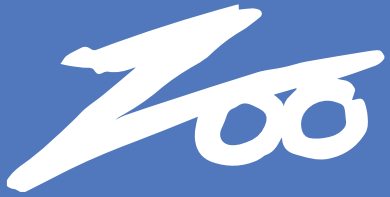


POTTER PARK



**ANNUAL
REPORT
2023**



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

Phone: 517.483.4222
Fax: 517.316.3894
www.potterparkzoo.org



During 2023 **194,022** people visited Potter Park Zoo.

Potter Park Zoo had a successful year with a total of 194,022. That was nearly 10,000 more visitors than last year! It was great to see so many people enjoying the zoo and we look forward to welcoming even more visitors in the future.

INCENTIVE DAYS 2022

Number of free or reduced admissions

Mother's Day	696
Father's Day	348
Veterans Day	77
Zoo Days	2,818
College Day	307
Ingham County Free Day	588
Ingham County Free Monday Mornings	6,616
Grandparents Day	223

ACCREDITED BY THE
**ASSOCIATION
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, 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



OUR GOALS

*Excellent Animal Welfare
Impactful Conservation
Financial Sustainability
Valuing Diversity*

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

Dear Friends of Potter Park Zoo,

We are thrilled to share some incredible milestones and exciting developments that have marked 2023 as a year of growth, innovation, and anticipation for the future.

In 2023 Potter Park Zoo successfully passed AZA accreditation earning another five years of accreditation. This accomplishment highlights our unwavering dedication to the highest standards of animal care, conservation, and community engagement. Achieving AZA accreditation is not just a recognition of our commitment but also a promise to meet and exceed the highest industry standards.

One of our most significant accomplishments is the completion of new asphalt paths throughout the zoo. This major initiative will enhance the overall visitor experience, improve public safety and ensure accessibility throughout our zoo grounds. This undertaking reflects our commitment to creating a welcoming environment for all and providing a memorable experience for every guest.

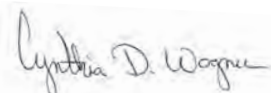
Looking ahead, we look forward to announcing our ambitious plans for a new hospital facility. This project not only demonstrates our dedication to the highest standards of animal care but also positions us to meet and exceed AZA accreditation requirements in animal health. The planning phases for the hospital are well underway, and we're excited to break ground on this crucial project in 2024.

Additionally, we have welcomed a new and unique member to the Potter Park Zoo family – Elombe, our okapi. As the only okapi in Michigan, Elombe represents a special addition to our zoo community. Our team has worked tirelessly to prepare for his arrival, and we can't wait for him to meet the community in the spring of 2024.

These achievements underscore our commitment to advancing the mission of Potter Park Zoo – to inspire conservation of wildlife and the natural world by connecting people and animals. As we continue to grow and evolve, we are grateful for the ongoing support from our community, partners, and dedicated team of professionals.

Thank you for being an integral part of the Potter Park Zoo family. Here's to a fantastic 2024!

Sincerely,



Cynthia D. Wagner, Zoo Director



Amy L. Morris-Hall, Zoological Society Director

356 Animals



90 Species



79 Birds



135 Mammals



138 Reptiles/Amphibians



OUR ANIMALS



In 2023, Potter Park Zoo celebrated the arrival of 14 new animal members. Notable among these are the okapi, Bennett's wallaby, eastern milksnake, and Anthony's poison arrow frogs. Additionally, our zoo witnessed the joyous occasion of ten births, featuring a delightful variety of species. This includes five lesser Madagascar hedgehog tenrecs, a Magellanic penguin, a cotton-top tamarin, a tufted deer, an eastern bongo calf, a ring-tailed lemur, several dart frogs, and an impressive count of just under 2,000 Puerto Rican crested toad tadpoles. These new additions further enrich the biodiversity of our zoo and contribute to our ongoing commitment to conservation and education.



CONSERVATION IN ACTION

At Potter Park Zoo, we are passionate about conservation. We contribute to research, field work, and donate to conservation organizations around the world.

