

POTTER PARK



**ANNUAL  
REPORT  
2017**



Potter Park Zoo  
1301 S. Pennsylvania Ave.  
Lansing, MI 48912

Phone: 517.483.4222  
Fax: 517.316.3894  
[www.potterparkzoo.org](http://www.potterparkzoo.org)





# OUR MISSION POTTER PARK

Inspiring conservation  
of animals and the  
natural world.

# ZOO

## TABLE OF CONTENTS

<b>3</b>	Letter from the Directors
<b>4</b>	Conservation
<b>6</b>	Our Animals, 2017 Highlights
<b>7</b>	Animal Care
<b>8</b>	Volunteers & Docents
<b>9</b>	Education Programs
<b>10</b>	2017 Events
<b>11</b>	Members
<b>12</b>	Marketing & Communications
<b>13</b>	Zoo Team
<b>14</b>	Donor Recognition
<b>16</b>	Zoo Board & Finances
<b>17</b>	Potter Park Zoological Society





## A letter from Cindy Wagner, Potter Park Zoo Director and Amy L. Morris-Hall, Potter Park Zoological Society Director

Potter Park Zoo experienced a year of new beginnings in 2017 as we remain committed to our Mission: Inspiring conservation of animals and the natural world.

We are dedicated to our newly refined goals of exceptional animal welfare, outstanding conservation efforts and financial sustainability. The Zoo Advisory Board and the Zoological Society Board are aligned in their efforts to accomplish these goals.

Our most notable accomplishment was the successful completion of our accreditation from the Association of Zoos and Aquariums (AZA) for the sixth time. This required an extensive inspection of every aspect of zoo operations. We are dedicated to exceeding the standards of excellence required by AZA.

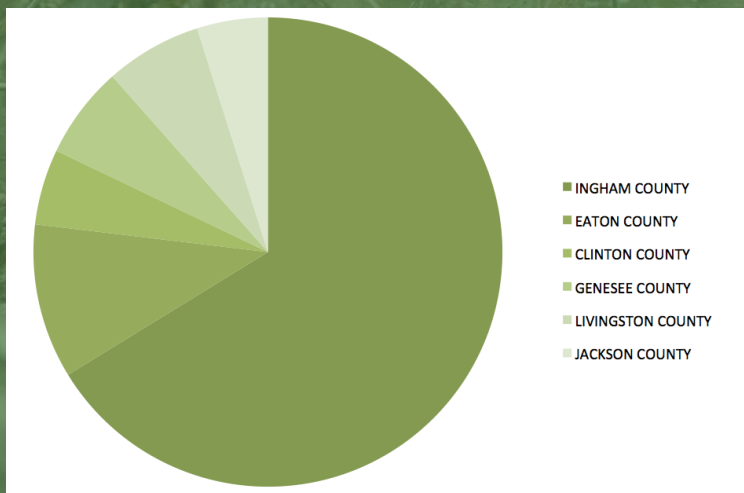
As you'll see in this report:

- Several new species found homes at the zoo, while we remained committed to continually improving the spaces provided for the animals already in our care.
- New conservation initiatives were implemented and the highest dollar amount in the history of the zoo was contributed to conservation.
- Plans are underway to incorporate conservation into every position at the zoo, further examine our on-grounds efforts to be more ecologically sustainable and educate our zoo audience on how they can participate in these efforts locally.
- We launched a new website and increased our presence on all social media platforms.
- We are fervent in our efforts to frequently communicate with our staff, zoo members and community with transparency and integrity.
- Our education department kicked off an effort to reach more diverse populations through our "Zoo in Your Neighborhood" program.

We are proud to be a part of this community and will continue to provide a fun, educational and positive experience for each visitor. Thank you for your contributions, support and service to Potter Park Zoo. We look forward to an exciting 2018!

*Cynthia D. Wagner Amy L. Morris-Hall*

**Cynthia Wagner & Amy L. Morris-Hall**



**During 2017 185,249 people visited Potter Park Zoo.**

We pride ourselves in being an enriching educational resource for our community and the greater Lansing area.

