During 2019 191,406 people visited Potter Park Zoo.

We have been accredited by the AZA for over 30 years. We are proud to continue to meet and exceed the standards set by AZA in animal welfare, veterinary care, conservation, education, guests services and more. We pride ourselves on being an enriching educational resource for our community.

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

With the hard work and dedication of our staff and volunteers, Potter Park Zoo experienced many successes in 2019. Through our passion and expertise in animal care, conservation and education, we continued to fulfill our mission to inspire conservation of animals and the natural world.

We knocked down barriers and evolved our education programs to not only raise the bar for ourselves, but for other institutions around the country. We began our work of becoming more accessible and inclusive for our visitors and community and along the way we hit a major milestone of becoming the first AZA accredited zoo in Michigan to be certified sensory inclusive.

This work was recognized while attending the national AZA Conference in New Orleans. Potter Park Zoo was awarded the Angela Peterson Excellence in Diversity Award for our ever-growing relationship and outreach with the Greater Lansing community through our Zoo in Your Neighborhood (ZIYN) program. It continues to be our mission to educate and inspire no matter what physical, psychological or financial barriers the zoo faces.

Potter Park Zoo’s first ever eastern black rhino calf was born December 24, 2019. We celebrated the birth of this critically endangered species and shared the story across the world. Doppsee and Jaali helped us inspire thousands to take action to help conserve this species in the wild.

Potter Park Zoo is no longer the simple zoo that housed a bear and a pair of raccoons when it started in 1920. We look forward to continuing our growth and sharing our passion for conservation with our community as we celebrate our 100-year anniversary as a zoo in 2020!
OUR ANIMALS

Potter Park Zoo continually supports many conservation organizations.

CONSERVATION IN ACTION

At Potter Park Zoo we are incredibly passionate about our conservation efforts. We’re making an impact by contributing to scientific research, field work, and donating funds to conservation organizations.

Funds Raised for Conservation in 2019

- Quarters for Conservation: $546.79
- Conservation Bookmark Sales: $7,252.70
- Bowling for Rhinos (Event hosted by AAZK): $7,405.97
- World Rhino Day Barn Tours: $1,330.80

Contributions to Field Work and Scientific Reserach

- Breeding and release of critically endangered Puerto Rican Crested Toads through the SSP program
- Peregrine Falcon Banding in Michigan
- Rhinoceros Research with CREW (Lindner Center for Conservation and Research of Endangered Wildlife)
- Eastern Massasauga Rattlesnake Field Research
- American Pine Marten Field Research
- Michigan Least Shrew Field Research
- USFWS Recovery Program for the Great Lakes Piping Plover

2019 Births
Potter Park Zoo had nine major births this year, including the zoo’s first black rhino calf born in it’s 100 year history. The cotton top tamarins gave birth to two offspring and we had two western grey kangaroo births. Don’t forget the 3,405 Puerto Rican crested toad tadpoles!

New Arrivals
We welcomed 67 new animals to the zoo this year! New arrivals include a male snow leopard named Taza and a male red panda who arrived at Potter Park Zoo with a recommendation to breed with our female.

New Exhibits
The Bird & Reptile House had many exhibit renovations this year. We continued to replace species signage throughout the zoo. The pollinator garden, directly outside the Discovery Center, had it’s first bloom.

What’s Coming in 2020
We’re excited to welcome new species such as elk, a male bongo and more! Bird & Reptile house exhibit renovations will continue in 2020.

Potter Park Zoo continually supports many conservation organizations.
Recap of Major 2019 Cases

Doppsee the Black Rhino’s Pregnancy
Monitoring Doppsee’s pregnancy throughout 2019 created a unique learning opportunity for the PPZ animal care staff, which we shared with students, residents, and veterinarians from MSU CVM. We estimate over a hundred students, residents, and faculty came and met Doppsee and observed one of her ultrasound procedures.

A donor graciously provided funding for the purchase of a new ultrasound machine, allowing amazing images of the fetus to be obtained. The ultrasound greatly improves the ability of Dr. Ronan to identify and hopefully treat disease conditions in zoo animals much earlier than previously possible at the zoo.

