

2007 annual report



MINNESOTA ZOO

Changing how you see the world

zoo at a glance

Guests..... 1,030,414

Member households 33,725

Total number of Web visits..... 1,492,342

Education program participants.... 321,000

Zoomobile participants..... 49,830

Volunteers 1,450

Volunteer hours..... 90,920

Animal species..... 445

Individual animals..... 2,449

Births at the Zoo 316

Species Survival Plans 24

Acreage 485

Permanent employees 224

Total operating expense..... \$17.4 million

*July 1, 2006 through June 30, 2007

**Does not include insect colonies

soaring to
new heights



The Time is Now...

To speak on behalf of rare and endangered animals. To act on behalf of vanishing habitats. To make a difference.

In our increasingly urbanized and technologically-advanced society, it's too easy to become detached from the natural world. It is imperative that zoos reconnect guests to wildlife and wild places and be leaders in environmental education and conservation.

The Minnesota Zoo embodies this imperative. The Zoo's strategic plan directs the Zoo to offer state-of-the-art exhibits, provide excellent animal care, be a leader in conservation, education and outreach initiatives, and excel at providing amazing guest experiences. In the past year, important achievements brought the Minnesota Zoo one step closer to being one of the top zoos in the nation.

Dear Friends,

The Minnesota Zoo's promise and potential began to be realized in fiscal year 2007. Strong attendance, improved guest satisfaction, and increased public visibility signaled widespread positive response to the many changes now underway at the Zoo. We are pleased to offer this report on the progress achieved over the past year.

Coming off the success of last year's *Africa: Summer on the Savanna* exhibit, new projects were evident throughout the Zoo. In 2007, the finishing touches were completed on a remarkably-transformed Minnesota Trail. Home to many of our guests' favorite animals, the habitats, educational exhibits and public spaces of this exhibit (one of the Zoo's original trails) were completely rebuilt and repurposed. As the state Zoo of Minnesota, we are proud to now offer a beautiful

and engaging experience showcasing our state's wildlife and providing a venue for the many conservation partners who share our interest in celebrating and protecting our natural heritage.

Promising to be even more transformative is the enormous *Russia's Grizzly Coast* complex and associated Central Plaza project, now under construction in the center of the Zoo. These projects will be completed in June of 2008, and will herald a new era for our Zoo, setting standards for excellent animal care, exciting exhibition, conservation relevance, guest comfort and fun! *Russia's Grizzly Coast* will be the only exhibit of its kind anywhere, constituting the single greatest improvement to the Zoo since our opening in 1978.

These successes could not have been achieved without the strong support of our community: the State of Minnesota provided significant capital and operating funding; our members and guests "voted with their feet" as attendance and total household memberships grew to record levels; and corporations, foundations and thousands of individuals made charitable donations in

support of the Zoo's conservation and educational activities under the stewardship of the Minnesota Zoo Foundation.

The Minnesota Zoo Board and Minnesota Zoo Foundation Board continue to work together to guide all of these efforts, as the institution makes great strides toward becoming a truly great Zoo. We extend our sincerest thanks to all who have helped in this effort. We invite you to continue to play a role as we move forward on our path to excellence.

Lee Ehmke



Director/CEO
Minnesota Zoo

Harry Haynsworth



Chair
Minnesota Zoo Board



Thank you for your support,

One of the great strengths of the Minnesota Zoo is that it exemplifies the very best of a public/private partnership. The Zoo is a state agency that receives operating support from the State of Minnesota, and the Zoo is the recipient of more than 2,600 gifts annually from the private sector: corporations, foundations, and individuals who give gifts to the Minnesota Zoo Foundation.

The Minnesota Zoo Foundation works to secure the private sector's investment. Each year, gifts to the Foundation support a myriad of education and conservation programs, as well as general operations of both the Zoo and the Foundation.

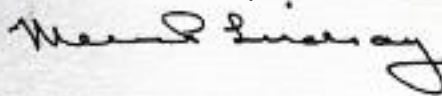
Thanks to our corporate, foundation, and individual partners, the Minnesota Zoo Foundation helps increase the Zoo's capacity to connect people to wild animals and the natural world: educating them about conservation and basic science concepts and encouraging them to become more engaged in protecting our world.

