

# 2022 ANNUAL REPORT





# AT A GLANCE

## 2022 Summer Commercial



## 2021 Lights Before Christmas Commercial



### 2022 Board of Directors

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### 2022 Annual Report Editors

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TOLEDO ZOO  
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### Toledo Zoo Mission: Enjoy. Inspire. Educate. Act.

Toledo Zoo is committed to inspire our guests to join us in being advocates for wildlife and conserving the natural world by providing fun, awe-inspiring, and educational experiences. By joining us, others help build a movement that cares for animals and creates a shared space for wildlife in this world. As part of that mission, The Toledo Zoo is accredited by the Association of Zoos and Aquariums (AZA), a leader in global wildlife conservation. AZA member institutions are dedicated to providing excellent care for animals, a great experience for visitors and a better future for all living things.

# Monarch Marketplace

New in 2022, visitors could dine at our grab & go marketplace! We have traditional options, like hot dogs, fries and chicken fingers, but you'll also find specialty, healthy items, like salads, wraps and grain bowls. Enjoy our taco bar, or just grab a sandwich, fruit cup or a cookie. The beverage selection is stocked with a unique variety of craft beers, coffees, fountain or canned sodas and more!

Monarch Marketplace also introduced eco-friendly packaging, including bowls and utensils.





# BY THE NUMBERS

**Daytime Attendance: 807,961**  
**After-hours Attendance: 86,660**

**Busiest Day: Dec. 29**  
 11,528 guests

**Busiest Week: Dec. 12-18**  
 36,178 guests

**Touch Tank Visitation**  
 219,636 guests

**Giraffe Feeding Visitation**  
 135,754 guests

**Lights Before Christmas Attendance: 186,969**  
 Nov. 18 - Dec. 31

**Christmas Eve:** 0 guests - closed due to weather  
**Christmas Day:** 0 guests - closed due to weather

**Barnyard Visitation**  
 286,782 guests

**Giraffe Feed Lettuce**  
 988 cases of romaine lettuce

**Carousel Riders:** 110,297 guests    **Train Riders:** 167,571 guests    **Ice Slide Riders:** 37,456 guests  
**Challenge Course:** 3,637 zipline participants • 769 challenge course participants • 391 quick jump participants

**Happy Hearts Day**  
 1,051 guests

**Teddy Bear Care Fair**  
 717 guests

**Animal Egg Hunt**  
 4,582 guests

**Party for the Planet**  
 7,889 guests

**Cinco de Mayo**  
 3,709 guests

**Music Under the Stars**  
 3,336 guests

**Christmas in July**  
 8,885 guests

**Wild About Art**  
 10,068 guests

**Day of Honor**  
 4,058 guests

**Enrichment Day**  
 3,411 guests

**Senior Discovery Days**  
 7,759 guests in Wed. in Sept. & Oct.

**Little Boo / Pumpkin Path**  
 28,263 guests over 4 days

**Pumpkin Stomp & Chomp**  
 2,957 guests

**Lights Before Christmas Tree Lighting**  
 2,315 guests

**Noon Years Eve**  
 1,849 guests

**Birthdays** 29  
**Box Lunches** 12  
**Hospitality** 375  
**Lights Before Christmas** 66

**Meetings** 21  
**Picnics** 33  
**Private Events** 72  
**Rehearsal Dinners** 6

**Revenue Generating** 13  
**Weddings** 53  
**Total Revenue** \$2,230,082.19

**Online** \$2,228,519  
**Consignment** \$820,551  
**Prepaid** \$220,614  
**Total ticket revenue**  
 \$3,269,684

**Wine Tastings** \$27,995  
**Breakfast with the Bunny** \$9,118  
**Brewdolph Bash** \$41,590  
**Sip Sip Hooray** \$18,420  
**Mother's Day/Father's Day** \$15,956  
**Total event revenue** \$113,079

**Top food: Chicken tenders**  
 33,085  
**Top drink: Hot chocolate**  
 49,547  
**Total concessions revenue**  
 \$3,623,216.44

