Memorandum January 26, 2010
To: The Charleston Zoo Executive Board
Re: 2010 Public Relations/Marketing Initiatives

From: Patrick Harwood
Community Relations Director
The Charleston Zoo

Dear Board Members:
As we all know, 2009 was a bleak year for The Charleston Zoo due to the nation’s deep economic downturn. Through austere measures, we have survived the leans times and now we are ready to move ahead in this New Year and new decade.

My staff and I have spent the past three weeks fine-tuning an integrated marketing communications plan that we feel will increase the number of patrons coming through the turnstiles as well as boost zoo memberships and donations.

We are confident this can be accomplished through careful channeling of our communications messages to specific key publics that we have not, in the past, targeted as specifically as we are now going to target. The key publics are as follows: Business and Industry; Teachers; Parents; Senior Citizens; and Conservation Groups.

Below is an overview of the strategies and tactics we plan to implement to reach these groups. Please review this plan before our formal presentation scheduled for Tuesday, Feb. 3, at 2 p.m. in the Ness Motley Conference Pavilion. Thank you and see you then!

✓ Business and Industry

✓ Teachers

✓ Parents

✓ Senior Citizens

✓ Conservation Groups