AT A GLANCE

2022 Summer Commercial

New in 2022, visitors could dine at our grab & go marketplace! We have traditional options, like hot dogs, fries and chicken fingers, but you'll also find specialty, healthy items, like salads, wraps and grain bowls. Enjoy our taco bar, or just grab a sandwich, fruit cup or a cookie. The beverage selection is stocked with a unique variety of craft beers, coffees, fountain or canned sodas and more!

Monarch Marketplace also introduced eco-friendly packaging, including bowls and utensils.

2021 Lights Before Christmas Commercial

2022 Board of Directors
Michael Bell
Clifford Brown
Gary Byers
Elaine Canning
Leslie Chapman
Jeffrey Cole
James Haudan
Jennifer Hildebrand
Ebonie Jackson
Callie Jacoby, CFP

Toledo Zoo is committed to inspire our guests to join us in being advocates for wildlife and conserving the natural world by providing fun, awe-inspiring, and educational experiences. By joining us, others help build a movement that cares for animals and creates a shared space for wildlife in this world. As part of that mission, The Toledo Zoo is accredited by the Association of Zoos and Aquariums (AZA), a leader in global wildlife conservation. AZA member institutions are dedicated to providing excellent care for animals, a great experience for visitors and a better future for all living things.

2022 Annual Report Editors

ASSISTANT EDITORS
Jeff Sailer & Shayla Bell Moriarty

DESIGNER
Ann Kinsman

TOLEDO ZOO
PO Box 140130
Toledo, OH 43614-0130
419-385-5721
**BY THE NUMBERS**

Daytime Attendance: 807,961  
After-hours Attendance: 86,660

Busiest Day: Dec. 29  
11,528 guests

Busiest Week: Dec. 12-18  
36,178 guests

Touch Tank Visitation  
219,636 guests

Giraffe Feeding Visitation  
135,754 guests

Carousel Riders: 110,297 guests  
Train Riders: 167,571 guests  
Ice Slide Riders: 37,456 guests

Challenge Course: 3,637 zipline participants  
769 challenge course participants  
391 quick jump participants

Happy Hearts Day  
1,051 guests

Teddy Bear Care Fair  
717 guests

Animal Egg Hunt  
4,582 guests

Party for the Planet  
7,889 guests

Cinco de Mayo  
3,705 guests

Birthdays 29  
Box Lunches 12  
Hospitality 375  
Lights Before Christmas 66

Music Under the Stars  
3,336 guests  
Christmas in July  
8,889 guests

Wild About Art  
10,068 guests

Day of Honor  
4,058 guests

Enrichment Day  
3,411 guests

Senior Discovery Days  
7759 guests in Wed. in Sept. & Oct.

Little Boo / Pumpkin Path  
28,263 guests over 4 days

Pumpkin Stomp & Chomp  
2,957 guests

Lights Before Christmas Tree Lighting  
2,315 guests

Noon Years Eve  
1,849 guests

Revenue Generating 13  
Meetings 21  
Picnics 33  
Private Events 72  
Rehearsal Dinners 6

Online $2,228,519  
Consignment $820,551  
Prepaid $220,614  
Total ticket revenue $3,269,684

Wine Tastings $27,995  
Breakfast with the Bunny $9,118  
Brewdog Bash $41,590  
Sip Sip Hooray $18,420  
Mother’s Day/ Father’s Day $15,956  
Total event revenue $113,079

Top food: Chicken tenders 33,085  
Top drink: Hot chocolate 49,547  
Total concessions revenue $3,623,216.44

Revenue $8,466,128  
Experience Package Members 6,722  
Members who joined online 70%  
Members who opted for a digital card 50%

Members 66,514  
Memberships sold on site 22%

**SOCIAL MEDIA**

227k total likes  
79.9M impressions  
63.2M total reach

FACEBOOK

1 UNITED STATES  
214,471 lifetime page likes

2 CANADA  
1,441 lifetime page likes

3 PHILIPPINES  
1,254 lifetime page likes

16.91k comments  
79.9M impressions  
5.475M video views  
16.91k comments

Most viewed TikTok video: Herp keeper Sam behind-the-scenes  
1.5M Views / 207.5k Likes / 465 Comments / 865 Shares

