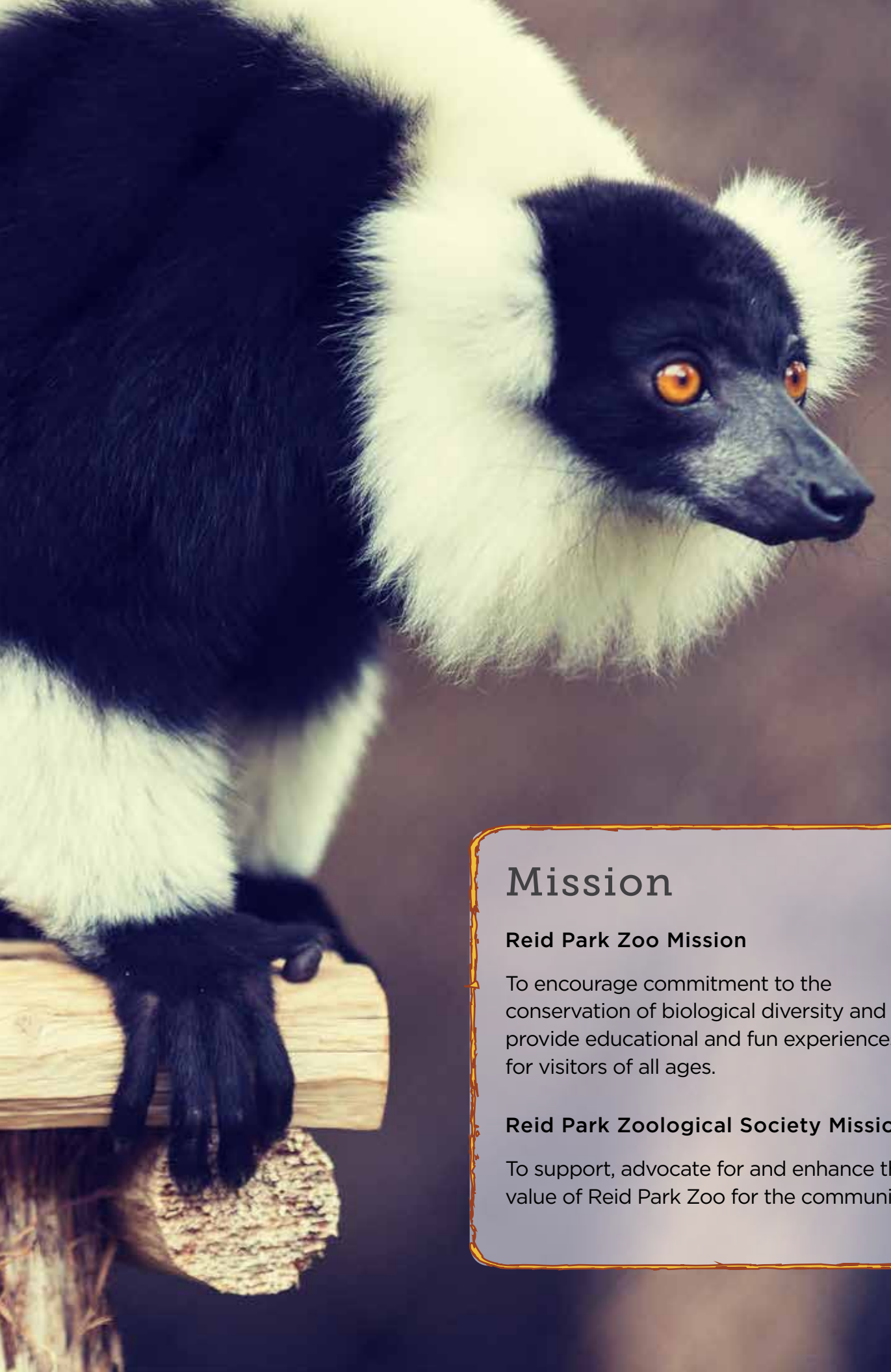




## 2014 Annual Report



## Mission

### **Reid Park Zoo Mission**

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

### **Reid Park Zoological Society Mission**

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





## Dear Friends,

What an exciting year for Reid Park Zoo! This annual report will show you some of the key accomplishments during 2014. The highlight of the year was the birth of African elephant, Nandi, on August 20th. Nandi, who weighed 245 pounds, was 'Tucson's Big Baby' with media coverage all over the United States and even internationally. This exciting event led to the Zoo's all-time attendance record with 618,482 visitors.

