



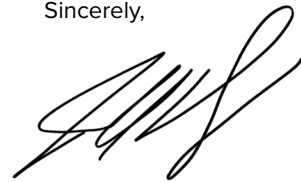
2017
ANNUAL
REPORT

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

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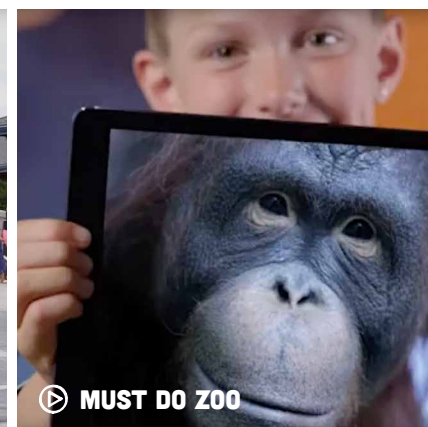
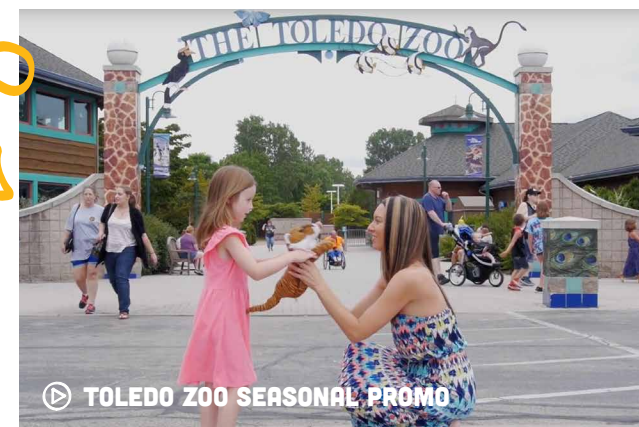
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 **TOLEDO ZOO VIDEOS** Look for the play buttons throughout our annual report and click for fun video footage of our animals and events from throughout the year!



NEW IN 2017

- 

JANUARY 15
Female Francois' langur, Ling, which means dainty/diminutive in Chinese, was born.
 **BABY LANGUR**
- 

MARCH 7
ZOOtoDO kickoff event.
 **ZOOTODD 2017**
- 

APRIL 13
Female Masai giraffe, Kipenzi, which means beloved or precious one in Swahili, was born.
 **KIPENZI'S FIRST DAY OUT!**
- 

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

JUNE 8
Female snow leopard, Dariga, which means surprise in Kazakh, was born.
 **DARIGA, SNOW LEOPARD CUB**
- 

AUGUST 31
Renovated Malawi Event Center opens.
- 

SEPTEMBER 21
Female Masai giraffe, Binti, which means daughter in Swahili, was born.
 **NEW GIRAFFE CALF**
- 

OCTOBER 4
Three rescued female cougar cubs from Washington made their public debut.
 **COUGAR CUB FEEDING**
- 

NOVEMBER 24
Male western lowland gorilla, Mokonzi, which means governor in Swahili, was born.
 **MOKONZI, NEW BABY GORILLA**
- FEBRUARY 14**
Female polar bear Nan, moved to Brookfield Zoo on SSP breeding recommendation.
- MARCH 17**
Toledo Zoo honored with Ohio Department of Natural Resources Division of Wildlife 2017 Wildlife Diversity Conservation Award. 
- MAY 5**
Male koala, Coedie, on loan from San Diego Zoo's Koala Loan Program, made his public debut. 
- JUNE 7**
Male African elephant, Louie, moved to Omaha's Henry Doorly Zoo & Aquarium as part of SSP breeding recommendation.
- 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**
New festival of color, Luminous Nights, opened. 
- OCTOBER 26**
Male white rhinoceros, Sam, passed away at the advanced age of 44. 
- DECEMBER 8**
Lights Before Christmas honored for second year in a row as Best Zoo Lights by USA Today 10Best contest.
 **LBC 2017 PROMO**

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

BY THE NUMBERS

TOTAL ATTENDANCE
1,057,116

TOTAL MEMBERSHIPS
57,869

1,046
ADULT EVENTS

WINE TASTINGS

ZOOBREW



704 GUESTS DURING 5 EVENTS

332 GUESTS

105 EVENTS
HELD IN THE NEW
MALAWI EVENT CENTER

225 AFTERHOURS
EVENTS

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

PAUL SIMON
4,475

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
12.79% 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

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



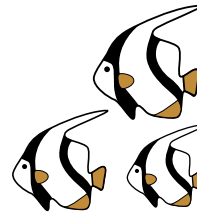
UTILIZED A VOLUNTEER CORPS OF
863 INDIVIDUALS, INCLUDING



375 ZOOTEENS!



10,000+
INDIVIDUAL ANIMALS REPRESENTING MORE THAN
720 SPECIES



PARTICIPATING IN OVER
80 SPECIES SURVIVAL
PROGRAMS
THROUGH THE ASSOCIATION OF ZOOS AND AQUARIUMS

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 ultrasounds 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.