During Doppsee's pregnancy, blood was collected weekly and we shared multiple samples for many ongoing black rhinoceros reproductive studies.

Implementing a Summer Zoo Research Student Program
Dr. Ronan welcomed his first summer research student who split her time between Potter Park Zoo and Binder Park Zoo. The student worked together with the vets on a project investigating thyroid disease in Red Pandas.

Meeko the Moose Loses Battle to Cancer
2019 was also a very hard year with the loss of Meeko the moose. Meeko was diagnosed with a soft tissue tumor and Dr. Ronan worked with multiple specialists throughout the diagnoses and treatment process. Electochemotherapy was performed to destroy any residual cancer cells, however Meeko’s condition declined drastically and the decision was made to humanely euthanize.

A scientific publication on his cancer is in progress and tentatively will be submitted in 2020, in hopes that the information learned from his case can help other zoos treat cancer in moose.

Future Plans for the Vet Team
Good health is the foundation of great animal welfare. The zoo’s veterinary team performs hundreds of examinations yearly on zoo animals to improve their overall health and happiness. The current zoo clinic is nearly 30 years old, extremely small, and inadequate in terms of space to allow the veterinary team to meet the health care needs of the animals at the zoo.

To meet the ever improving zoo standards of the Association of Zoos and Aquariums (AZA), the zoo must build a new hospital to maintain accreditation.

The zoo hopes to create a clinic that will make a lasting impact on both Potter Park Zoo and the community, with plans for:
- A larger treatment room that will be able to accommodate visiting students and specialists from around the world, including MSU CVM
- A separate sterile surgery room, so animals will not need to be moved off site for surgeries
- An intensive care surgery unit, which will greatly improve the care any hospitalized patients will receive
- More holding space for incoming animals at the zoo to allow for proper quarantine protocols

NEED FOR A NEW HOSPITAL
Our volunteers bring their passion for adventure and their desire to make a difference to Potter Park Zoo every day. They help us with a variety of important tasks including big events like Boo at the Zoo and Wine & Stein, gardening, grounds, clean up, and more.

Friendly, fun-loving and knowledgeable describes our 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.

"As a docent, my favorite activity is leading a Big Zoo Lesson class & their parent aides on a zoo tour. These students are eager to observe and learn about our animals. But their parents are amazed that a zoo as small as ours is contributing to the survival of endangered species."

- Susan Andrews, Potter Park Zoo Education Volunteer

VOLUNTEERS

85 Education Volunteers
5,926 hours

50 Zoo Teens
1,933 hours

15 Society Interns
4,594 hours

94 Volunteers
5,001 hours

49 Volunteer Groups
2,496 hours

Total Volunteer Hours
20,010

"EDUCATION PROGRAMS INSPIRING CONSERVATION OF ANIMALS AND THE NATURAL WORLD"

THE BIG ZOO LESSON
This award-winning, immersive science education program is highly regarded by teachers, students, parents and administration. Students have the opportunity to be scientists at the zoo for a full week. This program is at maximum capacity with 16 schools from 10 school districts participating.

1,624 Students
63 classes

FALCONERS
This monthly program is designed for individuals 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.

1,511 Participants

ZOO IN YOUR NEIGHBORHOOD
ZYN provides free programs to members of our community by visiting community partner locations. In 2019 we had 71 free programs! Each partner receives two programs and four family passes that can be "checked out" for free admission to the zoo. The passes were used by 3,240 people. ZYN was initiated by grants from the Community Foundation and Gannett Foundation.

3,268 Participants

THE ENCOUNTERS & OUTREACH
The education department educates and inspires tens of thousands of people each year, both on and off zoo grounds, about the importance of conservation of animals and the natural world. These programs take many forms: live animal encounters, guided tours, overnights, Scout programs, birthday parties and private events.

43,047 People Reached at Encounters, Tours and Outreach

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 2019, with 406 participants filling 90% of available openings.