**Thank you to**  
**HAL AND JEAN GLASSEN MEMORIAL FOUNDATION**  
SAFARI CLUB - MID MICHIGAN & SAFARI CLUB - LANSING  
for contributions that made our  
moose exhibit possible.



*For in the end, we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.” - Baba Dioum*



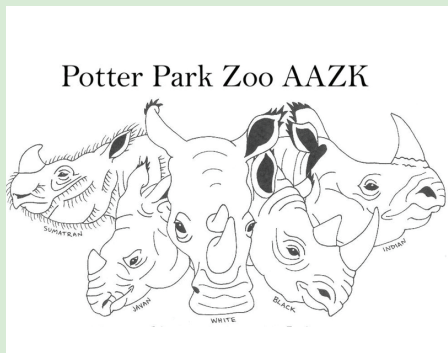
#### Conservation Collectable Bookmarks

Potter Park Zoo raised \$5,633.75 for conservation through limited edition 2017 conservation bookmarks. Visitors supported conservation by purchasing a bookmark featuring one of the zoo's incredible animals with facts about that animal on the back. The bookmarks featured snow leopards, red pandas, black rhinos, Puerto Rican crested toads and Magellanic penguins.



#### Puerto Rican Crested Toad SSP Breeding and Release

The Puerto Rican crested toad is the only native toad of Puerto Rico and was thought to be extinct until a handful of toads were discovered in the mid-1900's. Potter Park Zoo has participated in the program since 2009 and has successfully transported nearly 17,200 tadpoles to release sites in Puerto Rico. Due to the hurricane that hit Puerto Rico, we did not breed our Puerto Rican crested toads in 2017. Many of the ponds that our tadpoles grow up in are destroyed or currently inaccessible to scientists that monitor the reintroduction program. We are scheduled to breed again in 2018.



#### Funds Raised by AAZK Potter Park Zoo Chapter

Potter Park Zoo's AAZK Chapter raised \$7,709.23 for rhino conservation during their annual Bowling for Rhinos event in 2017. The chapter also raised \$4,952.82 through sales in our gift shop of animal painted items such as canvases, bottle openers and keychains.



#### Quarters for Conservation

This year, Potter Park Zoo raised \$1,067.36 for conservation through an interactive "Quarters for Conservation" display in the zoo. Visitors chose their favorite of three species by inserting a quarter into their donation station. Puerto Rican crested toad raised \$282.71, which we matched to total \$565.42. Red Panda raised \$280.25 for the Red Panda Network and the Black Rhino raised \$221.69 for the Lowveld Rhino Trust.

# CONSERVATION HIGHLIGHTS



**Survival for many animals and plants around the world is becoming increasingly difficult. Potter Park Zoo is dedicated to doing all we can to help preserve these amazing creatures, and to help educate for the future. That's why we participate with multiple organizations in conservation efforts regionally and globally to help maintain and protect the amazing biodiversity we all enjoy today.**

## Research

- Black rhino fecal hormone testing CREW Rhino Project
- American pine marten field research with Grand Valley State University and Busch Gardens
- Puerto Rican crested toad Species Survival Plan breeding and release
- Peregrine Falcon Banding

## Organizations

- Association of Zoos and Aquariums (AZA)
- The Zoo Conservation Outreach Group (ZCOG)
- Projeto Tamandua Brasil
- American Association of Zoo Keepers (AAZK)
- Lowveld Rhino Trust
- Red Panda Network
- Action for Cheetahs Kenya

## Events

- World Rhino Day
- Frogwatch USA
- International Migratory Bird Day (IMBD)
- International Red Panda Day
- Party for the Planet
- Arbor Day Celebration
- Save the Vaquita



**RED PANDA  
NETWORK**  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**





563 Animals



129 Different Species



149 Reptiles/Amphibians



237 Birds



177 Mammals



# OUR ANIMALS



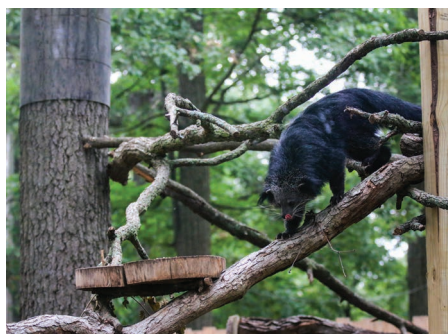
## 2017 Births

Red panda cubs, Pabu and Roji, traveled to a new home at the Capron Zoo in Massachusetts. Several western garter snakes were born at the zoo. Two northern tree shrews, members of a species native to southeast Asia, were born to parents Rose and Oliver in March.



