

POTTER PARK



ANNUAL REPORT 2021



**Our Mission: Inspiring Conservation
of Animals and the Natural World**

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

Phone: 517.483.4222
Fax: 517.316.3894
potterparkzoo.org



**180,882 people visited
Potter Park Zoo during 2021**

2021 INCENTIVE DAYS

Number of free or reduced admissions

Mother's Day	121
Father's Day	253
Fourth of July	33
Zoo Days	3,277
Grandparents Day	71
Ingham County Free Day	159
College Day	59
Veterans Day	3
City of Lansing Free Monday Mornings	3,601

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, guest 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.*

POTTER PARK

ZOO

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 Director

Thank you to all of our supporters for trusting us to provide a safe environment for you to visit, learn from and enjoy in 2021. This was only possible through the continued dedication and hard work of Potter Park Zoo's talented staff and volunteers. They persevered through trying circumstances, continuing to provide exceptional experiences for the guests that visit, and quality care to the animals that call Potter Park Zoo home.

One highlight of 2021 was the introduction of conservation education stations throughout the zoo, providing all guests the opportunity to learn about conservation of animals and the natural world. More than 30,000 guests connected with nature through 62 volunteers who provided 970 hours of their time. We look forward to growing these exciting engagement opportunities in 2022!

Accessibility improvements continue to be a top priority. This year, with the addition of a dedicated staff member and the development of a committee to move our diversity, equity, access and inclusion initiatives forward, we have continued to make great progress. One major achievement was our partnership with Able Eyes, creating an online tour of the facility as a tool for those with special needs to explore the zoo prior to visiting.

Most importantly this year, we saw significant changes in the lives of our animals with 14 births including three North American river otters and two red pandas, as well as the addition of 22 new arrivals of six different species.

Again, we want to thank our community for their support and contribution to the work we do each day to inspire conservation of animals and the natural world. We couldn't do it without you and we look forward to a fantastic 2022!

Sincerely,

Cynthia D. Wagner, *Director*

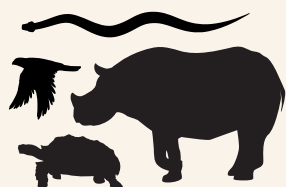
Amy L. Morris-Hall, *Zoological Society Executive Director*



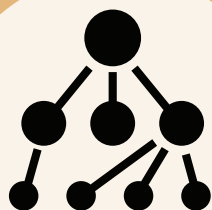
Thank you for joining us on this exciting journey.

OUR ANIMALS

Animal Stats

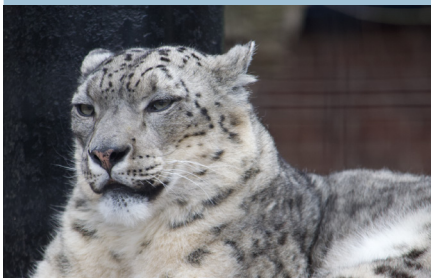


468 Animals



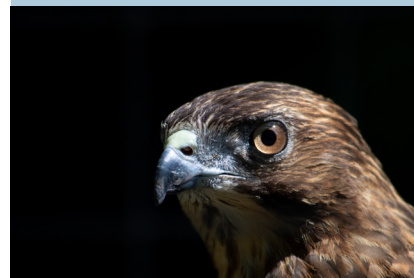
95 Species

Mammals



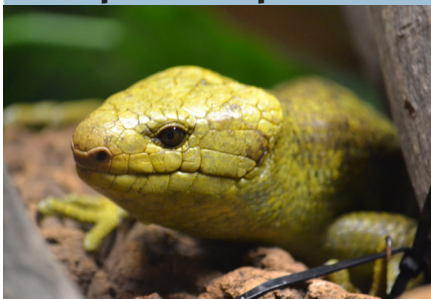
162 Animals
39 Species

Birds



133 Animals
18 Species

Reptiles/Amphibians



151 Animals
35 Species

Invertebrates



22 Animals
3 Species

New for 2021

Potter Park had 22 new arrivals this year, with notable new species including ring-tailed lemurs, emperor scorpions, prehensile-tailed skinks, and a prehensile-tailed porcupine. There were 14 births, including two Madagascar hedgehog tenrec, two elk, three North American river otter siblings, two red panda sisters, two grey kangaroo, and three Madagascar giant geckos. Exhibit updates included renovations to the north side of the reptile house, expanding the bongo yard, and creating a new exhibit for the kangaroos.



