AT A GLANCE

FROM THE DIRECTOR

2017 was another note-worthy year for the Toledo Zoo and, of course, we couldn’t have done it without you. From the births of several endangered species and hosting two new events, Wild about Art and Luminous Nights, to the debuts of a new koala and rescued cougar cubs and repeating as Best Zoo Lights Display in the nation, we made lots of memories together! We appreciate everyone coming out to view and appreciate our new animals, taking part in our new events, utilizing our new Malawi Event Center and continuing to make us part of your family holiday traditions! The Zoo has been educating, inspiring and engaging visitors for well over 100 years and we look forward to doing it for many, many more. Read on for the full 2017 year in review of your Toledo Zoo as told through our mission of inspiring others to join us in caring for animals and conserving the natural world!

Sincerely,

Jeff Sailer
CEO/Executive Director, Toledo Zoo & Aquarium

2017 BOARD
Susan Allen Block
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TOLEDO ZOO & AQUARIUM
PO Box 140130
Toledo, OH 43614-0130
419-385-5721

Look for the play buttons throughout our annual report and click for fun video footage of our animals and events from throughout the year!

TOLEDO ZOO SEASONAL PROMO
MUST DO ZOO

NEW IN 2017

FEBRUARY 14
Female polar bear Nan, moved to Brookfield Zoo on SSP breeding recommendation.

MARCH 1
ZooBoo kickoff event.

MARCH 17
Toledo Zoo honored with Ohio Department of Natural Resources Division of Wildlife 2017 Wildlife Diversity Conservation Award.

APRIL 12
Female Masai giraffe, Kipenzi, which means beloved or precious one in Swahili, was born.

MAY 5
Male koala, Coedie, on loan from San Diego Zoo’s Koala Loan Program, made its public debut.

MAY 24
Announcement of female polar bear, Hope, SSP recommended move to Utah’s Hogle Zoo made.

JUNE 5
Female snow leopard, Dariga, which means surprise in Kazakh, was born.

JUNE 7
Male African elephant, Louie, moved to Omaha’s Henry Doorly Zoo & Aquarium as part of SSP breeding recommendation.

JUNE 8
Female snow leopard, Dariga, which means surprise in Kazakh, was born.

JUNE 8
Female snow leopard, Dariga, which means surprise in Kazakh, was born.

AUGUST 5 & 6
Zoo hosts first on-grounds, Wild about Art Fair.

SEPTEMBER 5
Female western lowland gorilla, Sufi Bettine, made her public debut.

SEPTEMBER 21
Female Masai giraffe, Binti, which means daughter in Swahili, was born.

SEPTEMBER 29
New festival of color, Luminous Nights, opened.

OCTOBER 4
Three rescued female cougar cubs from Washington made their public debut.

OCTOBER 26
Male white rhinoceros, Sam, passed away at the advanced age of 44.

NOVEMBER 24
Male western lowland gorilla, Mokonzi, which means governor in Swahili, was born.

DECEMBER 8
Lights Before Christmas honored for second year in a row as Best Zoo Lights by USA Today 10Best contest.

MOKONZI, NEW BABY GORILLA
DARIGA, SNOW LEOPARD CUB
BABY LANGUR
**BY THE NUMBERS**

**TOTAL ATTENDANCE**
1,057,116

**TOTAL MEMBERSHIPS**
57,869

**1,046 ADULT EVENTS**

**WINE TASTINGS**
704 GUESTS DURING 5 EVENTS

**ZOOBREW**
332 GUESTS

**105 EVENTS HELD IN THE NEW MALAWI EVENT CENTER**

**225 AFTERHOURS EVENTS**

**LIVE NATION CONCERT SERIES TOTAL ATTENDANCE:** 18,931

- **Paul Simon** 4,975
- **Impractical Jokers** 4,084
- **Straight No Chaser & Postmodern Jukebox** 2,914
- **Matchbox Twenty** 3,631
- **Sammy Hagar** 3,827

