

About Wildlife Trading Company



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CEO James Ward



We are very excited for this opportunity to partner with Homosassa Springs Wildlife State Park.

We feel that we line up well with your venue by bringing new thinking and an unmatched level of customization to the overall retail experience. Wildlife Trading Company is perfectly sized to fit your needs to give you the personal attention and nimbleness you deserve and are required to maximize growth.

WTC has built its business on delivering a personalized, customer retail experience, all the while delivering the **highest per caps** in the industry. And as a 100% women owned company that prides itself on working with many women owned companies that empower women and conservation, we feel we are unique in the marketplace.

Our goal is to continue to help you craft and shape your vision, and make Homosassa Springs Wildlife State Park the model for which all others are based.

We are up for the challenge.

Thank you again for this opportunity.

A handwritten signature in black ink, appearing to read "J. Ward".

James Ward
President and CEO

Resume of Related Business Experience

Wildlife Trading Company

Greater Cleveland Aquarium, Cleveland, Ohio, Retail, penny press, photo booth and medallion mint, since 2014

Naples Zoo, Naples, Florida, Retail, photo operations, face painting, stroller rentals, photo booth, medallion mint and hurricane simulator, since 2010

Oglebay Resort, Wheeling, West Virginia, Retail only since 2017

Oklahoma Aquarium Shop, Jenks, Oklahoma, Retail, Photo operations, face painting, stroller rentals, penny press, photo booth and medallion mint since 2009

St Louis Science Center, St Louis Missouri, Retail, penny press and photo booth since 2014

Mississippi Aquarium, Retail and Photo operations, to start Q4 2019

Roger Williams Park Zoo, Providence, Rhode Island, Retail, Photo Operations, Face painting, penny press, photo booth, medallion mint and hurricane simulator, since 2010

Sugarbush Resort, Warren, Vermont, Retail only since 2013

Alaska Native Heritage Center, Seward, Alaska, Retail only since 2016

Alaska SeaLife Center, Anchorage, Alaska, Retail only since 2006

Alaska Zoo, Anchorage Alaska, Retail only, since February 2019

Albuquerque Aquarium Shop, Albuquerque, New Mexico, Retail, Face Painting, penny press and photo booth since 2015

The Flyer at Pier 39, San Francisco, California, Retail only since 2018

Hatfield Marine Science Center, Newport, Oregon, Retail, Penny press since 2014

Iditarod Trail Committee, Wasilla, Alaska, Retail only since 2015

Northwest Trek Wildlife Park, Tacoma, Washington, Retail only since 2012

Oregon Coast Aquarium, Newport, California, Retail, Face painting and hurricane simulations since 2009

Point Defiance Zoo Aquarium, Watsonville, Washington, Retail, Face Painting since 2012

Reid Park Zoo, Tucson, Arizona, Retail, Stroller rentals, penny press, photo booth and medallion mint since 2010

Rio Grande Zoo Shops, Albuquerque, New Mexico, Retail, Face Painting, penny press, and photo booth since 2015

Coral World Ocean Park, St Thomas, Retail and Photo Operations since 2009

Dolphin Research Center, Marathon, Florida, Retail only since 2016

Miami Jungle Island, Miami, Florida, Retail, Face Painting, stroller rentals, penny press and hurricane simulator since 2013

Palm Beach Zoo, Palm Beach, FL, Retail, Photo operations, penny press, photo booth and medallion mint, since 2010

Rainforest Adv - St. Lucia, Retail only since 2018

Rainforest Adv - St. Maarten, Retail only since 2017

Executive Summary

There are three reasons why Wildlife Trading Company is the right fit for Homosassa Springs:

- 1. We are the Right Size**
- 2. We have the Right Experience**
- 3. We have Conservation @ Our Core**

