



2013

Annual Report



Mission



To encourage commitment to the conservation of biological diversity and to provide educational and fun experiences for visitors of all ages.



To support, advocate for and enhance the value of Reid Park Zoo for the community.

Education & Developing Future Conservationists

Reid Park Zoo has clear goals that guide all educational programs, experiences, and learning opportunities at the Zoo:

- Connect our community to the amazing lives of exotic animals
- Promote awareness about the diversity of wildlife...and why it's important
- Communicate the role of zoos and aquariums in conservation and as animal experts

- Work to protect wildlife and wild places, and inspire our audiences to help, too
- Provide safe, memorable, and fun learning experiences for all

Dear Friends,

We are pleased to provide a recap of 2013 and a peek at what is in store for the future. Reid Park Zoo is a valued part of the community with over 540,000 visitors in 2013 and the Zoological Society is proud to support such a treasured part of our landscape.

Reid Park Zoological Society was able to sponsor several projects at the Zoo because of the support of over 13,000 Zoo members, and the many generous donors who are recognized in the following pages. Our Board of Directors understands continued Zoo improvements are imperative to keep the Zoo vibrant and relevant for our community. Projects started in 2013 included the creation of two exhibits: black and white ruffed lemurs and Grizzly Crossing, now home to two rescued grizzly bears. The Society also hosted the inaugural Brew at the Zoo which attracted over 1,200 guests and raised funds for Grizzly Crossing.

Some exciting behind-the-scenes changes included the launch of a new website, the addition of elephant webcams, and the consolidation of cashier services for the Zoo and Zoological Society. These changes improved our services to you, our guest, whether your visit is in person or from your home computer. You will also read about our education programs, special events, and animal news in the following pages.

As the Society looks toward the future of the Zoo, Reid Park Zoo's master plan was updated. Our next project is a new animal health center which will provide updated facilities for the care and well-being of our animal collection. The new health center will be specially designed to accommodate education groups so that our guests can view a seldom seen but vital aspect of our Zoo's operation. Your support is key to making Reid Park Zoo such a treasure for the community. Thank you for your generosity in building our Zoo for future generations.



Nancy Schlegel

Nancy Schlegel
President
Reid Park Zoological Society



Tawnya Tretschok

Tawnya Tretschok
Chair, Board of Directors
Reid Park Zoological Society



Jason Jacobs

Jason Jacobs
Zoo Administrator
Reid Park Zoo



Attendance Record

In 2013, Reid Park Zoo hosted 547,040 visitors, making it the second highest attended year in the history of the Zoo (2012 saw the only higher attendance with the opening of Expedition Tanzania). Reid Park Zoo is the second highest attended tourist attraction in Southern Arizona* and one of the top 50 attended zoos in the nation.

Reid Park Zoo's Audience in 2013

- Visitors: 547,040
- Members: 13,135 households
- Monthly ENewsletter: 27,000
- Facebook 'likes': 25,000
- Website: 100,000 pageviews;
25,000 unique visitors monthly
- Zoo & You Quarterly Newsletter:
13,000 households

*Inside Tucson Business Book of Lists



Special Events

Reid Park Zoological Society held several fundraising events to benefit Reid Park Zoo and hosted more than 50 private events including weddings, holiday parties, and corporate events.

ZOOcson

ZOOcson, our premier gala, entertained over 700 guests raising a record \$96,000! The event featured a variety of delectable food from area restaurants, over 300 auction items and the amazing sounds of steel drum band Jovert.

Howl-o-Ween & Zoo Lights

Howl-o-Ween and Zoo Lights, which raise funds for Zoo education programs, exceeded the prior year's

attendance numbers and revenue. Over 12,000 children and families trick-or-treated at the three-day Halloween event enjoying pirates, princesses, a pumpkin patch and more. In December, 40,000 guests beheld thousands of twinkling lights, animal-themed light sculptures, falling snow, live entertainment, and Santa at Zoo Lights.

Brew at the Zoo

The inaugural Brew at the Zoo was held in June to a sell-out crowd of 1,200. Partnering with Craft Tucson, attendees sampled microbrews from 18 Arizona breweries, ate pub-themed fare, listened to live music, enjoyed games and activities, and met some amazing animals. Funds raised were designated to build the new Grizzly Crossing habitat.

Other events celebrated throughout the year included Woo at the Zoo (Valentine's Day), Mother's Day Brunch, and daytime Zoo activities for Earth Day, World Ocean's Day, and Bat Awareness Day to name a few.

