



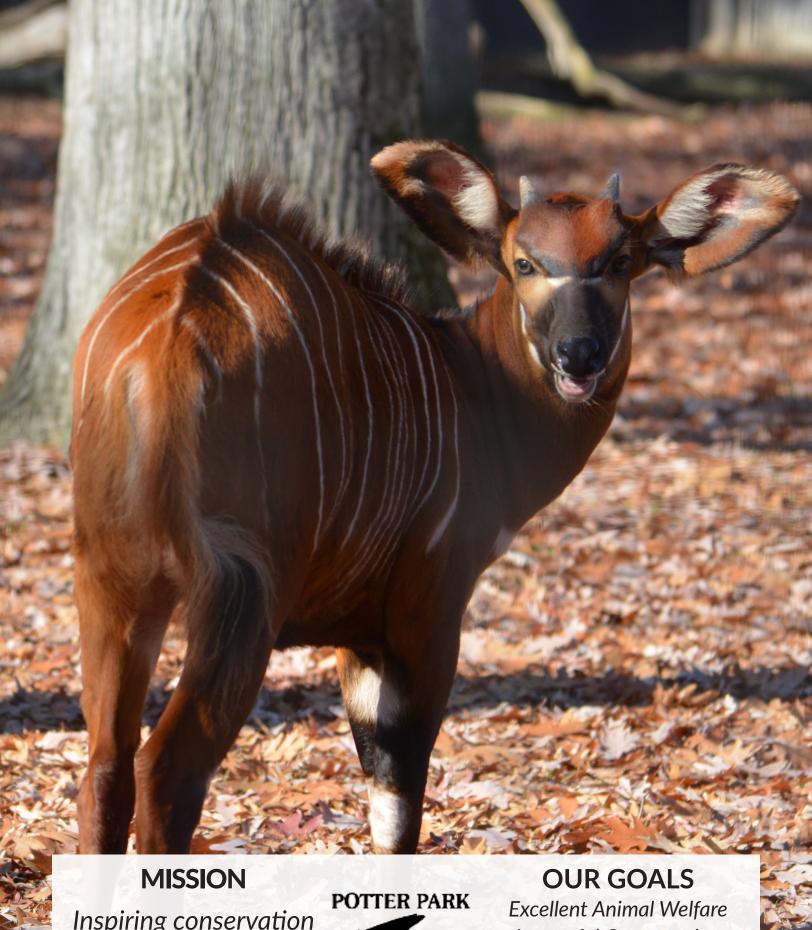
ACCREDITED BY THE

OF ZOOS AQUARIUMS

Potter Park Zoo has 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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Inspiring conservation of animals and the natural world.



Excellent Animal Welfare Impactful Conservation Financial Sustainability Valuing Diversity



Potter Park Zoo had some incredible achievements in 2022. Our talented staff and volunteers have been working tirelessly to provide a safe and enriching environment for our visitors to connect with the natural world, and we couldn't be more appreciative of their dedication and hard work.

We are especially excited to celebrate the incredible success of our fund development team, who have secured critical funding to support the health and well-being of all our animals. Thanks to their relentless efforts, we are now closer than ever to building a new animal health facility at the zoo!

Conservation engagement through Conservation Education Stations became a true highlight of our visitors' experience. With the help of our amazing volunteers, we engaged with over 65,750 guests in 2022 alone, sharing important conservation actions that they can implement in their own lives, making real change in the world.

We welcomed 14 new animals to the zoo, including majestic kestrels, colorful red-eyed tree frogs, and a colorful (and threatened) Jamaican boa. But that's not all – we're also over the moon about welcoming a pair of adorable bintlets (baby binturong), playful cotton-top tamarin babies and a stunning red panda cub to our growing family! These new arrivals are a testament to our unwavering commitment to animal welfare and conservation and the high quality of care each animal receives. We couldn't be more honored to provide a safe and nurturing environment for all of the animals in our care.

Without the support of our amazing community none of this would have been possible, and for that, we are truly grateful. As we look forward to the future, we are committed to continuing our mission of inspiring conservation of animals and the natural world. We know that with your continued support, we will achieve even more in 2023 and beyond!

Sincerely,

Thank you for joining us on this exciting journey.

Cynthia D. Wagner, Zoo Director

any & Monis-Hall

Amy L. Morris-Hall, Zoological Society Director



377 Animals 86 Species 140 Reptiles/Amphibians 98 Birds 135 Mammals

OUR ANIMALS





New Arrivals

Potter Park Zoo had 14 new arrivals in 2022. Notable new species include the American kestrel, timber rattlesnake, red-eyed tree frogs, Jamaican boa, and Magellanic penguin. We also saw seven births including two binturong, two cotton-top tamarin, a red panda, a bongo calf, a ring-tailed lemur, and just under 2,000 tadpoles.