**...and we deliver
the highest per caps in the industry**

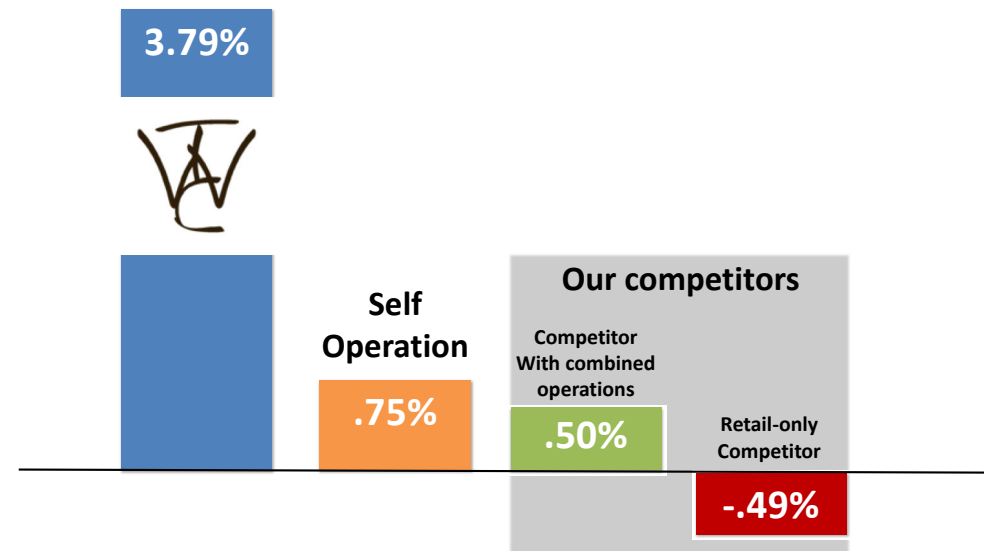


Executive Summary

The Right Size — Why Separate But Equal Makes More Sense

- We firmly believe that having two separate but equal entities — one operating retail and the other operating food — not only maximizes resources for the zoo or aquarium, but also creates a unique synergy that combined operations in a single company simply cannot match.
- By having two separate but equal partners, Homosassa Springs will **benefit** by having:
 - Double the management and creative resources at their disposal
 - A heightened level of accountability creating an organic system of checks and balances
 - Teams that are singularly focused on what they do best and nothing else
 - An overall expanded knowledge base of expertise and broadened skills sets
 - Two independent companies who can react faster, better and if need be independently to your everchanging needs and marketplace conditions
- Collaborators who are united in one common goal

The Average Annual Per Capita Growth rate for **Retail Operations** as published by the AZA. Our growth rate has more than tripled self operations and our competitors.



Executive Summary

A photograph of two men in field gear carrying a wild dog in a hammock at night. The man on the left is wearing a grey shirt and cap, and the man on the right is wearing a white shirt and cap. They are standing in a dark, wooded area. The wild dog is lying in a pinkish hammock between them. The scene is illuminated by a warm light source, possibly a lantern or flashlight.

Conservation @ Our Core — We Walk the Walk

Conservation is at the heart of everything we do. In that respect, our people are not just dedicated retailers, buyers and executives, but naturalists, outdoors people and conservationists who have a genuine concern for protecting wildlife and our natural resources.

We spend time in remote parts of Africa, Asia and South American rainforests directly participating in conservation efforts. These experiences translate directly to the stores we design and the products that we sell.

Conservation is in our DNA.

James Ward helping ensnared wild dogs in Zimbabwe



Executive Summary

Conservation @ Our Core

- Sustainability and Conservation are extremely important to Wildlife Trading Company. It is even written in our official Vision Statement.
- We have given over \$1,000,000 to conservation organizations and have most recently partnered with Zambezi Elephant Fund to help conserve the African elephant.
 - In 2015, we eliminated using plastic bags in our stores.
 - In 2018, we eliminated all single use bags and replaced with reusable bags.
 - By April, 35% of our non-promotional t-shirts will be made from sustainable materials, and we will replace 25% of our plastic toys with toys made out of sustainable materials.
- Our goal by the end of 2019 is to **have 75% of our t-shirts on sustainable materials** and **50% of our plastic toys replaced**. We are also on our way to **eliminate plastics from the packaging and shipping materials** of all products.
- We are working with all of our vendors to accomplish this level of sustainability.