406 Summer Camp Participants

ANIMAL SCIENCE & ZOO MANAGEMENT
The 2019-20 school year represents our thirteenth year 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.

42 High School Students
MEMBERS

2,558 Memberships Sold

5,327 Total Members (not including children in households)

SPECIAL EVENTS

WINE & STEIN
1,017 Guests

ZOO DAYS
10,662 Guests

MEMBERS NIGHT
1,002 Guests

BOO AT THE ZOO
7,179 Guests

PRIVATE EVENTS
6,880 guests

WONDERLAND OF LIGHTS
17,353 Guests

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 & aquariums
• 10% discount at the gift shop and concessions
• Discounts on Sundown Safari Camping and Zookambi Summer Camp
• Member’s only E-mail newsletter
• A special “Members Only Party” at the zoo
• Discounted admissions to public events like Wine & Stein and Boo at the Zoo
• Special monthly member’s only “pop-up” events, such as special zookeepers talks before or after zoo hours

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.
Communications

Giant Leaps in Social Media

Facebook Fans: 56,270
Total reach: 8,222,109
Impressions: 13,981,802
+33.25% increase in engagement from 2018

Twitter Followers: 7,583
Impressions: 998,600
+42.71% increase in impressions from 2018

Instagram Followers: 15,921
Impressions: 2,000,687
+138.88% increase in impressions from 2018

In The News - The "Jaali Effect"

The birth of Jaali the black rhino made the news around the world. Major news outlets such as the New York Times, Reuters, AP, Washington Post, CNN, ABC News, Good Morning America and many more covered this historic birth. There were live television spots all over the country, most notable on the CBS Evening News and the Today Show. NPR’s (National Public Radio) All Things Considered even produced a radio spot! With no media monitoring, we made cautious estimations on the reach of the Jaali story.

The Jaali story reached an estimated 20,000,000 people

Website

Total page views: 666,127

Over 70% of our website visitors are using a smartphone or tablet

Gender

49.85% Female
54.11% Male

100% of total sessions

Age

20-24
25-34
35-44
45-54
55-64
65+

100% of total sessions
Potter Park Zoo and the 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!

$10,000 & Above
Hal & Jean Glassen Memorial Foundation
Capital Regional Community Foundation
Michigan Council for Arts and Cultural Affairs
Jackson National Life Insurance Company
The Bartsch Memorial Trust
Kohls Department Stores Inc.
McLaren Greater Lansing

$5,000 - $9,999
Lansing Area Community Trust Fund
Marge & Jack Hetherington
Red Oak Foundation
Nadalynn E. Conway Trust

$1,000 - $4,999
Greater Lansing Foundation
Gannett Foundation
Potter Park Zoo Docent & Volunteer Association
City of Lansing Neighborhood Grant
Allyse & David Anderson
Goldfish Swim School – Okemos
Dr. Carla Carleton
Murphy Family Dentistry
Frances Dittrich
DeWitt Public Schools Herbison Woods School
Jeff Williams & Joy Whitten
Gerry & Gaelen McNamara
Jeffrey Padden
Mary Siegrist
Greater Lansing Convention & Visitor Bureau
John Perry & Family
Public Sector Consultants
Kelly & Kevin Taylor

$999 - $100
Aaron Davis
Al Bourdeau Insurance Agency
Allan & Catherine Claypool
Amanda Weigold
Amy Morris-Hall
Anastasia Shortridge
Anders Johanson
Andrew Milam
Anastasia Shortridge
Anders Johanson
Andrew Milam

Greater Lansing Foundation
Gannett Foundation
Potter Park Zoo Docent & Volunteer Association
City of Lansing Neighborhood Grant
Allyse & David Anderson
Goldfish Swim School – Okemos
Dr. Carla Carleton
Murphy Family Dentistry
Frances Dittrich
DeWitt Public Schools Herbison Woods School
Jeff Williams & Joy Whitten
Gerry & Gaelen McNamara
Jeffrey Padden
Mary Siegrist
Greater Lansing Convention & Visitor Bureau
John Perry & Family
Public Sector Consultants
Kelly & Kevin Taylor

