REID PARK ZOOLOGICAL SOCIETY & FOUNDATION
2023-2024 Annual Report

Reid Park Zoo Mission Statement:

To connect people with animals, inspiring the protection of wild animals and wild places.

REID PARK ZOOLOGICAL SOCIETY

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BY THE NUMBERS

622,659
GUESTS

15,955
MEMBER HOUSEHOLDS

75,147
NEWSLETTER SUBSCRIBERS

39,362
INSTAGRAM FOLLOWERS

109,166
FACEBOOK FOLLOWERS

8,634
TWITTER/X FOLLOWERS

4,242
YOUTUBE FOLLOWERS

A Year of Wonder

The past year has been both joyful and momentous as the Zoo celebrated several exciting events: the birth of male giraffe Moyo and female elephant Meru, the welcoming of a Linne's two-toed sloth to his new exhibit, and the opening of World of Play. In this annual report, you will learn more about these milestones, but what made this year so special was that so many members of our community had the opportunity to learn about these amazing animals, discover how to protect our planet, and have fun in the process!

Some of my favorite memories from the year include:

- Watching a group of children pretending to be eagles tending to their nest in the sequoia representing North America in World of Play, while, at the other end of the globe, children experienced the sounds of Antarctica and felt a chill in this multi-sensory play space.
- Witnessing female elephants Nandi and Penzi welcoming their little sister Meru into the world through a herd birth. By observing Meru's birth and care, Nandi and Penzi will be prepared when it's time for them to have calves of their own.
- Seeing children with medical challenges enjoying a special evening meeting the Ghostbusters or sitting in a real fire engine with members of Tucson's esteemed fire department at Dream Night.
- Watching *Mutual of Omaha's Wild Kingdom* highlight the work done by the SAFE (Saving Animals from Extinction) Andean Highland Flamingo program, which Reid Park Zoo has been a key part of from the beginning.

None of this would be possible without the support of our community, volunteers, staff, and board members. Thank you for the crucial role you play in saving wild animals and wild places, while making wondrous moments possible every day at Reid Park Zoo.

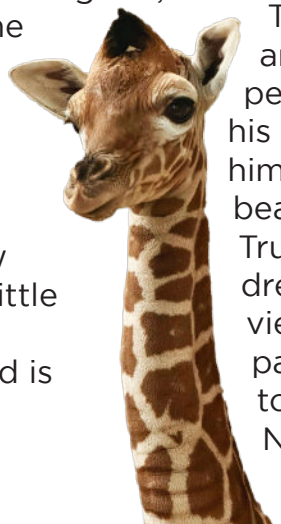
Nancy J. Kluge
Reid Park Zoological Society
President & CEO

ANIMAL UPDATES

This year, Reid Park Zoo experienced a bit of a baby boom! Each baby born at the Zoo is precious, particularly when they are part of a Species Survival Plan partnership.

First came Moyo, the first giraffe born at Reid Park Zoo in nearly 24 years. Moyo was born on January 15, 2024 to parents Penelope and Jasiri, and was approximately 6 feet tall at the time of his birth.

Next came Meru! This fearless elephant calf was born on March 8, 2024 at 265 pounds. She is Semba's third daughter, and the dynamic between the sisters has been fascinating to watch! Nandi, Semba's oldest daughter, took to the newborn right away, eager to act as a maternal figure. Meanwhile Penzi, now the middle daughter, was a little slower in warming up to the new addition. The whole herd is getting along famously now.



In April 2024, Gnocchi became the first blue duiker ever born at Reid Park Zoo. The offspring of first-time parents Marigold and Viazi, Gnocchi was 480 grams at birth – about the size of a Yukon potato. Marigold needed a little extra help caring for Gnocchi, requiring staff to step in and bottle feed the calf. He is big and strong now, and the whole family can be seen together in the Zoo.

Reid Park Zoo also welcomed a new species this year – a Linne's two-toed sloth, Gwen - opening a new customized habitat in the South America Loop. The new habitat features indoor and outdoor spaces with lots of perches for Gwen to hang-out as his hook-like fingers and toes allow him to do. The habitat also features a beautiful mural by local artist Alejandra Trujillo depicting a South American dreamscape from a sloth's point of view. The sloth habitat was built as part of the Zoo's Master Plan thanks to support of Tucson voters in the November 2017 election.