Reid Park Zoo is an amazing institution because of the support of our donors, members, volunteers, and staff. Your support has made it possible for us to put together the roadmap for the Zoo for many years to come.



*Jason Jacobs*

**Jason Jacobs**  
Zoo Administrator  
Reid Park Zoo



*Nancy Schlegel*

**Nancy Schlegel**  
President  
Reid Park Zoological  
Society



*Tawnya Tretschok*

**Tawnya Tretschok**  
Chair, Board of Directors  
Reid Park Zoological  
Society

# Highlights from the Year



## Tamandua Birth

Reid Park Zoo rang in 2014 with the birth of a tamandua, or lesser anteater, born January 2nd. The Zoo has built a very successful breeding program for tamanduas, and has become recognized as a source of expert information on successfully keeping and breeding this species. Although tamanduas are not on exhibit at the Zoo, they are featured in education programs and public presentations on Zoo grounds.



## Lion Cubs' Debut

Four African lion cubs born in late 2013 made their public debut on February 27, 2014. This is the second litter of cubs for male Shombay and female Kaya. The youngsters are still currently housed at Reid Park Zoo, but will soon leave for other AZA accredited facilities to start families of their own. Reid Park Zoo partners with colleague facilities to make responsible breeding decisions for the protection of the species; this will likely be the pair's last set of cubs.



## Flamingo Chicks

Two Chilean flamingo chicks hatched in the fall of 2014: a female in October and a male in November. The gray and downy youngsters integrated well with the rest of the flock, and can now be seen walking and swimming around their exhibit daily. They will start growing their pink adult feathers during the coming year.

## Attendance Record

In 2014, Reid Park Zoo hosted 618,482 visitors, making it the highest attended year in the history of the Zoo.

## Reid Park Zoo's Audience in 2014

- Visitors: 618,482
- Members: 14,603 households
- Monthly eNewsletter: 38,000
- Facebook 'likes': 50,200
- Website: 230,000 pageviews;  
60,000 unique visitors monthly
- Zoo & You Quarterly Newsletter: 14,000 households





### Camel Rides

The Zoo added a significant new attraction in November of 2014: camel rides! This popular feature makes use of the former elephant exhibit, giving new life to a central area of the Zoo. The four male camels—Luke, Riddle, Mack and Winston—are a real crowd pleaser.



### Accreditation

Every five years, the Zoo undergoes a thorough review and inspection to demonstrate that it continues to meet or exceed professional standards for excellence in animal care, veterinary programs, conservation, education, and safety. A team from the Association of Zoos and Aquariums (AZA) spent multiple days at the Zoo in February, interviewing staff members and inspecting everything from exhibits to education to grounds. The Zoo received its accreditation renewal in March, making it a proud member of AZA for five more years!



### Jack Hanna

Jack Hanna stopped by Reid Park Zoo in November 2014 to film an episode of his show, Into the Wild.



### Betty White

Betty White, a lifelong animal lover and zoo advocate, paid a visit to Reid Park Zoo in February 2014. Her quiet visit was spent behind-the-scenes interacting with Zoo staff and, of course, the animals!

## Zoo Animals

	Number of Species	Number of Animals
Mammals	29	73
Birds	51	141
Reptiles	23	75
Fish	3	33
Invertebrates	3	192
<b>TOTAL</b>	<b>109</b>	<b>523</b>





## Baby Elephant Nandi

Semba, a 24-year old African Elephant, successfully delivered a female calf at 10:55pm on August 20, 2014. The calf weighed 245 lbs at birth and began nursing within her first hour of life.



After a public vote, the calf was named “Nandi,” meaning “sweet and fun” in the African language siSwati. She has proven it to be a perfect name by capturing the hearts of Tucson residents.



Nandi interacts well with other herd members, and gains strength and coordination each day.



Nandi has been gaining 3-5 pounds per day and weighed over 650 pounds at her 6-month birthday!



# Education Programs

The Zoo's education department provides a wide range of programs and experiences to capture the interest of children and adults. From school tours to animal training demonstrations, the Zoo is an education resource for the community.

## Education Goals:

- 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 the Zoo (and its animal expert staff members) in conservation
- Work to protect wildlife and wild places, and inspire our audiences to help too
- Provide safe, memorable, and fun learning experiences for all

• **Number of formal education programs: 667**

• **Participants in education programs: 17,264**  
- Outreach programs: 4,838 participants  
- Zoo Educator guided programs on-site: 12,426 participants

• **Self-guided tour participants: 25,971**

## Self-Guided Field Trips

For just \$2 per person, teachers can make arrangements to have students and chaperones visit the Zoo. Free downloadable activities and materials as well as Bio Bags are available for teachers to make sure each visit is hands-on, meaningful, and outcome-based.