Our Vision

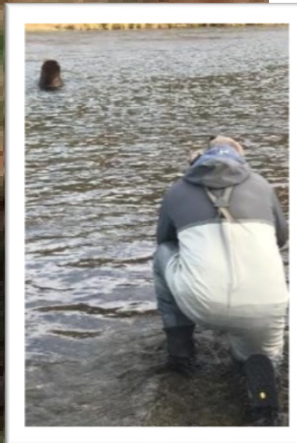
Transform the shopper experience to
Inspire an appreciation for nature,
adventure and conservation





Corporate Information & Background

Our Story



Wildlife Trading Company's roots date back to 1975, when our founder, Gerry Ward, started Gerry Ward and Associates, Inc., a consulting firm responsible for the design of visitor service operations and gift shops for over 100 cultural attractions across North America. During this time, Gerry developed successful operational procedures, staff development programs, inventory management and store design for some of the nation's most prestigious zoos and aquariums.

In 1995, Gerry formed Wildlife Trading Company of New Mexico when approached by the Rio Grande Zoo in Albuquerque, New Mexico (now the Albuquerque BioPark) to improve the revenues and experience of their retail operations.

We continue to work with them today.

Today, Gerry is working side-by-side with his son, James, in continuing to build upon the three core principles that make WTC unique:

- A **handcrafted, boutique-like approach**
- An uncompromising **level of quality**
- Our **unbridled passion** to create unique retail environment experiences

Additionally, both Gerry and James are avid wildlife photographers with a genuine passion and appreciation for our natural world. This passion is evident in everything we do.

Wildlife Trading Company continues to reshape the retail experience and set the industry standard for gift shop operations. All to ensure a positive shopping experience for your guest.

Our Story

- We are the **premier** retail outsource partner for wildlife-centric, entertainment, cultural and adventure attractions.
- We have over **45 years** of delivering results and reshaping the retail experience for our partners throughout North America and the Caribbean.
- We maintain some of the **highest per caps** in the industry.
- We strive to create **customized** retail experiences that are **natural extensions** of each attraction.
- We pride ourselves in developing **innovative** store designs and products.
- We excel at bringing in **high quality and artistic** products and environments that generate high per capita spending.
- We are constantly listening, analyzing, re-evaluating and **improving**; evolving as you evolve.
- We truly become part of our partners' **team**, embracing the same visions, values and missions.



Conservation @ Our Core

Walking the Walk

We work with a variety of conservation organizations throughout the world to help them establish product based businesses. By working one-on-one with these organizations and local artists, we are aiding conservation efforts on a grass-roots level that not only help the wildlife, but also help sustain the local economy while yielding truly authentic merchandise for our product lines and stores.

By bringing these unique products to our retail venues, we help continue the Park's mission through merchandise and round out your guests' genuinely immersive experience.



Unmatched Experience

Our operations and merchandise teams have experience with some of the most prestigious retail organizations in the world, unmatched by any other company. They work as a team, to develop and maintain a highly successful buying, pricing and promotional strategy for each of our partners.

Our collective experience and expertise is brought to bear on behalf of every Partner we work with.



Our Executive Team



**James
Ward**
President & CEO

James has built Wildlife Trading Company into a world-renowned retail operation that continues to provide innovative thinking and solutions.

James is an avid wildlife photographer and adventure seeker. He is passionate about conserving the many wild places he visits.



Mauri Carver
Director of Store Design & Visual Merchandising

Mauri has over **25 years** of store design and visual merchandising experience. She is responsible for the design and visual merchandising of all of our locations.