**MUSIC UNDER THE STARS ATTENDANCE:** 10,457

- **July 9** 2,800
- **July 16** 2,914
- **July 23** 2,243
- **July 30** 2,500

**BUSIEST DAY**
December 2
13,026 VISITORS

**BUSIEST WEEK**
December 18 – 24
43,616 VISITORS

**BUSIEST MONTH**
**JULY**
151,358 VISITORS

**LBC ATTENDANCE**
167,797

**21,456 ICE SLIDE RIDERS**
5.75% of LBC attendance

**9,462 BUMPER CAR RIDERS**
5.64% of LBC attendance

**140,215 GIRAFFE FEED DECK ATTENDANCE**
3.7% average group size

**11,148 ESTIMATED TOTAL HEADS OF LETTUCE DISTRIBUTED**

**37,898 BASKETS SOLD**
24.75% of attendance on days the deck was open to the public.

**10,000+ INDIVIDUAL ANIMALS REPRESENTING MORE THAN 720 SPECIES**

**45 TOTAL WEDDINGS WITH 6,643 GUESTS**
AND
**5 REHEARSAL DINNERS WITH 206 GUESTS**

**NEARLY 1,000 STAFF MEMBERS**

- **200 FULL AND 800 PART TIME EMPLOYEES**

**UTILIZED A VOLUNTEER CORPS OF 863 INDIVIDUALS, INCLUDING 375 ZOO TEENS!**

**4 TOLEDO ZOO & AQUARIUM 2017 ANNUAL REPORT**

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

**5**
ANIMAL CARE

2017 CASES OF NOTE

Hue, our 26-year-old female gibbon broke her finger and required a cast to allow it to heal. To keep her from removing her bandage, a cast had to be fashioned to cover her entire arm to keep it in place. Fortunately, the cast was strong and allowed the finger to heal well. Hue was quickly able to return to doing what she does best, swinging through the air!

During our female gorilla Kitani’s pregnancy with new baby, Mokonzi (1), a trained ultrasonography technician performed weekly ultrasound exams to ensure that everything was progressing smoothly. All of our great apes and many of our primates are trained with positive reinforcement to allow ultrasonoids to help monitor reproductive health and neonatal care. After Mokonzi was born, the veterinary staff began training with Kitani to allow for physical examination as well as vaccination of Mokonzi to ensure that he remains safe and healthy. Kitani shows wonderful maternal instincts and Mokonzi continues to grow and explore.

Hippo Tusk Trimming
Both Nile hippos, Herbie and Emma, have been trained to voluntarily work with behavior staff and keepers to have their tusks trimmed. Hippo tusks continually grow. Wild hippos keep their tusks sharpened due to the larger lower canines rubbing against the shorter upper canines and also eat tall grasses, which can naturally file the tusks. Occasionally, their tusks grow a bit long and can occlude the gums, causing discomfort for the hippo. The animal behavior and mammal departments worked together to develop a plan to routinely trim their tusks. The hippos were first trained to open their mouths when shown food treats. They then learned to touch a target, a blue and white pool float mounted on a pole, with their upper lip. As the target is raised, the hippo opens its mouth to meet the target. After the hippo learns to open its mouth to meet the target, we increase the amount of time the hippo holds its mouth open a little at a time. Once it holds is mouth open, we then introduce the file – a flat blade with diamond dust that can cut through the tooth without any sharpness that could injure the hippo or keeper. Training sessions last as long as the hippos seem interested and are willing to participate. As we train with positive reinforcement, the hippos are well-rewarded with oranges, apples and bananas as food treats for their efforts.

New to the Zoo
2017 brought the Zoo four big cat cubs: Dariga, a female snow leopard that was born to parents Greta and Shishir, and three cougar/puma cubs that were orphaned in the wild and taken in by the Zoo. Being young animals, these cubs, especially the orphaned cougars, needed a considerable amount of enrichment to encourage play and help them learn important life skills that they would normally learn in the wild. Enrichment was customized for each cat based on its developmental level (age and size) and included toys such as balls, PVC tubes, large dog toys and puzzle-type feeders that challenge them to find food. The cats were also given items and activities to encourage exploration of their environment and different scents, like spices and extracts, to stimulate their sense of smell. As the cats continue to grow and develop, so will their enrichment program to ensure that we are meeting their behavioral and emotional needs and allowing these animals to thrive. Guests can see our enrichment and training programs in action at our many on-grounds events including, Vanimal-tine’s Day, Animal Egg Hunt, Enrichment Day and Pumpkin Stamp & Chomp.