## New Arrivals

Phineus, the male black rhino, traveled from Texas to Michigan to breed with our female rhino, Doppsee. In addition, we welcomed many other new animals to the zoo including: five kangaroos, giant anteater, two binturongs, North American river otter, a troop of meerkats, female Eurasian eagle-owl, two ponies and two African crested porcupines.



## New Exhibits

New and renovated exhibits include barred owl, binturong, kangaroo, giant anteater, bat exhibit renovation, Arctic fox renovation, and a new Madagascar hognose exhibit. In 2018, additional exhibit renovations in the bird and reptile house will be seen as well as new additions to the barnyard area.

## What's Coming in 2018

We're excited to welcome many animals in 2018! Two female grey kangaroos, several species of snake and female Megallanic penguins. In the barnyard area we are adding three Suri alpaca, dexter cattle and heritage chickens.



## ANIMAL CARE AT POTTER PARK ZOO

Potter Park Zoo's Animal Care Team is responsible for the daily husbandry and medical care of the nearly 600 animals that call the zoo home. Currently, our animal care team is comprised of 14 zookeepers, eight zookeeper aides, one general curator, one veterinary technician and one veterinarian.

A key component of providing quality care to animals is knowing and looking for variation in their behaviors. Zookeepers critically observe their animals every day and are responsible for recording any changes. These observations include parameters such as food intake and output, activity levels, physical and psychological changes, interaction with keepers, differences in normal posturing, location use within their exhibit, gait, weight and more. All observations are noted on a daily report and transferred to an online record keeping database for future reference. By paying attention to all aspects of an animal's life, animal care staff are able to anticipate potential issues and plan for normal changes that happen over an animal's lifetime.

A critical part of this process is a successful preventative medical care program. All zookeepers work proactively with the veterinarian to develop and train the animals to demonstrate different behaviors for medical procedures. They do this by using positive reinforcement, most often with a high value reward such as a rare food item. All participation by the animal is completely voluntary and they can choose to walk away at any time. By using this method, animal care staff are able to care for the animals with a minimal amount of stress. A few of the behaviors the zookeepers train are entering crates for transport to the animal clinic, blood draws, weight checks, palpations, ultrasound, x-ray, and vaccinations. Through training and observation, Potter Park Zoo animal care staff are able to ensure they are achieving the highest standards of welfare for all animals in their care.







**96 Docents**  
6,183 hours



**50 Zoo Teens**  
2,588 hours



**Volunteer Groups**  
2,807 hours



**272 Volunteers**  
3,651 hours

## VOLUNTEERS & DOCENTS

"The docents put in well over 5,000 volunteer hours annually. The docents and volunteers are the heart of the zoo, from outreaches to tours and special events to Big Zoo Lesson, we do it all and with an unyielding passion for conservation and our animals. In addition to the educational programs docents present, we also raise funds to support zoo projects, including the new barred owl exhibit, support for the zoo's Puerto Rican crested toad conservation work, and our current project, bringing Dexter cows to the zoo's farmyard!"

-Kayla Stomack  
2017 Potter Park Zoo Docent & Volunteer Assoc. President



"Being a docent allows me to share some of the wonders of nature, that is, our animals, with the children and adults of Michigan. They come, they see, they learn, and I leave a bit better off because of it. What could be better?" - Ed Pinheiro, Docent

"I love being a docent because I think education is the key to conservation." - Sarah Wahr, Docent

## EDUCATION PROGRAMS



**1,577**  
Participants

### THE BIG ZOO LESSON

This award-winning, immersive science education program is highly regarded by teachers, students, parents and administrators. Students have the opportunity to be scientists at the zoo for a full week. Teachers design their weeks based on curriculum and student learning goals, while parents serve as co-teachers and co-learners. This program is at maximum capacity: 64 classes in 2016-17 and for the 2017-18 school year we have 62 classes scheduled representing 11 school districts in four counties (41 in Ingham, 13 in Clinton, 5 in Eaton and 3 in Shiawassee).