JAALI'S MOVE

The birth of Potter Park Zoo's first ever black rhino calf was a landmark occasion that garnered an international audience and brought valuable attention to the zoo's role in black rhino breeding and conservation. Though Jaali captured the hearts of zoo staff and fans alike, his time at Potter Park Zoo was only the first chapter in a journey to find a home and mate of his own.

This hope became reality in early 2021, when it was decided that Jaali would be moving to The Living Desert Zoo in Palm Desert, California later that year. Moving day was scheduled for Oct. 18, 2021, and thanks to months of diligent training with his keepers, a calm Jaali was loaded smoothly into his crate and onto a California-bound truck. News of his safe arrival came several days later, and was met with celebration from both Potter Park Zoo and The Living Desert staff. In the months since, Jaali has settled well into his new home alongside hopeful future mate Nia. We can't wait to see what the future brings for him!



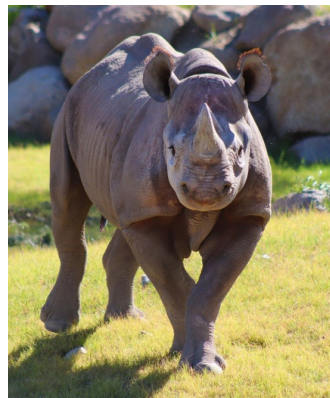
Lifted by crane and loaded onto a flatbed, keepers say their final goodbyes as Jaali hits the road alongside future mate Nia



The convoy arrives!



Meeting his new keepers



Happily roaming his new four acre exhibit



RESEARCH FOCUS & VETERINARY CARE

MSU CVM Partnership: 50 Years of Collaboration

The zoo veterinary department's 50 year long collaboration with the Michigan State University College of Veterinary Medicine (MSU-CVM) was honored with the prestigious **Distinguished Partnership Award for Community-Engaged Research**.

Potter Park Zoo's Director of Animal Health, Dr. Ronan Eustace, is an adjunct professor at MSU-CVM running multiple final year veterinary student rotations, guest lecturing, acting as an advisor for the Zoo, Wildlife, Exotic and Aquatic Student Veterinary Club, and mentoring summer research students. Together, PPZ and MSU-CVM (along with numerous students, interns, and residents) have collaborated on zoo medicine studies that resulted in scientific publications. With each publication describing a novel condition, the medicine and care provided for these endangered species is improved, and the sustainability of these zoo populations is strengthened.



Potter Park Zoo African lion undergoes an MRI using the MSU-CVM's scanner.



Black Rhino Doppsee undergoes her yearly physical exam.



Despite the ongoing pandemic, the zoo veterinary and animal care staff participated in multiple studies.

Understanding a species' genetic profile is a common goal in animal research, and helps inform conservation efforts. Most notably, gene study is critical to maintaining and propagating stable populations of endangered animals, as is the goal under the AZA's Species Survival Plan (SSP). Potter Park Zoo contributed to these efforts by submitting gene samples from animals in our care to the following studies:

- "Forensic Application of Stable Isotopes and Trace Elements in Determining Turtle Origin." – A multi-institution study led by the Center for Wildlife Studies, the findings of which have potential in mitigating the illegal wildlife trafficking of turtles. Our wood turtles, spotted turtles, and blanding turtles all provided samples for the study.
- "A Genetic Analysis of US Captive Tigers," an AZA's Tiger Species Survival Plan (SSP) study led by researchers at Louisiana State University.
- "Genomic analysis of the managed Eastern black rhinoceros (*Diceros bicornis michaeli*) population in AZA institutions." a Rhino-SSP endorsed study led by George Mason University and the Smithsonian Conservation Biology Institute
- "Genomic analysis of the Eastern mountain bongo," a SSP-approved study lead by the Smithsonian Conservation Biology Institute