THE VETERINARY DEPARTMENT IS RESPONSIBLE FOR THE HEALTH OF ALL THE ZOO’S ANIMALS, A COLLECTION SPANNING MORE THAN 10,000 INDIVIDUALS.
**TOLEDO ZOO**

**CONSERVATION**

**IN ACTION!**

**EFFORTS**

**Conservation Funding**

- **OEPA: Ohio Environmental Fund** $43,500
- **USFWS: Great Lakes Restoration Initiative** ($13,000 (Monarchs) and $10,000 (Karner Blue Butterfly))

**INSPIRING OTHERS TO JOIN US IN CARING FOR ANIMALS AND CONSERVING THE NATURAL WORLD**

- **Conservation Funding**
- **Supporting Field-Based Internships**
- **Monitoring and Monitoring**
- **Educating and Engaging**
- **Connecting with Local Communities**
- **Participating in Volunteer Programs**
- **Funding Field-Based Internships**
- **Collaborating with Local Conservation Groups**
- **Supporting Field-Based Internships**
- **Educating and Engaging**
- **Connecting with Local Communities**
- **Participating in Volunteer Programs**
- **Funding Field-Based Internships**
- **Collaborating with Local Conservation Groups**

**Michigan & Ohio**

- Endangered Species Protection
- Recovery of Monarch Butterfly
- Habitat Restoration

**Ohio**

- Restoring more than 50 million acres of grassland
- Protecting and restoring native plants and pollinators
- Enhancing native plant diversity

**Indiana & Michigan**

- Restoring wetlands and riparian areas
- Protecting and restoring native plants and pollinators
- Enhancing native plant diversity

**Mexico & Ohio**

- Restoring wetlands and riparian areas
- Protecting and restoring native plants and pollinators
- Enhancing native plant diversity

**Cuba**

- Restoring wetlands and riparian areas
- Protecting and restoring native plants and pollinators
- Enhancing native plant diversity

**Aruba**

- Restoring wetlands and riparian areas
- Protecting and restoring native plants and pollinators
- Enhancing native plant diversity

**Conservation**

- **Tropic of Cancer**
- **Equator**
- **Tropic of Capricorn**

**TOLEDO ZOO & AQUARIUM**

**2017 ANNUAL REPORT**

9
EDUCATION

Safari Day Camps: 1,137 CAMPERS

Camps run throughout the summer for nine weeks, in the winter during school break and on spring breaks. Camps also run on select school holidays (MLK Day and President’s Day) and select evenings (Kid’s Night Out). New for the 2017 summer camp season were two junior zookeeper camp options and Leaders of the Pack, a class that challenged campers on the Zoo’s Adventure Course.

Family Programs

Stroller Safari continued to be our most successful program bringing in record numbers in 2017. Over 150 infant to three year olds came six consecutive weeks to learn about zoo animals, colors, numbers, textures, movements and songs.

Zoo Events

PARTY FOR THE TEDDY BEAR AND BUGFEST ATTENDED BY 11,317 VISITORS.

Family Programs

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Play Naturally Toledo

Play Naturally Toledo (PNT) was created as a collaboration between the Toledo Zoo, Metroparks of the Toledo Area, the 577 Foundation, Mosaic Ministries of South Toledo and Bowling Green State University to introduce families with children ages 3 – 12 to family nature play. The 2017 program was funded through two grants by the Toledo Community Foundation. It has been proven that outdoor family nature play enhances many aspects of a child’s cognitive, physical, emotional and social well-being. Additionally, nature play elicits science learning behaviors such as observation and cause and effect inquiry and improves motor skills in young children.

Family Programs

Stroller Safari continued to be our most successful program bringing in record numbers in 2017. Over 150 infant to three year olds came six consecutive weeks to learn about zoo animals, colors, numbers, textures, movements and songs.

Zoo Events

PARTY FOR THE TEDDY BEAR AND BUGFEST ATTENDED BY 11,317 VISITORS.

Total Education #: 2,217 PROGRAMS WITH 586,572 PARTICIPANTS

Project PRAIRIE (PIRAIRES THAT INVIGORATE INQUIRY LEARNING) is a program that trains and mentors teachers and students to utilize prairies that have been installed on school property by the Zoo’s Wild Toledo program. The prairies serve as living laboratories for inquiry and citizen science investigations. Three schools, Hull Prairie Intermediate (Perrysburg), Gateway Middle School (Maumee) and Chase STEM Academy (Toledo) are currently collaborating with the Zoo during the initial phase of Project PRAIRIE. A grant through the Martha Holden Jennings Foundation provided funds for teacher professional development, purchasing equipment and conducting inquiry classes with the students.