## STEM Education

We developed new education activities featuring GPS technology to strengthen our STEM programming. We initially created the activities for high school students from Salpointe, but then adapted them for younger students, including 3rd graders and our elementary school-aged summer campers.

## Teacher Workshops

We hosted two teacher workshops to familiarize approximately 38 Pre-K through 2nd Grade teachers with the Zoo's early education science curriculum and the guided activities we offer to supplement classroom instruction.

## Community Outreach

We partnered with the Pima County Public Library over the summer to offer "Be a Biologist," a program at 14 different library branches in conjunction with their summer reading program, culminating with an end-of-the-summer celebration at the Zoo.





## Conservation – Worldwide

Each time a guest participates in the Zoo's Giraffe Encounter, the proceeds contribute to field programs, protecting animals around the world.

Reid Park Zoo and The Zoological Society supported many conservation projects regionally and internationally, providing much needed financial support.

### **Grevy's Zebra Trust**

Working in partnership with St. Louis Zoo to address urgent needs related to the Grevy's zebra (*Equus grevyi*) in the community rangelands of Ethiopia and Kenya.

### **International Elephant Foundation (IEF)**

Supporting conservation, education, and research of the world's elephants - resulting in the protection of elephants for future generations

### **New Nature Foundation-Kibale Fuel Wood Project in Uganda**

Protecting trees through education programs and the distribution of fuel-efficient stoves. When the park's trees are healthy, the animals that live there are too!

### **Hyderabad Tiger Conservation Society (HyTiCoS)**

Working in partnership with the University of Arizona's Wild Cat Research and Conservation Center to protect tigers and their ecosystem.

### **International Rhino Foundation**

Protecting all five living rhino species (Black, White, Indian, Sumatran, and Javan) and their habitats in the wild, while also supporting management of and research on captive populations.

### **Wildlife SOS**

Working to rescue India's wildlife from exploitation and abuse, and protecting habitats of wild species.

### **Tarangire Elephant Project**

Conserving the African Elephant through grassroots field research efforts while working with local people to create a community based approach to protecting elephants.

### **Pantanal Giant Armadillo and Anteater Project**

Establishing long-term ecological study of armadillos and anteaters in the Pantanal using radio transmitters, camera traps, resource mapping, and other monitoring.





# Volunteers & Career Development

## Volunteer Hours

- Docent hours .....16,243
- College intern hours..... 7,291
- Teen volunteer hours..... 3,391
- Elephant volunteer hours ..... 3,666

## Docents

Reid Park Zoo's dedicated group of 108 docents (volunteer educators) donated 16,243 hours of their time in 2014 and raised \$10,000 for the new Health Center. Docents provide:

- interactive "stations" throughout the Zoo
- encounters with education animals
- expertise in the information booth... and much more!

## Teen Volunteers

Teen Volunteers are an energetic support group for programs and events, and engage visitors through interpretive "stations" and animal encounters. The current group of 50 teens also raises funds and awareness for conservation. In 2014 they raised \$10,507! The Zoo teens are empowered to manage the gifts, as well as the associated messaging communicated to Zoo guests.

## College Internships

Throughout 2014 there were 56 college students who completed formal internships for credit at the Zoo. Collectively, these educational opportunities provided 7,291 hours of on-grounds learning experience for the students. Interns provide support alongside our professional Zoo Keeping staff as they learn what it takes to become an animal care expert.

## Elephant Care Center Volunteers

A dedicated group of adult volunteers contribute many hours of hard work behind-the-scenes at the Elephant Care Center, in the Health Center, and in the Zoo Commissary. While they do not work directly with animals, their record keeping, raking, hosing, food prep and enrichment building are essential support for the Zoo Keepers.



# Future Projects

## New Gibbon Habitat

Reid Park Zoo's gibbons -- Billy, Moms, and Lilith -- will be moving to a new home during 2015! Their current exhibit area was built more than 25 years ago, and this ever-popular family of gibbons is ready for new space.

The new habitat, to be located near the tigers, will feature a glass wall for close-up ape encounters. It will also have a tall mesh roof with lots of space for treetop exploring, and an aerial walkway for extended roaming. A behind-the-scenes night house will keep this active and engaging species warm during colder months.



