REID PARK ZOOLOGICAL SOCIETY
2022-2023 Annual Report

Forever fun.
Forever wild.

This simple phrase reflects the essence of Reid Park Zoo and our commitment to the connections that make our mission possible. This past year, we joined two cornerstones of Reid Park Zoo's impact - creating memories through fun visits - and helping to protect wild animals and wild places through those visits- into this new tagline to summarize the life-changing importance of what occurs every day at the Zoo. Symbolized by a butterfly, this simple slogan brings home the fact that just as a butterfly affects the planet whenever it flaps its wings, so do guests with every visit and connection they make at the Zoo.

Forever Fun represents:

...the feeling of awe a child feels watching a young zebra foal jumping for joy.

...the joy of renewal someone who has been indoors staring at computer screens feels when they are outdoors watching the Zoo's elephant herd splashing in their pool, feeling refreshed and alive.

...the pride a parent feels in seeing their child feed a giraffe or work up the courage to touch a snake in one of many daily animal encounters.

Forever Wild represents:

...the action of stewardship when a teenager learns that they can take part in helping our planet by switching to reusable water bottles.

...the wonder a child in summer camp has when observing a monarch caterpillar and learning they can help save these butterflies by planting milkweed.

...the emotion that arises when we hear that elephants are being saved in the wild through the efforts of conservationists funded through a day at the Zoo.

Forever Fun. Forever Wild. Thank you for being a part of this journey and for helping create a brighter future for wildlife everywhere through your support and visits to Reid Park Zoo.

BY THE NUMBERS

544,001
Guests

15,322
Member Households

73,209
Newsletter Subscribers

35,423
Instagram

94,924
Facebook Followers

8,056
Twitter/X Followers

4,160
YouTube Followers

ACCESSIBILITY AND INCLUSION

Reid Park Zoo is a place for everyone and strives to serve every member of its 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, webcams and free virtual programming bring the Zoo online, while free resources for teachers and camp scholarships are also available. To enhance accessibility for people with physical or sensory needs, a free audio tour was added this year for guests with vision challenges and new electric wheelchairs were added to mobility items available for rent in the gift shop.

17,186
Discounted admissions for EBT cardholders

5,307
free admissions through Act One's Culture Pass

4,037
of guests through social service memberships

99
grant-funded Zoo Adventure Programs reaching
2,925
people

36%
education programs were grant funded or free, reaching
46%
of total participants

57,924

Total free or discounted admission

ANIMAL UPDATES

INTRODUCING THE BLUE DUIKERS

Reid Park Zoo welcomed a pair of blue duikers, tiny antelopes native to Africa. They are the first of their species at the Zoo and arrived as part of a breeding recommendation from their Species Survival Plan.

ANIMAL WELL-BEING, ENHANCED

Accredited by the Association of Zoos and Aquariums (AZA), Reid Park Zoo meets or exceeds the highest standards of care for every animal at the Zoo. Our dedicated Well-Being Program promotes continually developing and using best practices in animal care. This not only ensures top physical and mental health for the animals, but also that they have an exceptional quality of life at the Zoo.

This year, the Zoo expanded its Animal Well-Being Program further, developing an automatic spreadsheet to collect and evaluate specialized data based on animal outputs (how the animal is actually doing) with caretake inputs (what the caretakers are providing them with). The spreadsheet allows the animal care team to assess the physical, mental and behavioral wellness of every animal, such as how often and how much they are eating, how active they are, and other measures of physical and mental health. Results are entered and scored in a dashboard, enabling the team to track wellness over time, adjust care plans, and share data with other zoos to benefit species in human care and in the wild.

Yebonga and Fireball Take Steps for Rhino Health

This spring Yebonga and Fireball, the Zoo's rhinoceros, counted their steps as they participated in a nationwide research study to measure rhino physiology, fitness and movement. The rhinos wore a special tracking device on their ankle as they walked around their habitat. The device measured the number of steps the rhinos take daily to monitor their activity levels, behavior and space use. This study helps maintain an environment to best meet their needs here at the Zoo as well informs on the care and well-being of all rhinos.

