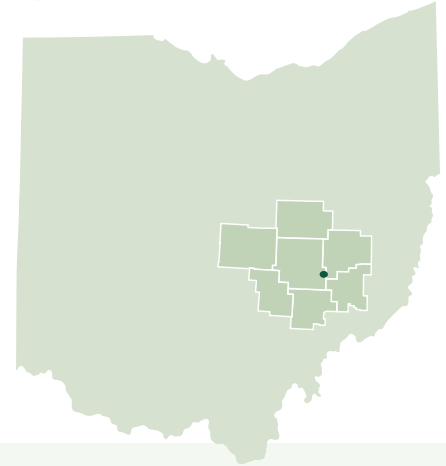


ECONOMIC IMPACTS OF THE WILDS



The Wilds is a nonprofit safari park and conservation center located in Cumberland, Ohio. The mission of The Wilds is to lead and inspire by connecting people and wildlife.

- In 2021, The Wilds hosted **112,608 visitors**, primarily from Ohio and parts of West Virginia.
- The Wilds' core group of employees come from a 7-county region, including Co-shocton, Guernsey, Licking, Morgan, Muskingum, Noble and Perry Counties
- The Wilds contributes over **\$26 million** to the regional economy
- For every **3 employees at The Wilds, 1 additional full-time job is supported** in the regional economy through supply chain effects and the spending of income
- Almost **\$9 and a half million in wages** are paid to workers as a result of The Wilds' activity.
- The Wilds helps support several jobs in **other key regional industries** such as restaurants, real estate, employment services, and warehousing, among others

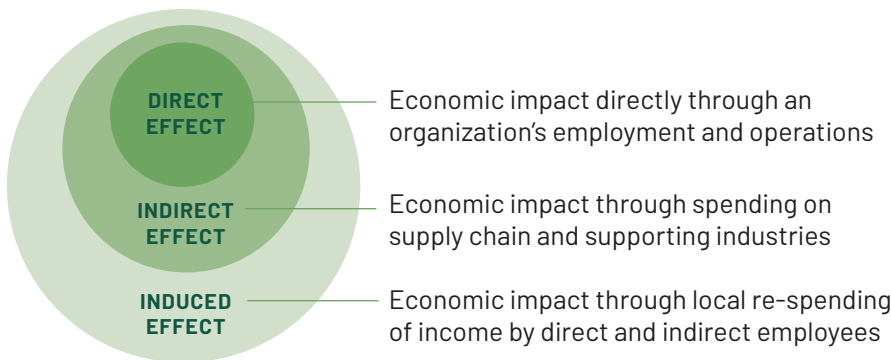


QUICK FACTS

- Located on nearly 10,000 acres of reclaimed coal mine land in Guernsey and Muskingum Counties
- One of the largest wildlife conservation centers in North America
- Open daily from May through September, weekends in October, with Winter at The Wilds tours offered throughout the winter months
- Available activities include fishing, horseback, zipline, open-air safari tours, and other workshops and events
- The Conservation Science Training Center offers facilities for science workshops, apprentice teaching, etc.
- Overnight accommodations include Nomad Ridge, The Lodge, and Straker Lake

The total economic impact of The Wilds in 2021 was \$26,812,029

\$17,979,177 <i>Direct Effect</i>	\$5,372,394 <i>Indirect Effect</i>	\$3,460,458 <i>Induced Effect</i>
---	--	---



Voinovich School of Leadership and Public Service

Developed by Gilbert Michaud, Ph.D. and Douglas Eric Belleville, jr., MPA. (2022). Ohio University's Voinovich School of Leadership and Public Service. Prepared for The Wilds Safari Park & Conservation Center as part of a research grant project.