EDUCATION

Reid Park Zoo is a vibrant living classroom. Through nature programs, camps, daily animal presentations and guest interactions, the Zoo's education team works each day to build empathy for animals and our Earth, while inspiring guests to act on behalf of wildlife and wild places. This year, our Education team reached 31,904 people, 88% of whom received Zoo education experiences for free due to grant funding or programs provided at no cost. In addition to in-Zoo programs, the education team extended conservation messaging far outside the Zoo campus, giving 120 outreach programs to schools, libraries, and community groups that impacted 4,791 people.

VOLUNTEERS

If you visit the Zoo, you have likely had your day enriched by a Zoo volunteer helping to provide information or answer questions at a habitat or artifact cart, assisting at an event, or just giving a friendly hello. Volunteers are a vital part of the Zoo making each experience special. Their generous support makes a difference.

535 Annual & Single-Day Volunteers

28,533 Volunteers Hours

$915,079
Volunteer Monetary Value

2,654 Intern Hours

Dr. Charles and Laura Foley with staff from the Tanzania Conservation Research Program

CONSERVATION

Internal Conservation Practices

The Zoo not only supports wildlife conservation programs around the world but is also committed to protecting the environment through the choices we make as a business.

In April, the Zoo received a green business certification from Local First Arizona, reflecting its long-term dedication to using sustainable business practices. While the Zoo has been committed to sustainability for many years, this is the first time it has received a green business designation.

Komodo Survival Program: $5,000

Funding supports ongoing field research to aid in the long-term survival of endangered Komodo dragons. Information is shared with the Indonesian government along with recommendations for conservation actions to protect this species.

Lewa Wildlife Conservancy: $1,400

Lewa Wildlife Conservancy benefits both communities and conservation, ensuring healthy ecosystems and biodiversity, improved health and livelihoods, and increased access to education. As the first and leading private rhino sanctuary in East Africa, this program has resulted in thriving black rhino habitat and population, which in turn has created a robust ecosystem for other species including the endangered Grevy's zebra, elephant, lion, cheetah, giraffe and more.

International Rhino Foundation: $5,000

Through programs in Africa and Asia where rhinos live in the wild, International Rhino Foundation supports viable populations of the five remaining rhino species and the communities that coexist with them.

Tanzania Conservation Research Program: $25,000 and $750 from teen volunteers

This year, the Tanzania Conservation Research Program worked with communities to solve boundary disputes and to establish an important new uninterrupted path to the grazing and calving areas at Lake Natron. With this new plan, the protection and connectivity of some of the most important areas of land around the Lake Natron area are now ensured. The total land protected by communities in the Tarangire ecosystem is nearly 2.5 million acres.

Andean Bear SAFE: $5,000 and Wildlife Conservation Society (WCS)-Colombia: $8,000

This year, the Zoo maintained support for the work of I. Mauricio Vela-Vargas, a former UA PhD student who is continuing efforts while at the UA through WCS-Colombia. His work is directly a part of the Andean Bear SAFE's 3-year-plan working with the National Natural Parks of Colombia to research Andean bears and promote human-bear coexistence within the region.

Anteaters and Highways: $25,000
Anteaters are one of the most frequently killed animals on roadways throughout the Brazilian Cerrado habitat. The Anteaters and Highways project investigates the reasons behind this in hopes of preventing the anteaters' population from becoming extinct. This past year, the educational programs that Reid Park Zoo funds through the Anteaters and Highways project impacted more than 12,700 people through formal school programs and lectures.

Andean Highland Flamingo SAFE: $24,000
The Andean Highland Flamingo SAFE program aids the conservation of three flamingo species living in the Andean Highlands. Reid Park Zoo's funding has supported GPS monitoring of 17 flamingos, plus education and community engagement within the communities that live around the Reserva Nacional Los Flamenco.

Giraffe SAFE: $8,000
This past year, Giraffe SAFE helped 96 giraffes receive GPS satellite tags, bringing the total number of GPS monitored giraffes to 422 across 17 countries. 135 rangers were trained this year, assisting in the removal of 2,321 snares, including saving 39 giraffe from snares. This program also reached 7,504 school children through their environmental education outreach programs.

