

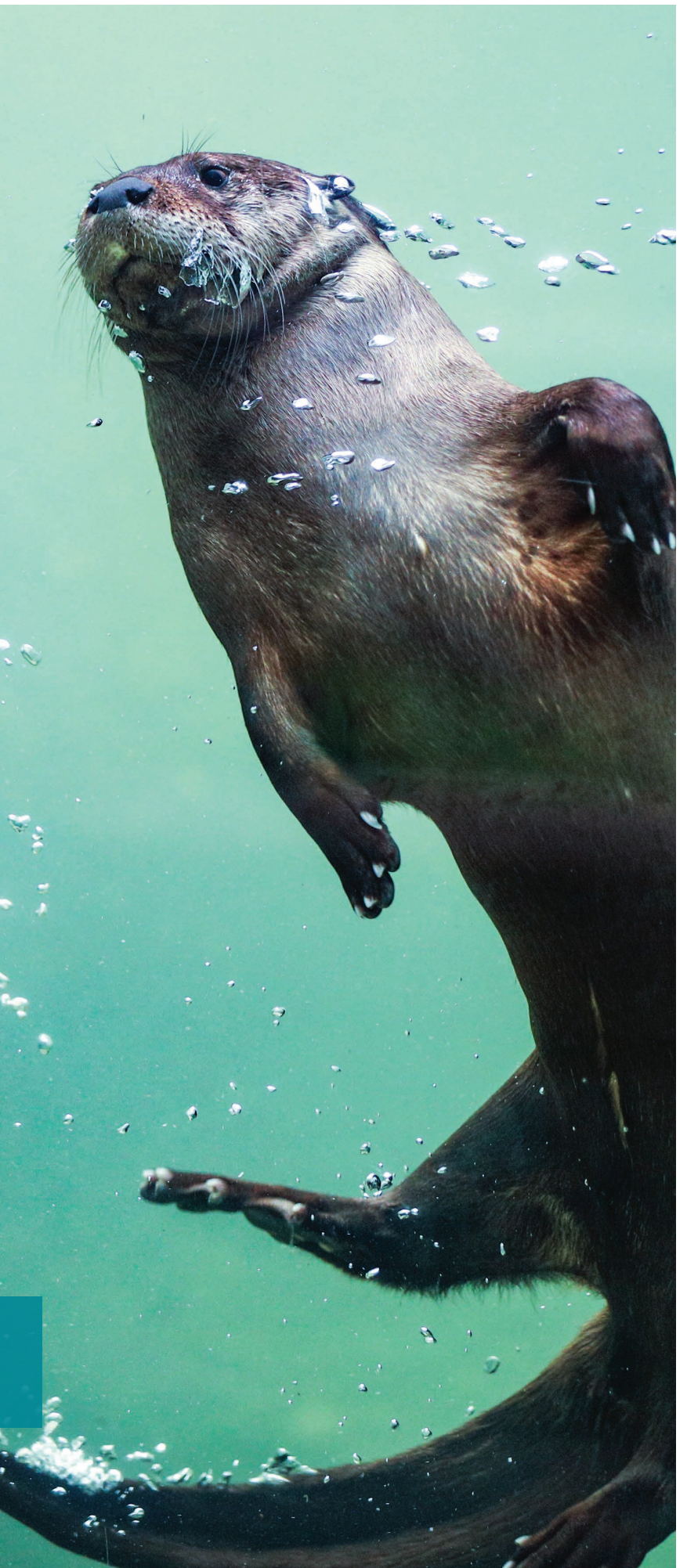
**POTTER PARK**



**ANNUAL  
REPORT  
2018**

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

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[www.potterparkzoo.org](http://www.potterparkzoo.org)

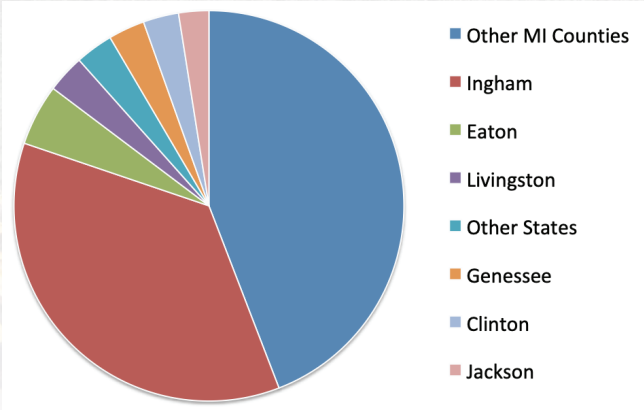






During 2018 **166,436** people  
visited Potter Park Zoo.