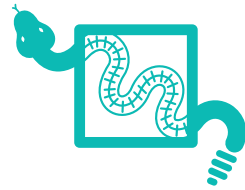
1,100
EXAMS



400
BLOOD TESTS



897
FECALS



570
RADIOGRAPHS

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 its 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

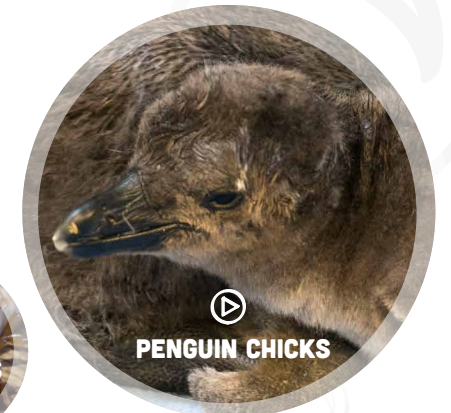
2017 brought the Zoo four big cat cubs: **Dariga**, a female snow leopard that was born to parents **Greta** and **Shishir**, and three cougar/puma cubs that were orphaned in the wild and taken in by the Zoo. Being young animals, these cubs, especially the orphaned cougars, needed a considerable amount 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 Stomp & Chomp**.

▶ ANIMAL SOUNDS FROM THE TOLEDO ZOO

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



EFFORTS

ARCTIC

Supporting **Polar Bear International's** work conserving the **Polar bear** and partnering with the **Alaska SeaLife Center** to assist with research and recovery efforts for the **Steller's Eider**.



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, reintroduction and research of the endangered **Karner blue butterfly**.



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**.



Installing more than 40+ acres of **native prairies** on Zoo grounds and at partner organizations throughout **northwest Ohio**.



Reintroducing **Lake sturgeon** to the **Maumee River** with the help of partner organizations.



Researching Ohio's imperiled **turtle species**, including **Blanding's turtles**, for 12+ years.



Researching Ohio's rare snake species, including **Kirtland's snakes**.



TANZANIA

Utilizing our captive breeding program to reintroduce more than 600 **Kihansi spray toads** into their native **Kihansi Gorge**.



TOLEDO ZOO CONSERVATION IN ACTION!

NORTH EAST CHINA

Managing the US assurance population of critically endangered **Amur leopards**.



KYRGYZSTAN

Participating in **Snow leopard** radio collaring efforts with Panthera.



PACIFIC ISLANDS

Conserving several species of imperiled **Pacific birds**, including translocation efforts to sanctuary islands.



MARIANAS ISLAND

AMERICAN SAMOA

Equator

SOLOMON ISLANDS

NEW ZEALAND

Aiding **Kiwis for Kiwi** efforts to conserve this iconic nocturnal bird species.



CHINA

Supporting the **Scaly-sided Merganser Task Force** in efforts to bolster population numbers and increase healthy habitat for this endangered bird.



TASMANIA

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



WYOMING

Surveying and monitoring **Wyoming toad** populations in **Laramie Basin, Albany County**.



INDIANA & MICHIGAN

Breeding and reintroducing endangered **Mitchell's Satyr butterflies** to restored wetland sites.



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**.



CUBA

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



ARUBA

Conserving the **Aruba Island rattlesnake** through research and education for the last 27+ years.



CONSERVATION FUNDING

OEPA: Ohio Environmental Fund **\$43,500**

USFWS: Great Lakes Restoration Initiative **\$13,000** (Monarchs and Karner Blue Butterfly)

USFWS: Great Lakes Restoration Initiative **\$10,000** (Satyrs)

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 (Kids' 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 PLANET **TEDDY BEAR AND BUGFEST**
CARE FAIR **ATTENDED BY 11,317 VISITORS.**

📍 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.

