



# 2017 ANNUAL REPORT





Reid Park Zoo's 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's Mission:

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



ASSOCIATION  
OF ZOOS &  
AQUARIUMS

SAFE<sup>™</sup>  
SAVING ANIMALS  
FROM EXTINCTION



# OUR FUTURE LOOKS BRIGHT

Dear Reid Park Zoo Supporters,

This year has proved to be a groundbreaking year for Reid Park Zoo in many ways. We broke ground on the new Animal Health Center at Reid Park Zoo, followed shortly by the Zoological Society making the commitment to pursue “the Future of Your Zoo,” a citizen’s initiative.

In November, together, we celebrated as the citizens of Tucson passed two separate initiatives to create revenue for an exciting 10-year master plan. This plan will provide the funding necessary to expand the Zoo’s current residents habitats; bring exciting new species such as hippos, komodo dragons, and siamangs to Reid Park Zoo; and fund essential maintenance and repair of guardrails, sidewalks, and critical underground infrastructure. Over the next ten years, you will see additional guest service staff to ensure a great experience, improvements in horticulture and grounds maintenance with additional grounds staff, and more resources becoming available to care for the Zoo’s animals.

None of this would have been possible without you! Our members, volunteers, donors and citizens are the ones who have ensured the Reid Park Zoo’s animals will receive the best in care, our children will have the best resource for education, and families will have a place to enjoy each other while making a commitment to save wild animals and wild places.

We can’t wait to show you what the future holds. Thank you.



Nancy J. Kluge  
Reid Park Zoological Society President

# A YEAR IN REVIEW



## Community Supports the Meerkat Mob

A visitor survey in 2014 named meerkats as one of the animals guests would most like to see at Reid Park Zoo. In February of 2017, the Zoo opened a new habitat for the highly social, small carnivores. This habitat was made possible thanks to in kind contributions from Tuff Shed, Arizona Trucking and Materials, A Thru Z Consulting & Distributing, Inc. and Cemrock.

## Guests Jump to See Endangered Primates

The majority of plants and animals in Madagascar exist nowhere else in the world. However, through the collaborative efforts of conservation groups and the Association of Zoos and Aquariums (AZA), Reid Park Zoo is now able to educate the

community about the ring-tailed lemurs and others that live in the natural habitat of Madagascar.

## Amphibians Return to Reid Park Zoo

Thanks to a generous legacy gift to the Reid Park Zoological Society in memory of long-time docent Fran Armstrong, Reid Park Zoo became home to five species of poison dart frogs in June of 2017. These colorful frogs are the first amphibians at the Zoo in more than 10 years!

## Winter Visitors Quickly Become a Crowd Favorite

With support from the Tucson Parks Foundations and under the recommendation of the Association of Zoos and Aquariums (AZA) Species Survival Plan (SSP), Reid Park Zoo welcomed two red pandas until their permanent habitat was complete at Utah's Hogle Zoo. A female red panda, Princess Lily, arrived in early November. The male red panda, Lohtse, joined her in December. The two interacted well together and gave guests a rare



look at the unusual and adorable endangered animal.

## Conservation Success with the Baird's Tapir

Through a breeding recommendation from the Association of Zoos and Aquariums (AZA), Toliver, Reid Park Zoo's young male Baird's tapir, was transferred to Africam Safari, a zoo in Puebla, Mexico. After his arrival Toliver settled into his new home quickly.

Within the same year, Reid Park Zoo welcomed the birth of a second male Baird's tapir, libu. He was born the night of November 9th, 2017. He quickly became adventurous, and showed no sign of fear about swimming in the deep end of the pool. Although his stripes have faded, he remains on habitat with his mother, Contessa.

Both calves are examples of Reid Park Zoo's commitment to the conservation of the Baird's tapir species.



**“Of the residents at Reid Park Zoo, there are 39 species of least concern, 8 near threatened, 12 vulnerable, 10 endangered, and 1 critically endangered.”**





# ANIMAL CARE

From hissing  
cockroaches  
to African  
elephants, Reid  
Park Zoo  
is home to over  
350 animals.

Each individual species requires a unique life-long health care plan. It is an extraordinary challenge that the animal care staff at Reid Park Zoo rise to every single day. The vast knowledge, the specialized technology, and the adaptable facilities all play a major role in the quality care of Zoo animals.

