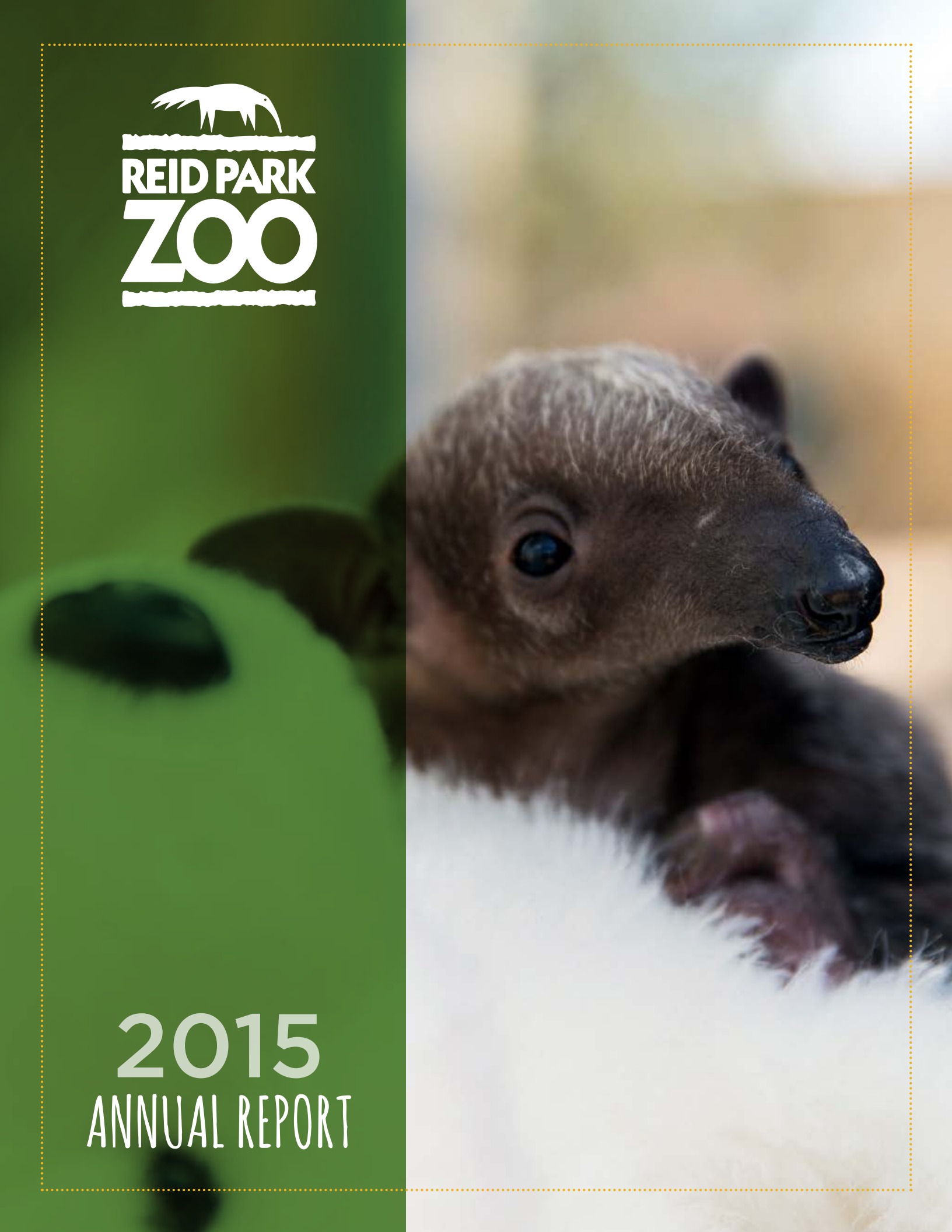
REID PARK ZOO



2015 ANNUAL REPORT

The mission of Reid Park Zoo is to encourage commitment to the conservation of biological diversity and to provide educational and fun experiences for visitors of all ages. Founded in 1965, the Zoo is owned by the City of Tucson and operated by the City's Parks and Recreation Department.

Reid Park Zoological Society is a non-profit organization whose mission is to support, advocate for, and enhance the value of Reid Park Zoo for the community. With more than 14,000 members and supporters, the Zoological Society works to keep Reid Park Zoo a thriving and growing community resource.

Why the Giant Anteater?