## Wildlife Carousel

What's the next best thing to actually hugging your favorite zoo animal? Taking a ride on the back of that creature on the Zoo's soon-to-be-built Wildlife Carousel!

Under a 36' thatched safari roof, 30 hand-painted replicas of exotic animals will glide to the beat of global rhythms. Here a child's dream of riding an elephant, a giant anteater, a rhino, or a giraffe can come true. Children will get to touch the endangered species of our world, creating an unforgettable experience that is both enjoyable and educational. The anticipated opening date is December 2015.



## Animal Health Center Expansion

Providing whole-life health care for over 400 animals representing 100+ species is a big challenge. The Zoo has far outgrown its current small health clinic, originally built in 1978.

The Zoo's new Animal Health Center, currently in the design and fundraising stage, will more than double the available space and include the latest technological advances in veterinary health care. Features will include:

- Treatment facilities for animals of all types and sizes
- A surgical suite
- Intensive care unit
- State-of-the-art medical equipment
- Education center with views into treatment areas

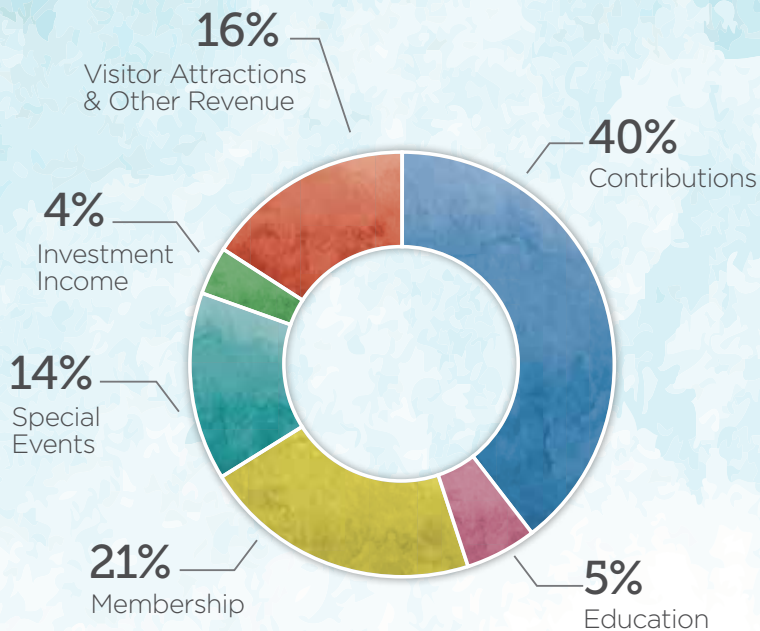


The expanded Health Center will provide first-rate care for the Zoo's animal collection, for today and tomorrow. It also will help to train future veterinarians, as students have the opportunity to learn about whole-life animal care by observing and assisting in the Health Center.

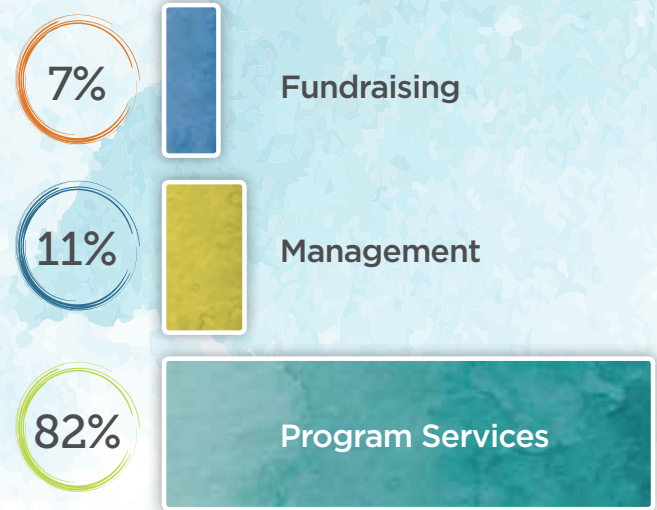


# Financials

## Revenue



## Expenses



Statement of Activities  
For the Year Ended

### • Support & Revenue:

	June 30, 2014	June 30, 2013
Contributions & Grants	\$1,400,699	\$769,080
Special events	\$506,997	\$442,802
Memberships	\$749,639	\$680,209
Education programs	\$191,590	\$244,452
Investment Income	\$129,461	\$14,896
Visitor attractions & other revenue	\$563,153	\$438,831
<b>Total support and revenue</b>	<b>\$3,541,539</b>	<b>\$2,590,270</b>