Thanks to the support of volunteers, staff, board members and the community, Reid Park Zoological Society was able to complete a four million dollar fundraising campaign.

A groundbreaking ceremony was held on January 22nd, 2017 and nearly one year later a new 11,000 square foot, state-of-the-art Animal Health Center was completed. Reid Park Zoo is now leading the way in health care! Not only was the Zoo able to renovate the existing 3,500 square foot Animal Health Center, but was also able to build a 7,500 square foot addition to the facility.

This addition includes a surgical suite that can accommodate brown bears to gibbons; an intensive care



unit suitable for a variety of small animals; multiple holding areas with controlled air circulation to prevent the spread of infectious disease; small and large aquatic holding areas to meet a variety of animal needs; a large treatment room to ensure that every animal receives the latest in veterinary care; and an education gallery with floor to ceiling windows looking into the Animal Health Center's pharmacy, treatment room and surgical suite.

Additionally, the new Animal Health Center features a wide range of state-of-the-art equipment including an on-site lab that provides vital diagnostic data from blood work; hydraulic surgical tables that make it more comfortable for large animals and staff; digital imaging that produces fast x-rays with less radiation exposure; video surveillance so staff can monitor ill animals without disturbance; and natural skylights that help animals maintain their normal rhythms.



**“The Animal Health Center at Reid Park Zoo is unlike any other in the country and shows the Zoo’s commitment to quality health care now and for many years to come!”**







# EDUCATION

## **221 Little Critters:**

Children, ages 2-5 years old, and their families were able to develop a love of animals and Reid Park Zoo. Participants were also able to strengthen their cognitive and social skills through developmentally appropriate activities, games, and animal interactions.

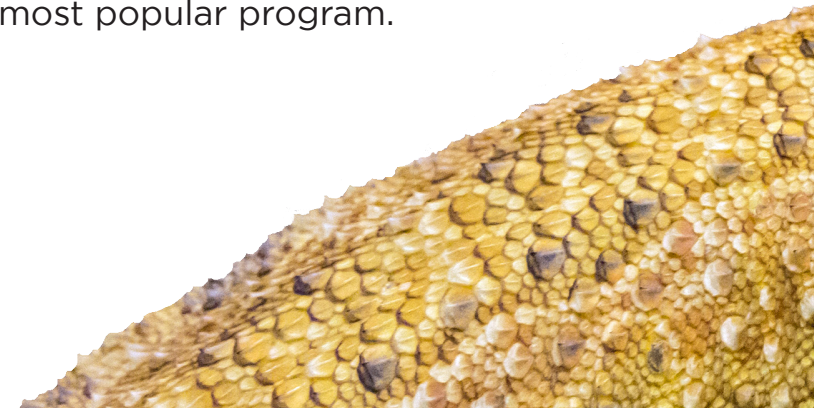
## **399 Young Explorers:**

Children, ages 6-12 years old, were given the opportunity to learn about wildlife and careers that help care for and conserve wild animals with hands-on experiences. Although we offer a range of animal related topics, Jr. Zoo Keeper continues to be our most popular program.



**194,285**

Individuals were served through our conservation education programs.





## 288 Summer Campers:

During this week long program, participants entering grades 1-6 enjoyed crafts, games, behind the scenes experiences and encounters with the Zoo's Animal Ambassadors while learning about animal adaptations, habitats and conservation. Thanks to a generous donor, this year was the first year Reid Park Zoo was able to offer 30 children scholarships so they too could have the best summer adventure at camp!

## 3645 Attended Nature Play:

Through AZA and Disney's Nature Play grant, Reid Park Zoo was able to provide the opportunity for families to explore nature and ignite their passion for having fun while enjoying the outdoors. This initiative is important because it re-connects families to nature in an effort to foster a lifelong passion for protecting wild animals and wild places.



## School and Private Groups:

### **Self-guided Tours:**

452 programs, 25,842 participants

### **Scouts and Private Tours:**

46 programs, 598 participants

### **Animal Encounters:**

23 programs, 662 participants

### **Zoo to You Outreach:**

65 locations, 4,174 participants

### **Zoo Adventure Program:**

109 programs, 5,521 participants

## Additional Education Opportunities:

Education staff and Reid Park Zoo volunteers reached an additional 73,707 people through talks at interpretive carts throughout the Zoo and animal ambassador presentations. These opportunities are a free added value experience for guests and help fulfill the Zoo's mission of conservation education.

