

POTTER PARK



**ANNUAL
REPORT
2019**



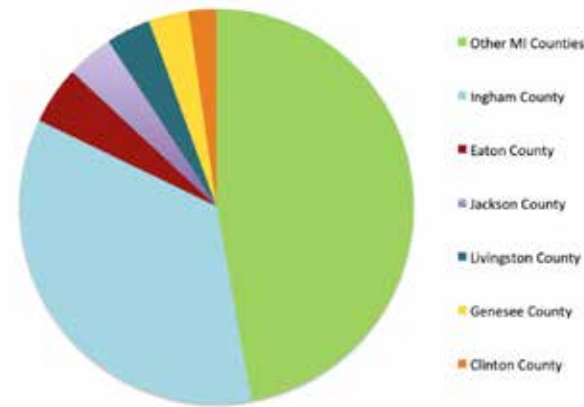
Potter Park Zoo
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During 2019 **191,406** people visited Potter Park Zoo.



INCENTIVE DAYS 2019

Number of free or reduced admissions

Mother's Day	834
Father's Day	164
Be a Tourist in Your Own Town	2,369
Zoo Days	7,179
College Day	122
Ingham County Free Day	159
Ingham County Free Monday Mornings	8,208

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

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.



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!

Cynthia D. Wagner Amy L. Morris-Hall

Cynthia Wagner & Amy L. Morris-Hall



MISSION

Inspiring conservation of animals and the natural world.



OUR GOALS

Excellent Animal Welfare
Impactful Conservation
Financial Sustainability

535 Animals



99 Species



161 Reptiles/Amphibians



202 Birds



168 Mammals



OUR ANIMALS



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 1,405 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.

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

Potter Park Zoo continually supports many conservation organizations.



2019 was a year of change for the PPZ veterinary department. Long time Michigan State University College of Veterinary Medicine (MSU CVM) Zoo and Wildlife Faculty Dr. Jim Sikarskie retired. Dr. Jim was one of the first zoo veterinarians and he provided veterinary care for the zoo from 1975 to 2003. Dr. Jim had continued to be a huge proponent of Potter Park Zoo and routinely sent final year veterinary students to PPZ to learn from the PPZ veterinary staff.

With his retirement, Dr. Ronan Eustace and his wife Dr. Kim Thompson have taken over the teaching responsibilities for the Zoo and Wildlife veterinary program at MSU. We hope to continue the long tradition of collaboration between PPZ and Michigan State University.

The zoo veterinary department welcomed a new zoo veterinary nurse Amanda Stabler, RVT to the zoo. Amanda comes to the zoo with many years of experience and the zoo is lucky she has joined the veterinary department team.



Photo: LSJ

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. Electrochemotherapy 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.



NEED FOR A NEW HOSPITAL

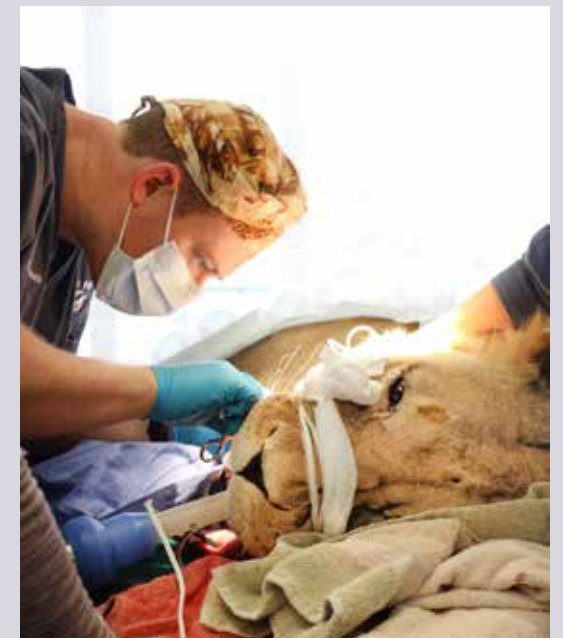
Future Plans for the Vet Team

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 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





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

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.