In 2007, the Foundation received gifts totaling \$3,985,971, an increase of 53 percent over 2006. We are grateful for this incredible support from the private sector. These gifts supported many initiatives, including an animal behavioral enrichment and training program, an innovative and action-filled video game on wolf behavior, an on-line teacher resource center, as well as renovations to the Minnesota Trail, expanding the Zoo Safari program, and increasing the outreach efforts of Zoomobile.

The Foundation's operations underwent considerable change in 2007. In order to meet the increased needs of the Zoo as outlined in its Strategic Plan, the Foundation re-organized, hired several new staff members, and expanded the Board of Trustees. We also created several new committees of the Board to ensure that both staff and Trustees are working together to raise the annual, capital and endowment funds needed to create one of America's truly great zoos. While there is considerably more work to be done, we are proud of our accomplishments in 2007, and we appreciate so much the work of our Board of Trustees.

We have laid a strong foundation in 2007, and are poised to help strengthen the public/private partnership upon which the Zoo relies. We thank our donors and volunteers who made 2007 such a strong success, and we look forward to our continuing partnerships in the years ahead.

Melissa Parker Lindsay



Executive Director,
Minnesota Zoo Foundation

Susan Grant Palombo



Chair,
Minnesota Zoo Foundation



The background of the entire page is a photograph of a beaver swimming in water. The beaver is in the center, with its head and back above water, creating ripples. The water has a warm, golden-brown hue. The word "exhibits" is written in a large, white, serif font across the upper portion of the image.

exhibits

A white rectangular area with a torn, deckle-like edge is positioned in the lower half of the page. It contains the title "Creating the Zoo Experience" and a paragraph of text. The background of the page is the same beaver swimming in water.

Creating the Zoo Experience

The Minnesota Zoo is known for building immersive exhibits that take guests on a journey of wildlife exploration. Naturalistic environments provide guests a direct experience with animals and their habitats—re-acquainting them with exotic species, educating them about conservation issues, and encouraging them to become involved.



A Walk in the Woods

Excellence in exhibit design is evident in the Zoo's "new" Minnesota Trail, which opened after a year-long renovation, led by talented and dedicated members of the Zoo's staff. This trail has always been a favorite of our guests. Today, they are treated to a wonderful nature walk through beautiful animal habitats.

A rich assemblage of wildlife exhibits on the Minnesota Trail showcase an amazing transformation of old concrete corridors into a variety of Minnesota landscapes. The entrance features a warm and woodsy space evocative of a northern lodge. Inside the lodge, exhibits feature frogs, turtles, and snakes, as well as interpretive programs with live animal demonstrations. As guests exit the lodge, they encounter playful raccoons on the "back porch."

The trail continues through a wetland area with views into a beaver pond—above and below the water. Large windows and ambient sound help guests imagine they are descending under water as they view beavers, lake fish, and river otters. A northern forest glade features new exhibits of coyotes and Minnesota gray wolves, complete with a den for children to explore and log cabin viewing areas. Original exhibits for wolverines, pumas, and lynx have been enhanced. A deck in the treetops offers families the chance to practice spotting and identifying local bird species.

By providing nose-to-nose experiences with Minnesota wildlife, the Zoo encourages guests to recognize that the region's animals deserve the same respect and awe as exotic animals from around the world. The trail also encourages families to continue the exploration by visiting Minnesota's state parks, national forests, and state wildlife areas.

THE ZOO SALUTES!

Piper Jaffray

The Minnesota Trail's new Piper Jaffray Interpretive Center provides guests with information on the new Trail as well as Minnesota state parks and wildlife areas. It was made possible by Piper Jaffray through a corporate gift of \$100,000 which provides critical funding in support of the Minnesota Trail's animals and exhibits.



