

POTTER PARK




ANNUAL
REPORT
2020



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

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Fax: 517.316.3894
www.potterparkzoo.org



In 2020 Potter Park had 90,920 total visitors. The Zoo was closed for 94 days (March 13 - June 15).

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.



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MISSION

*Inspiring conservation
of animals and the
natural world.*



OUR GOALS

*Excellent Animal Welfare
Impactful Conservation
Financial Sustainability*



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

The year 2020 began with much hope and anticipation at Potter Park Zoo (PPZ). The zoo's young eastern black rhino calf Jaali was healthy and active, plans were underway for a centennial celebration and efforts were being made to pass a slightly increased zoo millage.

In early March, Ingham County voters again showed their boundless support of the zoo by passing the 6-year millage with 73 percent of the vote. This investment by our community will help supply the funding needed to maintain and improve infrastructure while continuing to provide excellent welfare for all animals at the zoo.

In mid-March, when the coronavirus pandemic took its grip on the world, the zoo closed for three months, reopening June 15, 2020. While the world paused, Potter Park Zoo's animal care team did not. They continued to provide the highest quality care to the animals each and every day.

Upon reopening, safety guidelines were implemented to ensure the zoo was a safe venue for entertainment and conservation education. Our community welcomed the opportunity to enjoy a safe outdoor experience and we are incredibly grateful for their support.

To our donors, visitors, supporters, community partners and to our dedicated and talented staff, we offer our sincere gratitude. We are inspired by your support and look forward to continued growth and improvement at the zoo in 2021 and beyond.

Thank you,

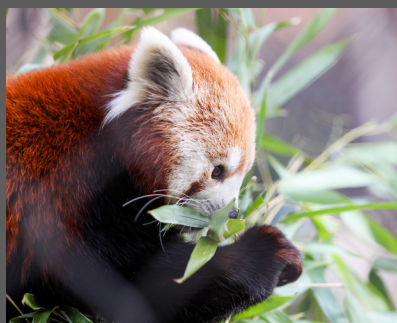
Cynthia Wagner and Amy L. Morris-Hall

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

Cynthia Wagner & Amy L. Morris-Hall



535 Animals



99 Species



161 Reptiles/Amphibians



202 Birds



168 Mammals



OUR ANIMALS

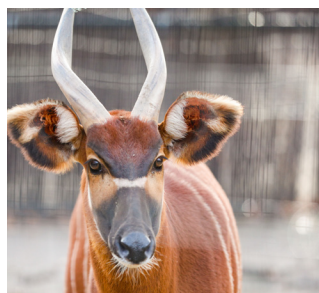
2020 Births

Potter Park Zoo saw the birth of two elk, two cotton-top tamarins, two North American river otters, and six poison dart frogs in 2020.



Acquisitions

Mammals



Eastern bongo
Binturong
Guinea hog
Lesser Madagascar-hedgehog tenrec
Red kangaroo
Grey kangaroo
Ring-tailed lemur

Reptiles



Massasauga rattlesnakes
Chuckwalla

Birds



Broad-winged hawk (rehab)
Parakeets



NEED FOR A NEW HOSPITAL

Future Plans for the Veterinary Team

Good health is the foundation of great animal welfare. The zoo's veterinary team performs hundreds of examinations annually on zoo animals to improve their overall health and welfare. The current 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 standards of the Association of Zoos and Aquariums (AZA), the zoo must build a new hospital to maintain accreditation.

The zoo plans to create a health facility 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 Michigan State University's College of Veterinary Medicine.
- 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 all hospitalized patients will receive.
- More holding space for incoming animals at the zoo to allow for proper quarantine protocols.