Stretching for Snacks

A creative new feeder made from fire hose was mounted high on a pole in the African elephant habitat. Stuffed with favorite snacks like bamboo, the feeder encourages the elephants to stretch and develop important muscles, while also providing enrichment and socialization.

101
Species at Reid Park Zoo

CONSERVATION

At Reid Park Zoo, conservation is at the heart of every action. That works starts on an individual level, and extends to have a global impact.

The Zoo is involved with conservation programs around the world and offers financial support to projects that address a wide range of issues that impact animals in the wild. This year, $120,500 was donated from the Zoo fund to conservation organizations. The Zoo Crew, a group of teen volunteers, donated an additional $1,000 to conservation.

14
grants

$121,500
dollars donated

Species Impacted

Elephant

Jaguar

Tapir

Andean Bear

Giraffe

Lion

Anteater

Flamingo

African Wild Dog

Tiger

Red Panda

Native Wildlife

EDUCATION

Educating guests about conservation, wild animals, and the animals at the Zoo is key to our mission! Through education programs, camp, daily animal presentations, and guest interactions, Reid Park Zoo's education department inspires guests to care about the Earth, and lead lives that protect the environment and everyone in it. This year, our education team reached 30,413 people, 74% of whom received Zoo education experiences for free due to grant funding or programs provided at no cost.

VOLUNTEERS

Reid Park Zoo has an a dedicated community of volunteers who dedicate their time to interact with guests each day at the Zoo. Their generous support makes a big impact.

17,186
Volunteer & Guest interactions

19,499
Volunteer hours

$620,072.33
Volunteer monetary value

60,604
guest visits to

791
interpretive carts

3,469
Intern hours

92 animal presentations to

2,389 guests

441
Volunteers

MASTER PLAN

A YEAR OF PROGRESS

Reid Park Zoo made incredible progress this year on long-term projects that will be transformative for the Zoo and our conservation efforts for decades to come.

SLOTH HABITAT AND WORLD OF PLAY

As the year came to a close, the end was in sight for two major additions to the Zoo: The Linne's two-toed sloth habitat and the Angel Charity for Children World of Play. These two remarkable spaces will connect guests with one of Earth's most mysterious species and encourage children to explore their world and its animals in new ways. The 2022/2023 fiscal year was one of careful construction and diligent work to build these important projects.

PATHWAY TO ASIA

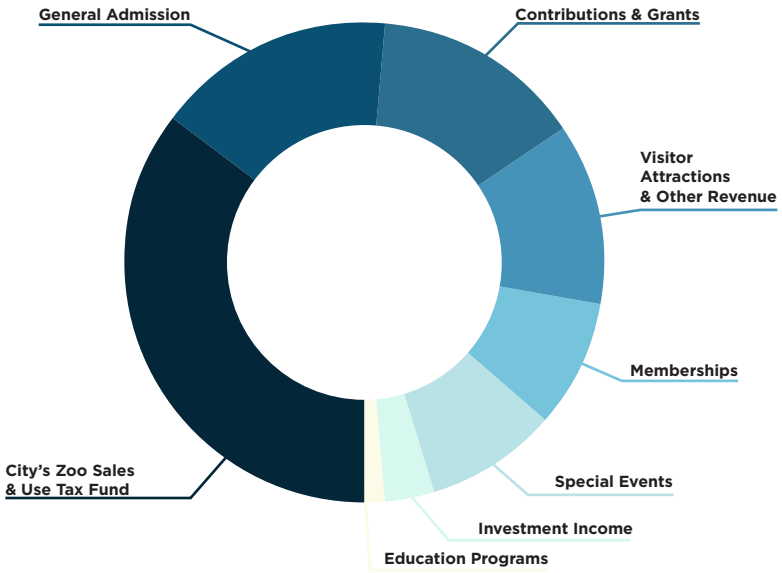
Pathway to Asia has found a new home and will soon begin construction in the Zoo's former parking lot. The new location and plan for Pathway to Asia uses no existing green space in the park, only current asphalt, and will convert 45% of the space to green space within the Zoo. This also includes planting of over 300 trees between the parking lot and Pathway to Asia. This fiscal year ended with construction drawings finalized, permits filed, and lots of excitement for this expansion, which is estimated to take 24 months to construct.