**Revenue** \$8,466,128

**Members** 66,514

**Experience Package Members**  
 6,722

**Members who opted for a digital card** 50%

**Members who joined online** 70%

**Memberships sold on site** 22%

# SOCIAL MEDIA

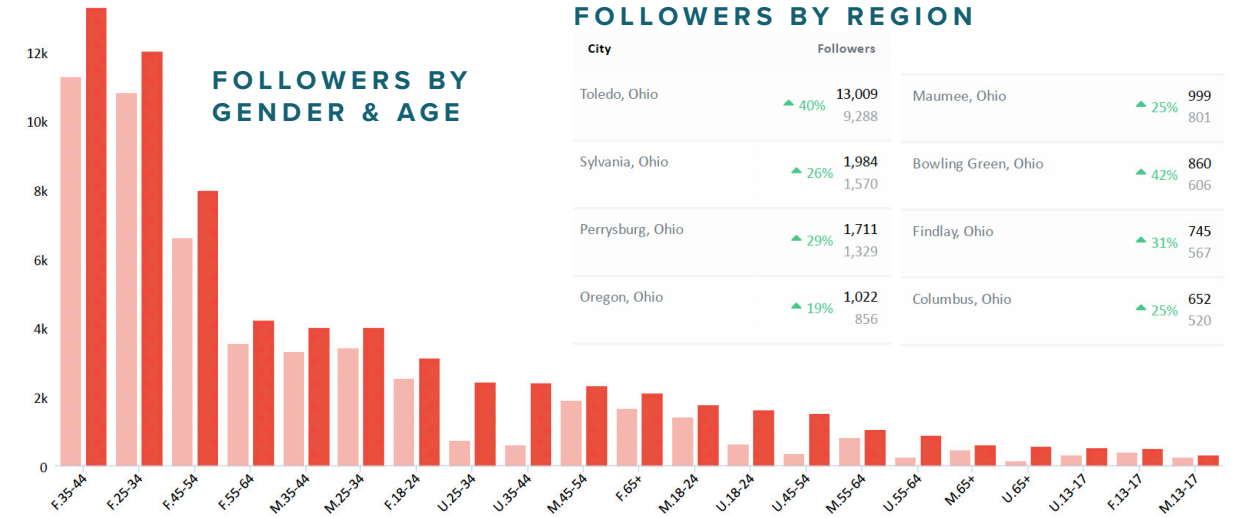
227k total likes    79.9M impressions    63.2M total reach

**1 UNITED STATES** 214,741 lifetime page likes    **2 CANADA** 1,441 lifetime page likes    **3 PHILLIPPINES** 1,254 lifetime page likes



FACEBOOK

74.2K followers    8.09M impressions    3.9M total reach



INSTAGRAM

21.05k total followers    1.32k new followers

335.7k total followers    5.475M video views    16.91k comments

**Most viewed TikTok video: Herp keeper Sam behind-the-scenes**  
 1.5M Views / 207.5K Likes / 465 Comments / 865 Shares

TIK TOK TWITTER

ATTENDANCE

RIDES

ATTENDANCE-DRIVING EVENTS

GROUP SALES EVENTS / TICKETS

MEMBERSHIP

# ANIMAL CARE

For the year 2022 the veterinary department performed duties as follows:

Clinical notes written – 4,150  
 Medical procedures performed – 2,037  
 Prescriptions written – 2,649  
 Vaccinations administered – 308

Radiographic studies performed – 1,381  
 Diagnostic samples collected – 3,246  
 Tests run at Zoo laboratory – 26,493  
 Tests run at outside laboratories – 1,457

## ANIMAL BIRTHS - MAMMALS

2/27/22 - Pied Tamarin *Saguinus bicolor*  
 3/2/22 - Emperor tamarin *Saguinus imperator*  
 7/14/22 - Bactrian camel *Camelus bactrianus*  
 8/16/22 - White cheeked gibbon *Nomascus leucogenys*  
 8/30/22 - Emperor tamarin *Saguinus imperator*  
 11/11/22 - Polar bears *Ursus maritimus*