Funds Raised for Conservation in 2023

Quarters for Conservation	\$988
Conservation Bookmark Sales:	\$4,137
Bowling for Rhinos:	\$5,034
AAZK Chapter sent \$1,368 to the African Penguin SAFE	

Salmon in the Classroom



Puerto Rican Crested Toad Tadpole Shipment



Projects we participated in last year:

- Breeding and release of critically endangered Puerto Rican crested toads
- Great Lakes Piping Plover Recovery Program
- Eastern Massasauga Rattlesnake Field Research
- Salmon in the Classroom
- Provided Pallas cat urine for use in a research project in Armenia
- Blanding's turtle head-start project with salvaged eggs
- Red Cedar River clean up

Specific Conservation Organizations Supported:



2023 VETERINARY HIGHLIGHTS



Planning for the new animal health facility is well underway and the hospital will be completed by the end of 2025. The design team consists of Potter Park Zoo management staff and outside consultants, including the DeMaria Building Company (oversees the design, planning, and building of the new facility), DLZ architect firm and Kramer Management group (owner representative). For the second year in a row, a Michigan Arts and Culture Council grant was obtained to also help partially fund equipment for the new facility. The new animal health facility will provide the necessary resources to exceed the AZA veterinary and animal care standards for many years.

The joint zoologic medicine fellowship with the Binder Park Zoo is now in its 2nd year. Our inaugural fellow, Dr. Allison Dianis is now the staff veterinarian at Potawatomi Zoo. Dr. Megan Roeder was selected to be the new fellow. Dr. Megan is working on multiple studies with Drs. Ronan and Kim, including what will be the largest anesthesia study on giraffe to date.



In 2023, three scientific publications were published:

1. Anesthesia of zoo-managed African Painted dogs (*Lycaon pictus*) using a ketamine-dexmedetomidine-midazolam-butorphanol combination. Dianis, A.E, Sims, R.R., Eustace, R., and K.A. Thompson. 2023. *Journal of Zoo and Wildlife Medicine* 54(3): 593-599.
2. Intervertebral disc disease in three large felids (*Panthera* spp.) treated surgically. Wright, E.M., Eustace R., Cushings, A.C. and E. Ramsay. 2023. *Journal of Zoo and Wildlife Medicine* 54(3): 617-627.
3. Subcutaneous and intramuscular administration of an experimental SARS-CoV-2 vaccine are similarly effective in generating a humoral response in domestic goats (*Capra hircus*). Rooney, T.A., Cervený, S., Eustace, R., Colburn, R., Gerdes, R. S., Diel, D.G., Hardham, J. and K. Thompson. 2023. *American Journal of Veterinary Research* 84(10): 1-6.



Multiple other studies are in various stages of the publication process. In 2023, Dr. Ronan also helped co-author for the updated “Guidelines for Zoo and Aquarium Veterinary Medical Programs and Veterinary Hospitals.” This is the document that shapes the AZA veterinary standards and dictates how zoo veterinary hospital and practices are done at AZA facilities.

2024 will continue to be a busy year with Dr. Ronan increasing his research and teaching opportunities with the MSU College of Veterinary Medicine (CVM). This will strengthen the long-standing relationship between the Zoo and MSU CVM and result in increased access to research project funds and collaboration with the many domestic animal specialists at the CVM. 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 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.



Zoo in Your Neighborhood

Zoo in Your Neighborhood (ZIYN) provides free programs to members of our community by visiting community partner locations. Our volunteers educated 643 individuals at our offsite programs. All of our community partners have family passes that can be checked out and used for free admission to the zoo. 2023 was our largest year for the ZIYN passes – 2,780 children and 2,341 adults entered the zoo using a pass.