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 2022

Quarters for Conservation \$854.66

Conservation Bookmark Sales: \$3,849

Bowling for Rhinos (Event hosted by AAZK): \$7,000

World Rhino Day Barn Tours: \$539





Contributions to Conservation Field Work

- Breeding and release of critically endangered Puerto Rican Crested Toads
- Rhinoceros Research with CREW (Linder Center for Conservation and Research of Endangered Wildlife)
- Eastern Massassauga Rattlesnake Field Research
- USFWS Recovery Program for the Great Lakes Piping Plover
- The Washtenaw County Conservation District and project partners the National Academy of Sciences and Ministry of Environment, Armenia; and Pokhara University, Nepal

Potter Park Zoo continually supports many conservation organizations.







ASSOCIATION OF ZOOS AQUARIUMS



TERINARY HIGHLIGHT

2022 was an exciting year of change for the veterinary department.

Dr. Ronan Eustace, Director of Animal Health, passed the ACZM examination to qualify to be a board certified specialist in zoological medicine™. He is a now a Diplomate of the American College of Zoological Medicine and joins the less than 300 zoo veterinarians worldwide with this qualification. For Dr. Eustace, this has been an almost decade long process of writing scientific publications, summarizing over thousands of scientific articles and multiple zoo, wildlife, fish, and aquatic medicine textbooks.

The PPZ veterinary department also grew with the formation of a joint zoologic medicine fellowship with the Binder Park Zoo. Dr. Allison Dianis, the inaugural veterinary fellow, spends 30% of her time working with the PPZ veterinary department. In addition to helping with clinical cases, Dr. Dianis is working on multiple research projects. Her initial project was an anesthetic study on African Painted dogs and the manuscript is soon to be published in the Journal of Zoo and Wildlife Medicine.



Animal Care Facility Funding Obtained

Funding for the new animal care facility was also obtained and the planning process, which should take most of 2023, has begun. Dr. Ronan has started to purchase items that can fit in the current clinic and will be needed in the new hospital, including new radiology (x-ray) equipment, a stainless steel cabinet, and a portable surgery light. A Michigan Arts and Culture Council grant was obtained which partially funded the upgrade of the zoo veterinary radiology (x-ray) imaging equipment and the zoo purchased the Vet Rocket imaging system to replace the decade old slower system. This radiology equipment will store the data more securely and is about 30x faster, which will shorten the time that animals need to be maintained under anesthesia.



Scientific Publications

2022 was a fruitful year for research for the PPZ veterinary department with six scientific publications submitted or accepted for publication. In addition, the veterinary and hoof stock department worked together to participate in a multi-institutional Black rhinoceros estrus synchronization study led by Dr. Monica Stoops, senior researcher at Omaha's Henry Doorly Zoo and Aquarium. This was a 4 month study that required feces collection, blood collection, and transrectal ultrasounds on Doppsee. It was a large amount of work but so important as this study is the first step in developing techniques to allow artificial insemination protocols to be created for Black rhinoceros—a process that could help save this species from extinction!



SARS COV2 Study.

In addition, the veterinary department is participating in a multi-zoo USDA APHIS led study on SARS COV2, the etiologic agent for the global pandemic. The veterinary department started to identify hundreds of banked blood samples collected from zoo animals before and after the pandemic. This study will provide valuable information on which animals can be infected by SARS COV2 and could be instrumental in lessening future pandemics.



Finally, the PPZ veterinary department worked with three other Michigan AZA zoos to study the use of a novel SARS COV2 animal vaccine in goats—a vital step to determine the efficacy of this vaccine for use in other hoof stock species. The scientific publication is planned to be submitted to the American Journal of Veterinary Research in the next month:

• Evaluation of humoral responses in domestic goats (*Capra hircus*) following administration of an experimental SARS-CoV-2 vaccine. Rooney, T.A., Cerveny, S., **Eustace, R.**, Colburn, R., Diel, D.G., Hardham, J. and K. Thompson. *Manuscript in preparation for American Journal of Veterinary Research*.