RESEARCH FOCUS & VETERINARY CARE

A statement from Dr. Ronan Eustace, Director of Animal Health:

The Covid-19 2020 pandemic highlighted the catastrophic consequences that can occur when we ignore our interconnectedness with the natural world. Widespread wildlife habitat destruction coupled with rapid urbanization and unfettered human population growth have driven the spillover of zoonotic events by stressing the health of wild animal populations and increasing contact between humans and wild animals. As habitat destruction continues around the globe, many species are being pushed to the brink of extinction. The resulting loss of genetic diversity also makes these populations less resilient against infectious diseases.

Now more than ever, zoos play a crucial role in maintaining healthy and self-sustaining populations of threatened animals. These populations (known as captive assurance populations) may prove vital in re-establishing endangered animal populations should they go extinct in the wild. Unfortunately, almost all current AZA Species Survival Plan (SSP) populations are unsustainable, and have not yet achieved true status as captive assurance populations. Only by improving the health and reproductive success of captive animals can zoos preserve the future of these critically endangered species.

As a conservation organization, Potter Park Zoo plays an integral part in promoting research to improve the health and sustainability of all zoo animals. Research is the foundation that drives improvements in the husbandry and care of zoo animals. Only by conducting research and sharing information can the zoo community hope to meet goals for the health and reproductive success of its animals, and create truly sustainable assurance populations. In addition to yielding valuable information on the protection of captive animals, research can also guide us in improving the health of existing wild populations.



Despite challenges brought on by the pandemic, the veterinary team (with assistance from the animal care staff) participated in multiple multi-institutional research projects, ranging from work trying to help mitigate the high neonatal mortality rate in red panda cubs (which threatens the sustainability of the SSP red panda population) to black rhino reproductive research.

Black rhino:

- While performing a routine exam on Phineus, veterinary staff worked with Dr. Monica Stoops to collect semen for sex sorting and cryopreservation as part of a larger project working to refine reproductive assisted techniques in hopes of making the captive black rhino population sustainable.
- Milk from Doppsee was submitted to the Smithsonian milk laboratory to increase knowledge of how milk changes during the lactation process in black rhinos.
- Blood and feces were collected from Doppsee, Phin, and Jaali as part of a larger SSP study to determine the genetic make-up of the captive SSP population.

Bactrian camel:

- Fat and blood were collected from MacKenzie the camel to help grow stem cells that can be used to treat other camels suffering from inflammatory conditions (especially osteoarthritis).

Pallas' cat:

- Urine was collected from Olaf and will be applied at recorded bait sites to attract wild Pallas' cats and determine population density.

Red pandas:

- With collaboration from the Michigan State University Veterinary Diagnostic Laboratory (MSU VDL) endocrinology lab, we validated the canine thyroid stimulating assay in red pandas. The study was published in the Journal of Zoo and Wildlife Medicine, and can be viewed here: <https://pubmed.ncbi.nlm.nih.gov/33480585/>.
- With collaboration from MSU VDL endocrinology lab, as part of study on congenital hypothyroidism in red panda cubs, we validated the canine total thyroxine assay in red pandas. The case series has been accepted for publication in an upcoming issue of the Journal of Zoo and Wildlife Medicine.

Magellanic penguin:

- Collaborating with MSU VDL endocrinology lab and John Ball Zoo, we investigated the effect of indoor versus outdoor housing on penguin vitamin D metabolism.



Members



Volunteers


4 Society Interns
 943 hours


11 Volunteer Groups,
 281 hours


14 Mask Makers
 Over 500 masks made


11 Adopt-A-Garden
Volunteers
 426 hours

121 Total Adult
Volunteers
 4690 combined hours

*The Zoo Teen program
 was cancelled in 2020,
 but will return in 2021 in
 a modified form.

2020 changed the way volunteers contributed to the zoo. While gardening and grounds clean up opportunities were relatively unchanged, most other opportunities were on hold. New ways to volunteer were created or expanded, including greeters and gift shop helpers on-site. Volunteers even found ways to contribute while they stayed home, contributing to a variety of citizen science projects and making over 500 face masks for zoo staff and volunteers.

