

# AGENDA

## Potter Park Zoo Advisory Board

1301 S. Pennsylvania Avenue ~ Lansing, MI 48912

Telephone: 517.342.2776; Fax: 517.316.3894

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*The Board information packet is available on-line by going to [www.ingham.org](http://www.ingham.org), selecting "Monthly Calendar," and clicking on "Wednesday, July 10, 2019".*

### POTTER PARK ZOO ADVISORY BOARD MEETING

**Wednesday, July 10, 2019**

**6:00 PM**

**Potter Park Zoo, Education Building  
1301 S. Pennsylvania Ave., Lansing, Michigan**

- 1. Call to Order**
- 2. Approval of May 8, 2019 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Financial and Director's Reports**
  - a. Finance Report – Delphine Breezee
  - b. Director's Reports/May & June Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
  - a. Presentation- Zookeeper
  - b. September Meeting Date
- 7. Old Business**
  - a. Strategy Subcommittee – Mary Leys
  - b. External Relations Subcommittee – Cheryl Bergman
  - c. Financial Sustainability Subcommittee – Kyle Binkley
- 8. Board Comments**
- 9. Limited Public Comment** - *Limited to 3 minutes with no discussion*
- 10. Upcoming Meeting**
  - a. Zoo Advisory Board Meeting on **August 14, 2019** at **6:00 PM** in the Potter Park Zoo Education Building
- 11. Adjournment**

Official minutes are stored and available for inspection at the address noted at the top of this agenda. Potter Park Zoo will provide necessary reasonable auxiliary aids and services, such as interpreters for the hearing impaired and audio tapes of printed materials being considered at the meeting for the visually impaired, for individuals with disabilities at the meeting upon five (5) working days' notice to the Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Zoo by writing to: Zoo Director, 1301 S. Pennsylvania Ave., Lansing, MI 48912, or by calling 517.342.2776.

## **MINUTES – INGHAM COUNTY**

### **POTTER PARK ZOO BOARD**

**1301 S. Pennsylvania Avenue,  
Lansing, MI, May 08, 2019**

The Ingham County Potter Park Zoo Board held a regularly scheduled meeting in the Potter Park Zoo Discovery Center Bldg., 1301 S. Pennsylvania Ave., Lansing, Michigan.

#### **BOARD MEMBERS**

**PRESENT:** Chairperson John Groen, Dr. Richard Snider, Mary Leys, Aaron Davis, Cheryl Bergman, and Molly Korn

**ALSO PRESENT:** Cynthia Wagner, Zoo Director, and Delphine Brezee

**ABSENT:** Commissioner Trubac, Yanice Jackson-Long, and Vice Chair Kyle Binkley

**CALL TO ORDER:** Chairperson John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:01 PM

**MINUTES:** Mary Leys asked to have corrected four typos under New Business, Presentation in the first and second paragraphs.

Moved by Mary Leys and supported by Cheryl Bergman to approve the minutes of the April 10, 2019 meeting as amended, **Yes-6; No-0; MOTION CARRIED.**

#### **LIMITED PUBLIC COMMENT**

None

#### **LATE ITEMS/DELETIONS/CONSENT ITEMS**

Chair Groen stated Liz Jagenow would not be presenting and 6a will be removed from the agenda.

#### **FINANCIAL REPORTS**

##### **Zoo Financial Report**

Delphine Brezee reported the cash on the balance sheet at \$2,630,505, depository cash at \$129,397, and total assets showing \$2,941,766. Total liabilities show \$2,019,355 and the fund balance has \$922,411. The preliminary year to date budget vs. actual report for April 30, 2019 shows total revenues are \$1,218,584, total expenditures \$1,129,356 for a change in fund balance of \$89,228 bringing the fund balance up to \$922,411.

Dr. Snider asked if the fund balance has a cap on it. Director Wagner explained the Board had agreed to keep the fund balance at \$1,000,000, but she does not believe there is a mandated cap.

Chair Groen stated it looked like the gift shop numbers were higher than last year and Director Wagner stated a diversity of products and keeping the gift shop open during the winter months has helped.

Mary Leys asked if people shop at the gift shop without visiting the rest of the Zoo. Director Wagner explained if guests share they would only like to visit the gift shop that we do allow them in at no charge.

Dr. Snider asked if there had been consideration to having an entrance into the gift shop from the park. Director Wagner stated that is a long term goal as the gift shop is much more profitable than the food service area connected to it. One idea shared would be to turn the current storage area into more retail space and the food service area into storage.

### **ATTENDANCE REPORT**

Director Wagner reported attendance was up in April compared to 2018 and that these are the first parking numbers for the year.

Mary Leys said she likes seeing the five year history report for admissions and parking. Dr. Snider commented he liked the direction the graphs are headed. Director Wagner stated most of the rainy days in April were during the week which helped maintain high admission numbers on weekends.

### **ZOO DIRECTOR REPORT**

Director Wagner then reviewed major elements of her report:

During Party for the Planet 16 trees were planted throughout the Zoo

The Pony Path, Contact Area, and Camel Rides will open this Saturday. Wings Down Under will open if temperatures allow.

Dr. Snider asked if there were pony rides in 2018 and Director Wagner replied yes. She explained at one time they had discussed turning the pony ride area into an exhibit but are not planning for that at this time as currently the pony path is profitable.

The moose procedure went really well when Meeko was anesthetized to trim hooves.

We are in the process of completing the permits to bring in an orphaned female moose from Alaska in the fall.

Male snow leopard arrived, he will go on exhibit once he has acclimated to the keepers.

Cotton-top tamarins are due to give birth any day. Mary Leys asked if they had just given birth last year and Director Wagner shared the SSP had approved breeding again so we will have a family unit on exhibit. Once the babies are born, staff may have to monitor the amount of guests in the building at one time due to the noise level of the school groups.

Chair of the Zoological Society Board, Aaron Davis, shared Zookambi is over 70% booked and overall the finances are improved from 2018.

Director Wagner shared an anonymous donor through MSU has donated a new ultrasound to the Zoological Society for the vet department. She will be submitting a Resolution to accept the donation since it is over the \$25,000 threshold for receiving donations from the Society.

The new billboards are up around the Lansing area as well as several old billboards.

Chair Groen asked if we do any digital advertising. Director Wagner stated we do paid Facebook ads.

Centennial logos are in the design phase.

The April marketing report shows visitation to the website has increased. The red panda and the zoo are in the most recent issue of AAA of things you can do in Lansing. The ABC's of Potter Park Zoo is complete and available in the gift shop.

The Lions Club waterfall is scheduled to begin in early June and the goal will be to do a dedication in July if the schedule goes as planned.

## **NEW BUSINESS**

### **Resolution – Purchase from Radtech**

Director Wagner explained the new computer and software are necessary to use and store our digital x-rays. Replacement is the best option at this point due to the age of the current computer and the hardware must be purchased through Radtech.

Moved by Dr. Snider and supported by Aaron Davis to approve the Resolution to purchase from Radtech as written, **Yes-6; No-0; MOTION CARRIED.**

### **Resolution – Zoo Reorganization**

Director Wagner explained the reorganization is ready to move through the approval process.

Dr. Snider asked who would be doing the animal record keeping and Director Wagner replied it will be the Animal Programs Manager.

Ms. Bergman asked if all of the new positions needed to be filled and Director Wagner explained the only positions that needed to be filled are the two new Zookeeper 400 positions.