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



## INCENTIVE DAYS 2018

*Number of free admissions*

Mother's Day	1,437
Father's Day	221
Be a Tourist in Your Own Town	5,235
Zoo Days	7,006
College Day	394
Ingham County Free Day	1,034
Veteran's Day	2
Ingham County Free Monday Mornings	7,871



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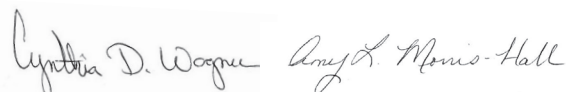
## **A letter from Cindy Wagner, Potter Park Zoo Director and Amy L. Morris-Hall, Potter Park Zoological Society Director**

Potter Park Zoo continues to stay steadfast in our mission to inspire conservation of animals and the natural world. To ensure all have the opportunity to be impacted by our mission, we began a dedicated effort in 2018 to improve guest services and become more accessible and inclusive. It is our goal to reach every member of our community with information to inspire conservation and create an environment where everyone can visit the zoo.

Our team strives to provide the highest level of customer service to the guests who choose to spend their time at Potter Park Zoo. This effort includes the addition of more keeper talks, enhanced staff service training, immediate response to phone inquiries, expanded seating in our food service areas and increased membership incentive days to name a few.

Our work toward accessibility and inclusion included specialized staff training focused on engaging individuals with autism and sensory sensitivities, developing our Zoo in Your Neighborhood program to increase access to those who may not have otherwise been able to experience the zoo, and expanding our FALCONERS program for those with special needs or sensory sensitivity. Partnerships with the Michigan Autism Alliance and Kulture City have aided us in making Potter Park Zoo more sensory inclusive.

We are committed to continuing these efforts in 2019 as well as making continued progress toward our goals of providing excellent animal welfare, impactful conservation and financial sustainability. We look forward to helping all members of our community experience the wonder of Potter Park Zoo.



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



**POTTER PARK**



## **MISSION**

*Inspiring conservation  
of animals and the  
natural world.*

## **OUR GOALS**

*Excellent Animal Welfare  
Impactful Conservation  
Financial Sustainability*





# CONSERVATION HIGHLIGHTS

## Conservation Committee

In 2018, Potter Park Zoo created a Conservation Committee to oversee the future growth of the zoo's conservation program. The committee will be in charge of creating a conservation and sustainability plan. This plan will lay out the zoo's conservation goals and the strategies to be utilized to reach those goals.

## Green Practices at Potter Park Zoo

Green practices include efforts made to reduce the zoo's carbon footprint and increase our use of environmentally sustainable products.

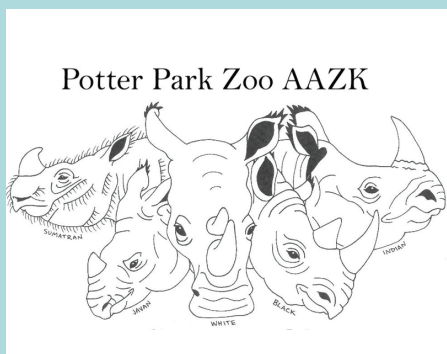
- Recycling and Composting
- Keeping the Red Cedar Clean
- Reusing Products



## Funds Raised for Conservation

This year, Potter Park Zoo raised \$6,037 for conservation through an interactive "Quarters for Conservation" display in the zoo, conservation book mark sales and many other projects. Below are a few of the projects Potter Park Zoo supported in 2018.

- \$1,000 donated to Guam kingfisher conservation
- \$1,200 donated to Michigan Wildlife Conservancy for Working Dogs for Conservation
- \$259.04 raised for vaquita conservation



## Funds Raised by AAZK Potter Park Zoo Chapter

Potter Park Zoo's AAZK Chapter raised \$8,751 for rhino conservation during their annual Bowling for Rhinos event in 2018. The chapter also raised \$3,025 through sales in the zoo's gift shop of animal painted items such as canvases, bottle openers and keychains. This money goes to professional development, conservation funds, and AAZK growth.