**58,426**  
People Reached at  
Encounters, Tours  
and Outreach

### ENCOUNTERS & OUTREACH

The education department educates and inspires tens of thousands of people both on and off zoo grounds each year about the importance of wildlife conservation and the actions we can take to do our part in conserving animals and their habitats. These programs take many forms: live animal encounters, guided tours, overnights, Scout programs, birthday parties and private events.



**570**  
Participants in  
11 programs

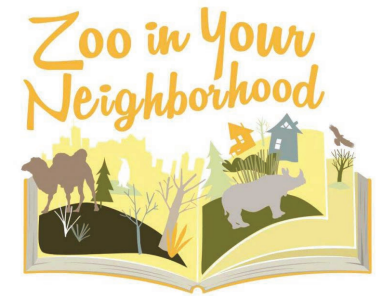
### FALCONERS

This program is designed for children with unique challenges and their families to create memories in a safe and welcoming environment. Events are free and designed with sensory-friendly and inclusive activities supervised by trained staff and volunteers. Originally created for children with autism spectrum disorder, FALCONERS has been expanded to include children with any unique challenges including physical, cognitive, behavioral, emotional and other challenges. Now in its third year, the Community Foundation provided funding for the first two years of this program.

**407**  
Summer Camp  
Participants

### ZOOKAMBI SUMMER CAMP

The zoo's popular summer camp has been providing fun, entertaining and educational experiences for more than two decades! Zookambi had a record year in 2017, with 407 participants filling 751 out of a possible 906 available openings. Our summer camp staff did an excellent job with providing fun classes and were extraordinary in how they taught and engaged campers. This is the second year of a partnership between the zoo and Lansing Public School's summer school/camp program.



**291**  
Participants in  
first 2 months

### ZOO IN YOUR NEIGHBORHOOD

ZIYN is designed to provide zoo experiences to underserved members of our community by visiting over 35 community partner locations. Each community partner receives two special presentations at their location – either a live animal encounter or a "Reading with the Animals" presentation. Each partner location also receives four family passes to "check out" for free admission to the zoo. The first three presentations in 2017 were a big hit. We have 60 more presentations scheduled through June 2018. ZIYN is funded by grants from the Community Foundation and Gannett Foundation.

**40**  
High School  
Students

### ANIMAL SCIENCE & ZOO MANAGEMENT

The 2017-18 school year represents our ninth year of hosting a high school course. PPZ is fortunate to be one of the few AZA institutions which host an on-site high school course. This year we have 40 juniors and seniors from a dozen area school districts enrolled in this academically-rigorous, interactive, career prep experience. Most students are interested in animal or life science careers and for many this course is a life-altering experience.



# SPECIAL EVENTS

Events help fund the zoo's mission to inspire conservation of animals and the natural world by entertaining guests in our educational environment.