Moved by Dr. Snider and supported by Cheryl Bergman to approve the Resolution for the Zoo reorganization as written, **Yes-6; No-0; MOTION CARRIED.**

## **OLD BUSINESS**

### **Strategy Subcommittee**

Chair Groen stated we had not had a meeting and would schedule a meeting for July.

### **External Relations Subcommittee**

Cheryl Bergman stated the committee met April 17, 2019. The committee discussed Centennial planning, donor recognition, fundraising planning, spring/fall appeals, planned giving, and major gifts training for Amy Morris in the fall. Chair Groen asked who the members of the committee are and Director Wagner shared so far Jill Garnett, Carol Webster, Jan Brigham, Kaiti Chritz, and Carolyn Schulte. She explained they will be reaching out to others to join the committee soon.

Ms. Bergman explained they are beginning to schedule meetings to meet with key leaders in local businesses.

### **Financial Sustainability Subcommittee**

Director Wagner shared the subcommittee met earlier that day and discussed the 2020 budget. There will not be a significant increase in revenue so expenses will need to stay even also. She does not expect any major changes from the 2019 budget.

## **BOARD COMMENTS**

None

## **LIMITED PUBLIC COMMENT**

None

## **ADJOURNMENT**

Being no further business, the meeting was adjourned at 6:48 PM.

**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - FINAL**  
**FOR 12 MONTHS ENDED DECEMBER 31, 2018**

	2018 BUDGET	DECEMBER 2018 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	DECEMBER 2017 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 2,928,372	\$ 2,949,906	\$ (21,534)	100.74%	\$ 2,872,935
ADMISSIONS	\$ 600,000	\$ 577,507	\$ 22,493	96.25%	\$ 616,876
CONCESSIONS, GIFT SHOP, VENDING	\$ 489,000	\$ 468,808	\$ 20,192	95.87%	\$ 434,515
PARKING FEES	\$ 185,000	\$ 164,368	\$ 20,632	88.85%	\$ 190,022
INTERACTIVE SITES	\$ 58,000	\$ 116,387	\$ (58,387)	200.67%	\$ 73,509
INTEREST INCOME	\$ 10,000	\$ 30,515	\$ (20,515)	305.15%	\$ 17,470
OTHER REVENUES	\$ 42,250	\$ 127,584	\$ (85,334)	301.97%	\$ 137,017
<b>TOTAL REVENUES</b>	<b>\$ 4,312,622</b>	<b>\$ 4,435,075</b>	<b>\$ (122,453)</b>	<b>102.84%</b>	<b>\$ 4,342,344</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,372,841	\$ 1,370,287	\$ 2,554	99.81%	\$ 1,315,174
Salaries & Wages - Seasonal	\$ 529,000	\$ 560,195	\$ (31,195)	105.90%	\$ 490,980
Benefits	\$ 689,886	\$ 736,465	\$ (46,579)	106.75%	\$ 683,571
Total Personnel Services	\$ 2,591,727	\$ 2,666,947	\$ (75,220)	102.90%	\$ 2,489,725
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 331,250	\$ 323,904	\$ 7,346	97.78%	\$ 279,478
Animal Care	\$ 231,500	\$ 266,411	\$ (34,911)	115.08%	\$ 244,707
Purchased Services	\$ 541,896	\$ 426,823	\$ 115,073	78.76%	\$ 532,002
Utilities - Telephone	\$ 18,625	\$ 19,198	\$ (573)	103.08%	\$ 20,237
Rentals & Leases	\$ 5,000	\$ 27,635	\$ (22,635)	552.70%	\$ 1,223
Other Expenses	\$ 117,096	\$ 104,000	\$ 13,096	88.82%	\$ 123,606
Total Controllable Expenditures	\$ 1,245,367	\$ 1,167,971	\$ 77,396	93.79%	\$ 1,201,253
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 200,000	\$ 220,645	\$ (20,645)	110.32%	\$ 213,715
Insurance	\$ 92,000	\$ 79,101	\$ 12,899	85.98%	\$ 73,798
IT Support Expense	\$ 75,285	\$ 69,502	\$ 5,783	92.32%	\$ 74,033
Other Expenses	\$ 394	\$ 394	\$ -	100.00%	\$ 465
Total Non-Controllable Expenditures	\$ 367,679	\$ 369,642	\$ (1,963)	100.53%	\$ 362,011
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ 42,811	\$ 103,668	\$ (60,857)		\$ 15,098
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,247,584</b>	<b>\$ 4,308,228</b>	<b>\$ (60,644)</b>	<b>101.43%</b>	<b>\$ 4,068,087</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 65,038</b>	<b>\$ 126,847</b>			<b>\$ 274,257</b>
<b>FUND BALANCE AS OF 1/1/18</b>					
NON-SPENDABLE		\$ 104,557			
UNRESTRICTED		\$ 641,330			
		<u>\$ 745,887</u>			
<b>FUND BALANCE AS OF 12/31/18</b>		\$ 872,734			
<b>FUND BALANCE AS OF 12/31/18</b>					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			

**POTTER PARK ZOO  
BALANCE SHEET - PRELIMINARY  
DECEMBER 31, 2018**

**ASSETS**

CASH	\$ 963,089
DEPOSITORY CASH	44,325
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	2,769,369
TAXES REC - DELINQUENT	21,742
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,640
DUE FROM STATE	30,417
INVENTORY	54,298
PREPAID EXPENSES	82,373

<b>TOTAL ASSETS</b>	<u><u>\$ 3,964,271</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,866
ACCRUED PAYROLL	50,326
ACCOUNTS PAYABLE	46,154
DEFERRED REVENUE - PROPERTY TAXES	2,970,000
DEFERRED REVENUE - DELINQUENT TAXES	5,191

<b>TOTAL LIABILITIES</b>	<u>3,091,537</u>
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**FUND BALANCE**

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	736,063
	<u>872,734</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 3,964,271</u></u>
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**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 5 MONTHS ENDED MAY 31, 2019**

