

**REID PARK
ZOOLOGICAL
SOCIETY**

2018-2019

Annual Report



Dear Friends,

Reid Park Zoo was built by folks like you. That support we receive is greater than ever and continues to grow. Thank you for supporting your Zoo through the Future of Your Zoo initiative approved by voters in 2017. Those funds helped us achieve our key priorities: providing the highest level of care for the animals at the Zoo and protecting wild animals and wild places.

You will see this year titled as a year of renewal and it truly was. Here are some of the accomplishments I am most proud of:

Conservation heroes visit Tucson

We were proud to host a visit in November by conservation biologist Dr. Arnaud Desbiez, who works in the Pantanal of Brazil. Dr. Desbiez is a Whitley Award-winning scientist who was featured in the PBS series Hotel Armadillo. Reid Park Zoo funds a full-time educator in Brazil as part of the Anteaters and Highways project Dr. Desbiez leads. This educator is a key component of protecting giant anteaters, talking to groups from school kids to truck driver associations about how to protect anteaters from their biggest threat, highway fatalities.

In March we hosted Dan Ashe, the President and CEO of the Association of Zoos and Aquariums. Our supporters heard about the force of change that can happen when zoos work together to save species from extinction and why these are needed now more than ever. His visit was inspiring and urged us to roll up our sleeves to become leaders in conservation at a higher level.

Accreditation

Reid Park Zoo was pleased to announce that it was granted accreditation from the Association of Zoos & Aquariums in 2019. Accreditation is a rigorous process completed every five years reviewing every aspect of the operation including animal care and welfare, keeper training, safety, educational programs; conservation efforts; veterinary programs; financial stability; risk management; and more. AZA accreditation puts Reid Park Zoo among the world-class aquariums and zoos that have achieved these rigorous standards.

Turning the flywheel

This was a year of 'pushing the flywheel,' gaining momentum towards making Reid Park Zoo one of the top zoos and that is made possible by all of you. Those steps included hiring the Zoo's first full-time veterinarian, addressing maintenance and repairs throughout the Zoo, adding guest ambassadors, and adding keeper chats and education programs throughout the day to inspire our guests and teach them about the amazing animals.

New animals and exhibits included Oja the Andean bear (who graces the cover of our annual report), zebras Ben and Anna, and the squirrel monkey troop — all of whom are ambassadors for their species.

This is all thanks to you, our donors, supporters and the residents of Tucson, who wanted to create the Future of your Zoo. We are grateful for the Board of Directors of the Reid Park Zoological Society who set the course for Reid Park Zoo, for an amazing staff that works hard every day with such passion and dedication and our wonderful volunteers. We look forward to telling you the rest of the story!



Nancy J. Kluge

Reid Park Zoological Society
President & CEO

REID PARK ZOO MISSION

To create inspiring memories for all by connecting people and animals to ensure the protection of wild animals and wild places.

A YEAR OF RENEWAL

This past year was one of the most notable in Reid Park Zoo's history! An expanded partnership between Reid Park Zoological Society and the City of Tucson unified operations across the organization.

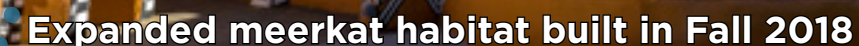
Proceeds from the Zoo Improvement Fund, approved by voters in 2017, started to be used. We completed some basic maintenance projects around the Zoo, repairing sidewalks for guests, replacing the mesh and updating filtration systems in animal habitats, refurbishing guardrails, and adding more shade structures for the animals and guests.

We also used this year largely to focus on the future of your Zoo! Perhaps the most exciting thing that happened in the 2018-2019 fiscal year was the development of the Zoo's 10-year Master Plan! We selected Torre Design Consortium LTD (top right photo) as the architect for Phase One of the project and began strategizing the details for a new front plaza with an enlarged flamingo habitat, an engaging World of Play adventure zone, and the 3-acre expansion to the west, that will soon house the Pathway to Asia loop of the Zoo. Torre Design has a long history of creating stunning and transformative Zoo habitats. We cannot wait for the Master Plan to come to life!

From opening new habitats to planning a huge future expansion, the 2018-2019 fiscal year was a period of planning, new beginnings, and looking to the future. We're so proud to be your community Zoo!