## WINE & STEIN

1,161 Guests  
\$39,404 in revenue



## ZOO BREW

1,253 Guests  
\$18,482 in revenue



## ZOO DAYS

4,222 Guests  
\$6,267 in revenue



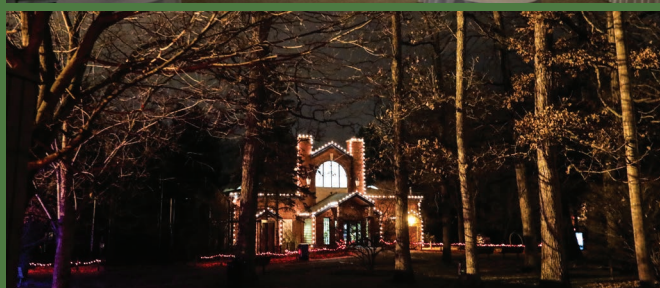
## BOO AT THE ZOO

9,261 Guests  
\$75,680 in revenue



## PRIVATE EVENTS

6,495 Guests  
\$107,811 in revenue



## WONDERLAND OF LIGHTS

12,842 Guests  
\$83,916 in revenue

# MEMBERS

2,318

Memberships Sold

Total Members

4,331

## POTTER PARK ZOO MEMBERS ENJOY MANY BENEFITS INCLUDING:

- Unlimited standard admission to the zoo for one year
- Free or discounted admission to over 100 AZA accredited zoos and aquariums
- 10% Discount at the Gift Shop and Concessions throughout the zoo
- Discounts on Sundown Safari Family Camping, Birthday Parties and Zookambi Summer Camp
- E-mail newsletter, announcing exciting happenings throughout the year
- A special "Members Only Party" at the zoo
- Discounted admissions to after hours events like Wine & Stein and Boo at the Zoo





# IN THE NEWS

2017 was a big year for communications and marketing. In November CNN featured us in a story about Amazon wish lists, we had a photo selected for the AZA national annual calendar, and a photo of our snow leopard was chosen to be on the cover of the Lansing/East Lansing phone book in 2018.

CNN tech

BUSINESS CULTURE GADGETS FUTURE STARTUPS



**f** Facebook Fans: 48,032  
Total reach: 8,424,268  
Impressions: 16,057,714

**YouTube**  
26 new videos posted

**Twitter** Followers: 6,973  
Impressions: 526,500

**Instagram** Followers: 6,707  
Average likes per post: 188

On social media we saw an almost 50% increase in twitter impressions, 35% increase in Instagram followers, and gained almost 4,000 new Facebook fans.

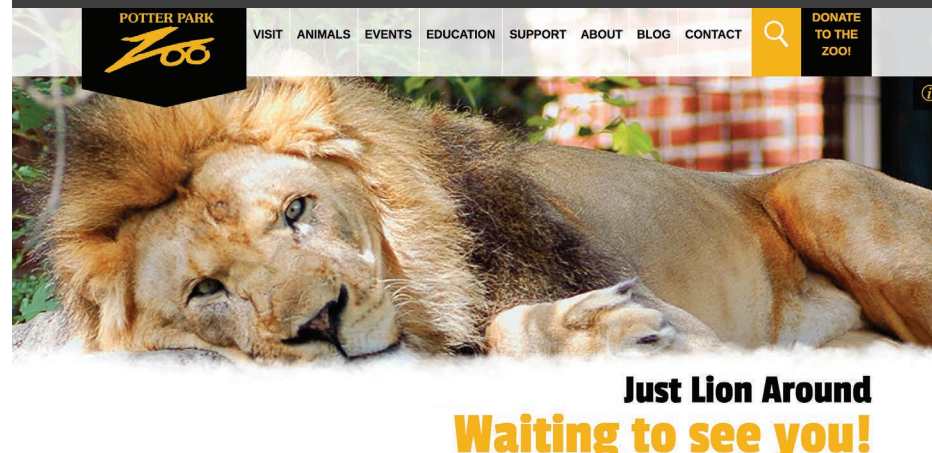
**Total Media Metrics for 2017**  
including print, online, broadcast and other:

Total Mentions: 581  
Total Reach: 480,675,176  
Total Publicity Value: \$439,927.08



Potter Park Zoo launched a new modern website that's more user friendly in October 2017. We saw an 8% increase in sessions in the first three months.

Yearly Totals  
Page Views: 858,306  
Unique Users: 203,734



# ZOO TEAM

Potter Park Zoo makes an economic impact by employing over 115 community members, as well as being a vital educational resource for over 25 interns a year.