	2019 BUDGET	MAY 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	MAY 2018 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,028,674	\$ 2,967,772	\$ 60,902	97.99%	\$ 2,900,391
UNALLOCATED PORTION OF TAXES (7 MONTHS)		\$ (1,731,199)			\$ (1,691,894)
ADMISSIONS	\$ 610,000	\$ 163,155	\$ 446,845	26.75%	\$ 161,080
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 160,079	\$ 330,421	32.64%	\$ 118,861
PARKING FEES	\$ 190,000	\$ 50,828	\$ 139,172	26.75%	\$ 46,896
INTERACTIVE SITES	\$ 63,000	\$ 23,952	\$ 39,048	38.02%	\$ 16,069
INTEREST INCOME	\$ 18,000	\$ 16,657	\$ 1,343	92.54%	\$ 11,547
OTHER REVENUES	\$ 134,828	\$ 89,435	\$ 45,393	66.33%	\$ 57,469
<b>TOTAL REVENUES</b>	<b>\$ 4,535,002</b>	<b>\$ 1,740,679</b>	<b>\$ 2,794,323</b>	<b>38.38%</b>	<b>\$ 1,620,419</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 526,381	\$ 876,066	37.53%	\$ 511,762
Salaries & Wages - Seasonal	\$ 592,626	\$ 174,513	\$ 418,113	29.45%	\$ 143,375
Benefits	\$ 755,143	\$ 290,738	\$ 464,405	38.50%	\$ 280,488
Total Personnel Services	\$ 2,750,216	\$ 991,632	\$ 1,758,584	36.06%	\$ 935,625
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 326,559	\$ 105,645	\$ 220,914	32.35%	\$ 99,478
Animal Care	\$ 260,000	\$ 107,117	\$ 152,883	41.20%	\$ 94,492
Purchased Services	\$ 698,633	\$ 116,171	\$ 582,462	16.63%	\$ 101,381
Utilities - Telephone	\$ 22,125	\$ 9,157	\$ 12,968	41.39%	\$ 5,466
Rentals & Leases	\$ 2,000	\$ 746	\$ 1,254	37.30%	\$ 346
Other Expenses	\$ 128,200	\$ 49,385	\$ 78,815	38.52%	\$ 51,333
Total Controllable Expenditures	\$ 1,437,517	\$ 388,221	\$ 1,049,296	27.01%	\$ 352,496
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 210,000	\$ 89,633	\$ 120,367	42.68%	\$ 81,280
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 54,915
IT Support Expense	\$ 84,057	\$ 40,354	\$ 43,703	48.01%	\$ 14,310
Other Expenses	\$ 365	\$ 182	\$ 183	49.86%	\$ 197
Total Non-Controllable Expenditures	\$ 374,422	\$ 187,192	\$ 187,230	49.99%	\$ 150,702
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ 12,811
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,522,155</b>	<b>\$ 1,567,045</b>	<b>\$ 2,955,110</b>	<b>34.65%</b>	<b>\$ 1,451,634</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ 12,847</b>	<b>\$ 173,634</b>			<b>\$ 168,785</b>
<b>FUND BALANCE AS OF 1/1/19</b>					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			
<b>FUND BALANCE AS OF 5/31/19</b>		<b>\$ 1,046,368</b>			
<b>FUND BALANCE AS OF 5/31/19</b>					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 909,697			
		<u>\$ 1,046,368</u>			

**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**May 31, 2019**

**ASSETS**

CASH	\$ 2,356,289
DEPOSITORY CASH	277,069
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	101,462
TAXES REC - DELINQUENT	21,231
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
EFT TAX RECEIVABLE	-
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	5,016
INVENTORY	54,298
PREPAID EXPENSES	-

<b>TOTAL ASSETS</b>	<u><u>\$ 2,814,024</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,865
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	11,401
DEFERRED REVENUE - PROPERTY TAXES	1,731,199
DEFERRED REVENUE - DELINQUENT TAXES	5,191

<b>TOTAL LIABILITIES</b>	<u>1,767,656</u>
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**FUND BALANCE**

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	909,697
	<u>1,046,368</u>

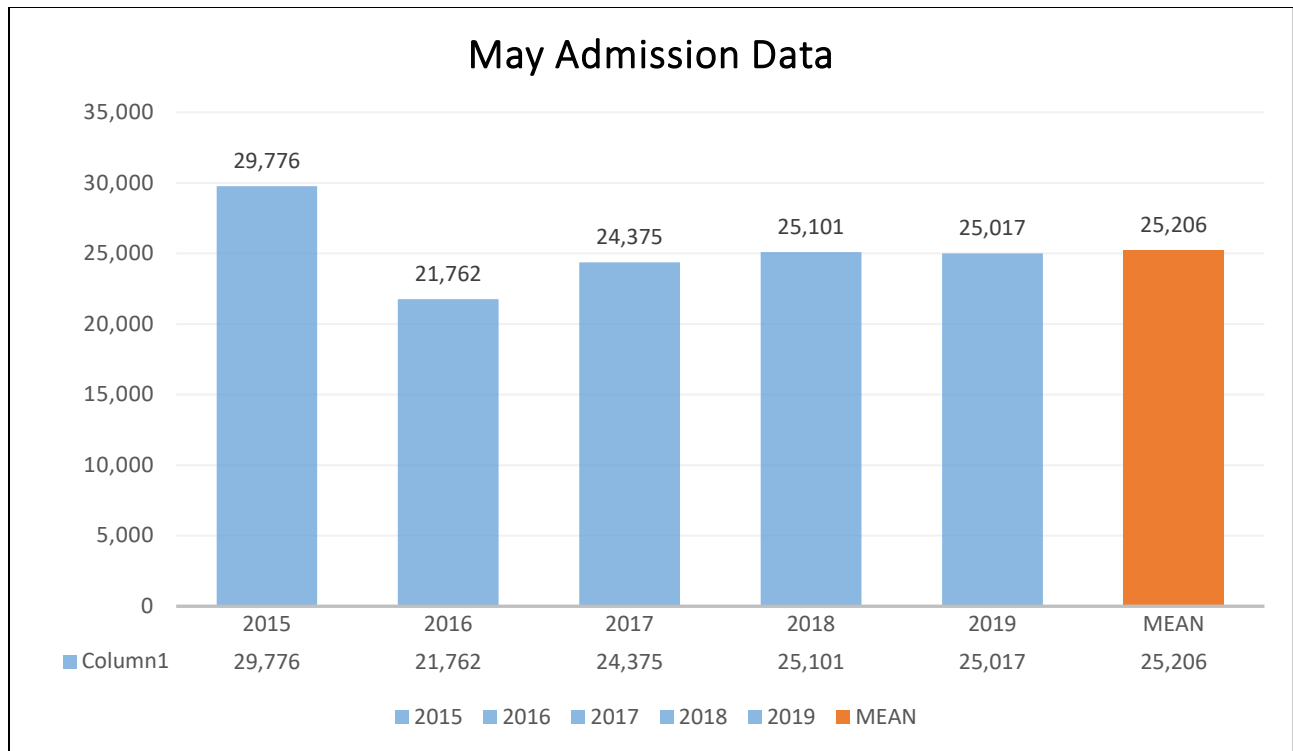
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 2,814,024</u></u>
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**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING May 31, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	3,275	3,093	(182)	3,665	5,118	1,453
CHILDREN - UNDER 3	2,418	2,133	(285)	3,785	3,757	(28)
CHILDREN - OFF SEASON	0	0	0	1,327	1,675	348
ADULT RESIDENT	4,347	4,597	250	6,229	7,288	1,059
ADULT NON-RESIDENT	3,244	2,988	(256)	4,981	4,212	(769)
ADULT - OFF SEASON	0	0	0	3,483	3,919	436
SENIOR RESIDENT	354	422	68	392	610	218
SENIOR NON-RESIDENT	300	478	178	426	682	256
GROUPS	4,759	4,148	(611)	5,337	4,714	(623)
SUBTOTAL	18,697	17,859	(838)	29,625	31,975	2,350
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	2,817	2,568	(249)	6,433	6,208	(225)
EVENTS	1,437	834	(603)	3,831	3,807	(24)
RECIPROCAL ZOO MEMBERS	448	1,861	1,413	813	2,583	1,770
RECIPROCAL ZOO MEMBERS (100%)	203	363	160	634	733	99
MONDAY PROGRAM	1,421	1,491	70	2,804	2,474	(330)
OTHER (non-paying)	78	41	(37)	82	44	(38)
SUBTOTAL	6,404	7,158	754	14,597	15,849	1,252
<b>GRAND TOTAL</b>	<b>25,101</b>	<b>25,017</b>	<b>(84)</b>	<b>44,222</b>	<b>47,824</b>	<b>3,602</b>