Additionally, Potter Park Zoo's veterinary team made the following medical contributions:

- Submission of blood from one of Potter Park's Amur tigers for an AZA-SSP endorsed study on blood types in exotic Felids at the University of Florida College of Veterinary Medicine. This study will help make emergency blood transfusions safer in exotic felids.
- Submission of testes from Sivaki, our euthanized male Amur tiger, to Omaha's Henry Doorly Zoo and Aquarium Reproductive Science Department. 7.8 million sperm were recovered and frozen for future use in artificial insemination studies in tigers.
- Submission of medical records to North Carolina State University's College of Veterinary Medicine for an ongoing morbidity and mortality review on neonatal tigers, led by AZA's Tiger SSP.
- Submission of medical records for an ongoing case series on dilated cardiac myopathy in Meerkats, led by Dr. Kadie Anderson at Point Defiance Zoo and Aquarium and Disney Animal Health. Heart disease is a poorly characterized disease in this population and this study will help with the diagnosis and management of future cases.

Dr. Ronan was also a co-author in multiple publications:

- Eustace, R., Agnew, D., Fitzgerald, S., Fyfe, J., Duncan, A., Petroff, B, Thompson, K. "Presumptive Congenital hypothyroidism in Red Pandas (*Ailurus fulgens fulgens*) from four successive litters," *Journal of Zoo and Wildlife Medicine*, 52(2), 795-805, (11 June 2021)
- Thompson KA, Eustace R, Mavangira V, Turner C, Monahan CF. Left displacement of the abomasum in a reticulated giraffe bull in managed care. *J Vet Diagn Invest*. 2021 Sep;33(5):1023-1027.
- Walker, B., Eustace, R., Junge, R., Hsu, T.C, Watson, V. Soft tissue sarcoma in two zoo-housed Alaskan moose (*Alces alces*). Submitted to the *Journal of Veterinary Diagnostic Investigation* - accepted for publication, pending final review.

Current ongoing studies at PPZ include:

- A study on Cardiac Disease in Giant Tortoise. This study is to be submitted for publication in the *Journal of Zoo and Wildlife Medicine*.
- A study on intervertebral disk disease in large felids. The paper will be submitted to *Frontiers in Veterinary Medicine* in the next 1-3 months.
- An ongoing study validating an assay to measure the contraceptive deslorelin in goats. Results are to be presented at the 2022 American Association of Zoo Veterinarians conference, and the study will be published within the year.
- A multi-zoo study on the use of Zoetis' experimental Covid vaccine in goats.
- Continued work on establishing neonatal giraffe calf blood values, including a poster presentation at the 2022 American Association of Zoo Veterinarians conference.



Members



Volunteers



EDUCATION PROGRAMS

The education department educates and inspires tens of thousands of people each year about the importance of conservation of animals and the natural world.



240
Students
12 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. In the year of 2021, we had a total of 12 classes with 240 different students.



35K+
Guests
Engaged

CONSERVATION EDUCATION STATIONS

New for 2021, our conservation education stations make it easier than ever for volunteers to engage with guests. Utilizing conservation carts, artifacts and other supplemental resources could easily be moved to strategic locations around the zoo. 62 volunteers spent 970 hours engaging with over 35,000 guests.



73
Participants
2 Sessions

SUNDOWN SAFARI

Sundown Safari gives families and small groups an opportunity to spend a night at the zoo, and includes a guided tour, campfire snacks, outdoor movies, and a continental breakfast.



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! Camps are available for students entering grades 1-7



311
Participants
12 Tours

TOURS

Guided tours give groups a wonderful opportunity to visit the zoo with a focus on education. Teachers and other group leaders can choose from a variety of topics which support NGSS (Next Generation Science Standards). Tours were available for only a small portion of 2021, and are fully available for 2022.