NEW PARKING LOT

Paving the way for the Pathway to Asia expansion, a new parking lot for the Zoo, the Edith Ball Adaptive Recreation Center (ARC), and Reid Park amenities was constructed just North of the Zoo's previous parking lot. The spacious new lot has 433 total spaces, 90 more spaces than the lot it is replacing, in addition to 54 accessible spaces and ample bike and motorcycle parking. The lot covers existing hardscape and will add green features, including 100 new trees.

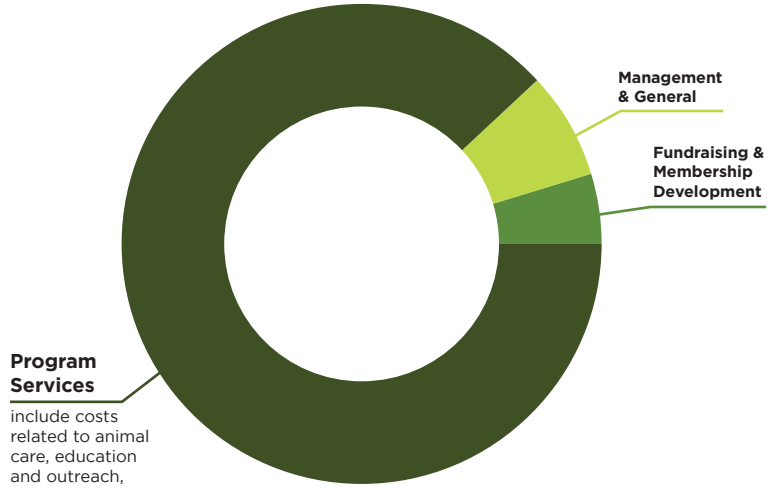
A YEAR IN REVIEW: BY THE NUMBERS

Reid Park Zoological Society strives 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, we 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, 2023	June 30, 2022
City's Zoo Sales & Use Tax Fund	$ 4,433,625	$ 4,222,500
General Admission	$ 2,007,254	$ 2,194,374
Contributions & Grants	$ 1,752,798	$ 1,512,887
Visitor Attractions & Other Revenue	$ 1,514,976	$ 1,371,360
Memberships	$ 1,094,213	$ 990,799
Special Events	$ 1,087,183	$ 1,152,753
Education programs	$ 154,027	$ 117,957
Investment Income	$ 430,025	$ (593,646)
TOTAL SUPPORT & REVENUE	**$ 12,474,101**	**$10,968,984**



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

EXPENSES

	June 30, 2023	June 30, 2022
Program Services	$ 8,176,750	$ 7,924,073
Management & General	$ 666,098	$ 596,773
Fundraising & Membership Development	$ 432,351	$ 474,445
TOTAL EXPENSES	**$ 9,275,199**	**$ 8,995,291**
Change in Net Assets	**$ 3,198,902**	**$ 1,973,693**
Net Assets - Beginning of Year	$ 22,746,884	$ 20,773,191
NET ASSETS - END OF YEAR	**$ 25,945,786**	**$ 22,746,884**

In Memory of "Achilles" Tretschok
Tucson Veterinary Dental Specialists

In Memory of "Beau" McReynolds
Gail Brown

In Memory of "Belle" Canfield
Tucson Veterinary Dental Specialists

In Memory of "Buddy" Quarrier
Tucson Veterinary Dental Specialists

In Memory of "Clark" Miner
Gail Brown
Diana Whitman

In Memory of "Dexter" Gagnon
Arlene & Dominic Letizia

In Memory of "DJ" Vincellete
Tucson Veterinary Dental Specialists

In Memory of "Fred" Young
Tucson Veterinary Dental Specialists

In Memory of "Jill" Price
Tucson Veterinary Dental Specialists

In Memory of "Levi" Ellis
Tucson Veterinary Dental Specialists

In Memory of "Maxime" Tucker
Tucson Veterinary Dental Specialists

In Honor of "Penzi" the Elephant
Ms. Dianne Maki-Sethi & Dr. Ravi Sethi

In Memory of "Sadie" Martin
Tucson Veterinary Dental Specialists

In Memory of "Sebastian" Groner
Tucson Veterinary Dental Specialists

In Memory of "Sota" the Giraffe
Max Helser

In Memory of "Sugar" Edmonds
Tucson Veterinary Dental Specialists

In Memory of "Sunshine" Farley
Diana Whitman

In Memory of "Teddy" Reuter
Gail Brown

In Honor of "Yebonga" the Rhino
Ms. Dianne Maki-Sethi & Dr. Ravi Sethi

In Honor of the Members of the 2022 ZOOcson Committee
Nate Clark, Chair of ZOOcson Committee