Change in Paid Admissions -1.2% 9.5%

ADMISSION TYPE	DESCRIPTION
CHILDREN	All Children, any county ages 3-16 (\$4)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
CHILDREN - OFF SEASON	All Children, any county ages 3-16 Nov. 1- March 31 (\$2)
ADULT RESIDENT	Adult of Ingham county April 1 - Oct. 31 (\$6)
ADULT NON-RESIDENT	Adult Out of Ingham County April 1 -Oct. 31 (\$11)
ADULT OFF SEASON	All Adults, Any County Nov. 1 - March 31 (\$3)
SENIOR RESIDENT	Discount for Ingham seniors ages 60+ April 1 - Oct. 31 (\$5)
SENIOR NON-RESIDENT	Discount for Out of County seniors ages 60+ April 1- Oct. 31 (\$10)
PPZ MEMBERS	Visitors holding membership at PPZ - one time payment
SPECIAL EVENTS - PPZ	Admission included in event fee
SPECIAL EVENTS - COUNTY	Admission included in event fee
RECIPROCAL ZOO MEMBERS	Reciprocal Zoo memberships (Discount varies)
RECIPROCAL ZOO MEMBERS (100%)	Reciprocal Zoo Members (Free admission)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham Co. Residents free 9-12 PM on non-holiday Mondays
OTHER (non-paying)	Any Coupon related attendee



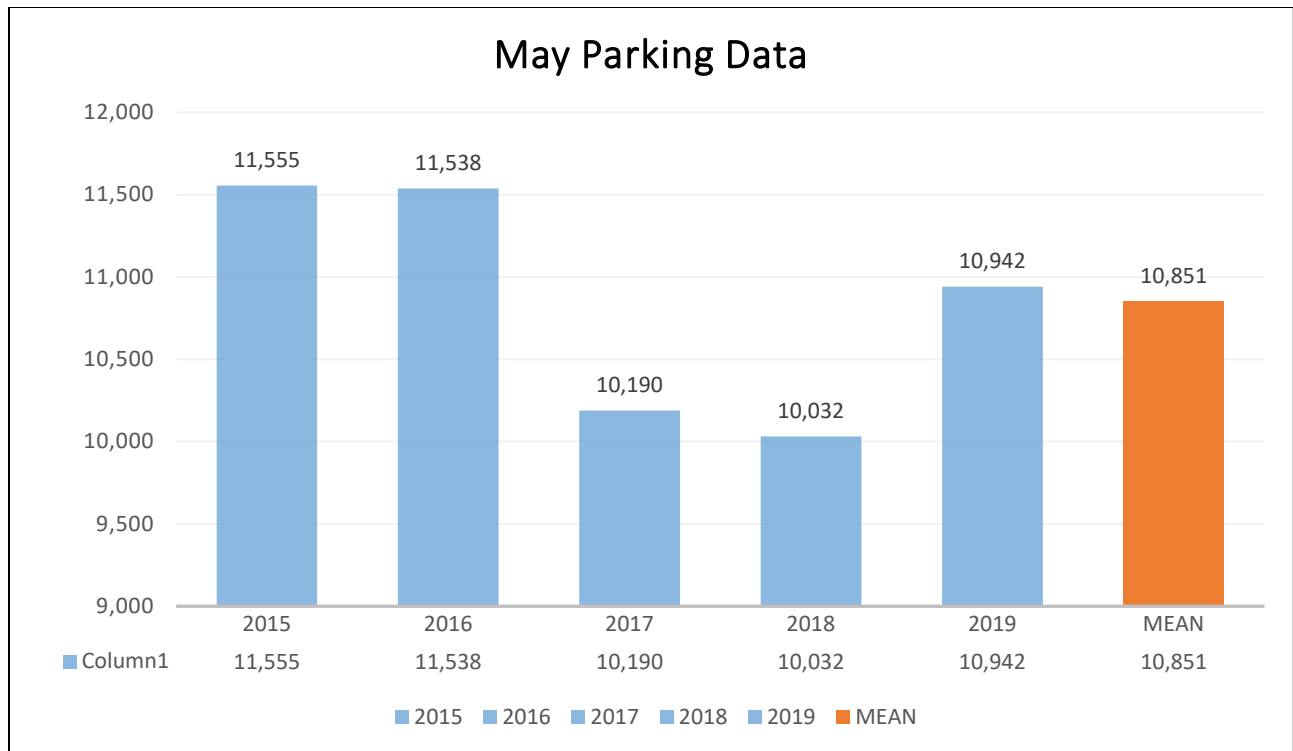
Potter Park Zoo Historical Admission Data

	2015	2016	2017	2018	2019	MEAN
JAN	964	1,084	2,579	1,545	1,492	1,532
FEB	385	2,366	7,194	845	1,008	2,359
MAR	4,100	5,752	2,898	5,011	5,844	4,721
APR	17,090	12,145	12,680	11,720	14,463	13,619
MAY	29,776	21,762	24,375	25,101	25,017	25,206
JUN	29,939	20,821	28,541	31,112		
JUL	33,531	24,470	26,232	25,774		
AUG	25,386	22,160	21,895	21,776		
SEPT	12,028	13,550	13,394	12,731		
OCT	12,855	4,338	17,937	11,535		
NOV	5,205	4,558	2,784	1,933		
DEC	1,301	1,586	829	1,498		
TTL	172,560	134,592	161,338	150,581		

**POTTER PARK ZOO**  
**MONTHLY PARKING REPORT**  
**FOR MONTH AND YTD ENDING May 31, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	95	85	(10)	190	206	16
ANNUAL NON-RESIDENT PASS	15	12	(3)	25	22	(3)
PPZ MEMBER DELUXE/PREMIUM	337	296	(41)	601	576	(25)
DAILY RESIDENT PARKING	3,382	3,173	(209)	5,009	5,068	59
DAILY NON-RESIDENT PARKING	4,029	4,800	771	5,145	6,420	1,275
EVENTS	379	175	(204)	379	175	(204)
OTHER (non-paying)	1,795	2,401	606	3,358	4,020	662
TOTAL	10,032	10,942	910	14,707	16,487	1,780