## ANIMAL HATCHINGS - BIRDS

<i>Spheniscus demersus</i>	African penguin
<i>Phoenicopus ruber</i>	American flamingo
<i>Ptilinopus pulchellus</i>	Beautiful fruit dove
<i>Ptilinopus melanospilus</i>	Black-naped fruit dove
<i>Loriculus galgulus</i>	Blue-crowned parrot
<i>Entomyzon cyanotis</i>	Blue-faced honeyeater
<i>Neopsephotus bourkii</i>	Bourke's parrot
<i>Melopsittacus undulatus</i>	Budgerigar
<i>Catreus wallichii</i>	Cheer pheasant
<i>Struthio camelus</i>	Common ostrich
<i>Ocyphaps lophotes</i>	Crested pigeon
<i>Rollulus rouloul</i>	Crested wood partridge
<i>Geopelia cuneate</i>	Diamond dove
<i>Stagonopleura guttata</i>	Diamond firetail finch
<i>Lamprotornis iris</i>	Emerald starling
<i>Gallus gallus domesticus faverolles salmon</i>	Faverolles chicken
<i>Agapornis fischeri</i>	Fischer's lovebird
<i>Psittoteles goldiei</i>	Goldie's lorikeet
<i>Lophophorus impejanus</i>	Himalayan impeyan pheasant
<i>Padda oryzivora</i>	Javan sparrow
<i>Chrysolophus amherstiae</i>	Lady Amherst's pheasant
<i>Lophura ignita ignita</i>	Lesser Bornean crested fireback
<i>Anser erythropus</i>	Lesser white-fronted goose
<i>Gallinolumba luzonica</i>	Luzon bleeding-heart dove
<i>Gallinolumba crinigera</i>	Mindanao bleeding-heart dove
<i>Caloenas nicobarica</i>	Nicobar pigeon
<i>Polyplectron napoleonis</i>	Palawan peacock pheasant
<i>Ptilinopus porphyreus</i>	Pink-headed fruit dove
<i>Branta ruficollis</i>	Red-breasted goose
<i>Coryphospingus cucullatus</i>	Red-crested finch
<i>Syrnaticus reevesii</i>	Reeve's pheasant
<i>Platalea ajaja</i>	Roseate spoonbill
<i>Mergus squamatus</i>	Scaly-sided merganser

## ANIMAL BIRTHS - AQUARIUM

<i>Haplochromis piceatus</i>	Lake Victorian Cichlids
Cichlidae	Lake Malawi Cichlids
<i>Aurelia aurita</i>	Moon Jelly
<i>Rhinoptera bonasus</i>	Cownose stingray

## ANIMAL BIRTHS - REPTILES

<i>Trimeresurus insularis</i>	White Lipped Vipers
<i>Bothriechis schlegelii</i>	Eyelash Pit Vipers
<i>Boiga blandingii</i>	Blanding's Tree Snakes
<i>Oophaga pumilio</i>	Strawberry Poison Dart Frog
<i>Dendrobates terribilis</i>	Golden Poison Frog
<i>Dendrobates tinctorius</i>	Dyeing Poison Frog
<i>Dendrobates auratus</i>	Green and Black Poison Frog
<i>Epipedobates anthonyi</i>	Anthony's Poison Arrow Frog
<i>Phyllobates vittatus</i>	Golfodulcean Poison Frog
<i>Aspidoscelis uniparens</i>	Grassland Whiptail
<i>Lamprolepis smaragdina</i>	Green Tree Skinks
<i>Varanus glauerti</i>	Kimberly Rock Monitors
<i>Ctenophorus vadrappa</i>	Barred Dragons
<i>Liopholis striata</i>	Night Skink
<i>Nectophrynoides asperginis</i>	Kihansi Spray Toad
<i>Ranitomeya imitator</i>	Mimic poison frog
<i>Ranitomeya uakarii</i>	Poison dart frog
<i>Ranitomeya reticulata</i>	Red-backed poison frog
<i>Ranitomeya variabilis</i>	Splash-back poison frog
<i>Ranitomeya summersi</i>	Summers' poison frog



Polar bear cubs with mom, Crystal, in den

# EDUCATION

## Behind-the-Scenes Tours 389 sessions • 1,572 engagements

Exclusive encounters with a select group of ambassador animals and the keepers that care for them.