Zoo Snooze: 107 OVERNIGHTS WITH 4,818 PARTICIPANTS

Overnights are offered for scouts, community groups, schools, families and adults throughout the year. A focus in 2017 was on increasing overnight opportunities during the week by recruiting teachers and students from local school districts. The number of school participants more than doubled from the previous year with 939 students.

Behind-the-Scenes Tours: 337 TOURS FOR 1,253 PARTICIPANTS

Behind-the-scenes tours give guests the opportunity to have up close experiences with animals and the animal care staff. Emphasis is placed on conservation, enrichment and the outstanding care that occurs for the Zoo’s animal collection. Elephant training sessions, red panda tours and octopus encounters were highlights of our 2017 tour offerings.

Lucas County Outreach Program:

774 PROGRAMS FOR 52,589 PARTICIPANTS WITH 505 PROGRAMS FOR 37,319 PARTICIPANTS IN LUCAS COUNTY

Total External Funding Awarded to Education in 2017: $51,907

The Education Department received several grants in 2017. The most notable:

A) iEvolve – $18,427 from the National Science Foundation for a project to improve student performance in science through adoption of a “citizen science” model supported by teacher professional development.

B) Project PRAIRIE - $7,900 from the Martha Holden Jennings Foundation to train and mentor teachers and students to utilize prairies that have been installed on school property by the Zoo’s Wild Toledo program.
FINANCIALS

2017 REVENUE

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Park Operations*</td>
<td>$15,461,431</td>
<td>51.6%</td>
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<tr>
<td>Lucas County Tax Levy</td>
<td>$5,213,821</td>
<td>17.4%</td>
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<td>Memberships &amp; Development</td>
<td>$5,865,584</td>
<td>19.6%</td>
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<tr>
<td>Contributions, Education &amp; Special Events**</td>
<td>$2,889,341</td>
<td>9.6%</td>
</tr>
<tr>
<td>Miscellaneous***</td>
<td>$71,000</td>
<td>1.8%</td>
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<tr>
<td>Total Revenue</td>
<td>$29,958,977</td>
<td>100%</td>
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* Park operations include admissions, concessions, gifts, catering, parking and retail revenue.
** Contributions, education & special events include Zoo PML, Companies for Kids, ZOOtoDO, corporate sponsorships, educational programs, special gifts and funds from the Zoo Foundation. Some of the funds included in this line are reported differently on our audited financial statements due to being either board designated, temporarily restricted or permanently restricted receipts.
*** Miscellaneous revenue includes investment income, grants and other revenues.

2017 EXPENDITURES

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<tr>
<th>Category</th>
<th>Expenditures</th>
<th>Percent</th>
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</thead>
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<tr>
<td>Animal Care, Education, Conservation &amp; Facilities</td>
<td>$12,122,359</td>
<td>42.6%</td>
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<tr>
<td>Visitor Services &amp; Amenities</td>
<td>$9,672,894</td>
<td>34.0%</td>
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<td>Administration, Membership, Marketing &amp; Development</td>
<td>$4,560,267</td>
<td>16.0%</td>
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<td>Utilities, Insurance &amp; Taxes</td>
<td>$2,082,736</td>
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<tr>
<td>Total Expenditures</td>
<td>$28,438,256</td>
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<tr>
<td>Net Excess (Deficit)</td>
<td>$1,520,720</td>
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Note: Consistent with prior years, depreciation expense is not included in the above figures but capital expenses of $509,144 that were paid from operations are included.

Cost of goods sold is included in Visitor Services expenditures.

TOTAL AMOUNT RAISED BY FUNDRAISERS

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<tr>
<th>Event</th>
<th>Amount</th>
<th>Guests</th>
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<td>Once Upon a Vine</td>
<td>$63,000</td>
<td>135</td>
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<td>Dart Frog Dash</td>
<td>$62,000</td>
<td>2,900</td>
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<td>ZOOtoDO</td>
<td>$240,000</td>
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<td>Rock N Roar</td>
<td>$47,000</td>
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<td>Feast with the Beasts</td>
<td>$66,000</td>
<td>137</td>
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<td>Art Fair Preview</td>
<td>$15,000</td>
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2017 SPONSORS

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<td>KeyBank</td>
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<td>Krispy Kreme</td>
<td>Mercy Health, Expedition Africa</td>
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<td>Zions</td>
<td>PNC, Front with the Beasts</td>
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<tr>
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2017 SPONSORS continued

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Supporting Sponsors

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View sponsor information and other donors here.