Special events at Reid Park Zoo not only generate additional revenue through ticket sales but also through sponsorship. Throughout the year, Tucson businesses such as Casino Del Sol Resort, BMO Harris Bank, and Denny's show their support for the Zoo through event sponsorship.



Significant Animal Updates

Grizzly Arrival

Two orphaned grizzly cubs arrived safely from Montana. The brother and sister pair, approximately 18 months old when captured, had been learning dangerous behaviors from their mother—such as raiding chicken coops and breaking into buildings for livestock feed.

We are pleased to be able to provide a great home for these two bears, but every year many like them are not as lucky. We hope these bears will help us convey important conservation information about bears—whether in Montana, Alaska, or right here in Arizona.

Turaco Chicks & Winged Additions

Two violet turaco chicks hatched and were reared by their parents in the Flight Connection aviary. Both parents shared the responsibility of raising their chicks. The male and female took turns incubating the eggs and, after hatching, feeding the offspring.

Additional new bird species introduced include blue-crowned motmots, white-face whistling ducks, a boat-billed heron, and a black-necked swan.

Lion Cubs

On December 23rd, Kaya gave birth to four cubs (three males and one female). They received the best care possible behind-the-scenes including regular vet visits for monitoring weight gain and receiving vaccinations.

Reid Park Zoo partners with colleague facilities to make responsible breeding decisions for the protection of the species. We hope you will enjoy watching the cubs as they explore, learn, and grow.

New Rhino - Fireball

A new male white rhino, Fireball, arrived from Ohio in October. Tucson Electric Power crews provided a heavy duty forklift to help move the 4,500 pound ten-year-old to his new home. Fireball is part of the Species Survival Plan and his arrival represents a step toward the future of the white rhino program at Reid Park Zoo.

Lemur

Reid Park Zoo is always looking to improve outdated exhibits. This year, two black-and-white ruffed lemurs were welcomed to Reid Park Zoo from partner zoos accredited by the Association of Zoos and Aquariums (AZA).

The Zoo renovated a dilapidated exhibit and updated it with new mesh for ease of viewing. New landscaping and enrichment features created a vibrant habitat for lemurs.

Zoos accredited by AZA work cooperatively to make careful animal care and breeding decisions for many threatened and endangered species.

Leaders in Animal Care

Whole-life care for animals is at the heart of what Reid Park Zoo does every day. Quality veterinary care, nutritious food, naturalistic habitats, enrichment, and behavior training are all a part of providing the best quality of life possible for our animal residents.

Macaque Eye Procedure

Thelma, a 29-year-old lion-tailed macaque, underwent surgery to improve her comfort and restore her vision. Her left eye had to be removed due to glaucoma. A cataract was removed and replaced with a new lens to restore her vision in the remaining eye.



Dr. William Fishkind, Director of the Fishkind, Bakewell & Maltzman Eye Care and Surgery Center: "It was an honor to work with the team at Reid Park Zoo. I was amazed at the level of commitment by her keepers and the veterinary team at the Zoo. This surgery clearly provided a better life for an important animal at the Zoo...and helping is a splendid thing!"

Pregnant Elephant

Reid Park Zoo is very pleased to announce that Semba, a 24-year-old African elephant, is pregnant! Breeding behavior was observed between Semba and the Zoo's bull Mabu in October 2012, and the pregnancy was confirmed by urinary hormonal analysis. Semba will give birth sometime between late June and August of 2014 after a 22-23 month gestation period.

This pregnancy represents a significant milestone for Reid Park Zoo and the Tucson community.

Dr. Moreno: "Our philosophy at Reid Park Zoo is that every animal, be it a bird or a primate, young or old, receives the highest level of care possible."

The Zoo's animal health team continues to provide cutting-edge whole-life care to all animals at Reid Park Zoo—and meaningful learning experiences for the next generation of Zoo Veterinarians. The Zoo served as an on-site training location for zoological medicine residents.

The Animals

	# of Species	# of Animals
Mammals	26	69
Birds	54	199
Reptiles	20	81
Fish	4	10
Invertebrates	2	164
Total	106	523





Education Programs

In 2013, the education department provided public interactions, visitor interpretation, keeper demonstrations, formal tours, and non-formal education tools to over 540,000 guests. From school tours to animal training demonstrations, the Zoo is an education resource for the community, capturing the interest of children and adults.

Classes, Camps, and Programs

Approximately 19,000 people participated in formal education programs facilitated by staff. 661 programs took place serving 18,598 people—both on Zoo grounds and in local facilities such as schools and public libraries.