VOLUNTEERS



"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

EDUCATION PROGRAMS

INSPIRING CONSERVATION OF ANIMALS AND THE NATURAL WORLD



1,624

Students
63 classes

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 with 18 schools from 10 school districts participating.



1,511

Participants

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.



3,268

Participants

ZOO IN YOUR NEIGHBORHOOD

ZIYN provides free programs to members of our community by visiting community partner locations. In 2019 we had 73 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. ZIYN was initiated by grants from the Community Foundation and Gannett Foundation.



43,047

People Reached at
Encounters, Tours
and Outreach

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.



406

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 2019, with 406 participants filling 895 out of a possible 906 available openings.



42

High School
Students

ANIMAL SCIENCE & ZOO MANAGEMENT

The 2019-20 school year represents our twelfth 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.

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

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.

MEMBERS

2,558 Memberships Sold

5,327 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 & 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

COMMUNICATIONS

Giant Leaps in Social Media

FACEBOOK

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

TWITTER

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

INSTAGRAM

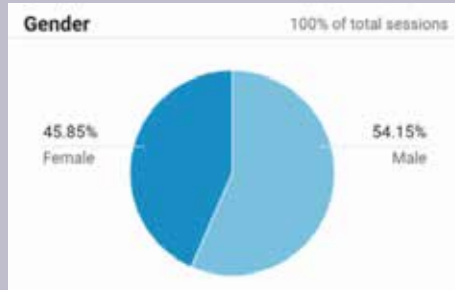
Instagram Followers: 15,921
 Impressions: 2,000,687
 +138.88% increase in impressions from 2018

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.



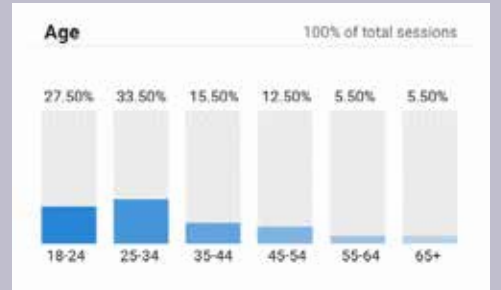
The Jaali story reached an estimated **20,000,000 people**



Website

Total page views: **666,127**

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



ZOO TEAM 2019

Potter Park Zoo makes an economic impact by employing over 200 community members, as well as being a vital educational resource for the many interns learning throughout the zoo.

Ingham County

Full Time Employees 30
 Part Time Employees 1
 Seasonal Employees 116
 Total Zoo Employees: 147

Zoo Society

Full Time Employees 10
 Part Time Employees 3
 Seasonal Employees 12
 Total Zoo Employees: 25

Interns

Animal Care Interns 14
 Conservation Interns 4
 Education Interns 7
 Media Interns 5
 Special Events Intern 1
 Total 2019 Interns 31



2019 Potter Park Zoo Staff Halloween Party



2019 Potter Park Zoo Staff Holiday Party

IN GRATITUDE

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
Annrae Anusbigian
Anthony Soto McGrath
April Swartout
Augenstein & Associates
Barb Boyd
Barry & Jennifer Collins
Benjamin Blight
Benjamin Levine
Billi Mathias
Blaine & Virginia McKinley
Brian Brown
Brian Johnson
Brian Winn
Bruce Augenstein
Capital Area Literacy Coalition: The Reading People
Capital Region International Airport
Career Quest Project Management Group
Carol Skillings
Catherine Blatnik
Chadd Smith
Chris Tanke
Christy Marks
Connie Jennings
Cris Kolberg
Cynthia Douglas
D. Venice Smith
David & Susan Parker