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00



Potter Park Zoo Historical Parking Data

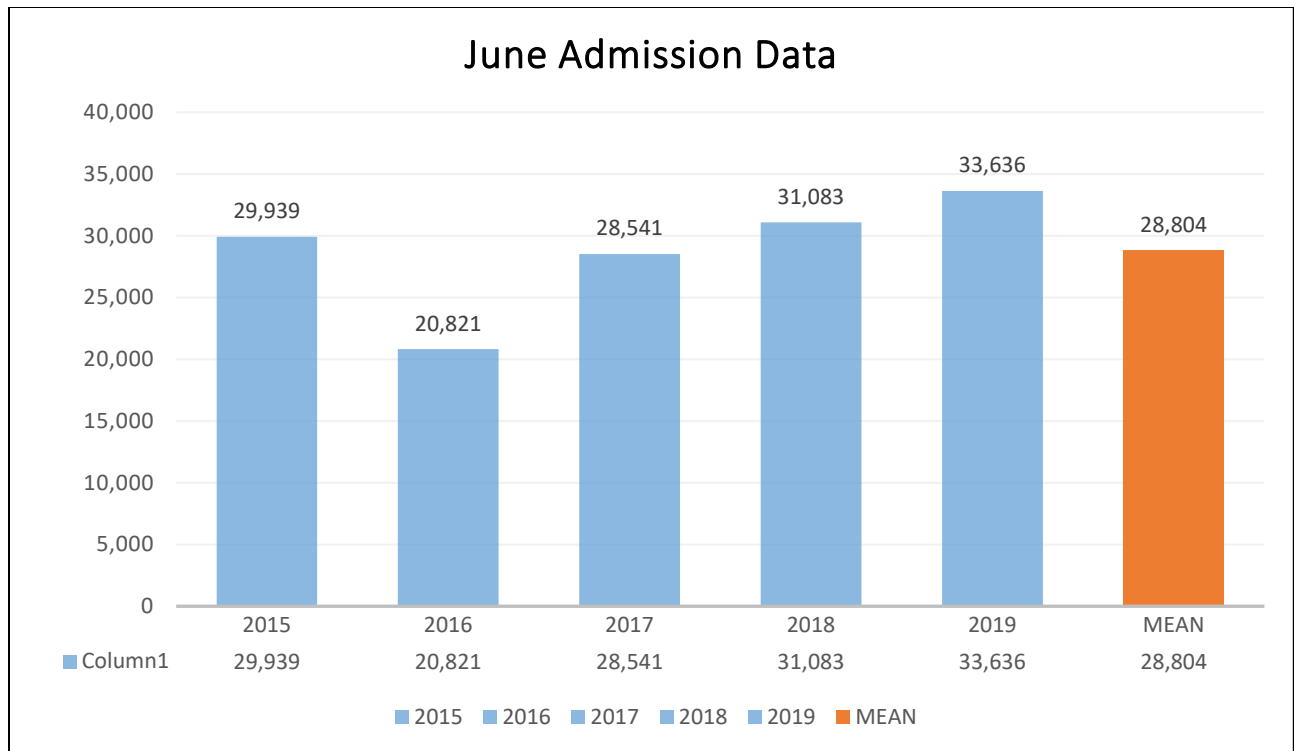
	2015	2016	2017	2018	2019	MEAN
APR	6,950	5,545	5,546	5,054	5,545	5,728
MAY	11,555	11,538	10,190	10,032	10,942	10,851
JUN	12,843	10,639	13,637	12,374		
JUL	12,186	9,982	12,382	11,605		
AUG	10,935	8,945	9,024	8,310		
SEPT	5,941	5,555	5,779	5,233		
OCT	4,606	5,629	7,795	5,762		
TTL	65,016	57,833	64,353	59,942		

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING June 30, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	3,736	4,489	753	7,401	9,607	2,206
CHILDREN - UNDER 3	2,149	2,535	386	5,934	6,292	358
CHILDREN - OFF SEASON	0	0	0	1,327	1,675	348
ADULT RESIDENT	3,691	4,392	701	9,920	11,680	1,760
ADULT NON-RESIDENT	3,482	3,762	280	8,463	7,974	(489)
ADULT - OFF SEASON			0	3,483	3,919	436
SENIOR RESIDENT	409	506	97	801	1,116	315
SENIOR NON-RESIDENT	513	694	181	1,039	1,376	337
GROUPS	4,435	2,716	(1,719)	9,772	7,430	(2,342)
SUBTOTAL	18,415	19,094	679	48,140	51,069	2,929
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	2,702	3,309	607	9,135	9,517	382
EVENTS	6,161	5,483	(678)	9,992	9,290	(702)
RECIPROCAL ZOO MEMBERS	516	996	480	1,329	3,579	2,250
RECIPROCAL ZOO MEMBERS (100%)	387	443	56	1,021	1,176	155
MONDAY PROGRAM	2,681	1,778	(903)	5,485	4,252	(1,233)
OTHER (non-paying)	221	2,533	2,312	303	2,577	2,274
SUBTOTAL	12,668	14,542	1,874	27,265	30,391	3,126
<b>GRAND TOTAL</b>	<b>31,083</b>	<b>33,636</b>	<b>2,553</b>	<b>75,405</b>	<b>81,460</b>	<b>6,055</b>

Change in Paid Admissions 3.9% 7.1%

ADMISSION TYPE	DESCRIPTION
CHILDREN	All Children, any county ages 3-16 (\$4)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
CHILDREN - OFF SEASON	All Children, any county ages 3-16 Nov. 1- March 31 (\$2)
ADULT RESIDENT	Adult of Ingham county April 1 - Oct. 31 (\$6)
ADULT NON-RESIDENT	Adult Out of Ingham County April 1 -Oct. 31 (\$11)
ADULT OFF SEASON	All Adults, Any County Nov. 1 - March 31 (\$3)
SENIOR RESIDENT	Discount for Ingham seniors ages 60+ April 1 - Oct. 31 (\$5)
SENIOR NON-RESIDENT	Discount for Out of County seniors ages 60+ April 1- Oct. 31 (\$10)
PPZ MEMBERS	Visitors holding membership at PPZ - one time payment
SPECIAL EVENTS - PPZ	Admission included in event fee
SPECIAL EVENTS - COUNTY	Admission included in event fee
RECIPROCAL ZOO MEMBERS	Reciprocal Zoo memberships (Discount varies)
RECIPROCAL ZOO MEMBERS (100%)	Reciprocal Zoo Members (Free admission)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham Co. Residents free 9-12 PM on non-holiday Mondays
OTHER (non-paying)	Any Coupon related attendee



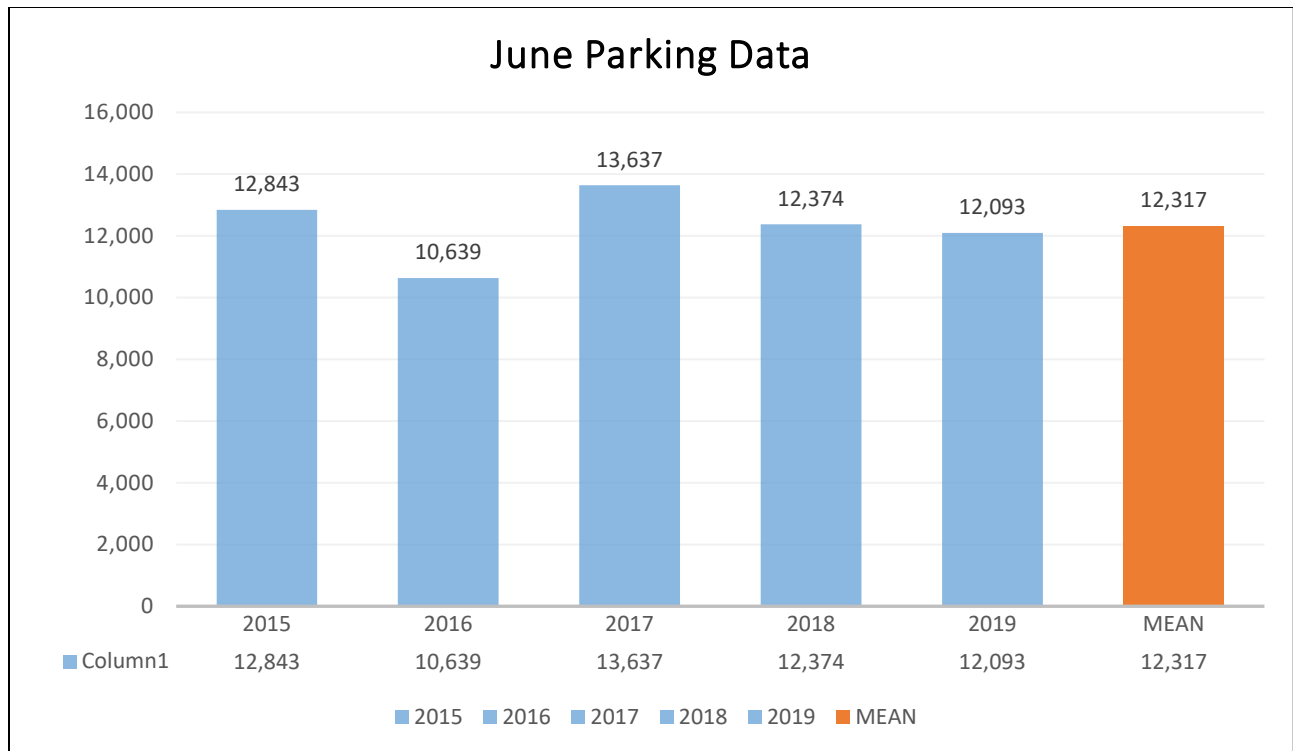
### Potter Park Zoo Historical Admission Data