THANK YOU POTTER PARK ZOO VOLUNTEERS!



EDUCATION

1,050
Students

41 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.

1349

Participants

ZOO IN YOUR NEIGHBORHOOD

ZIYN provides free programs to members of our community by visiting community partner locations. Each partner receives two programs and four family passes that can be "checked out" for free admission to the zoo. 421 total passes were used in 2020. ZIYN was initiated by grants from the Community Foundation and Gannett Foundation.

641

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

39

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.

1661

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,

CANCELLED

N/A

ZOOKAMBI SUMMER CAMP

The zoo's popular summer camp has been providing fun, entertaining and educational experiences for more than two decades!

Following the March 13 closing, most of our 2020 education programs were put on hold. Activity resumed when the zoo reopened, including monthly FALCONERS events, limited tours, and one small ZIYN presentation. The Big Zoo Lesson was postponed into 2021. Zookambi Summer Camp was cancelled entirely, but is planned to return the summer of 2021.

SPECIAL EVENTS

While many zoo events were cancelled due to the pandemic, the zoo team was able to hold a very successful Fall Zootacular and Wonderland of Lights. After many very difficult months, it was great to help bring the community back together for a taste of normalcy.



6,719
guests



12,698
guests



COVID RESPONSE

2020 was a challenging year, but with planning, perseverance, and the careful implementation of safety measures, Potter Park Zoo was able to provide a safe environment for the Lansing community to enjoy. Staff worked hard to prepare the zoo for a successful reopening, and the overwhelming majority of guests reported their experience to be safe and enjoyable!

Safety measures included:

- Implementing a point-of-sale system for online ticket purchases, reducing touch points, and keeping guest volume within capacity limits.
- Establishing a one-way traffic flow marked by pawprints, signage, and barriers.
- Installing frequent safety reminders to encourage distancing and proper mask usage.
- Regularly sanitizing surfaces.
- Enforcing mask requirements and making them available for purchase at the gate.



The above safety measures will remain in place for as long as necessary, or until medical professionals advise otherwise. **Thanks to everyone for your support and teamwork, and a special thanks to those who worked during the closures!**

COMMUNICATIONS

Social media was vital in communicating with our fans during the shutdown, and we saw huge increases on Twitter and Instagram. Of the AZA accredited zoos in Michigan, our Instagram page rose to #2 (behind the Detroit Zoo). On Facebook, a 40% increase in engagement showed we're creating content our fans care about and interact with.



FACEBOOK

Facebook Followers: 60,203
Impressions: 14,324,486

+40% increase in engagement from 2019



TWITTER

Twitter Followers: 8,399
Impressions: 2,307,200

+131% increase in impression from 2019



INSTAGRAM

Instagram Followers: 25,222
Impressions: 4,713,340

+250% increase in impressions from 2019

Jaali's birth was a fantastic end to 2019. In 2020, we got to share his story with the world as he learned, grew, and captured the hearts of our visitors and fans. Our two otter pups' growth and development also made for a fun and educational story thanks to footage from our zookeepers. While our gates were closed for most of the spring/early summer season, social media was key in sharing these stories with our fans.



Most visited pages

1. Home
2. Ticket Sales
3. Reopening Guidelines
4. Wonderland of Lights
5. Today's Attractions
6. Events Page
7. Animals
8. Admissions-Directions
9. Membership
10. Donate

Website

Total page views:
615,728

**Mobile is by far the most used device to access the website. More than double the people visit while on a mobile device compared to computer.*

Top visitors by city

1. Lansing
2. Grand Rapids
3. Ann Arbor
4. East Lansing
5. Meridian-charter Township
6. Detroit
7. Delta charter Township
8. DeWitt
9. Royal Oak
10. Livonia

ZOO TEAM 2020

Potter Park Zoo makes an economic impact by employing over 150 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	89

Total Zoo Employees: 120

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 2020 Interns 31



Thank you to our staff, who stayed dedicated during very difficult circumstances.