Advancing Diversity, Equity, Access and Inclusion (DEAI)



Another year brought new accomplishments to Potter Park Zoo. Early in 2023, the zoo's first DEAI Program Plan was completed. This plan allows staff and the public to see the ongoing work that is committed to diversity, equity, access and inclusion. The plan is a template for other zoos and aquariums as they start their journeys. Boo at the Zoo created the Lansing area's first accessible hayride. Our Wonderland of Lights event created a more inclusive environment for those who recognize and celebrate different holidays. The zoo's first audio tours were introduced for the Reptile House and Wonderland of Lights. The tours gave insight into the Reptile House and read the information provided on signs. The Wonderland of Lights tour provided descriptions of the lights that were decorated around the zoo. Finally, with the assistance of the Conservation, Engagement and Learning Department, the zoo introduced its first Visually Impaired Tour.

EDUCATION PROGRAMS

INSPIRING CONSERVATION OF ANIMALS AND THE NATURAL WORLD



708

Students

THE BIG ZOO LESSON

This award-winning, immersive science education program is highly regarded by teachers, students, parents, and administrators. Students can be scientists at the zoo for a full week. This program is at maximum capacity with 18 schools from 10 school districts participating.



5,311

Guests

CONSERVATION EVENT DAYS

Conservation events brought attention to several conservation efforts, including migratory birds, native trees and plants, a river clean-up, and days focused on educating guests about wild tigers, red pandas and rhinos.

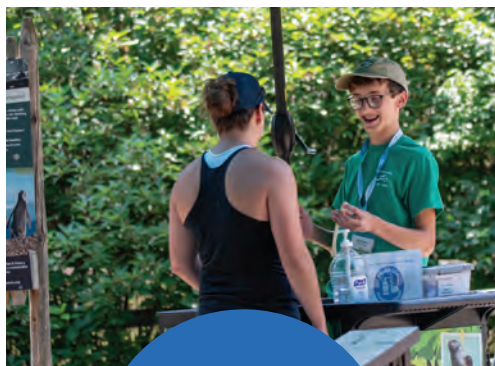


36

Students

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.



589

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

Students

ANIMAL SCIENCE & ZOO MANAGEMENT

The 2022-23 school year represents our 16th 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.



140

Participants

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.

SPECIAL EVENTS

ICE SAFARI

4,120 Guests



ZOO DAYS/NIGHTS

3,072 Day Guests

2,182 Night Guests

MEMBERS NIGHTS

550 Guests

BOO AT THE ZOO

9,642 Guests



PRIVATE EVENTS

2,889 People

WONDERLAND OF LIGHTS

16,835 Guests




195 Individual Volunteers
14,576 hours



807 Group Volunteers
2,185 hours



Total Volunteer Hours
16,761

VOLUNTEERS

3,078 Memberships Sold **7,071** Total Members
(not including children in households)

MEMBERS



IN 2023, OUR MEMBER SUPPORT SOARED TO NEW HEIGHTS, IT WAS A YEAR BRIMMING WITH CAPTIVATING EVENTS AND DIVERSE OPPORTUNITIES TO EXPERIENCE THE ZOO LIKE NEVER BEFORE.

We're excited to announce the remarkable success of our membership program throughout the past year. We welcomed 3,078 new members, bringing our total number of members (excluding children in the household) to an impressive 7,071.

As we look ahead, we're committed to providing even more thrilling events, engaging activities, and unique opportunities for our members to immerse themselves in the wonders of the zoo.

COMMUNICATIONS



FACEBOOK

Facebook Followers:
72,883

Reach:
4,844,179



X
Followers:
9,702

Impressions:
884,500



TikTok
Followers:
9,702



INSTAGRAM

Instagram Followers:
28,664

Impressions:
1,772,138

What an extraordinary year 2023 turned out to be for our social media platforms!

We were thrilled to witness the incredible response to Wayne, the giant anteater, whose Halloween enrichment stole the hearts of millions worldwide. And let's not overlook the birth of Maeve, the eastern bongo, whose playful and inspiring personality left a lasting impact on all who encountered her.

We're immensely grateful and proud of the positive influence our animals continue to have on the world. In addition to these milestones, we successfully launched our TikTok account, connecting with a younger demographic of wildlife enthusiasts — a vital step for the zoo's future growth.

Get ready, world! We have an array of incredible animals eagerly waiting to share their unique personalities and stories with you. The adventure is just beginning!



