2020 TIMELINE

January & February
Cabin Fever weekends

February 7-23
Orchid Show - new this year

March 13
Zoo temporarily closes due to the pandemic

March 17
Virtual learning experiences and
online tours announced

March 24
Meals on the Go, an online meal ordering
service, kicks off

March 28
Virtual story times and
crafts on social media

April 15
Meals donated to frontline workers

May 16
Virtual yoga

May 19
Virtual trivia (family night)

June 1
Virtual trivia (date night)

June 12
Zoo reopens to members
(reservations required)
New Nancy L. & Martin Davidson
Barnyard open

July 1
Zoo opens to the public

July 12
Virtual Dart Frog Dash

August 22
Virtual Dart Frog Dash

November 19
Brewdolph Bash - new in 2020

December 13
Virtual Polar Paws & Santa Claws Race
NANCY L. & MARTIN DAVIDSON BARNYARD

The Nancy L. and Martin Davidson Barnyard opened June 12, 2020 featuring Huacaya alpacas, West African pygmy goats, Nigerian dwarf goats, Mangalitsa pigs, Narragansett turkeys, Faverolles chickens, Brahma chickens, Jacob’s sheep and a Flemish giant rabbit. The exterior yards were built in house by Toledo Zoo’s maintenance department. The exterior exhibit in the main plaza features feeding opportunities for visitors. The interior of the Toledo Zoo Lodge building was renovated into interior holding and exhibits. The largest renovation was the mechanical system for ventilation for the animals. This project totaled nearly $540,000.

The Lodge was the original elephant house, Probosidea, opening in 1923 and built in the Spanish colonial revival style. Prior to the current renovation into the barnyard, the building had been used as an event and catering space. The renovations allowed the historic features of the stucco walls and red tiled roof to remain.

Introducing the Nancy L. & Martin Davidson Barnyard Exhibit
Mangalitsa pig training video
Meet Nancy the Alpaca

Social Media

BY THE NUMBERS

Attendance: 488,487
Includes both day and night
Busiest Day: Dec. 31
7,346 guests
Busiest Week: Dec. 21-27
32,316 guests
Busiest Month: December
128,744 guests

Happy Hearts Day
857 guests
Senior Discovery Days
12,010 guests
Enrichment Day
4,742 guests

Orchid Show
13,569 guests
Party for the Planet
4,774 guests
Little Boo / Pumpkin Path
15,910 guests

Total households: 51,242

Facebook
207.65k total likes
687,40k positive feedback from users
United States
199,342 lifetime page likes
Canada
1,264 lifetime page likes
Great Britian
659 lifetime page likes

Instagram
12.6M total impressions
United States
50,666 followers
Canada
334 followers
Brazil
222 followers

Twitter
19.02k total followers
12.68 tweets
328 new followers

United States
18.73M viral impressions
2.04M organic page video views
21.5M total reach
1.38M engaged users

United States
5.62M total reach
48.4k total profile views
Brazil
222 followers
Canada
334 followers
Canada
21.5M total reach
659 lifetime page likes
1,264 lifetime page likes
659 lifetime page likes

Canada
1,264 lifetime page likes
Great Britian
659 lifetime page likes
ANIMAL CARE

Stats
Despite the pandemic, the Animal Health department stayed busy caring for the animal collection. The following numbers are a breakdown of the amount of care provided. Note that these numbers are generated during a period when the elective medical case load and daily medical staff were reduced for a short time due to the pandemic.

- Clinical procedures: 878
- Records generated: 4335
- Fecal examinations: 3414
- Blood tests: 17,369
- Additional tests: 5,530
- Lab samples in house: 20,773
- Lab samples sent out: 2,126
- Radiographs: > 250
- Anesthetic procedures: 147
- Prescriptions written/dispensed: 2483

Animal births
- 4/9/2020 - Eastern black-and-white colobus (Zuri)
- 9/2/2020 - Huacayas alpaca (Nancy)
- 9/12/2020 - Western lowland gorilla (Michael)