Visayan Warty Pigs

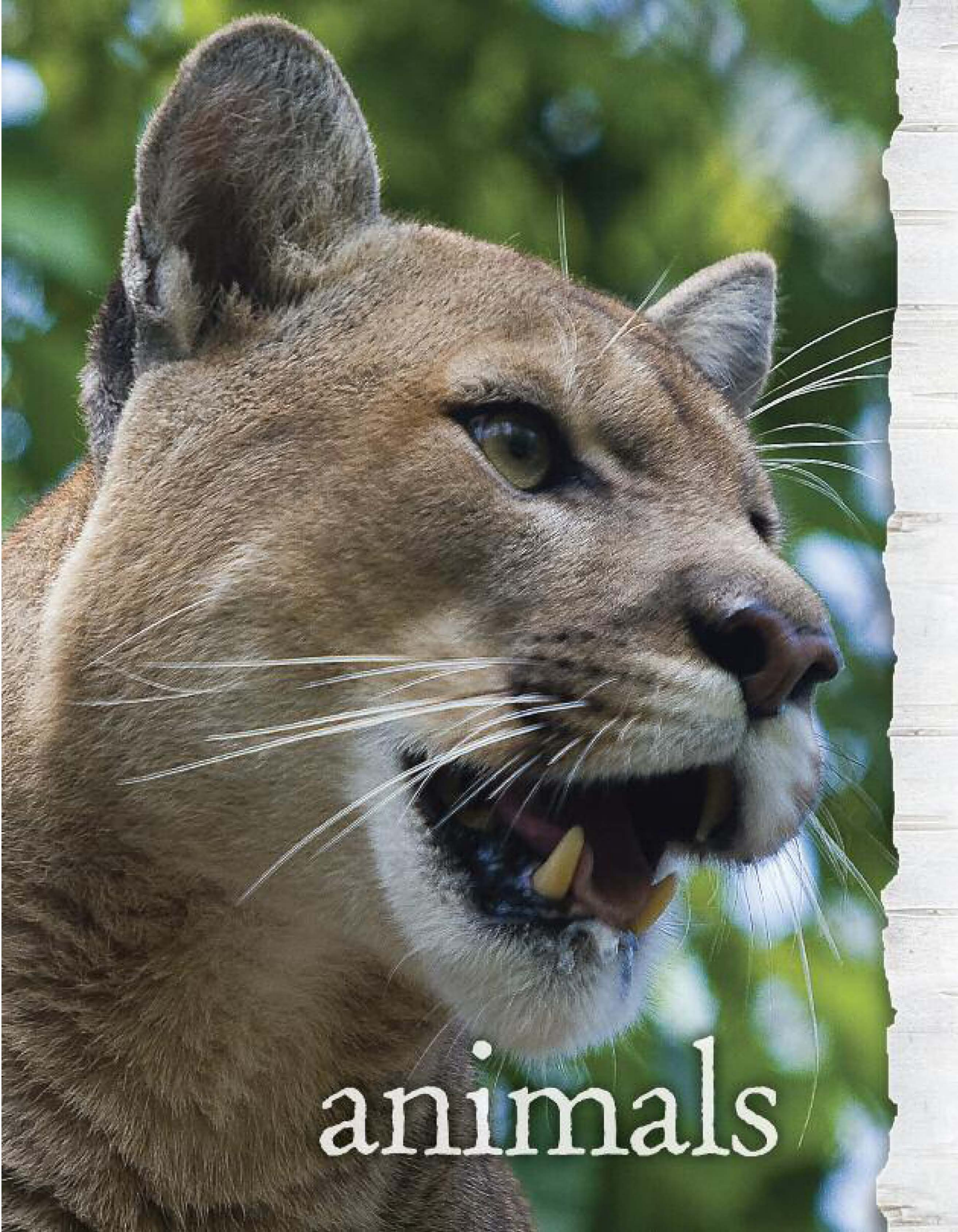
Only five zoos in the United States exhibit Visayan warty pigs, the most critically-endangered of the world's wild pig species. They have a wild hair-do and a face only a mother could love. This year, the Minnesota Zoo added Visayan warty pigs to its animal collection in a new exhibit along the Tropics Trail.

Originally found on several of the Visayan Islands in the Philippines, these wild pigs have disappeared from 98 percent of their former habitat. Warty pigs suffer from over-hunting, hybridizing with free-ranging domestic pigs, and continued loss of habitat. They now survive in only the most remote forest fragments on the islands of Negros and Panay in three captive breeding centers. The Minnesota Zoo's pigs are descendants of animals that originated from a breeding center on the island of Panay.