ZOO TEAM 2023

Potter Park Zoo not only enriches our community through its vibrant exhibits and wildlife conservation efforts but also makes a significant economic impact. With a workforce of over 150 dedicated community members, the zoo is a crucial employer in the region. Additionally, it serves as a vital educational resource for numerous interns who gain invaluable experience and knowledge throughout their time at the zoo.

Ingham County

Full Time Employees 31
Seasonal Employees 109

Total Zoo Employees: 140

Zoo Society

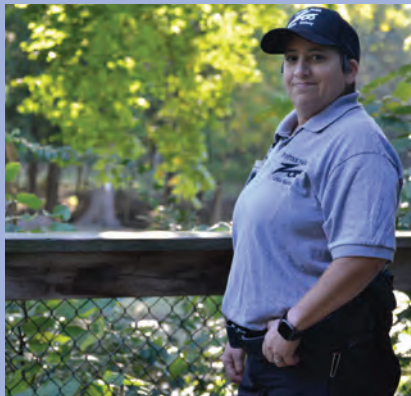
Full Time Employees 10
Part Time Employees 3
Seasonal Employees 6

Total Zoo Employees: 19

Interns

Animal Care Interns 9
Conservation Interns 9

Total 2023 Interns 18



IN GRATITUDE

Potter Park Zoo and the Potter Park Zoological Society are grateful for the incredible generosity of our donors who have supported our organization this year through grants, sponsorships, donations, and other gifts. Your unwavering support has played a pivotal role in our success, and we want to express our heartfelt gratitude. We truly would not be where we are today without your kindness and generosity. Thank you for making a difference!

\$10,000 & Above

**Bartsch Memorial Trust
Marge and Jack Hetherington
McLaren Greater Lansing
Michigan Arts and Culture Council**

\$5,000 - \$9,999

Carol Squires

\$1,000 - \$4,999

**Allyse and David Anderson
Doris Asher
Georgia Curry
Frances Dittrich
Nancy House
Independent Bank
Kathleen and Jim Lammers
Maner Costerisan CPA
In Memory of John McIntyre (Wolf)
Darlene Nikoloff
Jeffrey Padden
Rotary Club of Lansing Foundation
Red Oak Foundation
Mary Sharp
Amber Shoemaker & Family
Richard and Renate Snider
Jeff Williams and Joy Whitten
Yeo and Yeo Consultants - Lansing**

\$999 - \$500

**James and Marilyn Armstrong
Pam Arrigoni
Phillip Croll
Krys Grabarek
Jake Hitchcock
Margaret Holtschlag
Howard Hanna Real Estate Executives
Brian Johnson
Bryan Kay
Kevin and Jenny Kendrick
Will Kopachik
Lansing Lodge #33
Billi Mathias
Doris O'Dell
Debra Schutte
Ronald and Mary Simon
Judy and Lonny Snow
Dennis and Mary Sweeney**



\$499 - \$100

Griselda Alejo
LeeAnn Alsaeed
Susan Andrews
Shannon Armbruster
Don Ash
Neil Austin
Serge Barlas
Kandy Bauer
Georgia Beard
Cindy Beck
Christopher Behrens
Ruby Bellosillo
Karlene Belyea
Bereans Sunday School
Cheryl Bergman
David Boes
Jeanne Bolhuis
Karen Boomer
Mary Bourbonnais
Bonnie Boyd
Barb Boyd
Lorie Brace
Dana Bridges
Lou Bullough
Sharon Burke
Sally Burroughs
Francesca Buskulic
Carla Carleton, DVM
Ann Carlson
Rose Carnes
Saint Stephens United
Church of Christ
Scott Clippert
Susan Codere
Sandi Cook
Priscilla Curtis
Abby Dalman
Rachel Darnell
Peter DeGuire