EDUCATION

Virtual Program Highlights
604 sessions, 16,580 participants
- Offered virtual programs to the general public that included horticulture classes, wolf enrichment, and hippo training
- Partnered with the Center for Interactive Learning and Collaboration to deliver multiple talks to participants across the country that included Zoo tours and animal meet and greets.
- Established relationships with Connected North to provide programming to Toledo Public Schools and schools throughout Canada
- Created an virtual alternative to in-person camp, Kids Club, that ran in the summer and fall of 2020

Camp and Family Programs
523 sessions, 6,246 participants
- Includes summer camp, year-round camps, kids club, stroller safari, animal tales, homeschool, single-offering programs

Outreach Programs
414 sessions, 15,487 participants
- Includes distance learning, schools, assemblies, community organizations and festivals within and outside Lucas County

On-grounds Group Programs
32 programs, 1,262 participants
- Includes standard snooze, deluxe overnight, safari overnight, adult overnight and school overnight

Grants
- AZA Conservation Grant Funds: Project PRAIRIE
- Praries that Invigorate Inquiry Learning - $21,893
- LISC (Local Initiatives Support Corporation) – $10,000 Play Naturally North Toledo

Please note: Toledo Zoo was not the lead agency but we did the lion’s share of the work and had the lion’s share of the expense
TOLEDO ZOO 2020 ANNUAL REPORT

TOLEDO ZOO

CONSERVATION IN ACTION

Michigan
- Rescue-rearing and releasing Piping Plovers from abandoned nests at Sleeping Bear Dunes State Park where the endangered birds congregate prior to migration.

Michigan & Ohio
- Captive breeding, re-introduction and research of the endangered Karner Blue Butterfly.

Ohio
- Breeding more than 500 hellbender salamanders in conjunction with Penta Career Center, for release into portions of their former range in eastern and southern Ohio.
- Installing more than 30 acres of native prairies in Zoo grounds and in partner organizations throughout western Ohio.
- Restoring lake ecosystems in the Warren River with the help of partner organizations.
- Restoring Ohio’s imperiled snake species, including Kirtland’s snakes, for 12+ years.
- Researching Ohio’s imperiled toad species, including Fowler’s toads.
- Quantifying insect diversity and the effects of mosquito mitigation efforts on local insect diversity in the prairies.

Mexico & Ohio
- Breeding and reintroducing endangered Mitchell’s Satyr butterflies to restored wetland sites.

Ohio & Michigan
- Breeding and reintroducing endangered Marshall’s Satyr butterflies to restored wetland sites.

Indiana & Michigan
- Breeding and reintroducing endangered Mitchell’s Satyr butterflies to restored wetland sites.

Cuba
- Working with the US Navy to use radio telemetry to track the habitat use and activity of the largest snake in the Caribbean, the Cuban boa.

Cuba
- Conserving the Aruba Island rattlesnake through research and education for the last 27 years.

Aruba
- Assisting threatened Monarch butterfly populations by creating summer habitats in our native prairies and rearing and releasing approximately 1,000 butterflies for their annual migration to over-wintering areas in Mexico.

Michigan & Ohio
- Captive breeding, re-introduction and research of the endangered Karner Blue Butterfly.

Ohio
- Breeding more than 500 hellbender salamanders in conjunction with Penta Career Center, for release into portions of their former range in eastern and southern Ohio.
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- Quantifying insect diversity and the effects of mosquito mitigation efforts on local insect diversity in the prairies.

Antarctica
- Conservation efforts focused on the Southern Elephant Seal.

Pacific Islands
- Conserving several species of imperiled Pacific birds including translocation efforts to sanctuary islands, including Many-colored fruit doves and Tooth-billed pigeons.

Philippines
- Negros Bleeding-heart pigeon

Tanzania
- Partnering with Save the Tasmanian Devil Program to support species recovery from Devil Facial Tumour Disease.