Multiple ongoing studies were published, including two from Dr. Bridget Walker, a former zoo docent and summer veterinary student who worked with the zoo veterinary department while she was at MSU CVM. Dr. Walker is now the 1st year U of F zoo medicine resident. As a result of her summer research work with Dr. Ronan, she published:

- Degenerative Cardiomyopathy in two species of tortoises (*Chelonodidis nigra, Aldabrachelys gigantean, Centrochelys sulcate*). Walker, B., **Eustace R.**, Thompson, K.A., Schiller, C.A, Leone, A., and M. Garner. *Manuscript accepted for publication with Journal of Zoo and Wildlife Medicine*.
- Two cases of soft tissue sarcomas in captive Canadian moose (*Alces alces*). Walker, B., **Eustace, R.**, Junge, R.E, Hsu, S., and V. Watson. 2022. *Journal of Veterinary Diagnostic Investigations* 34 (4): 662-667
- Validation of chemiluminescent assay for canine thyroid stimulating hormone in Red pandas (*Ailurus fulgens fulgens*). Walker, B., **Eustace**, **R.**, Thompson, K. A., and B. Petroff. 2021. *Journal of Zoo and Wildlife Medicine* 51(4): 1021-1024.

Multiple other studies that were completed in 2022, including a review paper that summarizes the information learned from the case management from the PPZ lion Saida. Also, a study that will help refine contraceptive methods in zoo species, which is integral to creating sustainable captive populations in zoos, was performed.

- Development and validation of deslorelin acetate assay, pharmacokinetics of deslorelin acetate implant, and fecal hormone monitoring in the domestic goat (*Capra hircus*). Rooney, T.A., Buchweitz, J., Lehner, A., Thompson, K. A., **Eustace, R.**, Kozlowski, C., Clawitter, H., McDonald, M., Franklin, A., Powell, D., Zyskowski, J. and D. Agnew. *Manuscript in preparation for Journal of Zoo and Wildlife Medicine*.
- Intervertebral disc disease in three large felids (Panthera spp.) treated surgically. Wright, E.M., **Eustace R**., Cushings, A.C. and E. Ramsay. *Manuscript under review with Journal of Zoo and Wildlife Medicine*.

2023 will continue to be a busy year with continued upgrades to the clinic equipment, more planning of the new veterinary animal center, and multiple new research projects beginning Research is a critical component of modern AZA-accredited zoos and the PPZ veterinary department is committed to fostering the next generation of zoo veterinarians and performing research that will improve the sustainability and welfare of zoo animals.

ACCESSIBILITY CREATING A WELCOWING EXPERIENCE FOR VISITORS OF ALL AGES AND ABILITES.

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.

Total Participants



ZIYN

Zoo in Your Neighborhood (ZIYN) provides free programs to members of our community by visiting community partner locations. Each partner receives one program annually and six family passes that can be checked out for free admission to the zoo. 2022 was our largest year for ZIYN - 2,240 children and 2,613 adults entered using a pass.

Checked Out

Promoting Literacy



Increasing DEAI



In 2022, with the guidance of our Community Engagement and Inclusion Specialist, wecontinued to increase our Diversity, Equity, Access and Inclusion (DEAI) by creating a DEAI committee. The committee consists of employees representing different departments at the zoo. With the guidance of our Community Engagement and Inclusion Specialist, we continued to increase our DEAI efforts. From new employee guidelines to support nursing mothers, creation of our DEAI Strategic Plan, supporting our team's mental health, adding pronouns to name badges, and creating a demographic survey for our guests, we strive to be an inclusive zoo for all. Adding a "Little Free Library" to our park continues to be successful in promoting literacy to those who visit our park and zoo. Over 250 books were given out through the library which is accessible from the park to anyone who would like to use it. Community members have helped keep the library filled with books by contributing their own books.

EDUCATION PROGRAMS

INSPIRING CONSERVATION OF ANIMALS AND THE NATURAL WORLD



708

Students 31 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.



Y Participants

ENCOUNTERS& OUTREACH

The education department educates and inspires tens of thousands of people both on and off zoo grounds each year about the importance of wildlife conservation and the actions we can take to do our part. These programs take many forms: live animal encounters, Scout programs, birthday parties and private events.



256

Participants 5 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.



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.



36

Unique Learners

ZOO CREW

A new offering this year, the Homeschool Zoo Crew provides an opportunity for homeschooled learners ages 5-12 to come to the zoo and learn about topics such as habitats, adaptations, ecosystems, and animal life cycles.



36 Students

ANIMAL SCIENCE & ZOO MANAGEMENT

The 2021-22 school year represents our 15th 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. These programs take many forms including educating with pelts and artifacts, Scout programs, as well as public and private events.