In Memory of Aaron Hagan Senter
Darlene Hagan

In Memory of Abner H. Reese Jr.
Kathy Reese

In Honor of Andee Bartecki
Andrew Stewart

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Nate Clark & Daniel Buford

In Memory of Christopher Hardin
Barbara & Joseph Bonnette
Bob & Carolee Capp

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Debra & TImothy Minahen

In Honor of Dr. Sue Tygielski
Kristian & Nancy Kluge

In Memory of Dr. T.K. Warfield, Jr.
Donna Warfield

In Memory of Elizabeth Allan
David Allan

In Memory of Ezekial Adan Castro
Susan Tavener

In Memory of Fred Weaver Hawkins
David & Kay Gray

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Virginia Henry

In Honor of Isabel Gonzales
Virginia Henry

In Memory of Jean Alfred Brown
Stanley & Katharine Brown

In Honor of Joanne Gouldin
Charles & Della Ellis

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Kristian & Nancy Kluge
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Frances Ahlich
Judy Choate

In Honor of Julia Faltin
Doug Wall & Gwen Scott

In Honor of Kay Gray
Sallie Hawkins

In Memory of Kirk Glover
Karen McReynolds & Mickey Wilder

In Memory of Liz Messenger
Katie & Barrett Evans
Gary Jahns
Nancy Lanham
Myrna Ranney
Christina Richard

In Memory of Margaret Erath and Paul Erath
Peter & Patricia Erath

In Honor of Maura Fox's Grandchildren
Maura Fox

In Memory of Mona A. Wong
Susan L. Gin-Shaw, M.D.

In Memory of David A. Van Gorder
Janice Van Gorder

In Honor of Nancy Kluge
Mesquite Garden Club

In Honor of Nate Clark
Paul & Marilyn Mueller

In Memory of Phil and Jean McFellin
Jerry & Marlen Olsson

In Memory of Ralph O. Rodriguez
Gail Brown

In Memory of Ric Fetter
Rodney & Connie Boorse

In Memory of Richard J. Weissenberger
Patricia Scully

In Honor of Robert Mitchell
Carol Bresnahan

In Memory of Sherry Patterson
Peggy Boutelle
Kelly & Michael Piro
James & Sheila Schommer

In Honor of Stephanie and Sedona Hilkemeyer
Susie & Stan Hilkemeyer

With Your Help, Our Future Is Bright!

Reid Park Zoological Society is building the future of Reid Park Zoo for generations to come. Of the $11 million capital campaign for Bigger Spaces, Smiling Faces, 10% of each gift will be restricted to a permanent endowment fund to support maintenance and operational needs for these new projects.

Will you consider making a donation? Your support is an investment in the future of your Zoo, and your chance to leave a legacy of learning.

To make a gift, call Gail Brown at **520-881-4753** or email her at **gail@reidparkzoo.org**

REID PARK ZOOLOGICAL SOCIETY

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Chief Development Officer
Gail Brown

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Deborah Carr

Director of Business Operations & CFO
Tong Cheng

Facilities Manager
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Adam Ramsey

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Jennifer Stoddard

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OUR MISSION

Reid Park Zoo's mission is "to create inspiring memories for all by connecting people and animals to ensure the protection of wild animals and wild places."

FOUNDATION MISSION

To leave a legacy for the future enhancement of Reid Park Zoo and conservation of wild animals and wild places throughout the world.

Accredited by:

CITY OF TUCSON

SAFE
SAVING ANIMALS FROM EXTINCTION

ASSOCIATION OF ZOOS & AQUARIUMS

REID PARK ZOO

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