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 Debruler
Douglas Emery
Dr. Jacob Myers, D.D.S.
DTMB Agency Services
EMC Insurance Company
Erin Buitendorp
Erin 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
Kriss Ostrom
Kyle Binkley
Lansing Sanitary Supply Inc.
LeaAnne Foote
Len's Cleaning & Restoration
Linda Boster
Lisa Edgerton
Lois Franchino
Lori Kunze
Lynda Foote
Marci Hooper
Maresa Tedrick
Margo Smith
Mary Henry
Mary Leys
Mary Sharp
Megan and Kyle Weidman
Melissa Gransden
Merry Strohmer
Michael Rich
Michael Vickery
Mid-Michigan Autism Association
Miller Animal Clinic
Molly Cooper
Nancy Jane

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
Shannon Murton
Shelia Ovenhouse
Stephan Duane
Steven Nichols
Sue Hinkley
Susan & Christopher Andrews
Susan Bathke
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

2019 POTTER PARK ZOO ADVISORY BOARD



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

	2019 BUDGET	2019 ACTUAL
REVENUES		
PROPERTY TAX	\$ 3,028,674	\$ 3,030,830
ADMISSIONS	610,000	613,455
CONCESSIONS, GIFT SHOP, VENDING	490,500	571,540
OTHER REVENUES	422,981	561,365
TOTAL REVENUES	4,552,155	4,777,190
EXPENDITURES		
PERSONNEL SERVICES	2,750,216	2,724,264
CONTROLLABLE EXPENDITURES	1,467,517	1,428,823
NON-CONTROLLABLE EXPENDITURES	374,422	393,833
CAPITAL OUTLAY	(40,000)	-
TOTAL EXPENDITURES	4,552,155	4,546,920
TOTAL CHANGE IN FUND BALANCE	-	230,270
FUND BALANCE AS OF 1/1/19		
NON-SPENDABLE	\$ 136,671	
UNRESTRICTED	736,063	
	\$ 872,734	
FUND BALANCE AS OF 12/31/19	\$ 1,103,004	
FUND BALANCE AS OF 12/31/19		
NON-SPENDABLE	\$ 148,456	
UNRESTRICTED	954,548	
	\$ 1,103,004	

Zoo Board

Commissioner Trubac
 Commissioner Tennis
 John Groen, Chair
 Kyle Binkley, Vice Chair
 Dr. Richard Snider
 Mary Leys
 Molly Korn
 Yanice Jackson-Long
 Cheryl Bergman
 Cindy Kangas
 Mary Hauser
 Julie Pingston, Society Chair
 Cynthia Wagner
 Zoo Director



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. Other Society functions include managing zoo communications and zoo volunteers.

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

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues:			
Special events	359,748	-	359,748
Education	386,045	-	386,045
Fundraising income	173,468	-	173,468
Administration	59,324	-	59,324
Membership	191,767	-	191,767
Volunteer services	151,518	-	151,518
Zoo support	76,134	-	76,134
Net assets released from restrictions	10,486	(10,486)	-
	1,408,490	(10,486)	1,398,004
Expenses:			
Program			
Education	400,333	-	400,333
Memberships	54,656	-	54,656
Volunteer services	179,361	-	179,361
Zoo support	339,515	-	339,515
Management and general	254,533	-	254,533
Fundraising	153,827	-	153,827
	1,382,225	-	1,382,225
Change in net assets	26,265	(10,486)	15,779
Net assets, beginning of year	52,163	57,152	109,315
Net assets, end of year	78,428	46,666	125,094

Society Board

Board Chair
 Julie Pingston
 CEO, Greater Lansing
 Convention and Visitors
 Bureau

Vice Chair
 Justin King,
 Retired, Executive Director,
 Michigan Association of
 School Boards

Secretary
 Erin Schor
 VP Michigan Community
 College Association
 erinschor@gmail.com

Treasurer
 George Berghorn
 Faculty, Michigan State
 University

Aaron Davis
 Attorney and Shareholder,
 Fraser Trebilcock

Drew Milam
 Project Manager, Jackson
 National Life

Bethany Wicksall
 Director of Legislative and
 External Affairs, State Budget
 Office





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

1920

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.

1986

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

1930

The Feline & Primate House was built in 1930.

POTTER PARK



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