Ace Torre of Torre Design Consortium LTD

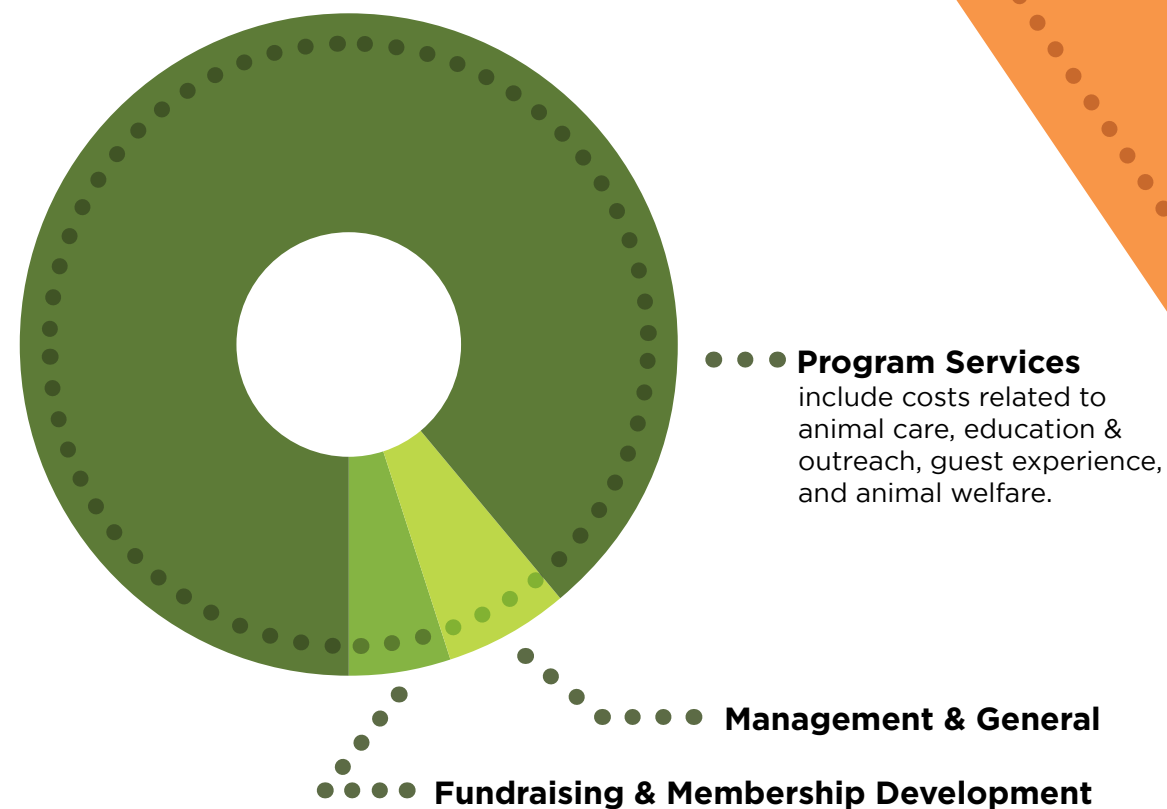
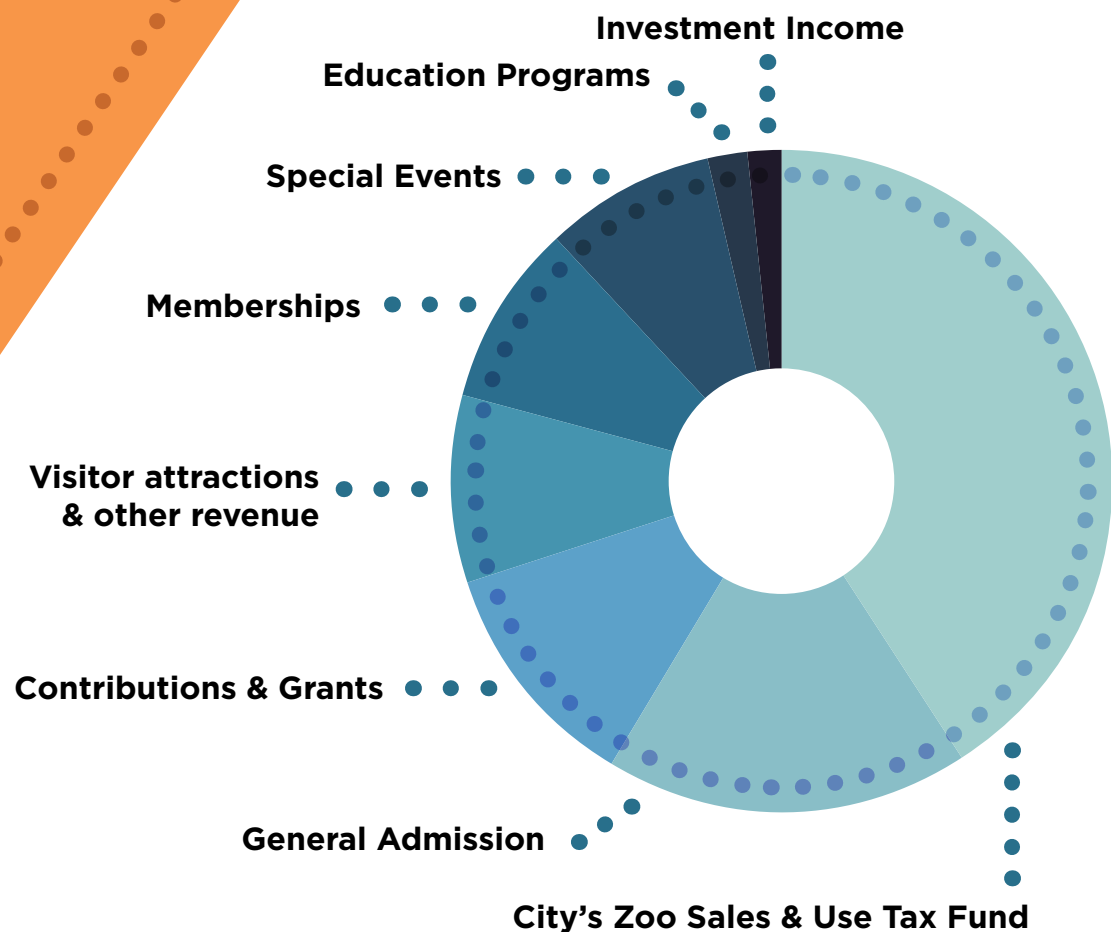