Full Time Employees 40

Part Time Employees 27

Seasonal Employees 48

**Total Zoo Employees: 115**





**Potter Park Zoo and Potter Park Zoological Society greatly appreciate the generous donors who supported the organizations this year through grants, sponsorships, donations and other gifts. We would not be where we are today without your generous support!**

Adam Sommer  
Adelheid Berry  
Adrienne Ruder  
Alexis Garcia  
Alexis Jarvis  
Alison Dobbins  
Allison Rullman  
Amanda Grieshop  
Amanda Marsh  
Amanda Weigold  
Ana McGee  
Andrew Reed  
Angela Knudstrup  
Angela Sereseroz  
Anita Paige  
Ann Carlson  
Ann & Adam Carlson  
Ann Carlson  
Anna Longuski  
Anne Suess  
Auto-Owners Insurance Lans.  
Brian Johnson  
Cara-Lynn Vealey  
Carrie Krus  
Cathleen Edgerly  
Cathleen Heath  
Celia Walkowicz  
Chandra Weber  
Charles Meyer  
Chris Cieslik  
Chrissy Besonen-Fletter  
Christine Johnson & Larry Reynolds  
Christine McElwee  
Christopher & Susan Andrews  
Christopher Gray  
Christopher Joseph  
Colleen West-Schultz  
Community Mental Health Authority - CEI  
Connie Jennings  
Constance & Charles Corbin  
Constance Fliss  
Daniel Drake  
Darl Van Heest  
David & Rebecca Shane  
David Franz  
David Parker  
Dawn Karfonta  
Debbie Hauschildt  
Deborah Sever  
Devin Short  
DeWitt Cub Scout Pack 502  
Dianne Rodgers  
Dr. Jacob Myers Ped. Dentistry  
Drew Berns  
Edmund Outslay  
Elena, Braden, Avery & Kate

Filomena Maclel-Nunes  
Financial Independents, Inc.  
Fish Window Cleaning  
Gerry & Gaelen McNamara  
Heather Adams  
Holly Scott-Hetchler, DDS  
Laura DeLong Realty  
J. Marlowe  
Jacob P Bourdon - Vertafore  
James & Eleanor Vanderlin  
Jason Binkley  
Jason Gooding  
Jeff Sowers  
Jeff Williams & Joy Whitten  
Jennifer Bowman  
Jennifer Smith  
Jennifer Webb  
Jennifer Zielinski  
Jessica Murphy  
Jill Arnold  
Jim Schweigert  
Jo & Gary Holbrook  
Joanne Buck  
Jody Seaton  
John & Renee Patterson  
John Seck  
Joseph Klauza  
Joseph McKinney  
Josephine Ballenger  
Judy & Lonny Snow  
Julia Miskiewicz  
Julie DeMello  
Julie McGonigal  
Kailin Hudson Elliott  
Karen Boomer  
Karen McGowan  
Katherine Powning  
Kathryn Winger  
Kelly Drake  
Kenneth Sitowski  
Kent Nessa  
Kevin Dingle  
Kirsten Grady  
Kristin Nelson-Garcia  
Kyleen Janetzke  
Lana Shafer - Vertafore  
Laura & Peter DeGuire  
Laurie & Bruce Haskell  
Leah Wolfe  
Lee Macomber  
Leslie Dybas  
Linda Linsley  
Linda Putney  
Linda Rector  
Louanna Manthei  
Lyle Montgomery  
Lyndon Beck  
M3 Group

Margaret Brown  
Mariah Schlis  
Marie Hopfensperger  
Marla Swanson  
Marlene Kohlmeyer  
Martha & John Hesse  
Martha Marshall  
Mary Leys  
Maureen Oberman  
Megan E LeMarbe  
Melanie Jacobs  
Melinda Aley  
Melissa Gransden  
Mitchell Kobus  
Murphy Elementary  
Nancy Hoagland  
Nic Javier  
Nick Merucci  
Omer Clarysse  
Pamela Nelson  
Pat Miller  
Patricia Cranson  
Patricia Miller  
Patricia Montry  
Patricia Wysong  
Paul Loik  
Peter Malinski  
Piper & Gold PR  
Rachelle Harris  
Rebecca Rafferty  
Richard Snider  
Richard Weiser  
Rick Parker  
Robert Armbruster  
Robert Stroham - Vertafore  
Ron & Winalee Zeeb  
Ronald Paisley  
Rosetta Kawauchi  
Ryan Jasman  
Sara Beldyga  
Sara Martel  
Sarah Allen  
Sarah Anderson  
Sarah Miller  
Scott Clippert  
Scott Darragh  
Shannon & Jon Murton  
Shannon Rush  
Sharon Wesolowski  
Sheila Pilmore  
Shirley A Noetzold  
Shirley Robinson  
Soldan's Pet Supplies  
Stacey Troxtel  
Stanley Ponstein  
Steve McNeil  
Sue Eggleston  
Sundance Buick GMC