### • Expenses:

	June 30, 2014	June 30, 2013
Program Services	\$2,016,071	\$3,888,771
Management & General	\$257,748	\$257,051
Fundraising & Membership Development	\$176,756	\$183,039
<b>Total Expenses</b>	<b>\$2,450,575</b>	<b>\$4,328,861</b>

Change in Net Assets	\$1,090,964	\$(1,738,591)
Net Assets - Beginning of Year	\$4,571,590	\$6,310,181
Net Assets - End of Year	\$5,662,554	\$4,571,590

# Thank You

We're grateful for the generous contributions in 2014 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!

The list recognizes gifts made at the \$100 level and above.

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**Membership in the Legacy 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.**

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Thank you to the many corporations who have sponsored events during 2014:

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## Adopt an Animal Parents

Adopt an animal "Parents" have made generous donations in order to support Reid Zoo in the name of their favorite species housed at Reid Park Zoo.

Ken Abrahams  
Frances Acosta  
Katie Artz  
Katherine Baker  
Terry Ballard  
Ronald W. & Lezley K. Barth  
Barbara Baume  
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Kim Schaffer  
JoAnn Schlott  
Joseph Sciabarra  
John Simpson  
Joy Skilsky  
Gail & Marlene Skinner  
Bret & Kelly Slater  
Karen & Kirsten Smith  
Steve & Linda Suhay  
Theresa Talley  
Mimi Tanner  
Ruth Taylor  
D Thomas





Jennifer Treadway  
Cody & Tawnya Tretschok  
Laurraine Tutihasi  
Amanda Van  
Heather Walker  
Jessamyn Wehmeier  
Alexis Welch  
Jan Whipple  
Keith Wiersma  
Charles & Crystal R. Wilson  
Else Wingert  
Colette, Feona & Longuin Zeno  
Patricia Zimmerman

### Docents

Thank you to these individuals who have donated their time over the course of the past year to help provide the best educational experience possible to all of our guests:

Ruth Abato  
Judy Anderson  
Nichole Arbona  
Frances Armstrong  
Raynor Armstrong  
John N. Aronson  
Barbara Baker  
Cathy Baniewicz  
Annette Bartley  
Paul Bartley  
Philip Bauer  
Cody Bechtel  
Guy Belleranti  
Danielle Bergeron  
June Berkey  
Bonnie Boelman  
Riley Bogart  
Robert J. Boumis  
Marilyn Brodhurst  
Ruth Bryant  
Roselle D. Campbell  
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Viola Conaty  
Chloe Cosentino  
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Margaret Coyle  
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Betty Elasowich  
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Luise Faber  
Margie Fithian  
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Gail Garin  
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Annie McCarter  
Linda Meder  
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Frann Miescher  
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Bette Milne  
Alexandra Moore  
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Linda Paschal  
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Barbara Prebis  
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Richard Tuckett  
Barbara N. Unger  
Joanie VanCase  
Patricia Vanleuvan  
Robert Watson  
Ricky E. Williams  
Ashley Wilson  
Marcia Winick

### Teen Volunteers

Thank you to these teens who helped both educate the public at Reid Park Zoo as well as raise funds and awareness for conservation efforts:

Teresa Alvarado  
Christina Bryant  
Alanna Burke  
Lucas Byerly  
Rachel Campbell  
Sarah Campbell  
Jacquelyn Candito  
Victoria Carotenuto  
Cameron Carver  
Jessica Class  
Celeste Delaune  
Marghi Demer  
Alexis Earles  
Destinee Evangelista  
Blythe Giddings  
Amber Higgins

Hannah Johnson  
Angelina Lumm  
Rudy McCormick  
Noah Miller  
Karla Moreno  
Janae Newhouse-Waine  
Kelsey Ottosen  
Juliet Owens  
Ayanna Ravia  
Adriana Rodriguez  
Spencer Sposit  
Hope Stancliffe  
Ryan Stancliffe  
Cheyanne Stevenson  
Kyndall Stewart  
Clara Taylor  
Peter Terrazas  
Alexis Tretschok  
Jasmine Varelas  
Alexis Wolf  
Kelly Wolstenholme  
Michael Wood  
Gus Woodrow-Tomizuka