# RESEARCH IN ACTION

## **Eastern Massasauga Rattlesnake Research**

The Edward Lowe Foundation hosts a week long field survey to better understand the population dynamics and health of the Michigan massasauga population. This year we had staff member attend and help monitor the population.

## **Least Shrew Conservation Project**

Potter Park Zoo is partnering with the Michigan Wildlife Conservancy to locate the elusive least shrew which has not been seen in Michigan in over 50 years. The project is still in its early stages, but the results so far look promising.

## **Great Lakes Piping Plover Management and Restoration Project**

Potter Park Zoo staff works with keepers from other institutions to incubate salvaged plover eggs and care for hatched chicks of this endangered species.

## **Peregrine Falcon Banding**

Every year Potter Park Zoo veterinary staff assist the DNR, along with local nest watchers at the Lansing Board of Water and Light's Eckert Power Station, to examine and band fledging peregrine falcon chicks.



**Potter Park Zoo continually supports many conservation organizations, a few highlighted below.**



**RED PANDA  
NETWORK**



**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



**LOWVELD  
RHINO TRUST**



**AMERICAN  
ASSOCIATION  
of ZOO KEEPERS**



475 Animals



103 Different Species



168 Reptiles/Amphibians



179 Birds



178 Mammals



# OUR ANIMALS



## 2018 Births

This year we welcomed two North American river otters, two cotton-top tamarins, four northern tree shrews and a dart frog. One of the otter pups, Winston, has moved to the Toledo Zoo where he is paired with a female.

## New Arrivals

We welcomed 63 new animals to the zoo this year! 31 chickens are now in the farmyard and providing many eggs. Other notable animals that arrived this year are a new female bongo, two western grey kangaroos, a snowy owl and many others.



## New Exhibits

New and renovated exhibits included a new blue tree monitor exhibit, a new rat snake exhibit and a renovation for the native amphibians exhibit. New televisions were added in the Bird & Reptile House to display digital signage.

## What's Coming in 2019

We're excited to welcome many animals in 2019! We are planning on welcoming new Magellanic penguins, trumpeter hornbills and a male snow leopard in 2019!



# VETERINARY CARE AT POTTER PARK ZOO

2018 was a year of change for the veterinary department with Dr. Ronan Eustace joining the team.

Currently, three veterinary technicians help him with veterinary care of the zoo's animals. Dr. Ronan's team, with the help of the animal care department, has completed examinations on many zoo animals including the lions, otters, ring tailed lemurs, mandrills, snow leopard and bongo.

Both female lions needed extensive dental care and Michigan State University College of Veterinary Medicine's Dr. Colleen Turner was able to assist Dr. Ronan with these cases.

All of the Magellanic penguins went to the MSU veterinary hospital for CT examinations, which is a more sensitive method than ordinary radiographs (x-rays) to detect aspergillosis. This is a very contagious disease and we are happy to say that there is no evidence of aspergillosis noted in the penguins.

We found out that Doppsee the black rhino's hormone tests showed that she may be pregnant. Rectal ultrasound evaluations of Doppsee are going well. Dr. Ronan is collaborating with Dr. Carla Carlton, an equine theriogenologist from MSU, to help track Doppsee's pregnancy.

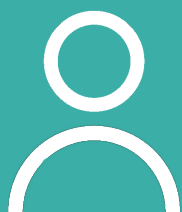
2019 will continue to be a busy year with examinations of the spider monkeys, binturong, wolves, tigers, anteater, birds and reptiles planned. Dr. Ronan will continue to foster collaboration with MSU's College of Veterinary Medicine and is scheduled to give multiple lectures at the veterinary school in 2019.

No major modifications to the existing clinic are planned, but initial drafts of a new hospital have been made. Once a finalized plan for the hospital is in place, the fundraising process will begin.





**97 Docents**  
**6,879 hours**



**43 Zoo Teens**  
**2,224 hours**



**41 Volunteer Groups**  
**2,066 hours**



**200 Volunteers**  
**3,757 hours**

# VOLUNTEERS & DOCENTS

Our volunteers and docents bring their passion for adventure and desire to make a difference with them to Potter Park Zoo every day. Our volunteers help us with a variety of important tasks including big events like Boo at the Zoo and Wine & Stein, helping with gardening and grounds and more.