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. Your support meant more than ever during this year's shutdown.

\$10,000 & Above

**Capital Regional Community Foundation
Michigan Council for Arts & Cultural Affairs
Bartsch Memorial Trust
Marge & Jack Hetherington**

\$5,000 - \$9,999

**Jackson National Life Insurance Company
Miecznikowski Family Gift Fund
Red Oak Foundation**

\$1,000 - \$4,999

**Potter Park Zoo Docent & Volunteer
Association
Allyse & David Anderson
Darlene Nikoloff
Kit Parker
Paul Faszczewski
Tara Siragusa
Frances Dittrich
Susan & Cliff Haka
Jeff Williams & Joy Whitten
Kevin & Jenny Kendrick
Louanna Manthei
Gerald & Amy McKenna
Gerry & Gaelen McNamara
Robert Musselman**

\$999 - \$100

Lynette Ackerman
Eric Allen
Sarah Allen
Marcie Jean Alling
Bonnie Anderson
Patricia Anderson
Shannon & Robert Armbruster
Neil Austin
Argean Baird
Margaret Baldwin
Susan Bathke
David Bauer
Kandy Bauer
John Baderstadt
Lyndon Beck
Nellie Beckner
Allan Beegle
Ruby Bellosillo
Mary Belz
Emily & George Berghorn
Cheryl Bergman
Sara Berti
David Boes
R Lance Boldrey
Sharon Bommarito
Ron Emery & Sherry Bond
Michele Booher
Barb Boyd
Bonnie & Patrick Boyd
Jan Brascamp
Brenda Brown
Col. Bruce Brown and Mrs. Brown
Michelle Bruneau
Julie Brunner
Rhonda Burke
Sharon Burke
Susanna Burkhead
Sally Burroughs
Cathy Bush
Julie Buzanowski
Cheryl Calloway
Caroline Campbell
Luke Canfora
Dr. Carla Carleton
Ann Carlson
Don & Shelley Carpenter
Paul Caruso
Diana Cerame
Mark and Kathy Clark



Scott Clippert
 Barry & Jennifer Collins
 Mary Jo Corbett
 Jill Corrin
 Patty Cotter
 Chasserae Coyne
 Georgia Curry
 Priscilla Curtis
 Rachel Darnell
 Robin & Carmen Dean
 Matthew Deeg
 Julie DeMello
 Kevin Dingle
 Cynthia Douglas
 Adam & Yarwijn Dutkiewicz
 Allison Eden
 Lisa Edgerton
 Lisa Eggert
 David Emery
 Richard & Yolanda Emery
 Heather Evans
 Jennifer Fenby
 Jane Fink
 Sally Fizzell
 Dawn Fleming
 Maribeth Fletcher
 Lois Franchino
 Malinda Funk
 Sherman & Jill Garnett
 Mary Garton
 Genevieve Gee
 Tammy Gibson
 Phyllis Ginther
 Denise Goodman
 Chris Grabarek
 Kirsten Grady
 Nicole Gremban
 Donald Griffin
 Roberta Gubbins
 Kevin & Sheri Gunns
 Leslie Haidamous
 Debbie Hardcastle
 Samantha Harkins
 Larry and Ruth Hartwig
 Janis Haynes
 George Heaton
 Richard & Alice Hill
 Dick Hinshon
 Stephanie Hirschert-Walton
 Meegan Holland
 Marie Hollister
 Margaret Holtschlag