Reid Park Zoo's logo features the South American Giant Anteater (myrmecophaga tridactyla) because our Zoo leads the Association of Zoos and Aquariums (AZA) Species Survival Plan for that vulnerable animal. Anteaters born here are now living in zoos all around the world!

Reid Park Zoo is an amazing institution because of the support of our donors, members, volunteers, and staff. We hope that you enjoy reading some of the highlights from 2015.

Most of all, your support makes it possible for Tucson to have a Zoo that brings delight to people of all ages. Thank you!

Nancy Schlegel
President
Reid Park Zoological Society

Tawnya Tretschok
Chair, Board of Directors
Reid Park Zoological Society

2015 was an amazing year for Reid Park Zoo. Nearly 540,000 people visited the Zoo to enjoy activities such as watching their favorite animals, participating in education programs, and joining us for signature special events such as Howl-o-ween and Zoolights.

Over the past two years, the Zoo has hosted over 1.1 million visitors– making Reid Park Zoo the #1 cultural attraction in Southern Arizona. Our growth over the past decade can be attributed to a great partnership between the City of Tucson, a dedicated team of staff and volunteers, and Reid Park Zoological Society. And, of course, the support of a community that loves and cares about its Zoo.

Did you know that Reid Park Zoo had more visitors last year than our planet's total combined wild populations of elephants, rhinoceros, lions, tigers, and giraffes? If every zoo visitor gave just $1 to support animals in the wild this year, we would be able to contribute over a half million dollars to support wildlife protection and conservation. Each of us can make a difference.

Thanks for your support -

Jason Jacobs
Zoo Administrator
Reid Park Zoo

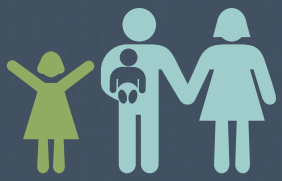
A new feature opened in 2015 -- our wonderful Wildlife Carousel!

In October, the Zoo gained a great new asset with the opening of our African-inspired carousel. Thirty hand-painted exotic animals glide to the beat of global rhythms, creating joy for riders of all ages. Many of the carousel animals were generously sponsored by loyal Zoo donors.

A Small Zoo with a BIG Reach

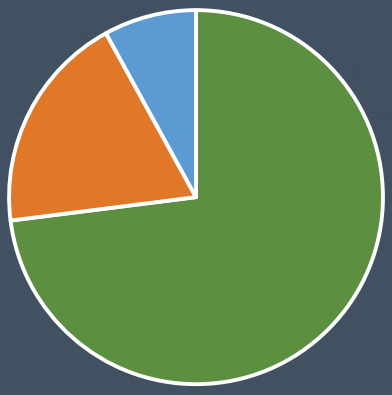
Reid Park Zoo is one of the smallest accredited zoos in the United States by acreage and budget. Yet Reid Park Zoo hosts more visitors each year than many zoos twice its size. Why? Because it's a great place with amazing animals. Reid Park Zoo is a vital "window to the world" for over half a million children and adults each year.

2015 Attendance



539,623
children & adults

14,150
Member Households



- **73%** from Metro Tucson
- **19%** from Southern Arizona
- **8%** from beyond Southern Arizona

60,500
Facebook fans

30,000
website visitors per month and **1.8 million** page views annually at ReidParkZoo.org

1.4 Million
YouTube Views

2015 Special Events at Reid Park Zoo

- **Nandi's First Year:** 2015 was a year of love for the first African elephant ever born in Arizona! Hundreds of well-wishers came to breakfast and sundowner events at the Zoo to celebrate Nandi's six-month (2/20/15) and one-year (8/20/15) birthdays.

- **"Added Value" Days:** Throughout the year, the Zoo offers special days where Zoo visitors can engage in fun learning activities about conservation, endangered species, and related topics.

Seasonal celebrations:

On selected nights, the Zoo welcomes the public for special events after normal operating hours. Major attractions during 2015 included:

- **Summer Safari Friday Nights (May-July)**
  Sponsored by Tucson Medical Center
  6,852 attendees

- **Brew at the Zoo (June)**
  Sponsored by Craft Tucson
  2,000 attendees

- **ZOOcson (October)**
  Sponsored by Casino del Sol Resort
  808 attendees

- **Howl-o-Ween (October)**
  Sponsored by Banner Health
  11,800 attendees

- **Zoo Lights (December)**
  Sponsored by BMO Harris Bank
  34,170 attendees

The Perfect Place for Everyone

The Zoo's 24-acre footprint in the heart of Tucson is **just the right size** for people of all ages and abilities.