Tiger Species Survival Plan: $10,000
The Tiger Species Survival Plan supports anti-poaching efforts for both tigers and their prey. Poaching is the main risk for tigers and all other medium-large sized animals. This past year, almost 3,000 km were patrolled over 290 days.

Baird's Tapir Survival Alliance: $3,000
This year, the Baird's Tapir Survival Alliance developed community-led patrolling and mitigation measures to increase tapir-human coexistence, and worked with local governments to protect habitat in key areas across Central America.

Lion SAFE: $8,000
The SAFE African lion program supports the Lion Recovery Fund, which works throughout Africa to protect lions, their prey, and habitat. Their main focus is on mitigating conflict between farmers and lions, increasing the monitoring of the lion population's numbers and distribution, and addressing conservation threats, such as habitat loss. The Lion Recovery Fund provides grants to conservation projects working throughout all of lion habitat in Africa.

Wild Dog SAFE/ African Painted Dog SAFE: $8,000
Last year Zoo funding assisted in a study on Senegal's wild dog population, an important but little known, unique population. This project plans to include GPS collaring to better determine dog movements; so far they have relied on stationary camera traps.

Red Panda SAFE/Red Panda Network: $8,000
The Red Panda Network is the world leader in protecting wild red pandas and their habitat. Their conservation programs occur in 50% of Nepal's red panda range and cover more than one million acres.

$144,150
CONSERVATION GRANTS

A COMMUNITY HUB

Reid Park Zoo is a place for everyone and strives to serve every member of our community regardless of economic status. From Community Access Programs like the Library Act One Culture Pass and discounts for EBT card holders to free school field trips and summertime's $3 Ticket Tuesdays, the Zoo works actively to be available for low-income families and individuals. In addition to in-person programs, live streaming animal webcams and free virtual programming bring the Zoo online, while free resources for teachers and camp scholarships are also available.

FREE FIELD TRIPS

Reid Park Zoo offers free field trips to the Zoo for K-12 schools. Worksheets and other supplemental resources to focus student attention during visits are also available to teachers at no cost. Additionally, support from private companies and individual donors provides funding for added education programs at the Zoo and at local schools.

SOCIAL SERVICE MEMBERSHIPS

Tucson has many community-focused organizations that provide child and family services, mental health services, and programs for unhoused and underserved residents. Reid Park Zoo supports these efforts by offering social service memberships for a small processing fee that allow these organizations to offer their clients visits to the Zoo.

PIMA COUNTY PUBLIC LIBRARY'S CULTURE PASS

Reid Park Zoo offers free admission passes through Pima County Public Library's Culture Pass. The Act One Culture Pass program is a partnership between Act One, public libraries, and arts and cultural institutions. Library cardholders receive two free admissions and have seven days to visit the Zoo. 130 total passes to the Zoo are available every week.

CAMP SCHOLARSHIPS

Thanks to community support, Reid Park Zoo was able to provide a limited number of camp scholarships based on financial need. These scholarships allow children who might not otherwise be able to attend a week-long adventure to connect with and learn about multiple species at the Zoo and wildlife conservation.

DREAM NIGHT

Reid Park Zoo is proud to host an annual Dream Night; a one-of-a-kind private event for children with specialized health care needs, children with chronic illnesses, and children with disabilities, as well as their parents and siblings. This event allows these children to experience an evening of fun and learning in community with other families, free of charge.

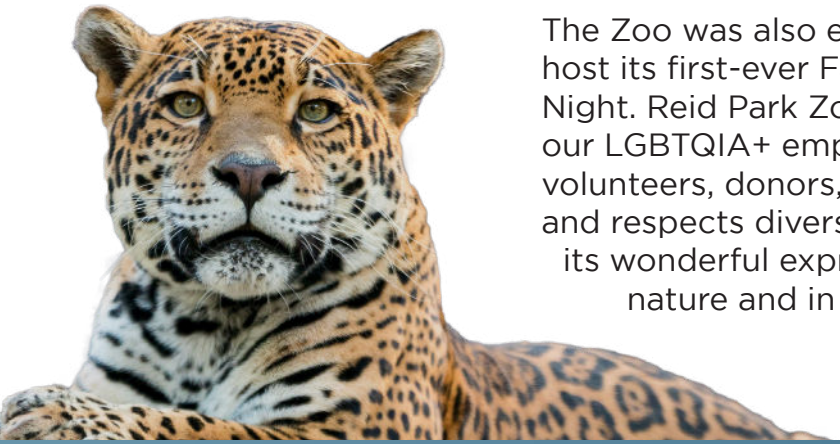
Diversity, Equity, Access and Inclusion

Reid Park Zoo has a staff committee dedicated to Diversity, Equity, Access, and Inclusion. The group works to make the Zoo a more welcoming, safe, and celebratory place for all.