Our dedicated docents are friendly, fun-loving and knowledgeable volunteers who conduct the various educational programs at the zoo and in the community. They also have the unique opportunity to be trained to present our ambassador animals at these programs.



**This year PPZ had 13 Adopt-a-Garden sites adopted.**

*"One of the many things I enjoy about being a docent is interacting with the guests, especially the kids....seeing and hearing the excitement on their face and in their voice when you are sharing about one of the animals is priceless. If by doing this I can help, even in a small way, to help teach them the importance of caring for our planet and helping with the conservation of these beautiful animals, I will be happy."*

- Sue Hinkley (Potter Park Zoo docent since 2012)



# EDUCATION PROGRAMS



1,491

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. This program is at maximum capacity: 62 classes in the 2017-18 school year.



949

Participants

## FALCONERS

This monthly program is designed for children with unique challenges (including physical, cognitive, behavioral, emotional and others) 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.



2,476

Participants

## ZOO IN YOUR NEIGHBORHOOD

ZIYN provides zoo experiences to underserved members of our community by visiting over 35 community partner locations. Each partner receives two presentations at their location and four family passes that can be "checked out" for free admission to the zoo. This year 3,114 people came into the zoo with a pass. ZIYN is funded by grants from the Community Foundation and Gannett Foundation.



34,900

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. These programs take many forms: live animal encounters, guided tours, overnights, Scout programs, birthday parties and private events.



411

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 2018, with 411 participants filling 855 out of a possible 906 available openings.



26

High School Students

## ANIMAL SCIENCE & ZOO MANAGEMENT

The 2018-19 school year represents our eleventh year of hosting a high school course in partnership with Eaton RESA. PPZ is fortunate to be one of the few AZA institutions to host an on-site high school course. For many students 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 connecting the community to the zoo in unique ways.



## WINE & STEIN (SUMMER AND WINTER)

1,464 Guests  
\$52,312 in revenue



## ZOO BREW

1,666 Guests  
\$32,766 in revenue



## ZOO DAYS

8,071 Guests  
\$11,855 in revenue



## BOO AT THE ZOO

9,262 Guests  
\$58,590 in revenue



## PRIVATE EVENTS

\$78,550 in revenue



## WONDERLAND OF LIGHTS

16,335 Guests  
\$91,395 in revenue



# MEMBERS

2,360

Memberships

4,808

Total Members  
(not including children in households)

## 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 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

## NEW ADDITIONS TO THE MEMBERSHIP PROGRAM:

- Offered a variety of "Pop-up Member Experiences" for little or no cost, such as a special member-only talks given by zookeepers. Some popular ones were "Cup of Joe with the Joey" and "Breakfast with the Binturong"
- Placed internal marketing signage throughout the zoo
- Targeted specific membership outreach opportunities
- Increased social media marketing
- Improved membership email communications
- Added membership brochure distribution strategy





# COMMUNICATIONS & MARKETING

## Social Media



Facebook Fans: 51,689  
Total reach: 8,010,826  
Impressions: 13,545,323



Twitter Followers: 7,032  
Impressions: 699,736



Instagram Followers: 8,647  
Impressions: 837,530



## San Diego Zoo Kids Filming

Staff from San Diego Zoo Kids came to the zoo and recorded three amazing videos of the river otter, black rhino and Alaskan moose as part of their children's hospital programming. The videos will be played in hospitals across the country.

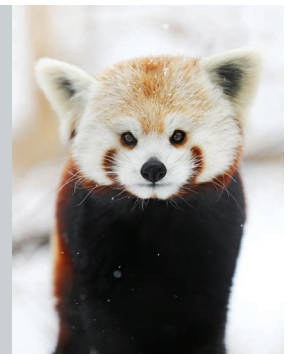
## In The News

Major stories like the otter pups being born, the birth of the cotton-top tamarin babies and the flooding at the zoo ran across the state. One of the most exciting stories was the collaboration with the Lansing State Journal, The Wharton Center, The Lion King on Broadway and the zoo. We welcomed the two main actors to the zoo for a special behind the scenes experience.