She has designed stores for Gaylord Hotels, Bass Pro Shops and Universal Studios. She was part of the team that brought The Wizarding World of Harry Potter to life.



**Caroline
Ward**
Chief Product
Officer

Caroline has launched many successful products with Wildlife Artists, our plush and wholesale company. Caroline now utilizes her creativity and management skills in finding new ways of growing our client relationships by helping their businesses thrive. She has over 25 years of experience with designing and sourcing products in Asia and has developed countless lines and programs for different brands, including Bass Pro Shops, Cabelas, Orvis, LL Bean, Disney, Sea World, Universal.



Kevin Ulgenalp
Director of
Operations

For 20+ years Kevin has specialized in retail store planning, product development and retail operations for themed leisure and amusement destinations. He managed the development of souvenir merchandise for the Walt Disney World Resort and Tokyo Disney Resort in Japan, after which he moved on to manage the retail line of business for Tivoli in Copenhagen.



Linda Trudel
Chief Financial Officer

Linda has extensive experience in omni-channel retail, E-commerce, direct mail, off-price wholesale and reverse logistics businesses, with a history of creating and building scalable processes to support profitable growth.

She was with NEJ and J Jill prior to joining Wildlife Trading Company.



Jane Casanta
Director of
Merchandise

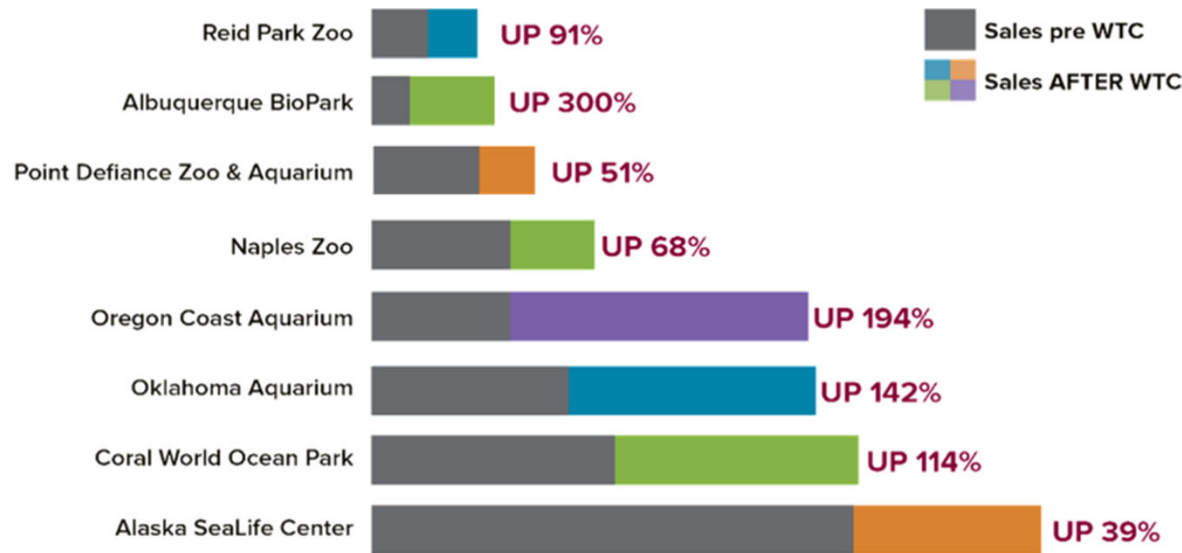
Jane Casanta has been immersed in product development, merchandising and marketing for her entire career. In building a dominant global accessory business for a leading brand in the golf industry, her experience brings insight from product conception to launch to trade, and all the steps in between.

Our USP

USP = Unique Service Partnership.