Expanded meerkat habitat built in Fall 2018

FINANCIALS

A YEAR IN REVIEW: BY THE NUMBERS.

Starting July 1, 2018 Reid Park Zoological Society expanded its partnership with the City of Tucson to include managing Zoo operations. As a result, the Society's budget has grown. This year's support and revenue report includes revenue from admission ticket sales as well as funding from the City of Tucson.



COMMUNITY REACH

512,396

GUESTS & VISITORS



13,482

MEMBER HOUSEHOLDS



SUPPORT & REVENUE

	June 30, 2019	June 30, 2018
City's Zoo Sales & Use Tax Fund	\$ 4,051,000	-
General Admission	\$ 1,763,025	-
Contributions & Grants	\$ 1,123,840	\$ 924,649
Visitor Attractions & Other Revenue	\$ 904,619	\$ 874,432
Memberships	\$ 889,006	\$ 869,654
Special Events	\$ 838,435	\$ 773,082
Education programs	\$ 167,318	\$ 156,316
Investment Income	\$ 164,534	\$ 97,103
TOTAL SUPPORT & REVENUE	\$ 9,901,777	\$ 3,695,236

EXPENSES

	June 30, 2019	June 30, 2018
Program Services	\$ 7,140,498	\$ 4,361,771
Management & General	\$ 490,181	\$ 395,093
Fundraising & Membership Development	\$ 364,654	\$ 368,743
TOTAL EXPENSES	\$ 7,995,333	\$ 5,125,607
Change in Net Assets	\$ 1,906,444	\$ (1,430,371)
Net Assets - Beginning of Year	\$ 6,535,430	\$ 7,965,801
NET ASSETS - END OF YEAR	\$ 8,441,874	\$ 6,535,430



ANIMAL UPDATES

Say Hello to Oja!

In January, Reid Park Zoo welcomed a very special Andean bear all the way from Switzerland: Oja! She was born at the Zurich Zoo. She was imported to help increase the genetic diversity in the United States. Her addition to our Zoo will ultimately help with the conservation of the species in human care. Oja has a breeding recommendation with her current mate, Worf, through the Association of Zoos and Aquariums' Species Survival Plan®.