Keeping the Zoo Running Smoothly

Most guests to the Minnesota Zoo don't realize the extensive projects that happen behind-the-scenes to keep exhibits and facilities running smoothly. This year, there were several major repairs and replacements:

- Replaced main building chillers
- Built a temporary sea otter holding area
- Installed new portable classrooms
- Replaced and repaired mechanical and electrical equipment



animals

Connecting with Wildlife

The Minnesota Zoo's diverse animal collection provides unique opportunities for people to re-connect with wildlife and learn about the natural world. When people connect with animals, they are more likely to become engaged and care about important conservation concerns.

Maintaining a Dynamic Animal Collection

In 2007, the Zoo celebrated important births and exciting acquisitions. Some were for the new exhibits on the Minnesota Trail; others were for important captive breeding programs for endangered species. All added immensely to the overall Zoo experience.

Arrivals and Births

Two agouti**
Two Asian wild horses*
Four Bactrian camels**
Ten black-necked stilts**
Two bleeding heart doves**
Six bobwhite quail*
One brown-banded bamboo shark*
Three brown bears*
Two Canadian lynx*
Four coyotes*
Three fairy bluebirds**
Three fishing cats**
Five gray tree frogs*
One green sea turtle*
Two Japanese macaques**
One Kemp's ridley sea turtle*
Three leopard frogs*
One Linnes' two-toed sloth*
Sixteen Madagascar partridges**
One meerkat*
Three Mexican gray wolves*
Two Minnesota gray wolves*
Two musk oxen**
One painted turtle*
Four raccoons*
One red panda*
Two sea otters*
Two snapping turtles*
One soft-shelled turtle*
One takin**
Two tamanduas*
One three-banded armadillo*
Four trumpeter swans**
Four Visayan warty pigs*
Four weedy sea dragons*

* acquisition

** birth



Planning for the Future—Russia's Grizzly Coast

Part of managing an excellent animal collection is the research, planning, and acquisition for future exhibits. While the Zoo builds its multi-million dollar exhibit, *Russia's Grizzly Coast*, charismatic animals for this exhibit were acquired in Fiscal Year 2007.

Bears

Last summer, the Zoo acquired three grizzly bear cubs. All three were orphans discovered along coastal waters and rescued by the Alaska Department of Fish and Game. A female named "Sadie," a larger male named "Haines," and a male named "Kenai" are at the Alaska Wildlife Conservation Center (AWCC) in Portage Glacier where they will remain until their exhibit in Minnesota is complete.

Sea Otters

The Minnesota Zoo also has been working with wildlife officials in Alaska to obtain sea otters. Last summer, a male pup called "Capers" was spotted alone in Kachemak Bay. His mother was found deceased, and Capers was immediately taken to the Alaska SeaLife Center in Seward. Staff of the SeaLife Center as well as the Shedd Aquarium in Chicago were instrumental in caring for and rehabilitating young Capers until he was transported to the Minnesota Zoo in December 2006.

Animal Enrichment: More Than Just Toys

The Minnesota Zoo provides a great recreation opportunity for families of all ages, but equally important is making sure that the Zoo is a great place for animals, too. A full-time enrichment and training coordinator was hired to develop and organize programs that attend to the physical and psychological welfare of the animal collection through behavioral enrichment.

Many people think enrichment is about giving animals things to play with, but it goes beyond toys. The overriding goal of the Zoo's enrichment program is to provide animals with stimulating environments that allow them to express a full range of natural behaviors similar to their wild counterparts. A well-developed enrichment program meets the needs of individual animals and plays a role in the conservation of endangered species, too. Encouraging and preserving natural behaviors benefits not only individual animals but assists in the "behavioral fitness" of the entire population, thereby increasing the likelihood of success in captive breeding and reintroduction programs.