## Camps and Family Programs 266 sessions • 7,660 engagements

Includes summer camp, year-round camps. Stroller Safari, Animal Tales, Shake, Rattle and Roll and one-time family offerings.

## Community Preschool 290 sessions • 4,171 engagements

Free preschool programming for established public and private preschool program. Program runs September through May and features a unique monthly theme, live animal encounters, exhibit visits, and age appropriate activities.

## Events 105 sessions • 27,863 engagements

Includes Party for the Planet, Teddy Bear Care Fair, Bug Fest, external requests (e.g. weddings and corporate events) and internal requests (e.g., membership events).

## Overnights and Scout Programs 123 sessions • 4,112 engagements

Includes standard, deluxe and Safari overnight, school overnight, family and adult overnight, scout badge programs and twilight treks.

## Project PRAIRIE 381 sessions • 11,500 engagements

Includes teacher professional development and school programming focused on prairie habitat installed on school property by the Zoo's Conservation Department. By the end of 2022, nearly 30 schools in NW Ohio either have prairies or prairies in the process of installation.

## School Programs 1,160 sessions • 32,713 engagements

Includes virtual programs, outreach and on-grounds programs (homeschool, Wild Walks, Critter Encounters, Classroom Adventures)



Project PRAIRIE event at Chase STEMM Academy



# TOLEDO ZOO CONSERVATION IN ACTION



## Michigan

Rescue-rearing and releasing Piping Plovers from abandoned nests at Sleeping Bear Dunes State Park where the endangered birds congregate prior to migration.



## Mexico & Ohio

Assisting threatened Monarch butterfly populations by creating summer habitats in our native prairies and rearing and releasing approximately 1,000 butterflies for their annual migration to over-wintering areas in Mexico.



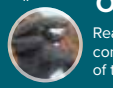
## Cuba

Working with the US Navy to use radio telemetry to track the habitat use and activity of the largest snake in the Caribbean, the Cuban boa.



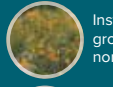
## Michigan & Ohio

Research of the endangered Karner Blue Butterfly.

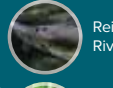


## Ohio

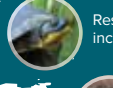
Rearing more than 500 Hellbender salamanders in conjunction with Penta Career Center for release into portions of their former range in eastern and southern Ohio.



Installing more than 40+ acres of native prairies on Zoo grounds and at partner organizations throughout northwest Ohio.



Reintroducing Lake sturgeon to the Maumee River with the help of partner organizations.



Researching Ohio's imperiled turtle species, including Blanding's turtles, for 12+ years.



Researching Ohio's rare snake species, including Kirtland's snakes.



Quantifying insect diversity and the effect of mosquito mitigation efforts on local insect diversity in the prairies.



## Nepal

Cheer pheasant research



## Pacific Islands

SOLOMON ISLANDS & PHILIPPINES

Conserving several species of imperiled Pacific birds including Santa Cruz ground dove and Negros Bleeding-heart dove reintroduction.



## Tanzania

Utilizing our captive breeding program to reintroduce more than 600 Kihansi spray toads into their native Kihansi Gorge.



## Tasmania

Partnering with Save the Tasmanian Devil Program to support species recovery from Devil Facial Tumour Disease.

# FINANCIALS

## Revenue

PARK OPERATIONS*	\$ 16,555,877	50.4%
MEMBERSHIP	\$ 8,156,098	24.8%
LUCAS COUNTY OPERATING TAX LEVY	\$ 4,718,373	14.4%
CONTRIBUTIONS, EDUCATION, SPECIAL EVENTS**	\$ 1,94,278	5.8%
EDUCATION	\$ 629,344	1.9%
MISCELLANEOUS***	\$ 905,778	2.8%
<b>TOTAL REVENUE</b>	<b>\$ 32,859,748</b>	<b>100%</b>

\*Park Operations revenue includes: admissions, concessions, gifts, catering, parking & rides revenue

\*\*Development revenue includes: Zoo PAL, Companies for Kids, ZOOtoDO, Corporate Sponsorship, Special Gifts and support from the Toledo Zoo Foundation. Some of the funds included in this line are reported differently in our audited financial statements due to being either board-designated or donor restricted.