Catherine Deiss
Julie Demello
Emma Dobson
Maria and Tyler Drake
Kim Dyer
Gabriel Elia
Eileen Ellis
Paul Faszczewski
Nathan Feldpausch
Jane Fink
Brant Fisher
Kelvin Fizzell
Gretchen Forsyth
Malinda Funk
Mark and Crystal Gabrielse
Kate Gantzer-Hayes
Laura Geist
James Gerber
Sarah Gibbons
Lou Giedlinski
Denise Goodman
Judith Green
Kevin and Sheri Gunns
Susan Hall
Joshua Hamilton
Cheri Hanson
Deb Hardcastle
Susan Harper
Carl and Kathryn Hass
Mack Haun
Lawrence and Mary Hennessey
Sue Hinkley
Dick Hinshon
Victoria Hoelzer-Maddox
Henrik Hollaender
Marcia Hooper
Rose Houk

Auto-Owners Insurance
Evelyn Jackson
Paul Jurczak
Alison Kahl
Karen Kajiya-Mills
Sheila Kelly
Mark Kidwell
Nicholas Knudstrup
Mitchell Kobus
Marlene Kohlmeyer
C. Noah Koller
James Kralik
Lori Kunze
Allison LaPlatt
Cathy Larrison
John Listermann
Sandra and Jeffrey Lundy
Martha Marshall
Ina Martin
Sabrina Martinez
Karen Massoglia
John & Kathryn Mazzoni
Suzanne McMann
Jamie Mears
Christine Melnyk
Derek Melot
Jill Melton
Marcia Mettert
Judith Minkin
Molly Minnick
Thomas Moore
Diane Moritz
Susan Nearing
Phil Neuman
Nancy Niles
Jack Nolish
Brenda Nuffer
Allison Osman

Marilyn Owens
Denise Parisian
Kit Parker
Lawrence Parker
Lisa Parker
Marilyn and Ron Payne
Michelle Pearson
Dara Philipsen
Joseph Popek
Katherine Powning
Elaine Putvin
Siri Rainone
Matthew Redshaw
Sue Reszka
Mary Beth Robertson
Shirley Robinson
Dr. Laurence & Janice Rosen
Jeff Rutter
Kim Sackett
Fritz Schlicker
Erin Schor
Darlene Scott
Juliadean Seger
Meghna Sharma
Ron Emery and Sherry Bond
Jill Shields
Linda Siciliano
James Sikarskie
Connie Slivensky
John and Jeannette Smith
David and Jean Smith
James Smith
Mr. & Mrs. Chad Spawr
Nancy Stanley
Denice Stoecker
Denise Swanson

Jessica Tangert
Richard Tanke
Maresa Tedrick
Diane Thompson
Zach Throckmorton
Susan Trudeau
Roxanne Truhn
Amy Turik
Jennifer Uitvlugt
Suzie & Ben Unruh
Virginia VandeVord
Ronald & Lillian Vanhouten
Katie Walker
Charles Wallin
Xin Wang
Darryl Warncke
Christina Watts
Constance Webb
Annette Weiser
Kellie Wells
Jacqueline Wood
Norma Wright
Mary and Karl Zollner, Jr.
Junis Zumberg
Sarah Zyskowski



2023 POTTER PARK ZOO ADVISORY BOARD



Potter Park Zoo Budget/Actual Report - Final Unaudited For the Year Ended 12/31/23

	2023 BUDGET	2023 ACTUAL
REVENUES		
PROPERTY TAX	\$ 4,217,857	\$ 4,261,716
ADMISSIONS	653,000	784,130
PARKING	185,000	169,863
CONCESSIONS, GIFT SHOP, VENDING	655,000	889,532
OTHER REVENUES	134,000	285,214
TOTAL REVENUES	5,844,857	6,390,455
EXPENDITURES		
PERSONNEL SERVICES	3,616,758	3,847,509
CONTROLLABLE EXPENDITURES	1,368,525	1,734,506
NON-CONTROLLABLE EXPENDITURES	533,258	542,565
CAPITAL OUTLAY	1,506,046	1,461,324
TOTAL EXPENDITURES	7,024,587	7,585,904
TOTAL CHANGE IN FUND BALANCE	-	(965,599)
FUND BALANCE AS OF 1/1/23		
NON-SPENDABLE		\$ 133,003
UNRESTRICTED		1,194,001
		<u>\$ 1,327,004</u>
FUND BALANCE AS OF 12/31/23		
NON-SPENDABLE		\$ 133,003
UNRESTRICTED		228,402
		<u>\$ 361,405</u>