A bald eagle is perched on a tree branch, facing right. The eagle has a white head and neck, a yellow beak, and brown feathers on its body. The background is a clear blue sky with some bare tree branches. The word "conservation" is written in a white, serif font across the middle of the image, with a small dot above the 'i'.

conservation

Saving Endangered Species

The Minnesota Zoo is a recognized and award-winning leader in local, national, and international conservation programs. Research and technical support have led many efforts to protect and restore wild populations of endangered species throughout the world. This year, we celebrated when our national symbol was removed from the U.S. Fish & Wildlife Service Endangered Species list. After 30 years of protection and recovery, the bald eagles' comeback is a true testament of how conservation efforts can make a difference.

[PAGE 15]

Fewer Than 30—Plight of the Amur Leopard

Found in small and remote locations of the Russian Far East, the Amur leopard is the rarest large cat with fewer than 30 individuals remaining in the wild. The Minnesota Zoo will be a leader in the conservation of this beautiful animal, and last summer, the Zoo was awarded coordinatorship of the AZA Amur Leopard Population Management Plan which manages captive breeding in North America. The plan also involves establishing a North American Amur leopard field conservation effort led by the Minnesota Zoo.

In January 2007, the Minnesota Zoo contributed \$20,000 to the Amur Leopard and Tiger Alliance (ALTA), a coalition of 12 international conservation organizations that pool their resources and skills to assist in the conservation of the Amur leopard. Primary players are the Tigris Foundation (registered in Holland), Phoenix Fund (registered in Vladivostok, Russia), the Zoological Society of London, and the Wildlife Conservation Society (WCS/Bronx Zoo in New York).

Saving the Asian Wild Horse from Extinction

One of the first species of horse on earth, the Asian wild horse, also known as Przewalski's horse or Mongolian wild horse, was considered extinct in the wild by 1970. Working with U.S. and European zoos, the Minnesota Zoo was instrumental in captive breeding for the reintroduction of this species into several wildlife parks in Mongolia. One of the Zoo's former stallions successfully sired six offspring that have not only been released into the wild but are continuing to produce offspring.

Recently, the Zoo provided funding to purchase a snowmobile for patrolling wildlife parks and a GPS satellite radio collar to allow tracking of one of the released horses. The Zoo is in the process of importing mares from Europe to continue captive breeding for future release projects.

Back to the Blue—Mexican Wolf Recovery

In July 2006, a milestone in the Minnesota Zoo's conservation efforts occurred in the Blue Mountains of Arizona. A female wolf born and raised at the Zoo was released into the wild with her mate and two pups as part of the U.S. Fish & Wildlife Service's Mexican Wolf Recovery Program. Known as the Meridian pack, these wolves add valuable genetics into the struggling wolf population in the Southwestern U.S. This recovery program exists only due to the preservation of a species by zoos and the captive community.

The Mexican gray wolf is the smallest and most endangered of gray wolves in North America, and is the highest priority of wolf conservation worldwide. The Minnesota Zoo joined the Mexican Wolf Species Survival Plan (SSP) in 1994 and has been actively involved in reintroduction efforts.



THE ZOO SALUTES!

Flint Hills Resources

Flint Hills Resources has been a loyal Zoo donor since 1989, and in 2007 the company expanded its support to include the Zoo Safari program for School District 196. Thanks to this support, District 196's third graders received an all-expenses-paid field trip to the Zoo including transportation, admission, a monorail ride, and a 45-minute class.

Leading the Way for Tigers

The Minnesota Zoo is an international leader in tiger conservation and has coordinated the Association of Zoos and Aquariums (AZA) Tiger Species Survival Plan (SSP) since 1987, managing the breeding of three of the six remaining tiger subspecies: Amur, Sumatran, and Malayan (formerly Indochinese). This year, the tiger SSP celebrated 25 years. Under the Zoo's guidance, 265 tigers have produced 642 cubs over the last quarter-century. No wonder this beautiful animal is part of our signature brand and logo.

South China Tigers

After seven years of field work and countless meetings and negotiations, China is now at the tipping point of committing to a long-term tiger restoration program. The goal is to support the recovery of threatened forests using the South China tiger as a focal species in four large nature reserves in South Central China. It will be the first-ever large carnivore recovery program in China and will revive a culturally-important symbol. The program will provide long-term funding to restore ecosystem integrity and biodiversity over the largest nature reserves located within the former range of the South China tiger.