Marci Hooper
 Nancy House
 Kathryn Houston
 Evelyn Jackson
 Melanie Jacobs
 Veronica Janak
 Anders Johanson
 Brian Johnson
 Michelle Mitchell Johnson
 Val Johnson
 Christine Johnson
 Heidi Johnson
 Karen Kajiya-Mills
 Emily Katz
 Rebecca Keger
 Justin King
 Jim Kirsch
 Amy Klop
 Brian & Chris Knight
 Mitchell Kobus
 Noah Koller
 Will Kopachik
 Gloria Labadie
 Sharon Lamirand
 Pat & Dick Lavolette
 Benjamin Levine
 Lisette Lewandowski
 Mary Leys
 Marjorie Liberati
 Rachel Locricchio
 Anna Longuski
 Lovella Lovell
 Adam Lucas
 April Lunsford
 Marilyn Luther
 Kim Lytle
 Patti MacLeod
 Nick Malavolti
 Doneta Malinowski
 Becky Manika
 Michelle Manz
 Martha Marshall
 Ina Martin
 Mariah & Eddie Martinez
 David Marvin
 William McClellan
 Karen McGowan
 Blaine & Virginia McKinley
 Suzanne McMann
 Charity McMaster
 Kathryn McNichol
 Kristin Mellott

Derek Melot
 Cynthia Meteyer
 Marcia Mettert
 Susan Meuche
 Nancy Michalski
 Heather Miller
 Patricia Miller
 Robert & Shelagh Miller
 Teri Miller
 Lise Mitchell
 Eric Mollon
 Margaret Money
 Lyle Montgomery
 Jason Morden
 Diane Moritz
 Leslie Mull
 Kent Nessa
 Christine & Paul Nilsson
 Ronald & Deborah Olrich
 Adam Orange
 Kriss Ostrom
 Denise Parisian
 Davine Parker
 Rick Parker
 Minde Parks
 Kenneth Partridge
 Renee Patterson
 Marilyn & Ron Payne
 Ed Pinheiro
 Zach Porter
 Katherine Powning
 Annette and Rick Pritchett
 Jacquelynn Tanner Purdy
 Margaret Regan
 Sue Reszka
 Sue Richardson
 Cindy Richmond
 Mary Beth Robertson
 Shirley Robinson
 Martha Rodewald
 Kathleen Rogan
 Kathleen Rogers
 Christine Rose
 Laura Rosenbluth
 Vickie Ruggiero
 Robert Rush
 Pennie Rutan
 Missy Sainz
 Mark & Fritz Schlicker
 Erin Schor
 Timothy Schulte
 Debra Schutte

James Schweigert
 Darlene Scott
 Mary Sharp
 Patricia Sharpnack
 Anastasia Shortridge
 Jessa Shortridge
 Janice Siegford
 Michael Simons
 Katie Slivensky
 Barbara Smith
 John & Jeannette Smith
 Bud & Ruth Ann Smith
 David & Jean Smith
 Todd & Michelle Sneathen
 Richard & Renate Snider
 Judy & Lonny Snow
 Jeff Sowers
 Artemis Spyrou
 Carol Squires
 Nancy Stanley
 Susan & Brent Starr
 Sarah Steinhour
 Denice Stoecker
 Joan Stoikes
 Kayla Stomack
 Merry Strohmer
 Lori & Rich Studley
 Denise Swanson
 Donald Swanson
 Dennis & Mary Sweeney
 Don Sweeney
 Diane Thompson
 Dorothy VanLooy
 Megan Varner
 Charles Wallin
 Xin Wang
 Megan & Kyle Weidman
 Thomas Westerfield
 Jeff and Laura Wetzel
 Wayne Whitman
 Patty Wieber
 Suzanne Wilcox
 Darleen Wirt
 Wendy Zellers
 Marlene Zeman
 Leslie & Joshua Zimmerman