Self-Guided Field Trips

The Zoo offers steeply discounted admission to schools as part of their curriculum. Daily, up to 500 students, teachers, and chaperones use the Zoo as their outdoor classroom. The Education Department provides FREE resources for self-guided learning including downloadable activities and materials on the Zoo's website.

Bio Bags are available for teachers—containing hands-on artifacts and information about adaptations and animal nutrition. The bags include instructions for how to interpret maps and photos, bones and skull replicas, and other items that students are encouraged to touch.

Learning Online

Community outreach programs are not new for Reid Park Zoo, and remain an important part of our education mission. In 2013, we extended our reach beyond our typical off-site audience. Equipment was installed to deliver live-feed video from several exhibits around the Zoo. "ZooCams" curriculum is currently being developed to provide an opportunity for live interaction between the Zoo and classrooms.

Teacher Workshops

Zoo Education Staff conducts interactive teacher workshops as grant funding is available. These 2-day sessions are designed to educate local teachers about how to effectively use the Zoo as a science learning resource. Zoo educators work closely with teachers to align Zoo activities to required learning benchmarks and standards.

Stats

- Number of Formal Education Programs: **661**
- Participants in Education Programs: **18,598**
- Outreach Programs Participants: **7,070**
- Participants in Zoo Educator Guided Programs On-site: **11,528**
- Self-guided Tour Participants: **26,825**

Conservation – Worldwide

The Reid Park Zoo and Zoological Society supported conservation projects around the world, thanks to funding generated by “Giraffe Encounter.” Each time a guest participates in Giraffe Encounter, the proceeds contribute to protecting animals in the wild. The Society oversees the funds, and the Zoo’s education and animal care experts administer the program.

The Zoo and Society supported many conservation projects regionally and internationally, providing over \$37,000 in support including:

- **Conservation Resource Centre**
Training Conservation Scientists in Tanzania
- **Grevy’s Zebra Trust**
In Partnership with St. Louis Zoo
- **International Elephant Foundation**
Elephant Conservation and Research
- **International Rhino Foundation**
Threatened Rhino Population Protection
- **New Nature Foundation**
Kibale Wood Fuel Project
- **Polar Bears International**
Polar Bear Conservation
- **Planet CoExist**
Conservation Awareness and Tree Planting
- **Tarangire Elephant Research Project**
In Partnership with Wildlife Conservation Society
- **Turtle Survival Alliance**
Turtle Conservation
- **University of Arizona Wild Cat Center & HiTiCoS**
Protecting Tigers and Tiger Habitat
- **Wildlife SOS**
Protect India’s Wildlife





Volunteers

Docents

The Reid Park Zoo is fortunate to have a dedicated group of docents (volunteer educators) who donate their time and expertise in a variety of ways. Docents regularly provide interactive "stations" throughout the Zoo, handle education animals, and staff the information booth. Their hard work and devotion is visible in many Zoo programs and events, and their importance cannot be overemphasized. In 2013, there were 101 active docents!

College Internships

Throughout 2013, there were 31 college students who completed formal internships for credit at the Zoo. Although interns do not work independently, they provide support to our experienced Zoo Keeping staff as they learn what it takes to be a Zoo Keeper.

Teen Volunteers

Like docents, Teen Volunteers help with programs and events, and engage visitors through interpretive "stations" and animal encounters. Twenty eager 13-17 year-olds were selected as new teen volunteers in 2013, bringing the group to 45 awesome teens in total.

Additionally, teen volunteers raise funds to support Zoo Conservation efforts. This year they raised the most funds ever - showing their strong commitment to conservation. Teen Funds raised for conservation: \$11,134.

Elephant Care Center Volunteers

In addition to docents and teens, a dedicated group of adult volunteers contribute many hours of hard work behind-the-scenes at the Elephant Care Center. While they do not work directly with animals, their raking, hosing, and enrichment building provides a better life for our elephant herd—while being an important learning opportunity for the volunteers.

Volunteer Hours

- Docent Hours: **13,936**
- College Intern Hours: **4,137**
- Teen Volunteer Hours: **2,216**
- Elephant Volunteer Hours: **1,594**

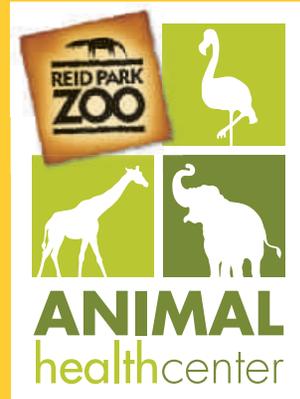
Future Projects

Animal Health Center

Reid Park Zoo is a leader in animal care. The Zoo's new Animal Health Center will feature the latest technological advances in veterinary health care. To maintain the highest standards in animal care, now is the time to move to the next level of quality veterinary services for Reid Park Zoo's animal collection.