**GENDER & AGE**

74.2K followers  
55k profile views  
7.9M followers  
3.9M total reach

**FOLLOWERS BY REGION**

<table>
<thead>
<tr>
<th>City</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toledo, Ohio</td>
<td>31,898</td>
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<tr>
<td>Sylvania, Ohio</td>
<td>1,094</td>
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<tr>
<td>Perrysburg, Ohio</td>
<td>203</td>
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<tr>
<td>Oregon, Ohio</td>
<td>1,612</td>
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<tr>
<td>Columbus, Ohio</td>
<td>538</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>1,392</td>
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<tr>
<td>Youngstown, Ohio</td>
<td>204</td>
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</tbody>
</table>

**MEMBERSHIP**

2022 Memberships  
66,514  
Members who opted for a digital card 50%

**GROUP SALES EVENTS TICKETS**

Party for the Planet  
7,889 guests  
Christmas in July  
8,889 guests

Busiest Day: Dec. 29  
11,528 guests  
Christmas Eve: 0 guests - closed due to weather

Busiest Week: Dec. 12-18  
36,178 guests  
Christmas Day: 0 guests - closed due to weather

**ATTENDANCE DRIVE EVENTS**

Challenge Course:

3,637 zipline participants  
769 challenge course participants  
391 quick jump participants

**FACEBOOK**

26,292,348 24,782,423

**INSTAGRAM**

217,142 235,246

**TWITTER**

38,707 29,540

**TIKTOK**

44,019 41,961
**ANIMAL CARE**

For the year 2022 the veterinary department performed duties as follows:

- **Clinical notes written:** 4,150
- **Prescriptions written:** 2,649
- **Tests run at ZoL laboratory:** 26,493
- **Tests run at outside laboratories:** 1,457
- **Vaccinations administered:** 308
- **Prescriptions written:** 2,649
- **Tests run at ZoL laboratory:** 26,493
- **Tests run at outside laboratories:** 1,457

**ANIMAL BIRTHS - MAMMALS**

- 11/11/22 - Polar bears
- 8/30/22 - Emperor tamarin
- 8/16/22 - White cheeked gibbon
- 7/14/22 - Bactrian camel
- 3/2/22 - Emperor tamarin
- 2/27/22 - Pied Tamarin

**ANIMAL HATCHINGS - BIRDS**

- African penguin
- Roseate spoonbill
- Crested wood partridge
- Javan sparrow
- Cheer pheasant
- Common ostrich
- Lesser white-fronted goose
- Diamond dove
- Fischer's lovebird
- Goldie's lorikeet
- Scaly-sided merganser
- Reeves pheasant
- Nicobar pigeon
- Blue-faced honeyeater
- Lesser Bornean crested fireback
- Lady Amherst's pheasant
- Nicobar pigeon
- Budgerigar
- Lady Amherst's pheasant
- Palawan peacock pheasant

**ANIMAL BIRTHS - REPTILES**

- Polar bear cubs with mom, Crystal, in den
- Night Skink
- Blanding's Tree Snakes
- Kimberly Rock Monitors
- Strawberry Poison Dart Frog
- Poison dart frog
- Golfodulcean Poison Frog
- Eyelash Pit Vipers
- Green and Black Poison Frog
- Splash-back poison frog
- Golden Poison Frog
- Grassland Whiptail
- Red-backed poison frog
- Dyeing Poison Frog
- Dyeing Poison Frog
- Barred Dragons
- Green Tree Skinks
- Kihansi Spray Toad
- Red-tailed poison frog
- Summers poison frog

**ANIMAL BIRTHS - AQUARIUM**

- Cownose stingray
- Moon Jelly
- Cow nose stingray

**EDUCATION**

**Behind-the-Scenes Tours** 389 sessions • 1,572 engagements
Exclusive encounters with a select group of ambassador animals and the keepers that care for them.