ICE SAFARI

2,670 Guests



ZOO DAYS/NIGHTS

4,480 Days Guests 2,436 Nights Guests



MEMBERS NIGHTS

522 Guests



FALL ZOOTACULAR

7,332 Guests



PRIVATE EVENTS

4,455 guests



WONDERLAND OF LIGHTS

12,258 Guests







Total Volunteer Hours **16,761**







COMMUNICATIONS



Facebook Followers: 69,122 Reach: 2,684,214



Twitter Followers: 9,359 **Impressions:** 981,500



Instagram Followers: 28,726 Impressions: 1,674,665

Wow, what a year 2022 was for social media!

It was simply amazing to see how Wilson, the red panda cub, captured the hearts of hundreds of thousands of fans around the world with his adorable personality and fluffiness. It's amazing to see how people are drawn to the innocence and cuteness of animals. And let's not forget about Nkeke and Miles, our North American river otters, who also made a big impact with their playful and inspiring personalities. We are truly grateful and proud of the positive impact our animals have had on the world. And we are beyond excited for what's to come in the next year! Get ready, world, as we have many more incredible animals that are eager to share their unique personalities and stories with you!





Most visited pages

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

Website

Total page views:

745,689

Top online visitors by city

- 1. Lansing
- 2. Detroit
- 3. Ashburn
- 4. New York
- 5. Grand Rapids
- 6. East Lansing

Z00 TEAM 2022

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 84

Total Zoo Employees: 115

Zoo Society

Full Time Employees 9
Part Time Employees 3
Seasonal Employees 5

Total Zoo Employees: 17

Interns

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

Total 2022 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

Jackson National Life
Bartsch Memorial Trust
Michigan Arts & Culture Council

\$5,000 - \$9,999

Ray & Cathy Berry
Marjorie Easton
Miecznikowski Family Gift Fund
DeWitt Meijer - Store #209

\$1,000 - \$4,999

Red Oak Foundation
Marge & Jack Hetherington
Jeff Williams & Joy Whitten
Yeo and Yeo PC - Lansing
Darlene Nikoloff
Georgia Curry
Jeffrey Padden
Doris Asher
Frances Dittrich
Nancy House
Jeff and Cindy Nussdorfer
Mid-Michigan Safari Club

Debra Schutte

\$999 - \$100

Sarah Allen Marcie Jean Alling Catherine Amick Susan Andrews Shannon Armbruster James & Marilyn Armstrong Augenstein & Associates Tyler Augst Halima Awale The Barre Code - East Lansing Ruby Bellosillo Karlene Belyea Cheryl Bergman Barbara Bolas Nicholas Bolhouse Ron Emery & Sherry Bond Bonnie Boyd Marc Breedlove Gavle Brown **Ronald Browning** Sharon Burke Sally Burroughs Ann Carlson Dan and Charlotte Catlin Paul and Cindy Charette **New Creation Church** City of Lansing Neighborhood Grant Barry & Jennifer Collins Sarah & Matt Comstock Sandi Cook Mary Jo Corbett Phillip and Julie Croll Rachel Darnell Patricia DeMaria Dyras Dental Jody Dorin-DeLong & Family

Lisa Edgerton Derek Elder

Emergent BioSolutions

Paul Faszczewski

Tom Ferris

Fish Window Cleaning

Brant Fisher

Maribeth Fletcher

Lynda Foote

Denise Goodman

Krys Grabarek

Pam Grandmaison Kevin & Sheri Gunns Nicholas Haberman

Diane Hansen-McDermott

Jennifer Hardy

William & Christine Hartmann

Mack Haun Beverly Hempel Arnold Hennig Heidi Hilliard Sue Hinkley Dick Hinshon

Victoria Hoelzer-Maddox

Jo Holbrook Marcia Hooper HomeLight Inc.

Lansing Sanitary Supply Inc.

Evelyn Jackson Kyleen Janetzke Brian Johnson Richard Johnson Douglas Kahl Karen Kajiya-Mills

Kevin and Jenny Kendrick

Nicholas Knudstrup Mitchell Kobus C. Noah Koller

Lansing and Windemere Park

Charter Academy

Patricia Lavolette Lisette Lewandowski Lansing Lodge #33 Anna Longuski

Lee Loreneen & Family

Kim Lytle

Manipulative Medicine

Martha Marshall

Duane Hartman & Cheryl Martin Eduardo & Mariah Martinez

Charles Massoglia Karen McGowan

Blaine & Virginia McKinley

Derek Melot Marcia Mettert Cindy Meyer

Larry and Gail Meyer

Teri Miller Patricia Miller Robert Miller Molly Minnick Eric Mollon Natalie Moser

MSU Health Care Osteopathic

Dr. Jacob Myers, D.D.S.