## AZA Photo Contest

This year the talent of our Communications Manager Kaiti Chritz was recognized nationally with an honorable mention in the nation wide AZA photo contest with her photo of Maliha the red panda. A photo of Miles the otter was featured in the AZA Calendar as well.



## Website

Total page views: 643,484  
Social media referrals increased dramatically (55.26%)

## Google Ads: Ad Grants

Total spent from Google Grants: \$16,957.67  
Total clicks from grant: 15,230  
Total impressions from grants: 222,950



# ZOO TEAM 2018

Potter Park Zoo makes an economic impact by employing over 150 community members, as well as being a vital educational resource for many interns in three different areas.

Full Time Employees	39
Part Time Employees	6
Seasonal Employees	108

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**Total Zoo Employees: 153**

Animal Care Interns	11
Education Interns	5
Media Interns	2

---

**Total 2018 Interns: 18**





# IN GRATITUDE

## **\$10,000 & Above**

**Hal & Jean Glassen Memorial Foundation  
McLaren Greater Lansing**

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

**Red Oak Foundation  
Marjorie & Jack Hetherington  
Nadalynn E. Conway Trust  
Rotary Club of Lansing Foundation**

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

**Allyse & David Anderson  
Dykema Gossett PLLC  
Frances Dittrich  
Gannett Foundation  
Independent Bank  
Lansing Chapter of Safari Club International  
Mary Siegrist  
Mid-Michigan Safari Club  
MSU Greek Life  
Potter Park Zoo Docent & Volunteer Assoc.  
The Comcast Foundation  
Winalee & Ron Zeeb**

## **\$500 - \$999**

**Donald Griffin  
Eggleston Gallery & Studio  
Elizabeth & Stephen Hurney  
Gerry & Gaelen McNamara  
Impression 5 Science Center  
Jo & Gary Holbrook  
Karen McGowan  
Mary C. Henry**



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

Adam Orange  
Amanda Jurcisin  
Amanda Marsh  
Amanda Weigold  
Amy Casciotti  
Amy McKenna  
Ann Carlson  
Artemis Spyrou  
ASPPIRE  
Austin McGuire  
Aya Zaky  
Beacon Sales & Service  
Benjamin Levine  
Beth Hinshaw  
Bill Humphrey  
Brenda Leung  
Brenda Ponze  
Brett Harrell  
Brian Schutte  
Carmen Gray  
Carol Webster  
Carrie Krus  
Chong-Anna Canfora  
Chrissy Besonen-Fletcher  
Constance Lee Scott  
Daniel Ford  
David Jessup  
Debra Groh  
Debra Schutte  
Dianne Rodgers  
Dr. Jacob Myers Pediatric  
Dentistry  
Edmund Outslay  
EMC Insurance  
Felicia Sperber  
Financial Independents, Inc.  
Fish Window Cleaning  
Griselda Alejo  
Holly Scott-Hetchler, DDS  
Jacquelyn Urbain  
Jake Myers  
James Schweigert  
Jeannette Smith

Jeff Williams & Joy Whitten  
Jennifer Semer  
Jennifer Walkley  
Jim Donald Lammers  
Jody Dorin-DeLong  
Judy & Lonny Snow  
Julie Pingston  
Katie Porter  
Kevin Dingle  
Kim Roland  
Kimberly S Metzger  
Kriss Ostrom  
Kristy Beckholt  
Lisa Weaver  
Lyle Montgomery  
Lyndon Beck  
Lyndsay Parker  
Marci Hooper  
Marlene Kohlmeyer