Features will include:

- Behind-the-Scenes Visitor Viewing Areas
- Surgical Suite
- Intensive Care Unit
- Latest in Medical Equipment



The Animal Health Center will be a state-of-the-art addition to our current animal health care facility. It will offer multiple teaching opportunities for adults and children of all ages.

Give for Gibbons

Billy, Moms, and Lilith will be moving to a new home at Reid Park Zoo! Their current exhibit was built more than 25 years ago and this ever-popular family of gibbons is ready for a new home. The new habitat, located in the area between the tigers and warty pigs, will feature a glass wall for close-up ape encounters, a tall mesh roof with lots of space for tree-top exploring, and a night house designed to keep this active and engaging species warm in the winter.

Reid Park Zoological Society received a challenge grant that will kick off the Give for Gibbons Campaign in 2014. Proceeds from the 2014 Brew at the Zoo, Ales for Apes will be dedicated to this project.





Thank You

We're grateful for the generous contributions in 2013 from individuals, families, foundations, corporations and public institutions. Strong public and private support makes it possible for Reid Park Zoo to continue to provide fun and memorable experiences for all!

Individual Donors

Below are just a few of the names representing the many contributors to Reid Park Zoological Society. Due to space limitations, we have included a partial list of contributors who have given at the \$200 level and above. Thank you to all the contributors who invested in Reid Park Zoological Society in 2013.

Vern & Ginny Alexander
David Andrews
Anonymous
Raynor & Frances Armstrong
Richard & Cathie Ashley*
George & Barbara Ball*
Jeffrey and Mica Bane+
Dr. & Mrs. Sanford Bennett*
Matthew Benson
Kathleen & William Bethel*
Sidney Bond*
Richard Braithwaite
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Debra Brisco
Stanley & Katharine Brown*
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Joseph Cammarota
Al & Sharyn Chesser*
John Clark+
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Marilyn Doe*
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Ann Forsberg-Doyle & John Doyle*
Jack & Terry Forsythe
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James & Louise Glasser*
Robert & Joy Glasser*
David & Kay Gray*
Peter Gray & Megan O'Connell-Gray
Vicki Greiff, MD & Oded Benmordechai*
Darlene Hagan
Michael Halle+
Martha Hendricks*
Julie Hill
Susan Hopf & Paul Dills*
Gary & Nancy Howell*

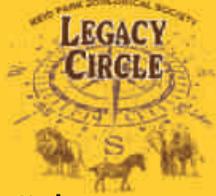
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Jonathan Kearns
Kathy King
Sheldon & Xenia King
Steve Larsen+
Ellen Lewis+
Susan Manross
Sheldon Marks & Page Chancellor Marks
John Marshall*
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John & Gina McRostie
Frann Miescher+ & Robin Miescher
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Toni Miller
Bette Milne
Laura Moore
Dave & Jacqueline Morris
Carolyn Morton*
Larry & Margo Newhouse*
Ann Nichols*
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Jane Prinz*
Dustin & Corrie Rawlings
Barbara Ray-Couzens & Patrick Couzens
Bob & Cathy Ries
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Denice Shepherd+
Nick Soloway & Kay Ransdell*
Ronald & Dawnelle Spaulding
Bridget & Jim Stephenson*
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Dale & Diane Tretschok*
Tawnya & Cody Tretschok
Clydean & Stephen Troner
Richard Tuckett*
Vivian & Charles VanPeenen+
Donna & TK Warfield
Diana Whitman+
Rob & Jody Wilson*
Cheryl Witty & Catrina Johnson
Jim & Terri Zarling
Richard & AnneMarie Zimmerman*

+Legacy Circle *Zoo FriendZ

Estate Gifts

Thank you to the following people for their generous bequest gifts during the past year:

Estate of Wanda Roy
Ruth McCormick Tankersley Trust
Sherman Senesac Trust



Legacy Circle

Membership in this circle is extended to anyone who has remembered Reid Park Zoo in their estate or life income plans or made a gift to Reid Park Zoological Society's Endowment Fund.