Susan McManus  
Susan Spitzley  
Suzanne Doepke  
Suzanne Yunker  
Tammy & Paul Gibson  
Tammy Gibson  
Tanya Paslawski  
The Charitable Giving Card  
Program of The Community  
Foundation of Middle TN  
Thomas & Eva Davidek  
Thomas Durst  
Tiffany Trapp  
Timothy Gorden  
Tucker Riffle  
Two Men and a Truck  
Victoria Hoelzer-Maddox  
Victoria Shin  
Waldron Elementary & Middle School  
Wanda Perdue  
William Fowler  
Zsuzsanna Mahon

**In Memory of Bill Conarton, Jr.**  
Amy Morris  
Cindy Wagner  
Jon & Christina Lawrence  
Nadien Conarton  
Rick Parker  
Teresa Masseau

**In Memory of Diane Rigotti**  
Harry & Dorothy Rigotti  
Jill & Sherman Garnett  
Margo Smith  
Robert & Shannon Armbruster  
Susan Anne Rigotti-Craig

**In Memory of of Judith Brown/Stanley Morgan**  
Nancy Madtes

**In Memory of Virginia D. King**  
Ambers & Bonnie Thornburgh  
Barbara Roberts Mason  
Boyd & Elaine Stuhr  
Capital Quality Initiative  
Carol Webster  
Cheryl Huffman  
Christopher Dudley  
David Dieterle  
Don & Karen McCrea  
Donald & Sharon Blom  
Dr. & Mrs. Fred Tinning  
Elizabeth & Stephen Hurney  
Erin & Mark L Katz  
Frank & Laraine Bush

Gail Braverman  
Georgia Curry  
Glenn & Carol Dunn  
Henry S. Kopek  
Impression 5  
Ina Martin  
Jill & Sherman Garnett  
John & Sharon Koepke  
Judith Green & Ron Welch  
Justin King  
Karlene Rabidoux  
Kristina & Roger Bolhouse  
Kyan Zeller  
Lani & Ted Schroeder  
Les & Su AuCoin  
Marcia & Otto Stockmeyer  
Marjorie & Jack Hetherington  
Mary Black Junttonen  
Michael & Anna Flanagan  
Michael & Ilene Schechter  
Michael & Marian Boulus  
Michigan Council on Eco. Edu.  
Mr & Mrs. Ronald Horowitz, M. D.  
Nancy & Bill Danhof  
Nicholas Bolhouse  
Patricia & Thomas Lack  
Patsy Wiemken  
Peter & Judith Sinclair  
Philip & Patricia Pavona  
Raymond Telman  
Robert & Emilie Baker  
Robert & Kathleen N Hayes  
Rosemary Machacek  
Ruthann Hartley  
Sandra Sostad  
Set Seg Tim Averill  
Sherril and Chuck Anderson  
Stewart & Joann Holmes  
Susan Anderson  
Susan Murawski  
Susan Steiner Bolhouse & Bill Ballenger  
Thomas & Ellen Muth  
Virginia Leipprandt

# IN GRATITUDE

## \$10,000 & Above

Hal & Jean Glassen Memorial Foundation

## \$5,000 - \$9,999

Fox 47 News  
Jackson National Life Insurance Company  
Lansing Community College  
Michigan State University Federal Credit Union  
UAW Local 2256  
Williams Autoworld

## \$1,000 - \$4,999

Allyse & David Anderson  
Gerald McKenna  
Joan Dawson  
Mary Frances Siegrist  
Mid-Michigan Safari Club Int.  
Safari Club International  
Lansing, Michigan Chapter  
Red Oak Foundation