David and Jean Smith
David Parker
Deborah Schlicker
Denise Goodman
Denise Moote
Dennis & Mary Sweeney
Dianne Rodgers
Dick Hinshon
Don & Shelley Carpenter
Donald Griffin
Doug Emery
Douglas & Alison Kahl
Douglas Debruier
Douglas Emery
Dr. Jacob Myers, D.D.S.
DTMB Agency Services
EMC Insurance Company
Erie Buitendorp
Erie Schor
Felicia Lutz
Financial Independents Inc.
Fish Window Cleaning
Fritz & Mark Schlicker
Gail Parker
Georgia Curry
Gerald & Rosemary Nester
Glee Van Loon
Greater Michigan Construction Academy
HolidayLEDs.com
Holly Scott-Hetchler, D.D.S.
Hometown Heating and Air Conditioning
Ina Martin
Irene Mead
Jana Kennedy
Jane Cook
Jane Fink
Jay and Cindy Meyer
Jennifer Rudolph
Jessica LaForest
Jill & Sherman Garnett
Jim Lammers
Jody Doring-DeLong
John & Renee Patterson
John Hoehn
Judy & Lonny Snow
Julie Brunner
Julie Pingston
Justin King
Kandy Bauer
Karen McGowan
Kate Gantzer-Hayes
Katherine Powning
Katrina Schlicker
Kellie Wells
Kelly & Kevin Taylor
Kenny and Jenny Kendrick
Kevin Dingle
Kris Ostrom
Kyle Binkley
Lansing Sanitary Supply Inc.
LeAnne Foote
Len’s Cleaning & Restoration
Linda Boster
Lisa Edgerton
Lois Franchino
Lori Kunze
Lynda Foote
Marci Hooper
Maresa Tedrick
Richard & Renate Snider
Richard and Suzanne Johnson
Richard F. Stilwill D.D.S.
Robb & Lisa Weaver
Robert Miller
Roger Small
Ron & Winalee Zeeb
Ron and Marilyn Payne
Ron Conigliaro
Sally Burroughs
Sarah Allen
Shannon Murton
Sheila Ovenhouse
Stephan Duane
Steven Nichols
Sue Hinkley
Susan & Christopher Andrews
Susan Batheke
The Charitable Giving Card
Program of The Community Foundation of Middle Tennessee
Thomas & Eva Davidek
Two Men and a Truck
Vernon Rail
Veronica Riker
Visions of Wildlife
Wendy Raleigh
Zach Throckmorton

New Creation Church
Nic Javier
Nick Miller
Nicole Hann
Pamela Nelson
Pat Miller
Patricia Miller
Paul Faszczewski & Family
Quentin & Sharon McCallum
Rachel Harshbarger, DVM
Richard & Annette Weiser
Richard & Renate Snider
Richard and Suzanne Johnson
Richard F. Stilwill D.D.S.
Robb & Lisa Weaver
Robert Miller
Roger Small
Ron & Winalee Zeeb
Ron and Marilyn Payne
Ron Conigliaro
Sally Burroughs
Sarah Allen
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The Charitable Giving Card
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Vernon Rail
Veronica Riker
Visions of Wildlife
Wendy Raleigh
Zach Throckmorton
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 programs, producing family events, grant writing, conducting educational programs and coordinating fundraising activities. Other Society functions include managing zoo communications and zoo volunteers.