TOLEDO ZOO 2020 ANNUAL REPORT

INSPIRING OTHERS TO JOIN US IN CARING FOR ANIMALS AND CONSERVING THE NATURAL WORLD.
## Financials

### Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Operations*</td>
<td>$7,504,541</td>
<td>30.2%</td>
</tr>
<tr>
<td>Membership</td>
<td>$4,942,955</td>
<td>19.9%</td>
</tr>
<tr>
<td>Lucas County Operating Tax Levy</td>
<td>$5,480,477</td>
<td>22.1%</td>
</tr>
<tr>
<td>Development**</td>
<td>$1,796,635</td>
<td>6.9%</td>
</tr>
<tr>
<td>Education</td>
<td>$158,694</td>
<td>0.6%</td>
</tr>
<tr>
<td>Miscellaneous***</td>
<td>$5,026,214</td>
<td>20.3%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$24,829,516</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

* Park Operations revenue includes: admissions, concessions, gifts, catering, parking & rides revenue
** Development revenue includes: Zoo PAL, Companies for Kids, ZooOnDO, Corporate Sponsorship, Special Gifts and support from the Toledo Zoo Foundation. Some of the funds included in this line are reported differently in our audited financial statements due to being either board-designated or donor restricted.
*** Miscellaneous revenue includes: Investment income, public grants and other revenues.

### Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Care and Exhibitions, Conservation &amp; Education</td>
<td>$13,664,848</td>
<td>58.1%</td>
</tr>
<tr>
<td>Park Operations****</td>
<td>$3,722,757</td>
<td>15.9%</td>
</tr>
<tr>
<td>Membership Services &amp; Marketing</td>
<td>$2,831,899</td>
<td>12.1%</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>$2,835,538</td>
<td>12.1%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$417,325</td>
<td>1.8%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$23,471,657</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Net Excess (Deficit)</strong></td>
<td><strong>$1,357,860</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Note: Consistent with prior years, depreciation expense is not included in the amounts shown here.

***Cost of goods sold is included in Park Operations expenses.

### Fundraiser Net Totals

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once Upon A Vine</td>
<td>$45,880</td>
</tr>
<tr>
<td>Dart Frog Dash</td>
<td>$15,676</td>
</tr>
<tr>
<td>Zootodo - Cancelled in 2020</td>
<td>$67,007</td>
</tr>
<tr>
<td>Zoo Brew</td>
<td>$23,790</td>
</tr>
<tr>
<td>Feast with the Beasts</td>
<td>$64,411</td>
</tr>
<tr>
<td>Slow Brew</td>
<td>$8,923</td>
</tr>
<tr>
<td>Polars Paws &amp; Santa Claws</td>
<td>$36,056</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$261,045</strong></td>
</tr>
</tbody>
</table>

### Grants

- Elsie & Harry Baumber Charitable Foundation, $5,000 for Project Prairie
- Warne-Broad Foundation, $5,000, Kodak Ridge (2020-2022, $15,000 total)
- Landman Goldman Foundation, $50,000 community preschool
- Walter E. Tefurhne Memorial Fund, $50,000, community preschool
- Dana Incorporated and Dana Charitable Foundation, $10,000, Animal Health & Nutrition Department
- Anderson Fund Supporting Organization, $20,000, Aquarium
- Lott Conlon Foundation, $2,700, Special Needs Advocate & Partner Program, ZOOteams
- Clement O. Minzer Memorial Foundation, $30,000, animal holding facility, (2016-2020, $150,000 total)
- R.A. Stranahan Charitable Advised Fund, $10,000, Animal Health & Nutrition Department
- France Stone Foundation, $15,000, Animal Health & Nutrition Department

### Event & Program Sponsors

- **Lead Sponsors**
  - Buckeye Broadband
  - Coca-Cola
  - Comfortline Fiber Frame
  - KeyBank
  - Kruger
  - Lacks of Toledo
  - Marathon Petroleum
  - Mayor
  - Mercy Health
  - PNC
  - St. Luke’s Hospital
  - York Automotive Group

- **Supporting Sponsors**
  - Buehrer Group Architecture & Engineering, Inc.
  - communications
  - Dave’s Running Shop
  - Marshall & Melhorn, LLC
  - NewFax Corporation
  - Northwestern Mutual – Toledo
  - Owens Corning
  - Rudolph Libbe Inc.
  - Telesystem
  - The Andersons
  - Wendy’s
  - Valley Plastics Co.

- **Major Sponsors**
  - Associated General Contractors of NW Ohio
  - Cordaro Financial Group
  - Fifth Third Bank
  - Hollywood Casino Toledo
  - Medical Mutual
  - University of Toledo Medical Center

### More Sponsors & Donors

Click here to view 📌