## \$500 - \$1,000

Christopher Dudley  
David & Rebecca Shane  
Fraser Trebilcock  
Lawyers  
Gerry & Gaelen McNamara  
Karen McGowan  
Piper & Gold PR  
Ron & Winalee Zeeb  
Sherril and Chuck Anderson



# 2017 POTTER PARK ZOO ADVISORY BOARD



## Zoo Board

- Board Chair*  
**John Groen**
- Vice Chair*  
**Kyle Binkley**
- Commissioner Koenig**  
**Commissioner Nolan**  
**Richard Snider**  
**Rick Kibbey**  
**Aaron Davis**  
**Mary Leys**  
**Jennifer Flood**  
**Cheryl Bergman**

### Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/17

	2017 BUDGET	2017 ACTUAL
<b>REVENUES</b>		
PROPERTY TAX	\$2,874,833	\$2,891,385
ADMISSIONS	\$593,000	\$616,876
CONCESSIONS, GIFT SHOP, VENDING	\$470,000	\$434,515
OTHER REVENUES	\$333,930	\$399,568
<b>TOTAL REVENUES</b>	<b>\$4,271,763</b>	<b>\$4,342,344</b>
<b>EXPENDITURES</b>		
PERSONNEL SERVICES	\$2,544,922	\$2,489,725
CONTROLLABLE EXPENDITURES	\$1,247,446	\$1,201,253
NON-CONTROLLABLE EXPENDITURES	\$364,163	\$362,011
CAPITAL OUTLAY	\$15,099	\$15,098
<b>TOTAL EXPENDITURES</b>	<b>\$4,171,630</b>	<b>\$4,068,087</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$100,133</b>	<b>\$274,257</b>
<b>FUND BALANCE AS OF 1/1/17</b>		
NON-SPENDABLE		\$104,944
UNRESTRICTED		\$272,630
		<b>\$377,574</b>
<b>FUND BALANCE AS OF 12/31/17</b>		
NON-SPENDABLE		\$104,557
UNRESTRICTED		\$547,274
		<b>\$651,831</b>

# Potter Park Zoological Society



The mission of the Potter Park Zoological Society is to support the zoo's mission to inspire people to conserve animals and the natural world. The Society raises funds by managing the membership program, producing family events, grant writing, conducting educational programs, and coordinating fundraising activities.



## Education

The Society provides a national award winning Education Department with many programs that reach hundreds of thousands of community members each year.

## Docent & Volunteer Association

Docents and volunteers allow the zoo to thrive as a conservation education resource in our community and across the state.

## Events

The Society organizes more than 20 public events a year for all age ranges and countless private events, entertaining and educating guests in a welcoming, fun and educational environment.

## Communications

Our communications department reaches visitors, community members, zoo staff and community partners in new and exciting ways and has become an educational resource on social media and on the web.

## Memberships and Adoptions

The Society provides both the membership and animal adoption programs for zoo fans far and wide. Members receive free admission to Potter Park Zoo and discounts to hundreds of other AZA accredited zoos across the country.

## Society Board

*Board Chair*  
**Aaron L. Davis**  
Fraser Trebilcock Lawyers

*Vice Chair*  
**George Berghorn**  
Michigan State University

*Secretary*  
**Julie Pingston**  
Greater Lansing Convention and Visitors Bureau

**Drew Milam**  
Jackson National Life Insurance

**Brian Brown**  
McLaren Greater Lansing

**Carol Webster**  
Former Potter Park Zoological Society Director



## This year at Potter Park Zoo...

**22,176**

**Ice Cream  
Cones Sold**

**8,192**

**Stuffed Animals  
Sold**

**2,467**

**Bags of  
Popcorn Sold**

**1,088**

**Bio-degradable  
Straws Sold**

**POTTER PARK**



Potter Park Zoo  
1301 S. Pennsylvania Ave.  
Lansing, MI 48912

Phone: 517.483.4222  
Fax: 517.316.3894  
[www.potterparkzoo.org](http://www.potterparkzoo.org)