	2015	2016	2017	2018	2019	MEAN
JAN	964	1,084	2,579	1,545	1,492	1,532
FEB	385	2,366	7,194	845	1,008	2,359
MAR	4,100	5,752	2,898	5,011	5,844	4,721
APR	17,090	12,145	12,680	11,720	14,463	13,619
MAY	29,776	21,762	24,375	25,101	25,017	25,206
JUN	29,939	20,821	28,541	31,083	33,636	28,804
JUL	33,531	24,470	26,232	25,774		
AUG	25,386	22,160	21,895	21,776		
SEPT	12,028	13,550	13,394	12,731		
OCT	12,855	4,338	17,937	11,535		
NOV	5,205	4,558	2,784	1,933		
DEC	1,301	1,586	829	1,498		
TTL	172,560	134,592	161,338	150,581		

**POTTER PARK ZOO**  
**MONTHLY PARKING REPORT**  
**FOR MONTH AND YTD ENDING June 30, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	44	53	9	234	259	25
ANNUAL NON-RESIDENT PASS	7	8	1	32	30	(2)
PPZ MEMBER DELUXE/PREMIUM	386	455	69	987	1,031	44
DAILY RESIDENT PARKING	3,527	3,527	0	8,536	8,595	59
DAILY NON-RESIDENT PARKING	4,423	4,442	19	9,568	10,862	1,294
EVENTS	1,247	1,695	448	1,626	1,870	244
OTHER (non-paying)	2,740	1,913	(827)	6,098	5,933	(165)
TOTAL	12,374	12,093	(281)	27,081	28,580	1,499

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00



Potter Park Zoo Historical Parking Data

	2015	2016	2017	2018	2019	MEAN
APR	6,950	5,545	5,546	5,054	5,545	5,728
MAY	11,555	11,538	10,190	9,653	10,767	10,740
JUN	12,843	10,639	13,637	12,374	12,093	12,317
JUL	12,186	9,982	12,382	11,605		
AUG	10,935	8,945	9,024	8,310		
SEPT	5,941	5,555	5,779	5,233		
OCT	4,606	5,629	7,795	5,762		
TTL	65,016	57,833	64,353	59,942		



## **Zoo Directors Report June 12, 2019**

### **AZA**

The annual conference will be held September 7-11 in New Orleans, LA.

### **Staff**



LEFT:

Staff are wearing the conservation shirts on Fridays to help initiate conversation with guests about PPZ's conservation efforts.

Welcome to our new group of summer interns! The conservation internship is new this year with the interns helping to; pull invasive species, plant native plants, create educational opportunities for guests, write conservation blogs, participate in local citizen science programs, and much more.

- (9) Animal care
- (3) Conservation
- (5) Education
- (3) Media/Communications
- (2) Centennial
- (1) Special Events - Hospitality

### **Fundraising**

An anonymous donor read about our need for a new ultrasound in the MSU Alumni Newsletter lion root canal story. The Zoo Society received a \$35,000 donation for an ultrasound for our animal care team. Thanks to Dr. Ronan and Kaiti Chritz for getting the word out about the excellent care we take of our animals.



LEFT:

New photo boards will be installed around the zoo. Each board will be sponsored by a local business. The first sponsor is Murphy Family Dentistry.

## Animal Care



LEFT:

Two cotton-top tamarin babies are being reared by parents Zuri and LG.

A pair of trumpeter hornbills will be going on exhibit in the Feline Primate building soon. We will attempt to introduce the African crested porcupines to the hornbills later in the summer.

Doppsee's pregnancy appears to be progressing normally. We will post updates on social media soon.

Lansing Board of Water and Light (BWL), in partnership with the Michigan Department of Natural Resources, Potter Park Zoo, and Michigan State University, banded three baby peregrine falcon chicks June 4<sup>th</sup>. Dr. Ronan participated in the banding and health checks.

Rupert, our male red panda, was transferred to Pueblo Zoo last week. Doofa, a new male red panda, arrived from Rosamond Gifford Zoo to breed with Mahlia, our female red panda. This was a breeding recommendation made by the Red Panda SSP in their annual breeding and transfer plan.

## Education



Admission:

With Passport - 1,178

Without Passport - 1,191

Others - 81

**Total: 2,450**

Zookambi summer camp is 95% booked.

Spring Fling is wrapping up. Almost 200 schools visited PPZ over the past 6 weeks for their school field trip.

Zoo in Your Neighborhood - We had 357 individuals come into the zoo with a zoo pass. These free program events run from September – May at community partner locations throughout the Greater Lansing area.

We submitted an application to be considered for an AZA diversity and inclusion award. Award recipients are announced at the annual conference.

FALCONERS will be featured in the Pure Michigan Travel Guide this Fall. At the May Event we had 61 people attend which is more than last year. Weather was a large factor in lower attendance. Registration looks great for June.

The high school event just ended a very successful year. There are 40 students registered for the 2019/2020 school year.

Teen Volunteers began volunteering June 10.

Staff are making great progress with our new volunteer management software. We are already seeing significant gains in efficiency, communication and data collection.

**Mother's Day** - 834 mothers visited the zoo for Mother's day and received free admission.



RIGHT:  
All military  
receive free  
admission  
July 4th



### Wine & Stein 2019

LEFT:  
More than 1,000 guests enjoyed  
Wine & Stein May 16.

Thank you to all who volunteered, attended and helped spread the word to make this a wonderful event!

# POTTER PARK ZOO

## June 2019

Facebook	Total reach: (daily total) <b>594,831</b> Total Impressions: <b>1,209,186</b>	
	Followers: 53,182 to 53,479	Increase in followers: 297
Instagram	Total Reach: 28,952 Total impressions: 160,695	
	Followers: 11,376 to 11,919	Increase in followers: 543
Twitter	Total Impressions: 67,900	
	Followers: 7,125 to 7,152	Increase in followers: 27
Google Analytics	<b>Page Views: 73,846</b> <b>Sessions: 31,006</b> <b>Users: 22,384</b>	
	<b>Top pages visited</b>	
	Home 24,075	Users <b>-4.91%</b> 22,384 vs 23,539
	Admissions 13,265	New Users <b>-2.96%</b> 20,524 vs 21,150
	Attractions 6,698	Sessions <b>-0.59%</b> 31,006 vs 31,191
	Animals 4,668	Number of Sessions per User <b>4.54%</b> 1.39 vs 1.33
	<b>Top cities by visits</b>	Pageviews <b>0.06%</b> 73,846 vs 73,802
	Lansing 2,250	Pages / Session <b>0.66%</b> 2.38 vs 2.37
	Grand Rapids 2,060	Avg. Session Duration <b>4.67%</b> 00:02:03 vs 00:01:58
	Ann Arbor 1,789	Bounce Rate <b>-1.41%</b> 44.78% vs 45.42%
	Detroit 1,473	% Exit <b>-0.65%</b> 41.99% vs 42.26%
	<b>Acquisitions</b>	
	Organic Search 16,756	Pageviews <b>0.06%</b> 73,846 vs 73,802
	Direct 3,796	Unique Pageviews <b>0.39%</b> 61,423 vs 61,184
	Social 1,565	Avg. Time on Page <b>3.49%</b> 00:01:29 vs 00:01:26
	Referral 598	Bounce Rate <b>-1.41%</b> 44.78% vs 45.42%
<b>** DO MEDIA PULL FOR NEXT MONTH</b>		
Increase sessions 0.00%		Increase in unique users: -2.42%