\*\*\*Miscellaneous revenue includes: Investment income, public grants and other revenues.

## Expenditures

ANIMAL CARE AND EXHIBITIONS, CONSERVATION & EDUCATION	\$ 17,211,187	50.2%
PARK OPERATIONS****	\$ 8,593,341	25.1%
MEMBERSHIP SERVICES & MARKETING	\$ 3,942,713	11.5%
GENERAL AND ADMINISTRATIVE	\$ 3,993,224	11.7%
FUNDRAISING	\$ 524,217	1.5%
<b>TOTAL EXPENSES</b>	<b>\$ 34,264,681</b>	<b>100%</b>
NET EXCESS (DEFICIT)	\$ 1,404,933	

Note: Consistent with prior years, depreciation expense is not included in the amounts shown here.

\*\*\*\*Cost of goods sold is included in Park Operations expenses.

## Fundraiser Net Totals

SLOW BREW	\$ 12,300
DART FROG DASH	\$ 37,400
HIPPO CLASSIC	\$ 32,595
FEAST WITH THE BEASTS	\$ 150,250
ZOOTODO	\$ 312,000
ZOOTOBERFEST	\$ 41,566
ROAR & POUR	\$ 17,180
POLAR PAWS & SANTA CLAWS	\$ 32,000
<b>TOTAL REVENUE</b>	<b>\$ 635,291</b>

# GRANTS & EVENT SPONSORS

## Grants

Elsie & Harry Baumker Charitable Foundation, \$5,000 to support adult changing table

EPA, Great Lakes Restoration Initiative, Green Infrastructure in Shoreline Communities, \$460,740 to support converting the Jennison Wright brownfield into an environmentally sustainable parking lot

Walter E. Terhune Memorial Fund, \$150,000, Reptile House renovation, 2022-24

C.O. Miniger Memorial Foundation, \$75,000, Reptile House renovation, 2022-2024

State of Ohio, capital budget, Kodiak Ridge, (Zoo received \$784,000)

Lott-Conlon Foundation, \$11,500, to support the audio loop, InfiniTeach App, and sensory signs

R.A. Stranahan, Jr. Charitable Advised Fund, \$10,000, Reptile House renovation

Greater Toledo Community Foundation, Diversity in Conservation, \$53,321

Waite-Brand Foundation, \$15,000, Kodiak Ridge

Dana Incorporated/Dana Charitable Foundation, \$75,000 (year 2, \$25,000 for Kodiak Ridge, the Den

France Stone Foundation, Reptile House, \$20,000

## Event & Program Sponsors

### Lead Sponsors

Buckeye Broadband  
Coca-Cola  
Comfortline Fiber Frame  
KeyBank  
Kroger  
Lexus of Toledo  
Marathon Petroleum  
Medical Mutual  
Meijer  
Owens Corning  
PNC  
McLaren St. Luke's Hospital  
Toledo Clinic  
Yark Automotive Group

### Major Sponsors

Associated General Contractors of Northwest Ohio  
Cardone Financial Group  
Detroit Pistons  
Eugene F. Kranz Toledo Express Airport  
Hollywood Casino Toledo  
Medical Mutual  
Ohio Council of Community Schools  
Rehmann  
The Lanternman Foundation  
Tito's Handmade Vodka

### Supporting Sponsors

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COFC Logistics, LLC  
Communica  
Dave's Running Shop  
Inside the Five Brewing Company  
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Nationwide Children's Hospital  
NewFax Corporation  
Northwestern Mutual – Toledo  
Rudolph Libbe Inc.  
The Andersons  
The Lathrop Company  
Thermeq Company  
Toledo Refining Company  
Valley Plastics Co.  
Wendy's  
Westfield Electric, Inc. & Westfield Technologies

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