**Interpretive Carts:** 13,435

**Animal Ambassador Presentations:** 60,272

"The fabulous and caring staff created a learning adventure for my kids each day. They loved it!"

# CONSERVATION

“Helping the world may seem hard, but it is easier than you think!”

## Teen Volunteer Fundraising

In 2017, through funds raised during special events, teen volunteers donated **\$10,030** to support the following conservation projects:

### **Anteaters and Highways: \$3,000**

Roadways are one of the biggest dangers for the Giant Anteater. Our contributions will go to purchasing an anteater radio vest.

### **Pantanal Giant Armadillo: \$1,500**

This project is successfully establishing the first long-term ecological study on this species in the Pantanal.

### **International Elephant Foundation: \$1,500**

This project supports conservation, education, and research of elephants through the facilitation of conservation and sound scientific investigation.

### **Red Panda Network: \$1,030**

Protects wild red pandas and their habitat through the education and empowerment of local communities.

### **International Rhino Foundation: \$1,000**

All five living rhino species (Black, White, Indian, Sumatran and Javan) are endangered. This project works to protect threatened rhino populations in the wild.

### **Tarangire Elephant Research Project: \$900**

With a community approach, this project protects a vital corridor the elephants use to move outside the National Park. 750,000 acres have been protected to date.

### **Tanzania Conservation Resource Center: \$600**

This project supports researchers and students, many of which work with the Tarangire Elephant Research Project, in natural resource issues.

### **Tucson Wildlife Center: \$500**

This facility operates solely on donations and volunteers help to rehabilitate injured or orphaned wildlife in Tucson.





## Reid Park Zoo's Conservation Fund

Through funds raised during the daily giraffe encounter and private donations in 2017, Reid Park Zoo donated **\$26,830** to support:

### **Tarangire Elephant Project: \$10,000**

Expedition Tanzania at Reid Park Zoo and the important work of this project remain an integral part of the Zoo's conservation messaging.

### **Red Panda Network: \$7,000**

In addition to hosting a pair of red pandas in the winter of 2017, Reid Park Zoo contributed to the conservation of the species and their habitat.

### **AZA SAFE - Vaquita \$6,500**

AZA's Saving Animals from Extinction campaign dedicated specifically to the protection of the world's most critically endangered mammal, the vaquita, which live in the Sea of Cortez.

### **Tapir Specialist Group: \$3,000**

Although Reid Park Zoo has had two successful Baird's tapir births, three of the four tapir species are still endangered. This project is working to establish groups to develop long-term, stable conservation programs in Nicaragua.

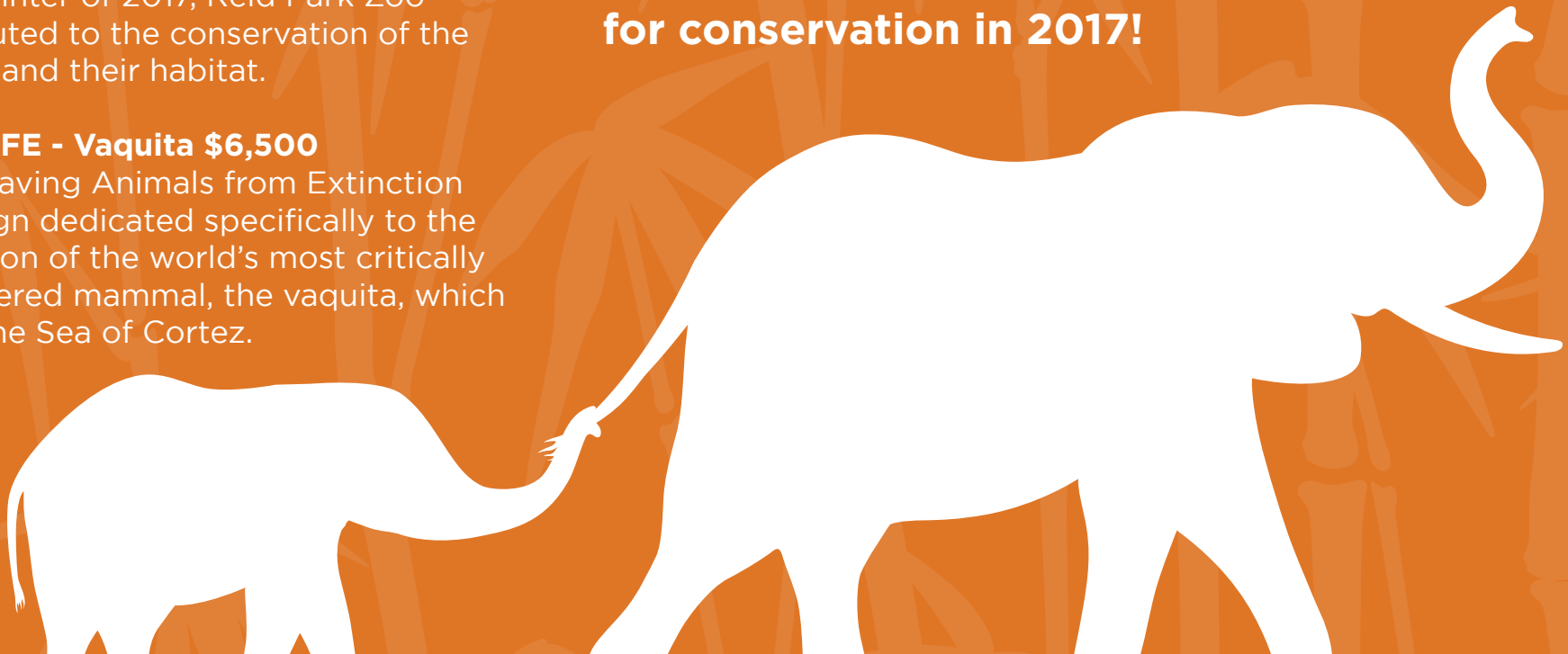
### **Global Conservation Force: \$210**