LEARN MORE ABOUT THE WILDS: thewilds.org

ECONOMIC SUMMARY

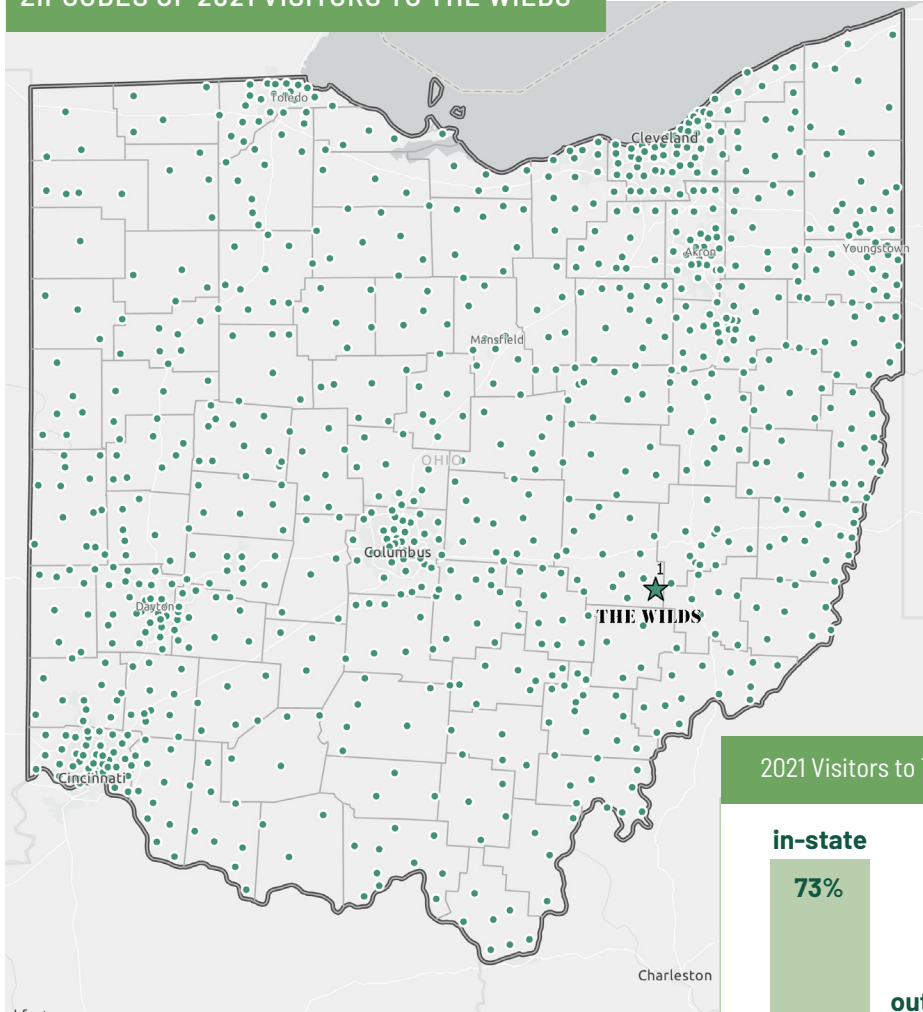
Impact Type	Employment	Labor Income	Value Added	Economic Impact
Direct	196	\$7,176,662	\$9,938,090	\$17,979,177
Indirect	35	\$1,337,537	\$2,245,930	\$5,372,394
Induced	24	\$919,730	\$1,931,812	\$3,460,458
Total	254	\$9,433,928	\$14,115,831	\$26,812,029

Up from \$14,981,672 total economic impact in 2018.

The Wilds supported **254 FTE equivalent jobs** in the 7-county region in 2021

Up from 221 jobs in 2018.

ZIPCODES OF 2021 VISITORS TO THE WILDS



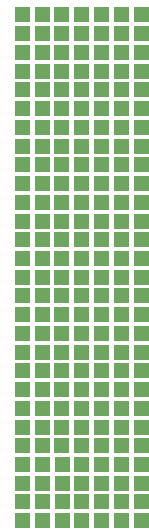
2021 Visitors to The Wilds

in-state

73%

out-of-state

27%



196 Jobs
Directly Supported



35 Jobs
Indirectly Supported



24 Jobs
Induced Employment Effect

Out-of-state visitors are up from 19% out of state in 2018.