Gentle walking paths offer visitors **up-close-and-personal** experiences with the animals – from feeding a giraffe to laughing with a lemur.

There are lots of ways to do the zoo:

Visit on any of our 363 open days a year

Plan a group tour guided by Zoo staff

Participate in our many special events throughout the year

New at the Zoo during 2015: Baird's Tapir "Toliver"

On August 29, Reid Park Zoo celebrated the birth of a male calf to our adult Baird's tapir, Contessa. Baird's tapirs are an endangered species, mostly due to poaching and habitat loss. Gaining new members is essential to the survival of this population because their reproductive rate is very slow.

2015 IMLS Award for Health Care

In September, Reid Park Zoological Society was awarded a $96,000 Museums for America grant by the Institute for Museums and Library Services. This grant will provide enhanced veterinary equipment for the Zoo's upcoming Animal Health Center expansion.

Amazing Animals

Reid Park Zoo's collection consists of 453 individuals total representing 103 different species.

67 Mammals

148 Birds

46 Reptiles

192 Invertebrates

Reid Park Zoo's collection includes 32 species whose existence is threatened or endangered in the wild:

BIRDS

Bleeding-heart dove
Great Argus
Grey-crowned crane
Nicobar pigeon
Blue crowned pigeon
Great Indian hornbill
Marbled teal
Yellow-knobbed curassow
Chilean flamingo
Greater rhea
Military macaw

MAMMALS

African elephant
Black-and-white ruffed lemur
Grevy's zebra
Lion
Spotted-necked otter
Andean bear
European rabbit
Jaguar
Lion-tailed macaque
Tiger
Baird's tapir
Giant anteater
Lar gibbon
Speke's gazelle
White rhinoceros

REPTILES

Aldabra tortoise
Radiated tortoise
Black marsh turtle
Yellow-footed tortoise
Galapagos tortoise
Yellow-spotted Amazon River turtle

AZA/Disney NaturePlay Grant

Far too few children today know the joy of "just playing" in nature. To change this, Reid Park Zoo received a grant from Association of Zoos & Aquariums and The Disney Conservation Fund to offer Nature Play Sundays at the Zoo. A free-play area has been set up where kids can dig, build, and splash -- with the Zoo's education team on hand to show parents how to promote this type of play in daily life at home.

Opening Doors for Teens

The Zoo can be an early step to a great career. Take the case of Anna Young, who joined Reid Park Zoo's Teen Volunteer Program at age 13. Today, Dr. Anna Young is Director of the Zoo and Conservation Science Program at Otterbein University in Ohio, training college students to be the next generation of zoo professionals.

Learning that's Alive

Reid Park Zoo is a "Living Laboratory" where visitors are encouraged to --

Feel	make connections that inspire love of nature and empathy for animals.
Learn	build understanding through experiences that are fascinating and fun.
Act	take actions that positively impact our community and our world.

During 2015:

- 21,934 students, teachers, and chaperons participated in self-guided field trips at the Zoo.
- Zoo educators conducted formal education programs at the Zoo for 12,086 participants, and off-site for 6,505 participants at 125 schools and community locations.
- Nearly 100 local teachers participated in workshops where Zoo educators shared innovative methods for using the Zoo to ignite student interest in STEM subjects.
- 110 volunteer docents provided 14,582 hours of service at interactive "stations" throughout the Zoo, enhancing knowledge and experience for the Zoo's daily visitors.
- 54 teen volunteers learned to be Zoo interpreters, gained exposure to wildlife conservation issues and professionals, and took action to protect wildlife in the world.

Leading the Way in Bear Care

In April, 70 professionals from around the world came to Tucson for a conference on the care of bears sponsored by Reid Park Zoo. Over three days, participants discussed the status of various bear species, shared experiences from the field, and developed skills to provide the best possible environment for bears in human care.

96 Elephants

Did you know that poachers illegally kill an average of 96 elephants each day – 35,000 elephants per year – to steal their tusks? This devastation is fueled by the world-wide demand for ivory. Join us in standing up for elephants by not buying or selling ivory, and by supporting a total ban on ivory product sales within Arizona and the United States.