A Flurry of Stripes

In the Spring, Reid Park Zoo welcomed Grevy's zebras Ben and Anna! Due to habitat loss and hunting, the number of Grevy's zebras in the wild is down to fewer than 2,000 today. Ben and Anna have a breeding recommendation as a part of the Association of Zoos and Aquariums' Species Survival Plan®. We hope baby zebras are in the future for Ben & Anna to help contribute to the longevity of this endangered species!

Animal Health Care

Thanks to the voter-approved sales tax revenue, Reid Park Zoo was able to hire its first full-time veterinarian! Dr. Alexis Roth, who had been working with the Zoo part-time over the last 10 years, joined the staff full-time in the Fall of 2018. She graduated from veterinary school at Colorado State University in 2003 and has worked in both exotic animal medicine as well as at small animal clinics. Most recently Dr. Roth worked at VCA Valley Animal Hospital for 12 years and on contract at the Zoo for the last 10 years. She created the Zoo's preventative medicine program, treated illnesses, managed emergencies, and helped new animal moms over the years. Since Dr. Roth joined the team full-time, the Zoo has been able to increase the amount of preventative health care for the animals.

Dr. Roth and the keepers work together closely to build relationships with the animals, so the animals will participate in their own care easily. Dr. Roth has a special interest in hoofstock and has enjoyed the opportunity to work with the Zoo's giraffes in particular. She hopes someday the Zoo will include another of her favorites, okapi.



Temple of Tiny Monkeys

Reid Park Zoo gained a squirrel monkey troop! The new ancient temple-themed squirrel monkey habitat transports guests to the rainforest while teaching guests about what they can do to protect squirrel monkeys in the wild. The squirrel monkeys are energetic Zoo residents, whose many calls and fast-paced jumps delight all who visit. This habitat was the first project completed as part of the Zoo's 10-year Master Plan.



EDUCATION BY THE NUMBERS

Educating guests about the animals in our care (and their wild counterparts!) is paramount in connecting our community with the conservation of wild animals and wild places. Through daily animal presentations, programs for children, and daily guest interactions, Reid Park Zoo's education department inspires guests to make choices that help protect the environment and everyone in it.



19,163

Field Trips & Self-Guided Tour Guests

1,802

Nature Play Participants

238

Scouts & Private Tour Participants

5,546

Zoo to You Outreach Participants

413

2019 Summer Campers

229

Little Critter Participants

5,464

Zoo Adventure Program Participants

354

Young Explorer Adventurers

80

2018 Winter Campers



VOLUNTEERS

Reid Park Zoo could not do what we do without the support of our amazing volunteers! They help the Zoo further its mission through guest interactions.

185,648

Volunteer & Guest Interactions

\$694,938

Volunteer Monetary Value

48,994

Guests Visits to Interpretive Carts

29,477

Animal Presentations to Guests

23,975

Volunteer Hours

3,353

Intern Hours

288

Volunteers



CONSERVATION FUND

Using funds raised through activities such as the daily giraffe encounter, through private donations, and from teen volunteers, Reid Park Zoo was able to donate \$40,635 to conservation projects and organizations.

TARANGIRE ELEPHANT RESEARCH PROJECT

Charles and Lara Foley's in-situ conservation efforts have focused on creating corridors for elephants to move outside the Tarangire National Park. They have found new ways to interface with local people and create a community-based approach to protect the elephants.



UNIVERSITY OF ARIZONA'S ANDEAN BEAR STUDY

Studying Andean bears' behavior helps researchers learn what parts of their habitat bears travel through and use. Camera traps were utilized by the University to determine which resources are more vital to protect for wild bears. The study will also identify human-bear conflicts and work to determine bear-safe resolutions.

GREEN STEAM

ANTEATERS & HIGHWAYS PROJECT

The largest remaining populations of giant anteaters live in the grasslands and forests of Brazil's Cerrado habitat and giant anteaters are the animals that are most frequently killed on these roads. The Anteaters and Highways project works to provide a better understanding as to why this is happening and works to prevent anteater roadway mortality. Reid Park Zoo's support helped fund an educator to work with the community in Brazil.



INTERNATIONAL ELEPHANT FOUNDATION

IEF supports conservation, education and research of the world's elephants with a commitment to effect positive change through the facilitation of elephant conservation and sound scientific investigation resulting in the protection of elephants for future generations.