38
High School
Students

ANIMAL SCIENCE & ZOO MANAGEMENT

The 2020-21 school year represents our 14th 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.

ACCESSIBILITY

Creating a welcoming experience for visitors of all ages and abilities.

Our Programs



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.

1338

Total Participants



ZIYN

Zoo in Your Neighborhood (ZIYN) provides free programs to members of our community by visiting community partner locations. Each partner receives two programs annually and four family passes that can be checked out for free admission to the zoo. 2021 was our largest year for ZIYN yet – 1,883 children and 1,637 adults entered using a pass.

1006

Zoo Passes
Checked Out

New Ways to Communicate



New Ways to Explore



In 2021, Potter Park Zoo partnered with Able Eyes to create virtual walk through tours of the zoo's public buildings. An invaluable tool for those with disabilities and unique sensitivities, these tours allow guests to acquaint themselves with zoo areas ahead of their visit, reducing anxiety and allowing for a more comfortable and enjoyable experience. This accommodation is part of Potter Park Zoo's overall effort to improve accessibility and create an equally welcoming experience for visitors of all ages and abilities. A picture symbol board was also installed in the playground area to facilitate child-to-child and child-to-adult interactions. The pictures on the board allow ideas and needs to be expressed quickly and easily, reducing the chance of miscommunication and serving as a useful tool for children who struggle with verbalization.

SPECIAL EVENTS

Events help fund our mission by connecting the community to the zoo in unique ways.



PRIVATE EVENTS
~2,300 Guests



ICE SAFARI
2,183 Guests



ZOO DAYS
2,939 Guests



ZOO NIGHTS

2,640 Total Guests

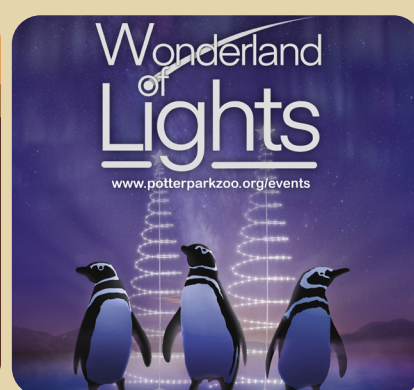
May	June	July
401 Guests	488 Guests	555 Guests
Aug.	Oct.	Dec.
456 Guests	232 Guests	508 Guests



MEMBERS NIGHT
474 Guests



FALL ZOOTACULAR
8,800 Guests



WONDERLAND OF LIGHTS
17,270 Guests

COMMUNICATIONS



FACEBOOK

Followers: 67,236
Impressions: 22,905,887
Reach: 13,857,708

Reached **800%** more people than in 2020!



INSTAGRAM

Followers: 27,826
Impressions: 2,907,082



TWITTER

Followers: 8,761
Impressions: 950,394

★ STAR CONTENT



2021 was a record breaking year for social media, with three videos reaching one million+ users on Facebook for the first time ever. The star performer? Our prehensile-tailed porcupine Sophie, who went viral and reached nearly seven million individuals from across the globe. Emmett the elk and Ruby & Garnet the red panda cubs also joined Sophie in breaking the one-million reach barrier.



Most visited pages

1. Home
2. Ticket Sales
3. Membership
4. Today's Attractions
5. Events
6. Animals

Website

Total page views:
794,702

56% of visitors viewed our page from a mobile device in 2021, and 42% from a desktop computer. Desktop users more than doubled compared to the previous year, while mobile users increased by 27%.

Top visitors by city

1. Lansing
2. Detroit
3. Grand Rapids
4. East Lansing
5. Meridian Charter Township
6. Ann Arbor

ZOO TEAM 2021

Potter Park Zoo makes an economic impact by employing over 150 community members, as well as being a vital educational resource for the many students and interns learning throughout the zoo.