## Tributes

*In honor of Barbara Baume's retirement from Southwest Gas*  
Southwest Gas Corporation Foundation

*In honor of Judy Robison*  
James and Catherine Kelly

*In honor of Kay Gray*  
Sallie Hawkins

*In honor of Lauren's graduation from the University of Arizona*  
Jon Nichols and Susan Burch

*In honor of Mike Halle's birthday*  
Thomas Healy

*In honor of Mr. Allardice, a wonderful guy & principal*  
Eric & Sarah Westra

*In honor of my grandparents who are devoted patrons of the Zoo*  
Elissa Spencer

*In honor of Ray and Fran Armstrong*  
Sidney Bond

*In honor of Sheldon King*  
Tracy King

*In honor of Tracy Boemer*  
Kay B. Eakin

*In honor of Zoey's 2nd birthday!*  
Ryan & Shannon Gutenkunst

*In memory of Aaron Hagan Senter - April 30, 1985 to February 11, 2006*  
Darlene D. Hagan

*In memory of Barbara Creighton*  
Sharon Symonds-Cron  
Vivian Van Der Kamp

*In memory of Bob Goldman*  
Garbis & Dorothy Mechigian

*In memory of Brad Seger*  
Martha and Susan Seger

*In memory of George G Riesgo*  
Carl & Joalva Vandenbrink

*In memory of Jed Dodds, Sr*  
Mavis L. Albers and Carrie Durham  
Anonymous  
Kathleen Binegar  
Corrine & Lew Blum  
Merry Bowman  
Alisha Brewer  
Christopher W. & Winnell H. Burt  
Lawrence & Nancy Caber  
Carla Capizzi  
Glenn & Sylvia Chapman  
Tong Cheng  
Circa 79 Salon  
Luke Cuccia  
Ursula Cuccia and Dennis Schack  
Margaret Cusack  
Marjorie J. Dodds  
John Doyle and Ann Forsberg-Doyle  
Jeffery A. Eckert  
Robert Edwards  
Marla Endicott  
Paul M. & J. Patricia Evans  
James & Ellen Farr  
Madonna J. Felix  
Rockey D. & Diane Finney  
Michael & Patti George  
Mark & Patricia Grady  
Gordon & Susan Grover  
Gregory & Stephanie Halvorson  
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Edward D. & Claire M. Herdt  
Dan & Jan Horetski  
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Kristian Kluge  
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 O'Leary Construction  
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 Precision Tool & Construction Supply  
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 Jonathan Saints  
 Michael K. & Lisa A. Sanders  
 Dean & Gatha Schleicher  
 Nancy Schlegel  
 Brian Schleicher  
 Dillon R. V and Louise Shepley  
 Jennifer Stoddard  
 Harry & Marilyn Sullivan  
 Dolores A. Vaccaro  
 William N. & Robin L. Valance  
 Charles & Vivian VanPeenen  
 Diana Whitman  
 Edwin B. & Sharron Wilson  
 Heidi J. Woods

***In memory of Joseph L. Johnson***

Ms. Cheryl Witty and Catrina Johnson

***In memory of June Seamands***

Amy & Bonnie Boelman

***In memory of Lauren Edwards***

Ray & Fran Armstrong  
 David & Kay Gray

***In memory of Margaret McCarter***

Michael & Linda McNulty

*In memory of Molly, beloved dog of Ann Forsberg-Doyle & Jack Doyle*  
 Diana Whitman

***In memory of Pat Mills***

Ray & Fran Armstrong  
 Jean Bridges and Jerry Smith  
 Ann Forsberg Doyle  
 Jim & Judy Gray  
 Martha Hendricks  
 Sue Hopf  
 Toni Miller  
 Dean Mills  
 Jerome Smith  
 Charlie Stowers

***In memory of Patricia M. Foss***

Judith Miller  
 Carol Spessard and Gary Spessard  
 The Tombstone Vigilantes

***In memory of Rob Bowman***

Merry Bowman

***In recognition of Joe Eigner Sr. 85th birthday***

Joe Eigner

*In recognition of our friend, Brooke Miner, and her devotion to the Zoo*  
 Mike Story

*So the Zoo can always be a place of joy for babies  
 and children for years to come*  
 Annette Iwamoto

***In thanks for the behind-the-scenes tour***

University of Arizona Pre-Veterinary Club

***In Honor of Martha R. Van Gorder***

Alan and Sharyn Chesser

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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.

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This Annual Report is printed  
on FSC Certified paper.

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