Zoo Board

Cheryl Bergman, Chair

Kyle Binkley, Vice Chair

Commissioner Chris Trubac

Commissioner Todd Tennis

Richard Snider

Mary Leys

Molly Korn

Kacey Kent

Julie Pingston

Zoological Society Board Chair

Jack Kottwitz

Caitlin O'Rourke

Emily Linden

Amy L. Morris-Hall

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 As of December 31, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues:			
Special Events	\$ 378,478.39	\$ 0.00	\$ 378,478.39
Contributions	273,999.85	24,885.20	298,885.05
Education	310,259.00	0.00	310,259.00
Fundraising Income	41,121.50	0.00	41,121.50
Administration	36,944.30	0.00	36,944.30
Membership	278,590.87	0.00	278,590.87
Volunteer Services	600.00	0.00	600.00
Zoo Support	55,261.16	0.00	55,261.16
Total Operating Revenue	1,375,255.07	24,885.20	1,400,140.27
Expenses:			
Program			
Education	419,392.97	0.00	419,392.97
Membership	55,273.85	0.00	55,273.85
Volunteer Services	32,492.74	0.00	32,492.74
Zoo Support	22,055.97	94,217.14	116,273.11
Management and General	376,093.68	0.00	376,093.68
Special Events	255,852.11	0.00	255,852.11
Fundraising	66,754.40	0.00	66,754.40
Total Expenditures	\$ 1,227,915.72	\$ 94,217.14	\$ 1,322,132.86
Net Surplus (Deficit)	\$ 147,339.35	\$ (69,331.94)	\$ 78,007.41

No CPA provides any assurances on these financial statements, which lack substantially all disclosures and the statement of cash flows required by accounting principles generally accepted in the United States of America.

Society Board

Board Chair

Julie Pingston

CEO, Greater Lansing
Convention and Visitors Bureau

Vice Chair

Aaron Davis

Partner, Butzel Long

Treasurer

George Berghorn

Faculty, Michigan State
University

Secretary

Karlene Belyea

Vice President of Wellness for
Mission Veterinary Partners

Roxanne Truhn

Retired, Michigan State
University

Gabe Rodriguez-Garriga

President of Strategy and
Environmental Analysis, Barton
Malow Holdings

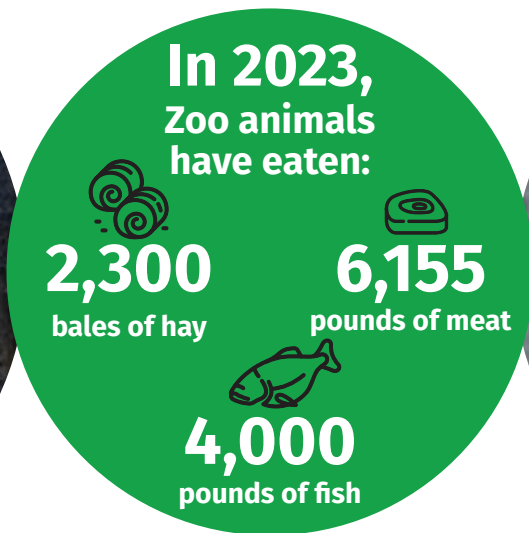
Kieran Marion

Lobbyist, Michigan Credit
Union League and Affiliates



FUN FACTS

Last year, our **Dippin' Dots** sales were off the charts — we sold over 443 gallons, which amounts to over 4,000 pounds! To put that into perspective, the weight of our Dippin' Dots sales equals the weight of **10 Amur tigers** or **1.5 black rhinos**. That's a whole lot of chilly goodness!



Last year, our animal adoption program was a roaring success, **raising over \$7,000** in support of our beloved residents! Among the most popular adoptions were the red panda, otter, and Pallas cat.