Ingham County

Full Time Employees	30
Part Time Employees	1
Seasonal Employees	84

Total Zoo Employees: 115

Zoo Society

Full Time Employees	9
Part Time Employees	3
Seasonal Employees	5

Total Society Employees: 17

Interns

Animal Care Interns	10
Conservation Education Interns	15
Media Interns	1
Special Events Intern	2

Total 2021 Interns 28



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

**Bartsch Memorial Trust
Catherine Claypool
Jackson National Life Insurance Company
Marge and Jack Hetherington
Michigan Arts and Culture Council**

\$5,000 - \$9,999

**Rotary Club of Lansing Foundation
Miecznikowski Family Gift Fund**

\$1,000 - \$4,999

**Richard and Renate Snider
Jeff Williams and Joy Whitten
Felix Fliss and Constance Wardell-Fliss
Darlene Nikoloff
Jeffrey Padden
City of Lansing Neighborhood Grant
Val Johnson
Jacqueline Wood
Allyse and David Anderson
Brian and Alice Brinkman
Chick-fil-A - Lansing
Frances Dittrich
Paul Faszczewski
Yeo and Yeo Consultants - Lansing**

\$999 - \$100

**MSUFCU
Lansing Academy And Windemere Park Charter
Griselda Alejo
Sarah Allen
Marcie Alling Jean
Susan Andrews
Shannon Armbruster
James and Marilyn Armstrong
Augenstein & Associates
Mid-Michigan Autism Association
Valerie Baldus
Erika Bauer
Amanda Baughman
Christopher Behrens
Ruby Bellosillo & Family
Lynn Bergen
Cheryl Bergman
Jennifer Betts
Deborah Blake
Karen Boomer
Linda Boster
Mary Bourbonnais
Barb Boyd
Bonnie Boyd
Lorie Brace
Carol Bray
Marc Breedlove
Alice Brinkman
Karen Brucks
Julie Brunner
Lou Bullough
Sharon Burke
Francesca Buskalic
Kate Cameron
Jessica Carey
Suzanne Carey
Dr. Carla Carleton
Ann Carlson
Amy Casciotti
Michelle Chambers
Paul and Cindy Charette
New Creation Church
Art and Sue Clark
Fish Window Cleaning
Scott Clippert
Barry and Jennifer Collins
Michael Collins
Emc Insurance Company
Hometown Heating and Air Conditioning
Mary Corbett Jo
Kristin Cowan
Kathleen Criger
Brooke Cummings
Georgia Curry
Priscilla Curtis
Rachel Darnell
Laura and Peter DeGuire
Sherri DeMarco
Julie DeMello
Kathy DeVito
Jill Dening
Dyras Dental
Michael Dhaseleer
Kristie Doner
Jody Doring-DeLong
Betty Draher
Kim Dyer
Reed Ebmeyer Jr
Lisa Edgerton
Sue Eggleston**

Heather Elder
Farley Hill Elementary
Eileen Ellis
Nick Erikson
Maribeth Fletcher
Dustin For
Malinda Funk
Kate Gantzer-Hayes
Kyle Gask-Wilson
Judy Gatewood-Keim
Laura Geist
Nancy Getts
Lou Giedlinski
Bethany Gielczyk
Stephanie Glidden
Andria Goebel
Deborah Goodman
Denise Goodman
Kevin Gunns And Sheri
Susan Hall
Nicole Hankwitz
Robert Hanna
Kathleen Hannan
William and Christine Hartman
Larry and Ruth Hartwig
Mack Haun
Janis Haynes
Mary Henry
Shawna Hessling
Arden Heverly
Richard and Alice Hill
Dick Hinshon
Jake Hitchcock
Amie Hodges
Grace Hoeksema
Steph Hogan
Henrik Hollaender
Marie Hollister
Robin Hooks
Marci Hooper
Alan Horton
Rose Houk
Nancy House
V. Lynn Howey
Walter Hufford
Claudia Hultgren
Michael Hundt
Lansing Sanitary Supply Inc.
Honest Home Inspections
Evelyn Jackson
Melanie Jacobs
Kristiane James
Christine Johnson
Brian Johnson
Richard Johnson
Carol Jones
Camille Jones
Patrice Jones
John Jones
Paul Jurczak
Jan Kanui
Rebecca Kegler
Stephanie Keith
Kevin and Jenny Kendrick
Shuchi Khosla
Janice Kimble
Justin King
Patsy King
Nicholas Kline
Frank Knox
Mitchell Kobus
Marlene Kohlmeier
Carolyn Kolka
C. Noah Koller
Sarah Korn
Lillian Krezel