**Camps and Family Programs** 266 sessions • 7,660 engagements
Includes summer camp, year-round camps. Stroller Safari, Animal Tales, Shake, Rattle and Roll and one-time family offerings.

**Community Preschool** 290 sessions • 4,171 engagements
Free preschool programming for established public and private preschool program. Program runs September through May and features a unique monthly theme, live animal encounters, exhibit visits, and age appropriate activities.

**Events** 105 sessions • 27,963 engagements
Includes Party for the Planet, Teddy Bear Care Fair, Bug Fest, external requests (e.g. weddings and corporate events) and internal requests (e.g., membership events).

**Overnights and Scout Programs** 123 sessions • 4,112 engagements
Includes standard, deluxe and Safari overnight, school overnight, family and adult overnight, scout badge programs and twilight treks.

**Project PRAIRIE** 381 sessions • 11,500 engagements
Includes teacher professional development and school programming focused on prairie habitat installed on school property by the Zoo’s Conservation Department. By the end of 2022, nearly 30 schools in NW Ohio either have prairies or prairies in the process of installation.

**School Programs** 1,160 sessions • 32,713 engagements
Includes virtual programs, outreach and on-grounds programs (homeschool, Wild Walks, Critter Encounters, Classroom Adventures)
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.

Mexico & Ohio

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

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

Ohio

Rearing more than 500 Hellbender salamanders in conjunction with Penta Career Center for release into portions of their former range in eastern and southern Ohio.

Cuba

Research of the endangered Kirtland's Snakes.

Michigan & Ohio

Research of the endangered Karner Blue Butterfly.

Michigan

Research of the endangered Karner Blue Butterfly.

Mexico & Ohio

Research of the endangered Karner Blue Butterfly.

Ohio

Installing more than 60 acres of native prairies on Zoo grounds and a prairie habitat at the Toledo Zoo.

Mexico & Ohio

Researching the endangered Karner Blue Butterfly.

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FINANCIALS

Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Operations*</td>
<td>$16,555,877</td>
<td>50.4%</td>
</tr>
<tr>
<td>Membership</td>
<td>$8,156,098</td>
<td>24.8%</td>
</tr>
<tr>
<td>Lucas County Operating Tax Levy</td>
<td>$4,718,373</td>
<td>14.4%</td>
</tr>
<tr>
<td>Contributions, Education, Special Events**</td>
<td>$1,942,788</td>
<td>5.8%</td>
</tr>
<tr>
<td>Education</td>
<td>$629,344</td>
<td>1.9%</td>
</tr>
<tr>
<td>Miscellaneous***</td>
<td>$905,778</td>
<td>2.8%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$32,859,748</td>
<td>100%</td>
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</tbody>
</table>

*Park Operations revenue includes: admissions, concessions, gifts, catering, parking & rides revenue

**Development revenue includes: Zoo PAL, Companies for Kids, ZOOtoDO, 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>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Operations****</td>
<td>$17,211,817</td>
<td>50.2%</td>
</tr>
<tr>
<td>Membership Services &amp; Marketing</td>
<td>$8,593,341</td>
<td>25.1%</td>
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<tr>
<td>General and Administrative</td>
<td>$3,993,224</td>
<td>11.7%</td>
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<tr>
<td>Fundraising</td>
<td>$524,217</td>
<td>1.5%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$34,264,681</td>
<td>100%</td>
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Net Excess (Deficit)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percent</th>
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<tbody>
<tr>
<td>$1,404,933</td>
<td>100%</td>
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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 &amp; Program Sponsors</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>SLOW BREW</td>
<td>$12,300</td>
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<tr>
<td>DART FROG DASH</td>
<td>$37,400</td>
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<tr>
<td>HIPPO CLASSIC</td>
<td>$32,595</td>
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<tr>
<td>FEAST WITH THE BEASTS</td>
<td>$150,250</td>
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<tr>
<td>ZOOTODD</td>
<td>$312,000</td>
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<tr>
<td>ZOOTOFERFEST</td>
<td>$41,566</td>
</tr>
<tr>
<td>ROAR &amp; POUR</td>
<td>$17,180</td>
</tr>
<tr>
<td>POLAR PAWS &amp; SANTA CLAWS</td>
<td>$32,000</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$635,291</td>
</tr>
</tbody>
</table>


gt here to see full list of 2022 donors.