# POTTER PARK ZOO

## Notable Media Stories - June 2019

### [Michigan's First Sensory Inclusive Zoo](#)

Ann Arbor Family

**Potter Park Zoo**, in Lansing, has taken steps to become certified as a sensory inclusive environment by KultureCity.

   [Flag as irrelevant](#)

### [Mid-Michigan weekend events: May 31-June 2](#)

WILX-TV

People can visit over 100 local attractions like the State Capitol, Michigan Historical Museum, The **Potter Park Zoo** and more! It starts at 10 a.m. and ...

   [Flag as irrelevant](#)

### [Be a Tourist in Your Own Town celebrates 25 years](#)

City Pulse

It was mostly **Potter Park Zoo**, Impression 5 and the Lugnuts." ... "It is very easy to be a fan of the more obvious attractions, but this is a day where you ...

   [Flag as irrelevant](#)

### [Breaking down barriers: Things to do in Lansing for an inclusive community](#)

Lansing State Journal

**Potter Park Zoo**, located in Lansing, is home to over 500 animals and 160 ... There will be activity stations set up throughout the zoo encouraging ...

   [Flag as irrelevant](#)



**Potter Park Zoo welcomes 2 baby cotton-top tamarins, a critically-endangered species**

Last month



### All coverage

 Lansing State Journal

**Potter Park Zoo home to two new critically-endangered cotton-top tamarins**

Last month



### [Potter Park Zoo announces birth of endangered Cotton-Top Tamarins](#)

yahoo.com

The **Potter Park Zoo** has a few new animals in their family.

   [Flag as irrelevant](#)

### [falconers](#)

Upcoming Events in Lansing, MI - Lansing State Journal

The July event's theme is "Water, Water Everywhere!" Activity stations will be set-up throughout the **zoo** and participants can visit them at their own ...

   [Flag as irrelevant](#)

### [Cotton-Top Tamarins News from WILX-TV NBC in Onondaga, New York](#)

sNEWS1 is News

The **Potter Park Zoo** animal care team announced the recent birth of critically ... **Potter Park Zoo** announces birth of endangered Cotton-Top Tamarins.

   [Flag as irrelevant](#)

### [Families celebrate Father's Day at Potter Park Zoo](#)

WLNS

LANSING, Mich. (WLNS) – Today is Father's Day, a chance for kids around the nation to celebrate their dads. **Potter Park Zoo** took part in the festivities ...

   [Flag as irrelevant](#)

### [Potter Park Zoo's Alaskan moose, Meeko, diagnosed with cancer](#)

US News Today, USA News, Headlines, Breaking News, Sports

**Zoo** staff discovered a mass on the back of a leg during a routine examination during the spring. It was removed and found to be a soft tissue.

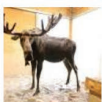
  [Flag as irrelevant](#)



**Potter Park Zoo announces birth of endangered Cotton-Top Tamarins**  
WSYM-TV - Jun 11, 2019  
LANSING, Mich. — The **Potter Park Zoo** has a few new animals in their family. The **Potter Park Zoo** animal care team announced the recent ...



**Newborn Cotton-top tamarins at the Potter Park Zoo**  
WLNS - Jun 12, 2019  
The critically endangered Cotton-top tamarin gave birth to triplets at the **Potter Park Zoo** late last month, but unfortunately one passed away.



**Alaskan moose at Michigan zoo is battling cancer**  
MLive.com - Jun 19, 2019  
LANSING, MI — A beloved Alaskan moose at **Potter Park Zoo** has been diagnosed with ... **Potter Park Zoo** welcomes 2 baby cotton-top tamarins, ...

<https://annarborfamily.com/briefly-happening/michigans-first-sensory-inclusive-zoo/>

<https://www.wilx.com/content/news/Things-to-do-in-mid-michigan--510661371.html>

<https://www.lansingcitypulse.com/stories/be-a-tourist-in-your-own-town-celebrates-25-years,12868>

<https://www.lansingstatejournal.com/story/entertainment/2019/05/30/lansing-events-people-with-disabilities/1270821001/>

<https://www.mlive.com/news/2019/06/potter-park-zoo-welcomes-2-baby-cotton-top-tamarins.html>

<https://www.lansingstatejournal.com/story/news/local/2019/06/10/potter-park-zoo-cotton-top-tamarins-birth-endangered/1411695001/>

<https://sg.tv.yahoo.com/sgtvoddnews/potter-park-zoo-announces-birth-035036898.html>

[http://events.lansingstatejournal.com/lansing\\_mi/events/falconers-/E0-001-127703011-1](http://events.lansingstatejournal.com/lansing_mi/events/falconers-/E0-001-127703011-1)

<https://snewsi.com/WILX/tag/Cotton-Top+Tamarins>

<https://www.wlns.com/news/families-celebrate-fathers-day-at-potter-park-zoo/>

<http://www.usnews.ws/breaking/potter-park-zooaposs-alaskan-moose-meeko-diagnosed-with-cancer>

<https://www.fox47news.com/news/local-news/potter-park-zoo-announces-birth-of-endangered-cotton-top-tamarins>

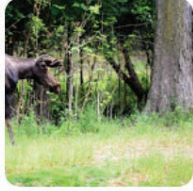
<https://www.wlns.com/news/newborn-cotton-top-tamarins-at-the-potter-park-zoo/>

<https://www.mlive.com/news/2019/06/alaskan-moose-at-michigan-zoo-is-battling-cancer.html>

LSJ Lansing State Journal

## Potter Park Zoo's Alaskan moose, Meeko, diagnosed with cancer

Last month



<https://www.lansingstatejournal.com/story/news/local/2019/06/19/potter-park-zoo-alaskan-moose-meeko-cancer-sarcoma/1504892001/>

6 WLNS

## Potter Park Zoo's Alaskan Moose Battling Cancer

Last month



<https://www.wlns.com/news/local-news/potter-park-zoos-alaskan-moose-battling-cancer/>

# POTTER PARK ZOO

## June Weekly Analytics

Dates: June 3-9			
Platforms	Facebook	Instagram	Twitter
Reach	145,689	7,064	X
Impressions	316,375	30,261	12,600
Engaged Users (actions)	7,717	339	459
Followers (sunday)	53,240	11,555	7,128

Dates: June 10-16			
Platforms	Facebook	Instagram	Twitter
Reach	125,616	6,135	X
Impressions	276,394	45,411	21,600
Engaged Users (actions)	7,244	508	935
Followers (sunday)	53,320	11,644	7,140