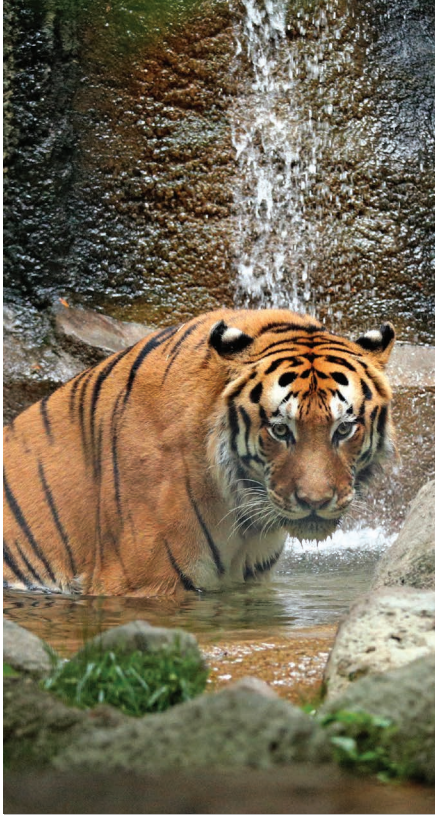
Martha & John Hesse  
Mary Beth Robertson  
Mary Frances  
Mary Leys  
Mary Maxwell  
Mary Sutberry  
Matthew Deeg  
Melanie Jacobs  
Melissa Lehti-Shiu  
Michael & Helen N Cirrito  
Miller Animal Clinic

Molly Lerma  
Nancy Hoagland  
New Creation Church  
Nicholas Garcia  
Nick Merucci  
Patricia Cotter  
Patricia Wysong  
Peter Kuhnmuensch  
Philip Trosko  
Ralph Lawrnce Levine  
Rhonda Burke  
Rhonda Oyer  
Richard F. Stilwill, D.D.S..  
Richard Snider  
Rita Knight  
RS Engineering, LLC  
Sara Beldyga  
Sarah Allen  
Scott Clippert  
Scott Darragh  
Shanon Hannasch  
Sharon Kukla-Acevedo  
Sharon, Ignacio & Nacho  
Acevedo  
Shirley Robinson  
Soldan's Pet Supplies  
Stewart & Joann Holmes  
Susan Murawski  
Tamara Underwood  
Tammy Gibson  
Teresa Winacoff  
The Reading People  
Thomas & Ellen Muth  
Timothy Wilson  
Todd Parker  
Two Men and a Truck  
Val & Eric Johnson  
Zoological Students  
Association





# 2018 POTTER PARK ZOO ADVISORY BOARD



## Zoo Board

**Commissioner Chris Trubac**

*Board Chair*

**John Groen**

*Vice Chair*

**Kyle Binkley**

**Aaron Davis**

**Richard Snider**

**Mary Leys**

**Molly Korn**

**Yanice Jackson-Long**

**Jennifer Flood**

**Cheryl Bergman**

## Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/18

	2018 BUDGET	2018 ACTUAL
<b>REVENUES</b>		
PROPERTY TAX	\$2,928,372	\$2,940,772
ADMISSIONS	\$600,000	\$577,507
CONCESSIONS, GIFT SHOP, VENDING	\$489,000	\$468,808
OTHER REVENUES	\$295,250	\$408,437
<b>TOTAL REVENUES</b>	<b>\$4,312,622</b>	<b>\$4,395,524</b>
<b>EXPENDITURES</b>		
PERSONNEL SERVICES	\$2,591,727	\$2,666,947
CONTROLLABLE EXPENDITURES	\$1,245,367	\$1,167,971
NON-CONTROLLABLE EXPENDITURES	\$367,679	\$369,642
CAPITAL OUTLAY	\$42,811	\$103,668
<b>TOTAL EXPENDITURES</b>	<b>\$4,247,584</b>	<b>\$4,308,228</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$65,038</b>	<b>\$87,296</b>
<b>FUND BALANCE AS OF 1/1/17</b>		
NON-SPENDABLE		\$104,557
UNRESTRICTED		\$641,330
		<b>\$745,887</b>
<b>FUND BALANCE AS OF 12/31/17</b>		
NON-SPENDABLE		\$136,671
UNRESTRICTED		\$696,512
		<b>\$833,183</b>



# POTTER PARK ZOOLOGICAL SOCIETY



The mission of the Potter Park Zoological Society is to support the zoo's mission to inspire conservation of 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 has a national award winning Education Department which provides 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 public events 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

*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

**Justin King**  
Retired, Michigan Association  
of School Boards

**Erin Schor**  
Michigan Community College  
Association



**This year Potter Park Zoo spent...**

**\$12,000**

bamboo for red  
pandas

**\$35,000**

meat for the big cats,  
otters and wolves

**\$25,000**

fresh produce for  
the animals

**\$5,000**

rhino pellets

**POTTER PARK**



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