Reid Park Zoo staff formed a "Green Team!" Conservation is the purpose behind every move the Zoo makes, and that takes collaboration between all departments at the Zoo.

TUCSON WILDLIFE CENTER

Reid Park Zoo's teen volunteers support local wildlife rehabilitators, who care for injured, sick, distressed or orphaned wild animals. Their goal is to rehabilitate animals so that they are able to survive on their own, and then be released back into the wild.



INTERNATIONAL RHINO FOUNDATION

Reid Park Zoo's teen volunteers, the Zoo Crew, donated to the International Rhino Foundation, which protects particularly threatened rhino populations in the wild, while also supporting the management of and research on populations in human care to improve the chances for the long-term survival of all rhino species.

During the 2018/2019 fiscal year, the Green Team focused on educating staff about composting, best practices in terms of single-use plastic alternatives, and encouraging the Zoo community to support companies committed to sustainable palm oil practices.

PANTANAL GIANT ARMADILLO PROJECT

The giant armadillo is endangered, and very little is known about this species. The Zoo's teen volunteers support this project, which uses radio transmitters, camera traps, burrow surveys, resource mapping, and interviews in the first long-term ecological study of the giant armadillo in the Pantanal.



BAIRD'S TAPIR PROJECT

Through the IUCN's Tapir Specialist Group, the Baird's Tapir Project is working to protect important tapir habitat throughout Nicaragua's forests. The project is working with local communities to protect habitat by continued research on the tapir, training future wildlife biologists, community outreach and establishing an indigenous forest ranger program.

Looking forward, the Green Team is focused on supporting sustainable bee removal, reducing single-use plastic use among Reid Park Zoo employees and guests, making events as sustainable as possible, and reducing the environmental impact from the Zoo's day-to-day operations.

ZOO COMMUNITY ACCESS: A Place for Everyone

150 military family members at **Build-A-BAirman** teddy bear workshop



6,523 Festival in the Park
Guests at Dollar Day

3,363
Guests at
Día del Niño
Dollar Day



2,509
Discounted Admission
to EBT Cardholders



4,932
Guests
attended through

44 Social Service
Memberships

1,320
Tickets Issued
to Community
Organizations

30
Camp
Scholarships



15,948 Students
from school field trips

34,819 **TOTAL PEOPLE SERVED**
through Community
Access Programs



SPECIAL EVENTS & RENTALS

Events and rentals are very important to the success of Reid Park Zoo! These unique activities act as fundraisers, help bring the Zoo into community celebrations, and bring in guests who don't regularly come to the Zoo.



Asian Lantern Festival

In February 2019, a luminous Asian wonderland came to Reid Park Zoo! Reid Park Zoo partnered with the Confucius Institute at the University of Arizona, Tianyu Arts & Culture Inc. and Tucson Chinese Cultural Center to bring more than 400 colorful, customized lantern displays to Southern Arizona. The festival brought an impressive 27,773 people into the Zoo!

Summer Safari Nights

Summer Safari Nights are a great way for people to enjoy the Zoo during the cooler hours of the summer evenings — but it also gives the Zoo a great opportunity to educate the public about the unique conservation messages and natural behaviors of the Zoo's animals! This year, Reid Park Zoo members received free admission to each night of the summer-long event as a member perk! Over 12 weekends, Summer Safari Nights brought an average of 1,200 guests to the Zoo each week.



Thank You Donors!

Reid Park Zoo gratefully acknowledges the generous individuals, businesses, foundations, and partners whose contributions July 1, 2018 -June 20, 2019 made our work possible. Thank you for your dedication and passion for wildlife and conservation. We strive for accuracy; however, if your name or information has been listed incorrectly, we hope that you will contact us with the correction. Reid Park Zoological Society respects donor's privacy and does not share donor information with any other entities.

Gilbert G. Aguirre Circle

is named after native southern Arizona rancher, philanthropist, and major Zoo supporter Gilbert G. Aguirre. The Circle honors contributors of \$10,000 or more to Reid Park Zoo.

ZooFriendz

is a very special circle of people who are invested in the future of Tucson's Reid Park Zoo through donations of \$500 or more annually.

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**In honor of Zoo Staff - Casey
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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**.





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FROM EXTINCTION



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