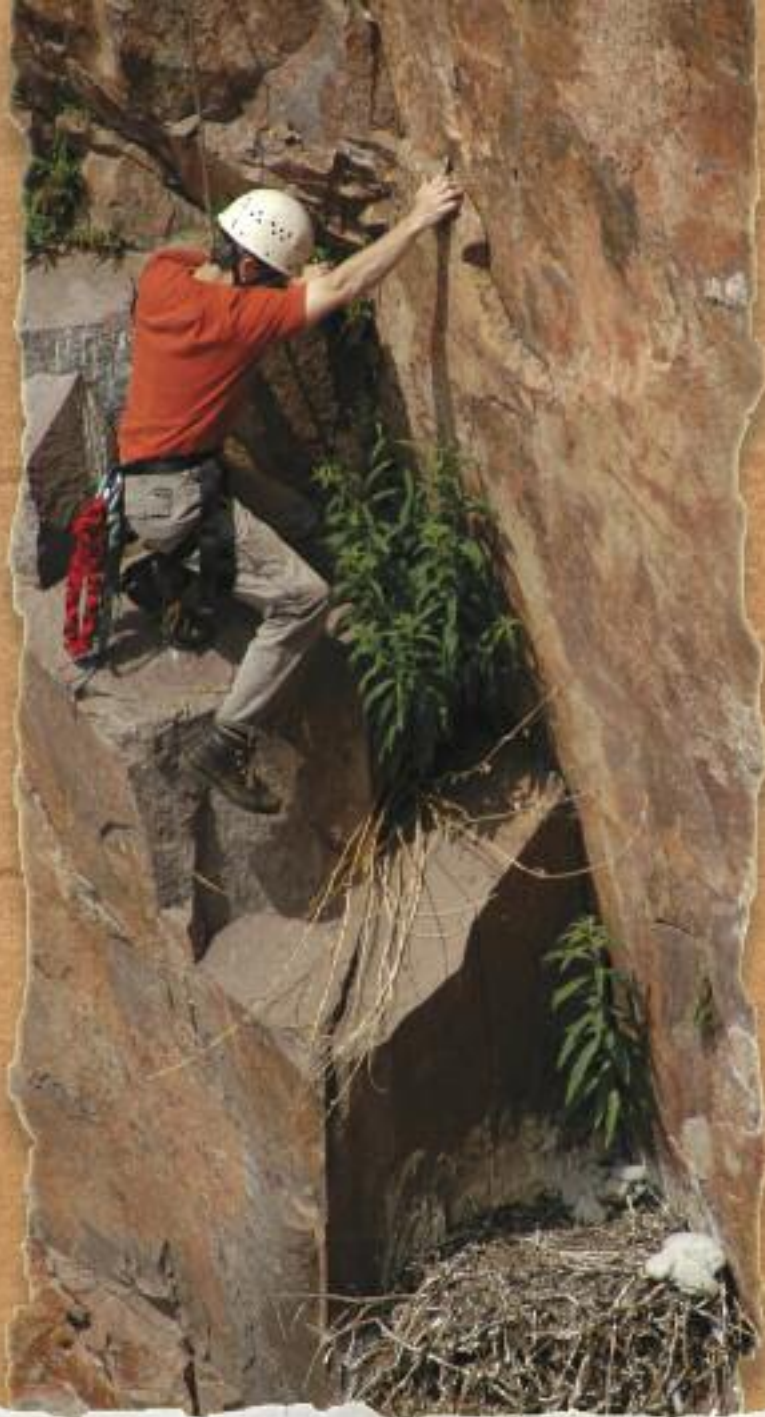
Malayan Tigers

In 2007, a new initiative was explored where captive-born Malayan tigers would be imported into the AZA Tiger SSP. In exchange, each AZA-member zoo receiving a pair of tigers would support the Malayan wild tiger management efforts such as anti-poaching, livestock depredation re-imbursement, or other programs. This cooperative exchange would extend for five years, with the potential for another five years if desired by both parties.

Amur Tigers

The Zoo's Ulysses S. Seal Conservation Grant Program supported a field project to photograph wild Amur tigers and their prey in Lasovsky State Nature Reserve in the Russian Far East. This area is of particular interest to the Minnesota Zoo as it may be a high priority reintroduction site for Amur leopards in the future.