GRANTS & EVENT SPONSORS

Grants

<table>
<thead>
<tr>
<th>Grant</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Else &amp; Henry Baumker Charitable Foundation, $35,000 to support adult changing table</td>
<td>$35,000</td>
</tr>
<tr>
<td>EPA, Great Lakes Restoration Initiative, Green Infrastructure in Shoreline Communities, $460,740 to support converting the Jennison Wright brownfield into an environmentally sustainable parking lot</td>
<td>$460,740</td>
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<tr>
<td>Water E. Tertume Memorial Fund, $150,000, Reptile House renovation, 2022-24</td>
<td>$150,000</td>
</tr>
<tr>
<td>C.O. Miniger Memorial Foundation, $75,000, Reptile House renovation, 2022-2024</td>
<td>$75,000</td>
</tr>
<tr>
<td>State of Ohio, capital budget, Kodiak Ridge, (Zoo received $784,000)</td>
<td>$784,000</td>
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<tr>
<td>Lott-Conlon Foundation, $11,500, to support the audio loop, InfiniTeach App, and sensory signs</td>
<td>$11,500</td>
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<tr>
<td>R.A. Starnahan, Jr. Charitable Advised Fund, $10,000, Reptile House renovation</td>
<td>$10,000</td>
</tr>
<tr>
<td>Greater Toledo Community Foundation, Diversity in Conservation, $53,321</td>
<td>$53,321</td>
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<tr>
<td>WeTheBrand Foundation, $5,000, Kodiak Ridge</td>
<td>$5,000</td>
</tr>
<tr>
<td>Dana Incorporated/Dana Charitable Foundation, $75,000 (v. 2), $25,000 for Kodiak Ridge, the Den</td>
<td>$100,000</td>
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<tr>
<td>France Stone Foundation, Reptile House, $20,000</td>
<td>$20,000</td>
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</table>

<table>
<thead>
<tr>
<th>Supporting Sponsors</th>
<th>Amount</th>
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<tr>
<td>13abc</td>
<td>$150,250</td>
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<tr>
<td>Buckeye Broadband</td>
<td>$312,000</td>
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<tr>
<td>Coca-Cola</td>
<td>$41,566</td>
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<tr>
<td>Compton Fiber Frame</td>
<td>$17,180</td>
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<tr>
<td>KeyBank</td>
<td>$32,595</td>
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<tr>
<td>Kroger</td>
<td>$12,300</td>
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<tr>
<td>Lexus of Toledo</td>
<td>$37,400</td>
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<tr>
<td>Marathon Petroleum</td>
<td>$32,595</td>
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<tr>
<td>Medical Mutual</td>
<td>$150,250</td>
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<tr>
<td>Meijer</td>
<td>$37,400</td>
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<tr>
<td>McLaren St. Luke’s Hospital</td>
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<tr>
<td>Toledo Clinic</td>
<td>$37,400</td>
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<tr>
<td>York Automotive Group</td>
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<tr>
<td>Marshall &amp; Melhorn, LLC</td>
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<tr>
<td>Nationwide Children’s Hospital</td>
<td>$37,400</td>
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<tr>
<td>NewFax Corporation</td>
<td>$37,400</td>
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<td>Northwestern Mutual – Toledo</td>
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<td>Rudolph Libbe Inc.</td>
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<td>The Andersons</td>
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<tr>
<td>The Lathrop Company</td>
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<tr>
<td>Thermec Company</td>
<td>$37,400</td>
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<tr>
<td>Toledo Refining Company</td>
<td>$37,400</td>
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<tr>
<td>Valley Plastics Co.</td>
<td>$37,400</td>
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<tr>
<td>Wendy’s</td>
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<tr>
<td>Westfield Electric, Inc. &amp; Westfield Technologies</td>
<td>$37,400</td>
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</tbody>
</table>

Click here to see full list of 2022 donors.