We acknowledge that Reid Park Zoo can best achieve its mission when its staff, volunteers and guests reflect the rich tapestry of our southern Arizona community and humanity. The goal of the staff DEAI team is to visibly show Reid Park Zoo's appreciation of diversity by identifying steps we as a staff can take towards

- increasing diversity in staff and volunteers;
- ensuring we are welcoming to people from marginalized communities and their allies;
- identifying and removing barriers to ensure that all voices are welcome and heard.

This year the Zoo and the DEAI team heightened its diversity and inclusion efforts, conducting an audit of Zoo accessibility and looking inward at how we can best serve the members of our community. The team came up with a robust list of best practices to maintain, enact, and research to best meet the needs of all Zoo guests.



The Zoo was also excited to host its first-ever Family Pride Night. Reid Park Zoo values our LGBTQIA+ employees, volunteers, donors, and guests and respects diversity in all its wonderful expressions in nature and in our world.

25,955
free admissions through Act One's Culture Pass

22,393
guests through free school field trips

12,490
guests through other community free or discount admission programs

9,990
discounted admissions for EBT cardholders

4,024
guests through social service memberships

2,886
guests at Dollar Day

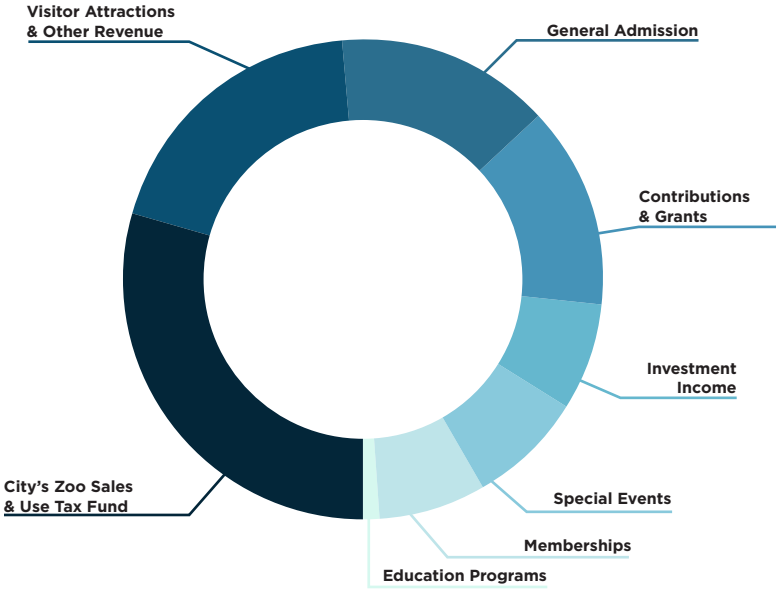
1,003
guests at Dream Night

78,741
Total free or discounted admission

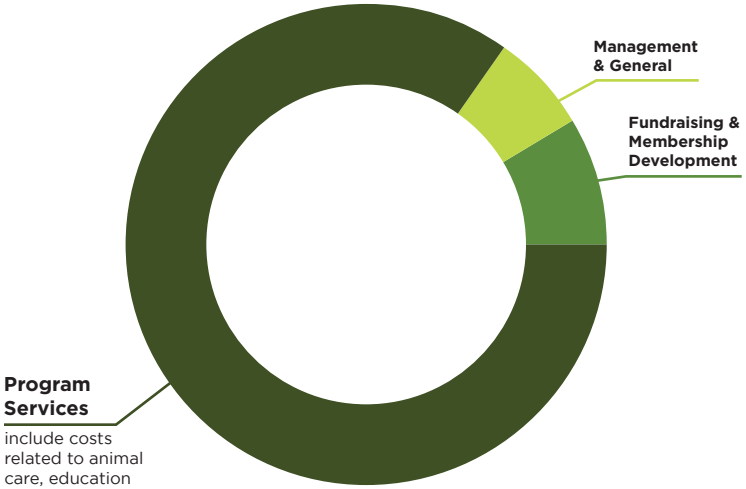
FINANCIALS

A Year in Review: By the numbers

Reid Park Zoological Society and Reid Park Zoo Foundation strive to provide financial security for the future of Reid Park Zoo. Through a close partnership with the City of Tucson, the support of Tucson voters, ticket sales, and other fundraising efforts, The Society and Foundation are making sure Reid Park Zoo is able to provide excellent animal care and connect people to wild animals and wild places for years to come.



SUPPORT & REVENUE	June 30, 2024	June 30, 2023
City's Zoo Sales & Use Tax Fund	$ 4,600,000	$ 4,433,625
General Admission	$ 2,242,666	$ 2,007,254
Contributions & Grants	$ 2,107,001	$ 1,752,798
Visitor Attractions & Other Revenue	$ 2,983,381	$ 1,514,976
Memberships	$ 1,119,119	$ 1,094,213
Special Events	$ 1,126,970	$ 1,087,183
Education Programs	$ 154,827	$ 154,027
Investment Income	$ 1,205,344	$ 430,025
TOTAL SUPPORT & REVENUE	**$ 15,539,308**	**$ 12,474,101**



include costs related to animal care, education and outreach, guest experience, and animal welfare.

EXPENSES	June 30, 2024	June 30, 2023
Program Services	$ 10,453,357	$ 8,176,750
Management & General	$ 833,500	$ 666,098
Fundraising & Membership Development	$ 1,043,676	$ 432,351