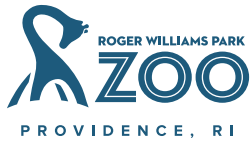
Our unmatched experience, superior design and handcrafted approach, plus an unwavering commitment to quality makes Wildlife Trading Company the right partner for Homosassa in order to maximize retail sales while “extending the experience”.

This results in **higher per caps**, and **ultimately increased profits**.



85%
Average Increase Per Cap
(among total partners)

Our Partners



Gallery



Click or scan for 360 view



Gallery



Gallery



Gallery



OKLAHOMA
AQUARIUM

Gallery



Click or Scan for
360° degree views



Gallery

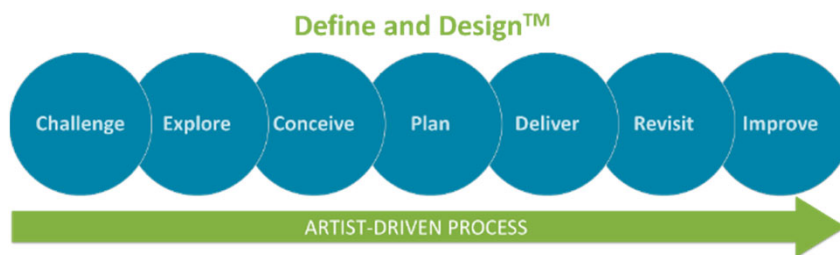
Click or scan for 360 view



Store Design Approach

Define & Design Process™ | Artist-Driven | Unique | Innovative | Original

- As part of our design process, our Partners are fully engaged in the development of the retail store – from planning to production to completion. Our **Define & Design Process** is a comprehensive and detailed set of proven steps that yields a solid retail concept that maximizes your venue's key attributes.



How We Approach Store Designing:

- Get a feel for the location, the visitors and the region and hold on to that throughout the remodel.
 - Spotlight the best of the best.
- Create a unified feel throughout the shop using signage and colors
- Imagine the traffic flow and interest levels along the way.
- Bring the look and feel of the attractions into the store...
 - Colors
 - Animals
 - Signage
 - Education
- Each shop deserves its own identity and should match the themes of its surroundings.
- Involve all stakeholders (WTC and Partner) early and often.

Sustainably Smart

- Wildlife Trading Company believes in reducing our carbon footprint and making less of an impact on the environment and wildlife as much as possible. In our facility remodels and new build outs, we have introduced up-cycled, reusable, renewable and LEED certified fixtures and finishes to replace the standard building materials and display items. Just a few examples of venues where we have used recycled or reclaimed resources to make improvements are as follows:



Rainforest Adventures, St. Lucia

The cash wrap in this shop was purchased from a business that was closing its doors. It was resurfaced in VOC free laminate using environmentally friendly adhesives. All floor fixtures and hangers were made of sustainable materials (bamboo), and all display pieces and wall hardware were re-purposed. The slat walls were all 90% recycled plastic.



Point Defiance Zoo Aquarium Shop, Tacoma, WA

The shop's plush wall is made of recycled newspaper, and cabinets were repurposed from another location. All hardware and glass is upcycled, with a slat wall that is 94% post-industrial recycled material. All graphics are printed on recycled paper, and framed in re-purposed fence wood frames. The POS cabinet is LEED certified, and the Paint is VOC free and environmentally friendly. All artwork is recyclable.



Miami Jungle, Miami, FL

A repurposed cart using upcycled hardware for display purposes is currently being used in the park, and the newest replacement fixtures in the shop are re-themed and re-purposed pieces.



RWPZ Rainforest Cart

The park cart is a repurposed cart from another company, with all cart hardware upcycled from previous shop fronts. All signs are printed on recycled paper with environmentally friendly inks and framed in repurposed fence wood frames.



Naples Zoo, Naples, FL

New tables and 4 bay gondolas were repurposed fixtures from a facility that has closed its doors, and replaced jewelry fixtures are LEED certified materials with recyclable show wall slats.