2019 POTTER PARK ZOO ADVISORY BOARD

Potter Park Zoo
Budget/Actual Report - Final Unaudited
For the Year Ended 12/31/19

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2019 BUDGET</th>
<th>2019 ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPERTY TAX</td>
<td>3,028,874</td>
<td>3,030,830</td>
</tr>
<tr>
<td>ADMISSIONS</td>
<td>610,000</td>
<td>613,455</td>
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<tr>
<td>CONCESSIONS, GIFT SHOP, VENDING</td>
<td>490,500</td>
<td>571,540</td>
</tr>
<tr>
<td>OTHER REVENUES</td>
<td>422,981</td>
<td>565,365</td>
</tr>
<tr>
<td>TOTAL REVENUES</td>
<td>4,552,155</td>
<td>4,777,190</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL SERVICES</td>
<td>2,750,216</td>
<td>2,724,264</td>
</tr>
<tr>
<td>CONTROLLABLE EXPENDITURES</td>
<td>1,467,517</td>
<td>1,428,823</td>
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<tr>
<td>NON-CONTROLLABLE EXPENDITURES</td>
<td>374,422</td>
<td>393,833</td>
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<tr>
<td>CAPITAL OUTLAY</td>
<td>(40,000)</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL EXPENDITURES</td>
<td>4,552,155</td>
<td>4,546,920</td>
</tr>
</tbody>
</table>

TOTAL CHANGE IN FUND BALANCE: 230,270

FUND BALANCE AS OF 1/1/19
<table>
<thead>
<tr>
<th>NON-SPENDABLE</th>
<th>UNRESTRICTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$136,671</td>
<td>$736,063</td>
<td>$872,734</td>
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</table>

FUND BALANCE AS OF 12/31/19
<table>
<thead>
<tr>
<th>NON-SPENDABLE</th>
<th>UNRESTRICTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,103,004</td>
<td>$1,103,004</td>
<td>$2,206,008</td>
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</table>

Potter Park Zoological Society
Statement of Activities & Changes in Net Assets
Year Ended 12/31/19

<table>
<thead>
<tr>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special events</td>
<td>369,748</td>
<td>359,748</td>
</tr>
<tr>
<td>Education</td>
<td>386,045</td>
<td>309,045</td>
</tr>
<tr>
<td>Fundraising income</td>
<td>173,468</td>
<td>173,468</td>
</tr>
<tr>
<td>Administration</td>
<td>59,324</td>
<td>59,324</td>
</tr>
<tr>
<td>Membership</td>
<td>191,767</td>
<td>191,767</td>
</tr>
<tr>
<td>Volunteer services</td>
<td>151,518</td>
<td>151,518</td>
</tr>
<tr>
<td>Zoo support</td>
<td>76,134</td>
<td>76,134</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>10,486</td>
<td>(10,486)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,408,499</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(1,408,499)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,398,004</td>
</tr>
</tbody>
</table>

| Expenses:                  |                         |       |
| Program                    |                         |       |
| Education                  | 400,333                 | 400,333 |
| Membership                 | 54,856                  | 54,856 |
| Volunteer services         | 179,361                 | 179,361 |
| Zoo support                | 339,515                 | 339,515 |
| Management and general     | 254,833                 | 254,833 |
| Fundraising                | 153,827                 | 153,827 |
|                            |                         | 1,382,225 |
|                            |                         | (1,382,225) |
|                            |                         | 1,392,225 |

| Change in net assets       |                         |       |
| 28,265                     | (10,486)                | 15,779 |
| Net assets, beginning of year | 52,163              | 57,162 |
| Net assets, end of year    | 78,428                  | 46,666 |
|                            |                         | 125,094 |

Zoo Board
Commissioner Trubac
Commissioner Tennis
John Green, Chair
Kyle Binkley, Vice Chair
Dr. Richard Snider
Mary Leys
Molly Korn
Yanine Jackson-Long
Cheryl Bergman
Cindy Kangas
Mary Hauser
Julie Pingston, Society Chair
Cynthia Wagner
Zoo Director
Potter Park’s evolution to “zoo” status seems to be connected to the transfer of elk from Moores Park.

1915
The donation James W. Potter and his wife Sarah made of 58 acres of wooded land along the Red Cedar River was finalized in 1915.

1920
Potter Park Zoo became an accredited member of the Association of Zoos and Aquariums (AZA).

1930
The Feline & Primate House was built in 1930.

We will be celebrating 100 years of Potter Park Zoo during our centennial in 2020!