Susan Nearing Pamela Nelson Rosemary Nester Kelly Niebel Nancy Niles Doris O'Dell Allison Osman

Lawrence Parker

Lisa Parker

Kit Parker

Marilyn & Ron Payne

Julie Pingston Ann Powers

Katherine Powning

PrepNet Virtual Academy

Annette and Rick Pritchett

Siri Rainone

REACH Studio Art Center

Sue Reszka Shirley Robinson

Lauren Schefke & Family Mark & Fritz Schlicker

Erin Schor Darlene Scott Meghna Sharma Mary Sharp

David and Jean Smith

James Smith Barbara Smith

Richard & Renate Snider

Judy & Lonny Snow Kate Snyder

Robin Soergel Jeff Sowers

Mr. & Mrs. Chad Spawr

Denice Stoecker Suzy's Nature Study Denise Swanson

Catherine Allen & Bing Tai

Maresa Tedrick Diane Thompson Cheryl Trogus

Two Men and a Truck

Roxanne Truhn Jennifer Uitvlugt Virginia VandeVord Darryl Warncke

Amanda Weigold & Family

Brenda S. White

WLNS

Catherine Wood Jacqueline Wood

YMCA Metropolitan Lansing

Ron & Winalee Zeeb





2022 POTTER PARK ZOO ADVISORY BOARD



Zoo Board

Commissioner Chris Trubac

Commissioner Todd Tennis

Cheryl Bergman, Chair

Kyle Binkley, Vice Chair

Dr. Richard Snider

Mary Leys

Molly Korn

Julie Pinkston

Jack Kottwitz

Cynthia Wagner
Zoo Director

Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/22

	2022 BUDGET	2022 ACTUAL	
REVENUES PROPERTY TAX ADMISSIONS PARKING CONCESSIONS, GIFT SHOP, VENDING OTHER REVENUES	\$ 4,150,873 625,000 185,000 510,000 750,586	\$ 4,026,382 716,798 162,954 835,464 356,538	
TOTAL REVENUES	4,940,287	5,957,550	
EXPENDITURES PERSONNEL SERVICES CONTROLLABLE EXPENDITURES	3,154,790 1,934,542	3,313,952 1,599,034	
NON-CONTROLLABLE EXPENDITURES CAPITAL OUTLAY	508,644 657,689	532,749 68,889	
TOTAL EXPENDITURES	4,940,287	5,514,624	
TOTAL CHANGE IN FUND BALANCE		442,926	
FUND BALANCE AS OF 1/1/21 NON-SPENDABLE UNRESTRICTED		\$ 68,592 1,593,86 \$ 1,662,454	
FUND BALANCE AS OF 12/31/21 NON-SPENDABLE UNRESTRICTED		\$ 68,592 2,036,788 \$ 2,105,380	



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 Activites & Changes in Net Assets Year Ended 12/31/21

	Without Donor	With Donor	
	Restrictions	Restrictions	Total
Revenues:			
Special events	\$ 268,223	-	268,223
Contributions	131,324	626,973	758,297
Education	143,821	-	143,821
Fundraising income	35,316	-	35,316
Administration	21,667	-	21,667
Paycheck Protection Program grant	106,200	-	106,200
Membership	223,007	-	223,007
Volunteer services	157,541	-	157,541
Zoo support	175,091	-	175,091
Net assets released from restrictions	90,635	(90,635)	
	1,352,825	536,338	1,889,163
Expenses:			
Program			
Education	330,753	-	330,753
Memberships	35,727	-	35,727
Volunteer services	171,737	-	171,737
Zoo support	291,740	-	291,740
Management and general	200,269	-	200,269
Fundraising	148,299		148,299
	1,178,525		1,178,525
Change in net assets	174,300	536,338	710,638
Net assets, beginning of year	160,547	39,158	199,705
Net assets, end of year	\$ 334,847	575,496	910,343

Society Board

Board Chair

Julie Pingston

CEO, Greater Lansing Convention and Visitors Bureau

Vice Chair

Aaron Davis

Attorney and Shareholder, Fraser Trebilcock

Treasurer

George Berghorn

Faculty, Michigan State University

Secretary

Karlene Belyea

Vice President of Wellness for Mission Veterinary Partners

Bethany Wicksall

Director of Legislative and External Affairs, State Budget Office

Roxanne Truhn

Retired, Michigan State University

Gabe Rodriguez-Garriga

Vice President of Strategy, Business Leaders for Michigan



FUN FACTS