Sharon Kukla-Acevedo
Taylor Kuminski
Allison LaPlatt
Jane Lacher
Bonnie Laesser-Green
Kathy and Jim Lammers
Unity Spiritual Center Lansing
The Barre Code – East Lansing
Patricia Lavolette
Megan E LeMarbe
David Lee
Lisette Lewandowski
Mary Leys
Randy Lobbestael
Sandra Longurst
Anna Longuski
Lynda Loomis
Lee Lorencen & Family
Mary Lott Jo
Lovella Lovell
Adam Lucas
Kim Lytle
Jo Macek
Sheri March
Marilyn Marrs
Frederick and Deborah Marshall
Martha Marshall
Ina Martin
Michelle Martin
Sabrina Martinez
Eddy and Mariah Martinez
Betsy Massnick
Charles Massoglia
Billi Mathias
John and Kathryn Mazzoni
Karen McGowan
Chuck McKay
Blaine and Virginia McKinley
Suzane McMann
Meagan McMillan
Kristin Mellon
Christine Melnyk
Derek Melot
Marcia Mettert
Larry and Gail Meyer
Charles Meyer
Nancy Michalski
Whitney Miller
Robert Miller
Molly Minnick
Lise Mitchell
Daniel Moore
Zinnia Morris
Kathleen Mortensen
Leslie Mull
Dr. Jacob Myers, D.D.S
Chad and Jennifer Noble
Brenda Nuffer
Suzanne and Michael O'Rourke
Allison Osman
Kriss Ostrom
Marilyn Owens
Kit Parker
Kennet Partridge
Marilyn and Ron Payne
Julie Pingston
Calliope Porter
Katherine Powning
Annette and Rick Pritchett
Merritta Proctor
Laura Punches
Jacquelynn Tanner Purdy
Audrey and David Putman
Elaine Putvin
Sue Reszka
Cindy Richmond

Shirley Robinson
Cheryl Rockwell
Jeff Rutter
Kristin Sandel
Joshua Sauve
Lauren Schefke & Family
Fritz Schlicker
Erin Schor
Darlene Scott
Juliadean Seger
Mahabir Wellness
Mary Sharp
Robert Sheehan
Jill Shields
Beth Siebert
Janice Siegford
Jennifer Smith
Jeannette Smith
David and Jean Smith
Howard and Shelley Snell
Judy and Lonny Snow
Robin Soergel
Jeff Sowers
Tom Stanton
Kenyon and Bronwyn Steiner
Lori Studley And Rich
Carol Suires
Kahlia Sullen
Karen Swartz
Dennis and Mary Sweeney
Kyudo Archery Academy High-
Performance Team
Blooming Minds Therapy
Kim Thomas
Theodore and Mona Townsend
Sarah Treacher
Two Men and a Truck
Jennifer Uitvlugt
Pamela Uptegraft
Ginny Vandevord
Ronald and Lillian Vanhouten
Peter Vasilenko
Caroline Vincent
Charles Wallin
Xin Wang
Darryl Warncke
Tedra Washington
Carol Webster
Kyle and Megan Weidman
Amanda Weigold & Family
Richard and Annette Weiser
Kellie Wells
Laurie and Mac Wernet
Ann Wesley
Melissa Westerfield
Rebecca Weyers
Nathan Whitehorn
Kate Wight
Rebecca Wildenthal
Visions of Wildlife
Kimberly Wiljanen
Jennifer Wilson
Amy Winans
Robert and Judy Winzeler
Pamela Yeomans
Ron and Winalee Zeeb
Robert Zerbe
Terri Zimmerman
Thomas Zimnicki
Mary and Karl Zollner Jr.
Junis Zumberg
Kristina Zwick