Building a Better World for Wildlife

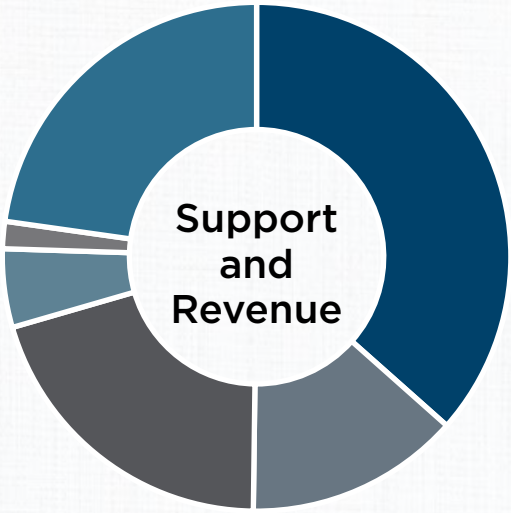
Reid Park Zoo is deeply committed to educating people to be animal advocates and good citizens of our planet.

We are actively involved with conservation programs around the world, too. Every time a Zoo visitor purchases carrots to participate in our daily Giraffe Encounter, the proceeds help to support field conservation programs. Here are some of the in-situ (in the wild) projects we are supporting now:

- Tarangire Elephant Research Project (Tanzania)
- Polar Bears International (Arctic)
- International Elephant Foundation (Africa and Asia)
- Grevy's Zebra Trust (Kenya)
- Wildlife SOS - Performing elephant and bear rescue (India)
- Kibale Wood Fuel (Uganda)
- Hyderabad Tiger Conservation Society (India)
- Antelope Jack Rabbit research (USA)
- Tanzania Conservation Resource Center (Tanzania)
- Pantanal Giant Armadillo/Anteater Project (Brazil)
- International Rhino Foundation (Africa and Asia)

We are happy to be partnering with the Wildlife Conservation Society, University of Arizona, St. Louis Zoo, and Zoo Conservation Outreach Group on pioneering conservation efforts.

Financials



36%	Contributions
14%	Special Events
20%	Memberships
5%	Education Programs
2%	Investment Income
23%	Visitor Attractions & Other Revenue

Program Services	82%
Management & General	11%
Fundraising & Membership Development	7%

SUPPORT & REVENUE:	June 30, 2015	June 30, 2014
Contributions & Grants	$1,505,805	$1,400,699
Special events	$562,396	$506,997
Memberships	$836,749	$749,639
Education programs	$205,471	$191,590
Investment Income	$71,218	$129,461
Visitor attractions & other revenue	$937,847	$563,153
Total support and revenue	**$4,119,486**	**$3,541,539**

EXPENSES:	June 30, 2015	June 30, 2014
Program Services	$2,661,302	$2,016,071
Management & General	$330,291	$257,748
Fundraising & Membership Development	$310,548	$176,756
Total Expenses	**$3,302,141**	**$2,450,575**

Change in Net Assets	**$817,345**	**$1,090,964**
Net Assets - Beginning of Year	**$5,662,554**	**$4,571,590**
Net Assets - End of Year	**$6,479,899**	**$5,662,554**

Reid Park Zoo - A Community Treasure Across Generations

Our Zoo is a living place – we need to feed it to keep it alive and thriving. The support of loyal Zoo members, donors, and volunteers is essential to keep our Zoo healthy and amazing.

Our enduring vision is to keep making Reid Park Zoo an even more wonderful resource for fun, learning, and celebrating life.

What's ahead for 2016?

- We will complete an exciting new habitat for the Zoo's family of gibbons. The new exhibit will include a unique overhead pathway to allow these active apes to practice their energetic arm-swinging locomotion (brachiation). We are grateful to the many donors who have supported this project!

- We will break ground to build an expanded and enhanced Animal Health Center at the Zoo. The facility will provide state-of-the-art veterinary care for the Zoo's ever-expanding collection of animals. The Center also will be a training ground for future veterinarians through an innovative partnership with the new Doctor of Veterinary Medicine Program at the University of Arizona.

Thank You

We're grateful for the generous contributions in 2015 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!

REID PARK ZOO LEGACY CIRCLE

Devoted supporters who have included Reid Park Zoo in their estate or life income plans, or have made a gift to Reid Park Zoological Society's Endowment Fund.

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Diana Whitman
and 4 donors who wish to remain anonymous

FRIENDZ OF REID PARK ZOO

Generous contributors of gifts of $300 and up during 2015

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Named for Mr. Gilbert G. Aguirre – in recognition of the largest charitable gift ever made to Reid Park Zoo.

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In honor of our grandchildren
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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.

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REID PARK ZOO

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