- BICHR FISH
- RED EYED CROCODILE SKINK
- CHEETAHS BTS
- DID ZOO KNOW: CHAMELONS
- AFRICAN GREY PARROT FACTS
- AFRICAN PENGUINS BTS
- PYTHON MEASUREMENT
- POLAR BEARS BTS

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

Project PRAIRIE (PRAIRES 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

Park Operations*	\$ 15,461,431	51.6%
Lucas County Tax Levy	\$ 5,213,821	17.4%
Memberships & Development	\$ 5,865,584	19.6%
Contributions, Education & Special Events**	\$ 2,889,341	9.6%
Miscellaneous***		1.8%
Total Revenue	29,958,977	100%

* Park operations include admissions, concessions, gifts, catering, parking and rides revenue.

** Contributions, education & special events include Zoo PAL, Companies for Kids, ZOOtoDO, corporate sponsorship, 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

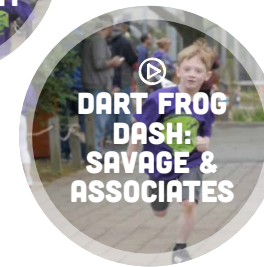
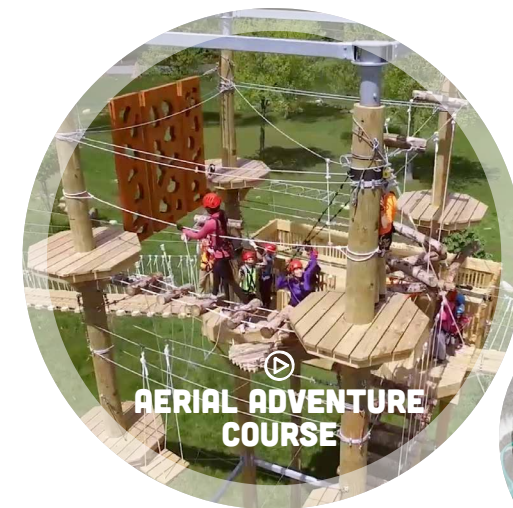
Animal Care, Education, Conservation & Facilities	\$ 12,122,359	42.6%
Visitor Services & Amenities	\$ 9,672,894	34.0%
Administration, Membership, Marketing & Development	\$ 4,560,267	16.0%
Utilities, Insurance & Taxes	\$ 2,082,736	7.3%
Total Expenditures	\$ 28,438,256	100%
Net Excess (Deficit)	1,520,720	

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

Once Upon a Vine	135	guests	\$ 63,000
Dart Frog Dash	2,100	guests	\$ 62,000
ZOOtoDO	1,800	guests	\$ 240,000
Rock N Roar	1,500	guests	\$ 47,000
Feast with the Beasts	137	guests	\$ 66,000
Art Fair Preview	115	guests	\$ 15,000



2017 SPONSORS

Lead Sponsors

Buckeye Broadband.....	Wild About Art, ZOOtoDO
Heidelberg Distributing.....	Summer Concert Series, Beer Garden
KeyBank	Lights Before Christmas
Kroger	ZooPal, Lights Before Christmas
Lexus of Toledo	ZOOtoDO, Once Upon A Vine
Marathon Petroleum	Eagle Point Sponsor
Skylight Financial Group	ZOOtoDO
Mercy Health	Expedition Africa!
PNC.....	ZOOtoDO, Feast with the Beasts
Pepsi	
St. Luke's Hospital	Lights Before Christmas
Yark Automotive Group	Rock N Roar, Wagon Sponsor
Welltower.....	Senior Discovery Days, Music under the Stars

Major Sponsors

American Harvest	ZOOtoDO
Comfortline, Ltd.	ZOOtoDO
Fifth Third Bank	Luminous Nights
HCR ManorCare	Day of Honor, ZOOtoDO
Hollywood Casino	ZOOtoDO, Rock N' Roar
McDonald's	Summer Day Camp
Medical Mutual	Dart Frog Dash, On-Grounds Butterfly Release

Major Sponsors continued

Meijer	Pumpkin Path, Noon Year's Eve, ZooBrew
MetroPCS	Mobile Marketing
Ohio Council of Community Schools	Luminous Nights
Taylor Automotive Family	Music under the Stars, Luminous Nights
The Andersons	ZOOtoDO, Wild Toledo
Toledo Express	Splash Pad Mobile Marketing

Supporting Sponsors

Communica	Conservation Dinners & ZOOtoDO
Heidtman Steel Products	ZOOtoDO
International Tableware, Inc.	ZOOtoDO
Marshall & Melhorn	ZOOtoDO
Owens Corning	ZOOtoDO
Rudolph Libby Inc.	ZOOtoDO
Shumaker, Loop & Kendrick, LLP	ZOOtoDO
Wendy's	Mobile Marketing, Pumpkin Path
Yuengling	ZOOtoDO

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