2021 POTTER PARK ZOO ADVISORY BOARD



Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/21

	2021 BUDGET	2021 ACTUAL
REVENUES		
PROPERTY TAX	\$ 3,262,137	\$ 3,224,985
ADMISSIONS	754,959	782,110
CONCESSIONS, GIFT SHOP, VENDING	694,900	798,004
OTHER REVENUES	358,394	424,367
TOTAL REVENUES	5,070,390	5,229,466
EXPENDITURES		
PERSONNEL SERVICES	3,156,237	3,158,547
CONTROLLABLE EXPENDITURES	1,530,836	1,429,196
NON-CONTROLLABLE EXPENDITURES	383,317	369,833
CAPITAL OUTLAY	-	-
TOTAL EXPENDITURES	5,070,390	4,957,576
TOTAL CHANGE IN FUND BALANCE	-	(271,890)
FUND BALANCE AS OF 1/1/21		
NON-SPENDABLE		\$ 170,406
UNRESTRICTED		562,924
		<u>\$ 733,330</u>
FUND BALANCE AS OF 12/31/21		\$ 1,005,220
FUND BALANCE AS OF 12/31/20		
NON-SPENDABLE		\$ 137,136
UNRESTRICTED		868,084
		<u>\$ 1,005,220</u>

Zoo Board

Commissioner Trubac

Commissioner Tennis

John Groen, Chair

Kyle Binkley, Vice Chair

Dr. Richard Snider

Mary Leys

Molly Korn

Cheryl Bergman

Mary Hauser

Julie Pingston, Society Chair

Cynthia Wagner
Zoo Director

2021 POTTER PARK ZOOLOGICAL SOCIETY BOARD

Potter Park Zoological Society Statement of Activities & Change in Net Assets Year Ended 12/31/21

	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

Chair

Julie Pingston
CEO, Greater Lansing Convention
and Visitors Bureau

Vice Chair

Justin King,
Retired, Michigan Association of
School Boards

Treasurer

George Berghorn
Faculty, Michigan State University

Erin Schor
VP, Michigan Community College
Association

Aaron L. Davis
Fraser Trebilcock

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

Roxanne Truhn
Retired, Michigan State University

Karlene Belyea
VP, Wellness Mission Veterinary
Partners

Gabe Rodriguez-Garriga
VP Strategy, Business Leaders for
Michigan

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.



Look for the updated zoo map to be installed this spring!

POTTER PARK



1301 S. Pennsylvania Avenue
Lansing, MI 48912

Contact us: (517) 483-4222
zoocontact@ingham.org
potterparkzoo.org

LEGEND:

- Restrooms
- Family option at Welcome Center
- Accessible
- First Aid
- Baby Changing
- Gift Shop
- Food
- Parking
- Nursing Room
- Mobility Rentals
(ECV, Wagon, Wheelchair, and Stroller)
- Tornado Shelter
- Water Fountain
- Vending Machine
- Picnic Area
- AED Defibrillator
- Fire Pit
- Seasonal and or Weather Dependent



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



For your safety, please stay on the
designated public paths.

- Exhibit ADA Accessibility:**
Enter through the backyard garden.
- For the health of our animals and guests,
Potter Park Zoo is a smoke and vape-free facility.
- Recycling bins are located throughout Zoo for
you to repurpose your recyclable materials.

Public Safety can be reached anytime at (517) 230-3790



Potter Park Zoo is a 20 acre zoo within an 80 acre park located in the capital city of Lansing, Michigan. With nearly 500 animal residents there is always something new and exciting to see. Come explore the Zoo and help us celebrate, study, and protect the diversity of animals and their habitats.