Anonymous
Mica and Jeffrey Bane
Susan Banfield
Susan Basford
Jeffrey Baymor
John Clark
Bruce & Gilda Eneboe
Jerry Felmley
Ann Gillette
Michael Halle
Anonymous
Michael & Ruth Hannley
Mary Huffman
Steve Larsen
Ellen W. Lewis
Wendell Long
Frann Miescher
Brooke Miner
Dorothy M. Pellegrino
Nancy Schlegel
Denice Shepherd
Joanie VanCase
Nancy VanCase
Vivian & Charles VanPeenen
Diana Whitman

Foundations and Trusts

Thank you to the generosity of these foundations and trusts during 2013:

Click Family Foundation
Hitchcock Bowart Dattera Family Foundation
Joseph Stanley Leeds Foundation
Kautz Family Foundation
Koranda Family Foundation
Lorraine Maria Hamilton Endowment Fund
John M. Simpson Foundation
Southwest Gas Corporation Foundation
The Sundt Foundation
Wings Like Eagles Foundation

Corporate Support

Thank you to the corporations who have made grants, gifts or sponsored events during 2013:

Alliance Bank of Arizona
Ashton Company
Bank of Tucson
BMO Harris Bank
Casino Del Sol Resort
Cemrock Landscapes, Inc.
Cox Communications
Dement Family Chiropractic
Denny's Restaurant
Every Kid's Dentist
Excel Mechanical Inc.
Freedom Smoke USA International
Freeport-McMoRan Copper and Gold
Frito-Lay
GEICO – Local Office
HSL Management Services, LLC
K12 Management, Inc.
Learning Care Group
Plum Windows & Doors Inc
Presidio Group Wealth Management
Satellite World
SunWest Federal Credit Union
Tucson Electric Power Company
Tucson Medical Center
Valley Animal Hospital
Walmart
Whole Foods

Tributes

Happy Birthday to My Wonderful Wife
Ellen Griesi

In Honor of Barbara Baker
Sharon Thompson

In Honor of Bobbi Prebis
Andrew Schiffman

In Honor of John and Anne Tennis
Rick Caswell

In Honor of Ray and Fran's 60th Wedding Anniversary
Raynor & Frances Armstrong
Sidney Bond

In Honor of Ruth Reiter
Irene Steindler

In Honor of Sheldon King
Tracy King

In Memory of Bill Burney
Marcia Burney

In Memory of Bill Pinkerton
Charles Walling
Elizabeth Henderson
Everett Jones
George Grady
Juliann Kokenyessy
Rancho De Jefe Prop. Owners Assoc.
Shirley Ameling
Susan Husband

In Memory of Dorothy L. Swerdlove
Diana Whitman
Raynor & Francis Armstrong
Jim Shook
Leslie Salviano
Lois Pasternack
Margaret Coyle
Margie Fithian
Melinda Howell
Pamela Rhatigan

In Memory of Ethan Strassman
Allan Vanuga
Anne Marie Wagner
Billie Murray
Brenda Gil
Carol Gaudette
David Rich
Debra Brisco
Hubert Schneider
Jeannie Kitterman
John Hobday
Joseph Cammarota
Joseph DowlingSoka
Louise Bator
Marsha Tankenoff
Marshall E. Myer
Paul Gold
Peter Francis
Randy Gregg
Raytheon Tucson Employees' Assn.
Richard Dryer
Samuel Shelton
Cody & Tawnya Tretschok
Thomas Roberts
Tom Payne
Tommy Harris
UA Institute of the Environment

In Memory of Gregory Brown
Diana Whitman

In Memory of James Braithwaite
Ardeschir Mehrabani
Audrie Terre
Cathy Yan
Chung Yu
Debra Huffman
Denise Fosco-Constantino
Homa Atabakhsh
Jane Swicegood
Jennifer Ferrell
Kathy King

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Peter Nichols
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Richard Braithwaite
Robert C. Minning
Roberta Franzheim
Ruth Stroud
Selma Bornstein
Sharla Shane
Shirley Procopio
Sirichai Pasadhika
Susan Manross
Yonatan Even

In Memory of our Daughter Shirley
Raynor & Francis Armstrong

Leslie Waters' Beloved Brother
Diana Whitman

The Man Who Loved Bears
Elena Anderson



Zoo FriendZ is a group of community members who have committed to conservation, outreach, philanthropy, and the continued growth of the Zoo through a gift to the annual fund of \$300 or more. A portion of each FriendZ contribution is used to provide sponsored, no-cost, annual Zoo memberships for under-privileged Tucson households. By providing Zoo access as a resource, we can encourage healthy, whole-family activities that educate as well as entertain.