A group dedicated to saving wildlife from extinction through education, anti-poaching and conservations efforts.

### **Otters for Africa: \$120**

This group is working to conserve all otter species throughout the world.

**Together, we raised \$36,860 for conservation in 2017!**





# SPECIAL EVENTS



## Engaging Guests Through Special Events

2017 proved to be a record setting year for many of the special events at Reid Park Zoo.

**Brew at the Zoo**, sponsored by **Lloyd Construction Inc.**

For the second year, this event sold out at **2,200** guests sampling local and regional breweries from Arizona.

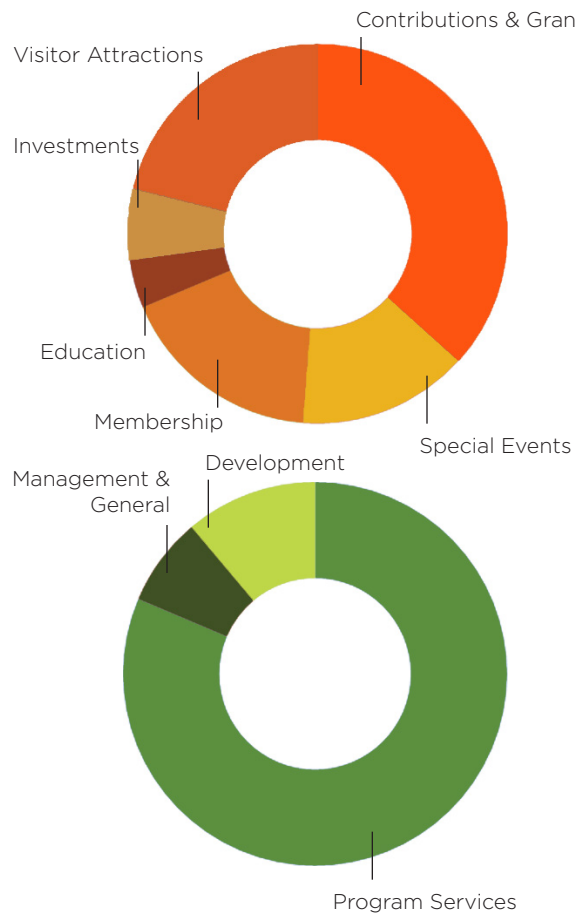
**ZOOcson**, sponsored by **Casino Del Sol**  
With over 755 guests, ZOOcson remains the premier gala for Reid Park Zoo raising a record **\$204,000!**

**Boo at the Zoo**, sponsored by **Carondelet Medical Group**  
Over **11,000** children and families enjoyed a bigger and better boo with a newly added scary loop, western skeletown and fall family festival Zone!