Albuquerque Bio Park Zoo and Aquarium, Albuquerque, NM

New spill out shops in both locations are re-purposed outdoor marketplace carts. All hardware and 4-ways are upcycled.

Proposed Improvements — Visitor Center Shop

We propose a completely new floor layout in the main visitor shop to maximize selling space and create a better flow of visitor traffic.

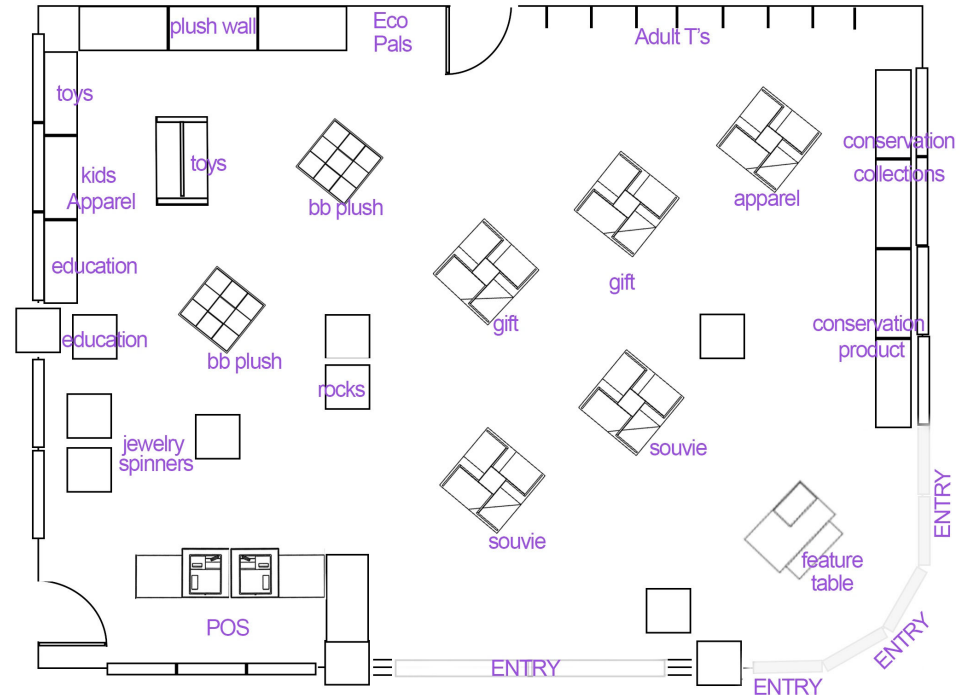
New floor layout in main shop

- Remove the rounded glass portion of the retail wall
- Install 2 POS counters for better customer service
- Add wall bays in front of the windowed hall wall and a portion of the exterior windows to increase usable vertical space
- All slat wall will be upgraded
- All lighting will be changed to LED bulbs

Theming

- Remove the boarder paper on the coffered ceiling and paint exciting retro colors
- Theme the columns to vintage Florida roadside attraction art
- Floor fixtures to reflect the color scheme and theming of the columns
- Colorful graphics to be used on the windows to add excitement to the space

Investment



Scope of Work

Pre-Opening

- Product & Vendor Research through Existing and New Channels
- Develop Custom/Exclusive Products
- Set up Inventory Department/Class/Sub Class structure
- Create Inventory Database
- Initial Assortment and Open-To-Buy Plan
- Establish Retail Prices
- Contract Negotiations - to get "Favored Nation Pricing"
- Provide Initial Merchandise Orders
- Consult/Establish Import Infrastructure and SOP's
- Provide Initial Store Plan-o-Grams
- Establish Branding Guidelines and Standards Manual
- Work with Homosassa team with periodic meetings to present ideas, renderings and products
- Establish Import SOP's and Infrastructure
- Provide Vendor & Product Database
- Assist with Initial Store Display and Graphic Design