Dates: June 17-23			
Platforms	Facebook	Instagram	Twitter
Reach	156,248	8,644	X
Impressions	296,780	45,743	18,000
Engaged Users (actions)	12,029	421	334
Followers (sunday)	53,419	11,804	7,148

Dates: June 24 -30			
Platforms	Facebook	Instagram	Twitter
Reach	124,280	7,089	X
Impressions	232,058	39,280	15,700
Engaged Users	5,734	392	208
Followers (sunday)	53,479	11,919	7,152

# POTTER PARK ZOO

## May 2019

Facebook	Total reach: (daily total) <b>557,114</b> Total Impressions: <b>1,411,898</b>	
	Followers: 52,905 to 53,182	Increase in followers: 277
Instagram	Total Reach: 30,283 Total impressions: 185,802	
	Followers: 10,732 to 11,376	Increase in followers: 644
Twitter	Total Impressions: 72,600	
	Followers: 7124 to 7,125	Increase in followers: 1
Google Analytics	<b>Page Views: 81,759</b> <b>Sessions: 34,793</b> <b>Users: 25,288</b>	
	<b>Top pages visited</b>	
	Home	26,322
	Admissions	12,392
	Attractions	7,052
	W&S	3,125
	<b>Top cities by visits</b>	
	Lansing	2,453
	Grand Rapids	2,256
	Detroit	1,751
	Ann Arbor	1,962
	<b>Acquisitions</b>	
	Organic Search	18,3511
	Direct	4,502
	Social	2,025
	Referral	824
	<div> <div>Users</div> <div>-2.42%</div> <div>25,288 vs 25,916</div> </div> <div> <div>New Users</div> <div>-1.36%</div> <div>23,399 vs 23,721</div> </div>	
	<div> <div>Sessions</div> <div>0.00%</div> <div>34,793 vs 34,792</div> </div> <div> <div>Number of Sessions per User</div> <div>2.49%</div> <div>1.38 vs 1.34</div> </div>	
	<div> <div>Pageviews</div> <div>-3.90%</div> <div>81,759 vs 85,081</div> </div> <div> <div>Pages / Session</div> <div>-3.91%</div> <div>2.35 vs 2.45</div> </div>	
	<div> <div>Avg. Session Duration</div> <div>0.31%</div> <div>00:02:02 vs 00:02:02</div> </div> <div> <div>Bounce Rate</div> <div>0.26%</div> <div>46.21% vs 46.09%</div> </div>	
	<div> <div>Pageviews</div> <div>-3.90%</div> <div>81,759 vs 85,081</div> </div> <div> <div>Unique Pageviews</div> <div>-2.70%</div> <div>67,651 vs 69,526</div> </div> <div> <div>Avg. Time on Page</div> <div>7.38%</div> <div>00:01:30 vs 00:01:24</div> </div>	
	<div> <div>Bounce Rate</div> <div>0.26%</div> <div>46.21% vs 46.09%</div> </div> <div> <div>% Exit</div> <div>4.07%</div> <div>42.56% vs 40.89%</div> </div>	
	** DO MEDIA PULL FOR NEXT MONTH	
	Increase sessions 0.00%	Increase in unique users: -2.42%

# POTTER PARK ZOO

## Notable Media Stories - April 2019

### Michigan's First Sensory Inclusive Zoo

Ann Arbor Family

**Potter Park Zoo**, in Lansing, has taken steps to become certified as a sensory inclusive environment by KultureCity.

### Mid-Michigan weekend events: May 31-June 2

WILX-TV

People can visit over 100 local attractions like the State Capitol, Michigan Historical Museum, The **Potter Park Zoo** and more! It starts at 10 a.m. and ...

### Breaking down barriers: Things to do in Lansing for an inclusive community

Lansing State Journal

**Potter Park Zoo**, located in Lansing, is home to over 500 animals and 160 ... There will be activity stations set up throughout the zoo encouraging ...

### Be a Tourist in Your Own Town celebrates 25 years

City Pulse

It was mostly **Potter Park Zoo**, Impression 5 and the Lugnuts." ... "It is very easy to be a fan of the more obvious attractions, but this is a day where you ...

WEB

### Ingham County > Residents

Ingham County

The **Potter Park Zoo** team announced today that Doppsee, the critically endangered black rhino at the zoo, is pregnant.

### Things to do on Memorial Day: Parades, events and ceremonies across Greater Lansing

Lansing State Journal

Mason Memorial Day Parade, steps off from Bond Park at 9 a.m. The parade will proceed ... **Potter Park Zoo**: The zoo will be open 9 a.m. to 5 p.m..

### This Morning: **Potter Park Zoo** hosts "Wine & Stein" event tonight

WLNS

LANSING, MI (WLNS) - If you're looking for something fun to do tonight, **Potter Park Zoo** is hosting a Wine & Stein event. The event will feature beer ...

WEB

### **Potter Park Zoo's** new baby kangaroo steps outside for a look around

Lansing State Journal

LANSING - **Potter Park Zoo's** new baby 'roo' is putting on a show for visitors who catch ... Gertie was bred after arriving at the zoo last year, Chritz said.

### **Potter Zoo** welcomes 'Joey' - WILX-TV

**Potter Park Zoo** welcomes baby kangaroo - MLive.com

A new 'Roo' at **Potter Park Zoo** - WLNS

Full Coverage

### **Potter Park Zoo** Is Most Delightful Zoo In Michigan

Only In Your State

With more than 160 species and 500 individual animals to see, **Potter Park Zoo** is a wildlife enthusiast's paradise. This amazing locale is also ...



### Things to do this weekend in mid-Michigan for Mother's Day

WILX-TV - May 9, 2019

From 9 a.m. to 5 p.m. on Sunday, moms get in free to **Potter Park Zoo**. Weather permitting, the zoo will have some of their most popular rides ...



### 'Rooben' the Kangaroo is looking for love in Nashville

NewsChannel5.com - May 8, 2019

Rooben is a red kangaroo from the **Potter Park Zoo** in Michigan. According to the **Potter Park Zoo's** website, the kangaroos there enjoy 'boxing' ...

<https://annarborfamily.com/briefly-happening/michigans-first-sensory-inclusive-zoo/>

<https://www.wilx.com/content/news/Things-to-do-in-mid-michigan--510661371.html>

<https://www.lansingstatejournal.com/story/entertainment/2019/05/30/lansing-events-people-with-disabilities/1270821001/>

<https://www.lansingcitypulse.com/stories/be-a-tourist-in-your-own-town-celebrates-25-years,12868>

<http://ingham.org/Residents/TabId/78/PID/6259/mcat/6299/ev/2/ArtDate/3-6-2019/Default.aspx>

<https://www.lansingstatejournal.com/story/news/local/2019/05/20/memorial-day-2019-events-parades-greater-lansing/3678171002/>

<https://www.wlms.com/news/this-morning-potter-park-zoo-hosts-wine-stein-event-to-night/2003434179>

<https://www.lansingstatejournal.com/story/news/local/2019/05/14/potter-park-zoos-new-baby-kangaroo-steps-outside-look-around/3672469002/>

<https://www.wilx.com/content/news/Potter-Zoo-welcomes-its-newest-adorable-edition--509921331.html>

<https://www.onlyinyourstate.com/michigan/most-delightful-zoo-mi/>

<https://www.wilx.com/content/news/Things-to-do-this-weekend-for-Mothers-Day-May-12-509687461.html>

<https://www.newschannel5.com/news/rooben-the-kangaroo-is-looking-for-love-in-nashville>