**Zoo Lights**, sponsored by **Tucson Electric Power**  
More guests were able to enjoy the twinkling lights with the addition of Encore Nights! This event remains a Tucson holiday favorite with over **42,000** guests.



# FINANCIALS



## Support & Revenue

Contributions & Grants
Special events
Memberships
Education programs
Investment Income
Visitor attractions & other revenue
<b>Total support and Revenue</b>

## Expenses

Program Services
Management & General
Fundraising & Membership Development
<b>Total Expenses</b>
<b>Change in Net Assets</b>
Net Assets - Beginning of Year
<b>Net Assets - End of Year</b>

## Statement of Activities For the Year End

June 30, 2017      June 30, 2016

	\$1,743,826	\$1,271,845
	\$693,056	\$587,208
	\$829,011	\$843,931
	\$196,665	\$179,020
	\$287,430	\$ (43,838)
	\$1,006,079	\$1,012,312
<b>Total support and Revenue</b>	<b>\$4,756,067</b>	<b>\$3,850,478</b>
	\$3,397,528	\$2,339,149
	\$312,418	\$319,829
	\$464,064	\$287,655
<b>Total Expenses</b>	<b>\$4,174,010</b>	<b>\$2,946,633</b>
<b>Change in Net Assets</b>	<b>\$582,057</b>	<b>\$903,845</b>
Net Assets - Beginning of Year	\$7,383,744	\$6,479,899
<b>Net Assets - End of Year</b>	<b>\$7,965,801</b>	<b>\$7,383,744</b>

In 2017, there were a total of **485,074** guests at Reid Park Zoo. **232,662** were from out of town and **252,412** were local residents with **141,231** of the guests being members.

# THE FUTURE OF YOUR ZOO

Reid Park Zoological Society's role and scope of involvement in the operation of the Zoo has evolved significantly over the last 3-5 years.

Overall the Society employed more than 40 staff (including apprentice keepers, animal care staff, guest service staff, cashiers, and a communications manager) and accounted for over 40% of the Zoo's budget. The Zoo Planning Task Force recommended a shift in governance to expand the partnership between the City of

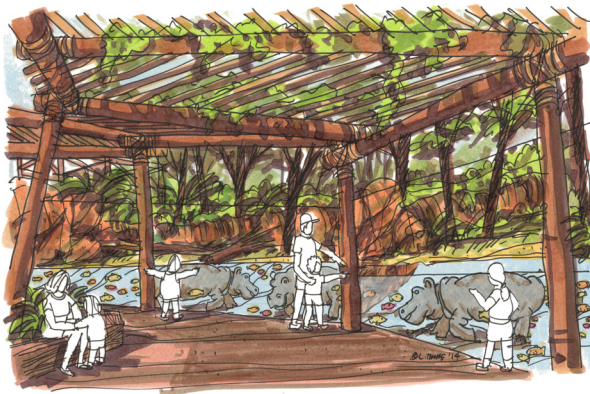
Tucson and the Reid Park Zoological Society. This partnership would enable Reid Park Zoo to achieve the bold vision of the 2014 Central Area Preliminary Master Plan.

In 2017, an updated plan was brought to the citizens of Tucson. Signatures were gathered by volunteers throughout the community and in November, both propositions passed with a one-tenth of one percent sales tax enacted. This sales tax would only cost the average person \$7.60 annually and would generate \$8-\$10 million for the Zoo per year for the next ten years.

Because of you,  
Reid Park Zoo  
will be one of  
the best zoos in  
the country!







## Over the next ten years, you will see:

- An adventure into Asia where the Zoo's highly endangered tigers will have hills and water in their roomy habitat, guests can interact with lorikeet feeding and meet komodo dragons and giant fruit bats up close. Even Reid Park's guests will enjoy seeing the Siamangs as they move from branch to branch in the treetops.
- A bridge to discovery, where kids can climb a treetop playground and see what the view would be if they were traveling through the treetops while learning the importance of protecting our wild places.
- An African safari lodge, that can hold up to 400 people for your company's special gathering, while daytime guests can enjoy dining with a one of a kind view.
- Hippos gracefully floating through the water, educating guests about their adaptations to protect them from predators.
- An entrance that reflects the culture and feel of Tucson, as an portal to transport you to other parts of the world.

**Coming in 2018,  
Temple of Tiny  
Monkeys!**



# THANK YOU FOR YOUR SUPPORT!

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