

Zoo Lights at Sequoia Park Zoo presented by Eureka Lodging Alliance

1. Title of proposed project, event or activity:

Zoo Lights at Sequoia Park Zoo presented by Eureka Lodging Alliance

2. Dates or duration of proposed project:

Sequoia Park Zoo is bringing back Zoo Lights for another dazzling year of special extended evening hours from December through January annually.

Featuring more than two miles of lights and over a dozen holiday displays, the second year of Zoo Lights will greatly expand on the success of the first year and includes additional nights and extended hours, new holiday displays and illuminated guest areas, and establishing the world's Tallest Living Christmas Tree.

3. Amount of funding requested:

Sequoia Park Zoo is seeking \$100,000 to support an ambitious Zoo Lights expansion, which includes the illumination and decoration of a prominent and pristine 175ft redwood that will become the Tallest Living Christmas Tree on the planet.

Funding will also provide the necessary electrical infrastructure that will allow us to greatly increase guest capacity, double the decorated and "after-dark" areas on-grounds, and meet the unprecedented demand of our community.

4. Other funding for this project (how much and from where):

City of Eureka and Sequoia Park Zoo will provide staff to manage and implement all elements of the project and will build upon the existing infrastructure and supplies from the previous year.

Eureka Lodging Alliance will be gratefully acknowledged as the sole presenter for the duration of Zoo Lights. ELA will also be recognized for the generous contribution on year-round interpretive signage at the base of the iconic redwood tree.

5. How will this project benefit hotels, RV parks, and other lodgings in your jurisdiction, and how will you measure the benefit?

It is certain that overnight trips in our area will increase due to guests needing to stay after dark to experience the holiday magic of Zoo Lights and the world's Tallest Living Christmas Tree. As the only holiday lights experience on the North Coast, Zoo Lights is guaranteed to be a popular destination for both locals and travelers that are making Eureka their home for the holidays.

Sequoia Park Zoo will generate a report measuring the number of visitors and their zip codes based on data collected at admission during Zoo Lights.

6. How is your organization or company qualified to complete this project?

Sequoia Park Zoo successfully hosted the first year of Zoo Lights and has the experienced staff and existing resources most suitable to complete the proposed expansion.

Zoo Director, Jim Campbell-Spickler, is an accomplished rope-access professional and, having spent his career climbing the tallest trees, is uniquely qualified to climb and decorate the world's Tallest Living Christmas Tree and manage the project.

With a degree in theatre and over twenty years of experience creating dynamic and engaging zoo programming, the Special Projects Coordinator spearheaded the inaugural Zoo Lights event and has exciting additions planned for the upcoming holiday season.

Feedback last year was overwhelmingly positive, with the explicit need for more - more lights, more nights, more holiday fun. It was a joy to provide the community with a new holiday tradition, and Sequoia Park Zoo is excited and motivated to bring back a bigger and better Zoo Lights.

7. What staff members, volunteers and resources will be devoted to this project?

Zoo Lights in its entirety will be managed by the Zoo Director with assistance from the Zoo Special Projects Coordinator and other Zoo staff.

Sequoia Park Zoo has infrastructure, resources, and knowledge from the first year of Zoo Lights and will secure all staff and project components to support the new expansion and extended holiday hours. The Zoo Lights team will begin hanging lights and preparing sites in October.

8. Has this project or idea been successfully tried elsewhere? Please provide details.

Attended by more than 14,000 guests last year, Zoo Lights at Sequoia Park Zoo saw wild success in its inaugural holiday season.

Featuring the Redwood Sky Walk illuminated for the first time and over a mile of lights and decorations, Zoo Lights drew far more than the projected goal of 5,000 guests over the twelve nights of extended hours. There were consistent lines of visitors down the block, and the demand far exceeded our expected interest.

Additionally, Sequoia Park Zoo saw the unanticipated benefits of repeat guests visiting over multiple nights of Zoo Lights, increased daily admission during a traditionally "slow" season, viral social media posts, and increased website traffic.

Guests are already inquiring about this year's Zoo Lights, and we could readily accommodate over 20,000 guests with the proposed expansion and infrastructure improvements made possible by Eureka Lodging Alliance.