TOTAL EXPENSES	**$ 12,330,633**	**$ 9,275,199**
Change In Net Assets	**$ 3,208,675**	**$ 3,198,902**
Net Assets - Beginning of Year	$ 25,945,786	$ 22,746,884
NET ASSETS - END OF YEAR	**$ 29,154,461**	**$ 25,945,786**

LOOKING AHEAD

Reid Park Zoo's 10-year Master Plan continues to move forward with great success. This fiscal year, the Zoo:

Opened World of Play and a New Sloth Habitat

The Zoo started the year by opening two much-anticipated additions: the Angel Charity for Children World of Play and the Linne's two-toed sloth exhibit. These two remarkable spaces connect guests with one of Earth's most mysterious species and encourage children to explore their world and its animals in new ways. In the Zoo's South America Loop, Gwen the sloth immediately became one of the most popular animals to visit (both in person and online, thanks to his webcam!). Back by the Conservation Learning Center, World of Play excites and delights children of all ages as they explore the heights of the sequoia and chill out in the Antarctic.

Broke Ground on Pathway to Asia

Pathway to Asia is under construction! In April 2024, the Zoo broke ground on this 4.5 acre addition to the Zoo. Anticipated to open in 2026, Pathway to Asia will transport guests to the world's largest continent, connecting them with fascinating and iconic wildlife of Asia, including red pandas, Komodo dragons, sand cats, and many others. Importantly, the new exhibit will bring Malayan tigers back to Reid Park Zoo in a spacious, state-of-the-art habitat that will be a breeding and conservation center for these highly endangered big cats. This transformative project will complete Phase I of the Zoo's 10-year Master Plan to refurbish infrastructure and enhance the Zoo, bringing it into the future.

Began Looking Ahead to Improvements Within the Zoo

As Pathway to Asia is underway and the Zoo prepares to mark 60 wild years of conservation and connection in 2025, attention is turning to developing Phase II of the Master Plan that will address re-envisioning the center of the Zoo. The Plan includes enlarging the lion, rhino and giraffe habitats to provide these animals with more space and state-of-the-art living environments, as well as constructing a new pygmy hippo exhibit near the current goat habitat. These impactful refurbishments and additions will grow Reid Park Zoo's position as a leader in animal care, education and conservation, while continuing to be a vibrant place of connection for current and future generations.

REID PARK ZOO

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ReidParkZoo.org

EIN# 94-2379052

CITY OF TUCSON

SAFE SAVING ANIMALS FROM EXTINCTION

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