2020 POTTER PARK ZOO ADVISORY BOARD



Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/20

POTTER PARK ZOO BUDGET/ACTUAL REPORT - FINAL UNAUDITED FOR THE YEAR ENDED 12/31/20

	2020 BUDGET	2020 ACTUAL
REVENUES		
PROPERTY TAX	\$ 3,134,484	\$ 3,080,445
ADMISSIONS	610,000	434,888
CONCESSIONS, GIFT SHOP, VENDING	500,500	306,194
OTHER REVENUES	424,634	273,259
TOTAL REVENUES	4,669,618	4,094,786
EXPENDITURES		
PERSONNEL SERVICES	3,020,119	3,041,751
CONTROLLABLE EXPENDITURES	1,279,170	990,034
NON-CONTROLLABLE EXPENDITURES	370,329	404,965
CAPITAL OUTLAY	-	27,709
TOTAL EXPENDITURES	4,669,618	4,464,459
TOTAL CHANGE IN FUND BALANCE	-	(369,673)
FUND BALANCE AS OF 1/1/20		
NON-SPENDABLE	\$	148,457
UNRESTRICTED		954,547
	\$	1,103,004
FUND BALANCE AS OF 12/31/20	\$	733,331
FUND BALANCE AS OF 12/31/20		
NON-SPENDABLE	\$	170,406
UNRESTRICTED		562,925
	\$	733,331

Zoo Board

Commissioner Chris Trubac

Commissioner Todd Tennis

John Groen *Chair*

Kyle Binkley *Vice Chair*

Julie Pingston *Zoological*

Society Board Chair

Molly Korn

Cheryl Bergman

Yanice Jackson-Long

Dr. Richard Snider

Cindy Kangas

Mary Leys

Mary Hauser

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 12/31/20

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues:			
Special events	\$ 246,094	-	246,094
Education	24,766	-	24,766
Fundraising income	40,832	-	40,832
Administration	60,130	-	60,130
Payroll Protection Program grant	104,500	-	104,500
Membership	188,368	-	188,368
Volunteer services	162,520	-	162,520
Zoo support	148,205	-	148,205
Net assets released from restrictions	7,508	(7,508)	-
	<u>982,923</u>	<u>(7,508)</u>	<u>975,415</u>
Expenses:			
Program			
Education	222,694	-	222,694
Memberships	43,460	-	43,460
Volunteer services	179,981	-	179,981
Zoo support	139,357	-	139,357
Management and general	205,967	-	205,967
Fundraising	109,345	-	109,345
	<u>900,804</u>	<u>-</u>	<u>900,804</u>
Change in net assets	82,119	(7,508)	74,611
Net assets, beginning of year	<u>78,428</u>	<u>46,666</u>	<u>125,094</u>
Net assets, end of year	<u>\$ 160,547</u>	<u>39,158</u>	<u>199,705</u>

Society Board

Julie Pingston
Chief Executive Officer,
Greater Lansing Convention
and Visitors Bureau

Justin King
Retired Executive Director,
Michigan Association of
School Boards

George Berghorn
Faculty, Michigan State
University

Erin Schor
Vice President, Michigan
Community College
Association

Aaron Davis, Attorney and
Shareholder, Fraser
Trebilcock

Drew Milam
Project Manager, Jackson
National Life

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



Though most of our Centennial Plans for 2020 were postponed, a series of 21 historical walking tour signs were installed around the zoo and enjoyed by guests.



What is a Modern Zoo?

While the earliest zoos were built strictly for entertainment, their mission and purpose has expanded significantly over the years. Concerns over the destruction of ecosystems and the extinction of wildlife have led zoos to add three more crucial roles to their missions: conservation, research, and education. Potter Park Zoo is committed to continual improvement in all areas and to providing the best care for our animals and exceptional experiences for our visitors.

Advances in science and medicine have improved our ability to protect, care for, and understand our animals. As a result, the standards for AZA-accredited zoos have also increased. As Potter Park Zoo moves into its next 100 years, we will continue to meet and exceed the standards set for animal care, conservation, and education now and into the future.

Join us in our mission to inspire conservation of animals and the natural world! Let's become a community that saves wild habitats and seeks opportunities to improve the world.



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's evolution to "zoo" status seems to be connected to the transfer of elk from Moores Park.

1930

The Feline & Primate House was built in 1930.

1986

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

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