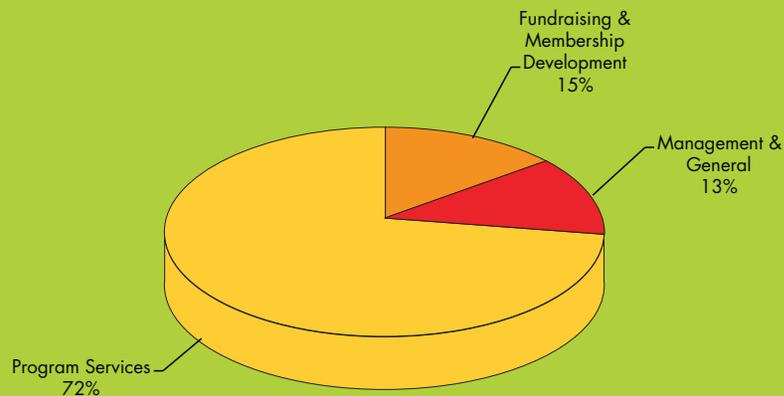
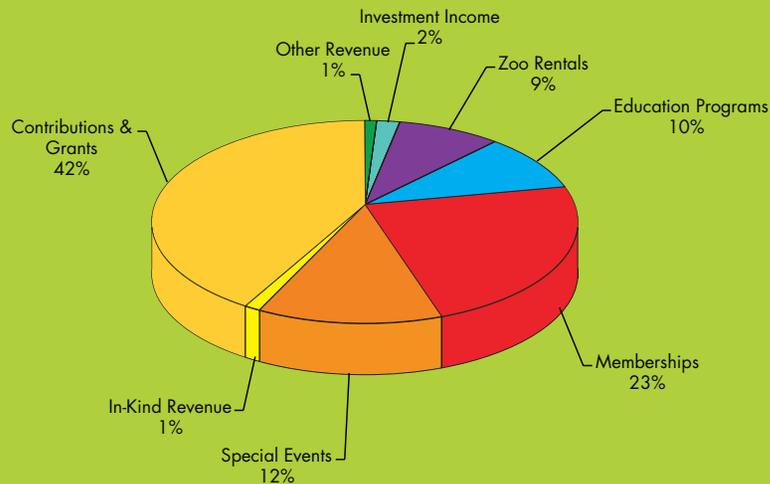


Financials – Reid Park Zoological Society

Statement of Activities For the Year Ended

June 30, 2013

June 30, 2012



Support & Revenue

Contributions & Grants	\$1,042,443	\$1,092,580
In-kind Revenue	\$31,859	\$5,408,710 ¹
Special Events	\$302,926	\$286,184
Memberships	\$554,004	\$455,779
Education Programs	\$237,458	\$202,351
Zoo Rentals	\$226,321	\$141,584
Investment Income	\$51,359	\$92,960
Other Revenue	\$21,803	\$28,413
Total Support & Revenue	\$2,468,173	\$7,708,561

Expenses

Program Services	\$1,572,366	\$5,807,773 ²
Management & General	\$294,486	\$320,614
Fundraising & Membership Development	\$322,442	\$294,568
Total Expenses	\$2,189,294	\$6,422,955
Change in Net Assets	\$278,879	\$1,285,606
Net Assets - Beginning of Year	\$5,865,263	\$4,579,657
Net Assets - End of Year	\$6,144,142	\$5,865,263

¹ Includes \$5.4 million gift of land.

² Includes \$5.2 million construction of elephant habitat.

Board of Directors

OFFICERS

Tawnya Tretschok, Chair
Clydean Troner, Secretary
Michael Hannley, Treasurer
Page Chancellor Marks, Past President

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EXECUTIVE TEAM

Reid Park Zoological Society

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Gail Brown, Director of Events
Tong Cheng, Controller
Connie Ryan, Membership and Marketing Manager
Diana Whitman, Director of Development/
Major Gifts Officer

Reid Park Zoo

Jason Jacobs, Zoo Administrator
Jim Schnormeier, General Curator
Vivian VanPeenen, Education Curator



Reid Park Zoo is owned and operated by the City of Tucson. Reid Park Zoological Society thanks the City of Tucson for their operation of this quality facility in Tucson.

Mayor Jonathan Rothschild

City Manager Richard Miranda

Director of Parks & Recreation Fred Gray





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Production, printing and postage for this annual report
is generously funded by the Kautz Family Foundation.