDP);
- \$4 million in personal earnings (salaries and wages); and
- 125 jobs.

"Zoos and aquariums, including the Jackson Zoo, play a significant role in the economy of Mississippi," added Maddy.

**The Jackson Zoo** is a valuable community resource, including visits by 30,000 school children every year, and a vital role in wildlife conservation. Beyond these important community benefits, Jackson Zoo has the following economic impact:

- employs 35 people;
- spends \$ 2.3 million each year on goods and services;
- serves 167,000 visitors each year.

Dr. Fuller writes in his report:

"Annual spending by zoos and aquariums for operations and capital projects generate significant economic benefits for their host jurisdictions. These benefits

build from the initial outlays, as they are re-spent across the breadth of the economy. These benefits accumulate and expand the economy's total output as measured by their contributions to Gross Domestic Product and respective Gross State Products. These benefits also generate new personal earnings to the benefit of workers residing in the host jurisdictions and support job growth locally, regionally and nationally."

The cumulative economic impact of 212 AZA-accredited zoos and aquariums as they serve more than 179 million annual visitors is as follows:

- \$16.0 billion in economic activity (contribution to national GDP);
- \$ 4.7 billion in personal earnings (salaries and wages);
- 142,000 jobs.

A copy of the report can be found at

<http://www.aza.org/PressRoom/NationalEconomicImpact/>

Founded in 1924, the Association of Zoos and Aquariums is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. The AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. For more information, please visit [www.aza.org](http://www.aza.org).

Zoo admission is \$9.00 for adults, \$6.00 for children ages 2-12, and \$8.10 for senior citizens (65 and over). Children under the age of 2 and Friends of the Zoo members are admitted free of charge.

The Jackson Zoo is located at 2918 West Capitol Street in Jackson and is open daily from **8 a.m. to 4 p.m.** Visit [www.jacksonzoo.org](http://www.jacksonzoo.org) to check out exciting special events, animal updates, one-of-a-kind education programs, membership and adoption packages, and so much more. The Jackson Zoo is accredited by the Association of Zoos and Aquariums (AZA). The AZA is America's leading accrediting organization that sets rigorous, professional standards for zoos and aquariums. The AZA is building North American's largest wildlife conservation movement by engaging and inspiring the 143 million annual visitors to its member institutions and their communities to care about and take action to help protect wildlife.

###