The Ulysses S. Seal Conservation Grant Program

This grant program is designed to empower Zoo staff to participate in the conservation of endangered species. In 2007, the program awarded \$34,300 to 17 projects in 11 countries. From wolverines in Alaska to fishing cats in Thailand, the Zoo's conservation dollars are making a difference around the world.



2007 Ulysses S. Seal Conservation Grant Program Projects

1. Amur leopard reintroduction and biodiversity study, Russian Far East
2. Argali sheep and ibex research, Mongolia
3. Bactrian wapiti recovery, Tajikistan
4. Blakiston's fish owl, Russian Far East
5. Blue-throated macaw research, Brazil
6. Canadian lynx research, Great Lakes, U.S.
7. Chipangali cheetah project, Zimbabwe
8. Cloud forest birds, Ecuador
9. Clouded leopard ecology, Sundaland
10. Fishing cat conservation, Thailand
11. Peregrine falcon monitoring, Midwest, U.S.
12. Piping plover recovery project, Great Lakes, U.S.
13. Proyecto Tití (Project Tamarin), Colombia
14. Pudu biological corridor, Chile
15. Rain forest recovery, Puerto Rico
16. Red-crowned crane environmental education, Russian Far East
17. Wolverine tracking, Alaska, U.S.

education



Educating All Generations

The Minnesota Zoo is the largest environmental learning center in the State of Minnesota. More than one million guests of all ages walk through our doors and learn about the importance of wildlife and the habitats that sustain them. Thousands more are engaged through the Zoo's community outreach programs. The Zoo is a leader in educating all generations about the importance of saving wildlife and wild places.

Creating Dynamic Partnerships

Mayo Clinic

The Minnesota Zoo provided wildlife expertise to the Mayo Clinic as they designed the new T. Denny Sanford Pediatric Center. Working together, educators, wildlife experts, designers, and hospital officials created a pediatric center that surrounds visitors with depictions of nature including a Web cam offering live views of Minnesota Zoo animals. The Mayo Clinic also worked with the Zoo to produce two educational videos: one on gray wolves, the other on white-cheeked gibbons.

Minnesota Master Naturalist Program

The Zoo, in cooperation with Minnesota DNR and the University of Minnesota Extension Service, launched the Minnesota Master Naturalist Program. This program trains adult volunteers about Minnesota's natural resources, teaches how to educate others, and provides opportunities to do conservation projects. The first class "graduated" in fall 2006, and many of the volunteers are using their knowledge to provide educational and interpretive programs at the Zoo and other environmental organizations.

Minnesota Department of Natural Resources

Stewardship of the land and conservation of wildlife are common goals shared by the Minnesota Zoo and our sister state agency, the Minnesota Department of Natural Resources (Minnesota DNR). The Zoo worked closely with the Minnesota DNR on key educational messages and content for interpretive graphics for the "new" Minnesota Trail. This included providing important educational elements regarding invasive species and the extremely popular Minnesota Wild and Rare stamp stations for kids.

Minnesota Conservation Partners Program

The Minnesota Zoo established the Minnesota Conservation Partners Program which highlights local conservation organizations and encourages guests to explore nature beyond the Zoo. Partners include: Minnesota DNR, Minnesota Valley National Wildlife Refuge, the U.S. Fish & Wildlife Service, Audubon Society - Minnesota, Friends of the Boundary Waters Wilderness, Izaak Walton League - MN Division, Minnesota Land Trust, Mississippi National River and Recreation Area, Nature Conservancy, Sierra Club - Northstar Chapter, and Voyageurs National Park Association.



Education Programs

Year in Review

School Group Programs

- School Field Trips - 94,826 participants (8.2 percent of enrolled Minnesota students)
- School Special Event Days - 8,232 participants
- Zoo Safari (privately-funded field trip) - 5,719 participants
- School Overnights - 1,334 participants

Public Programs

- Monorail - 171,189 riders
- Zoo Camp - 2,466 participants (includes 1,039 preschool)
- Preschool - 1607 participants (includes 1,039 from Zoo Camp and 55 from Wild Wonders)
- Zoo Adventures - 584 participants
- Public Overnights - 1,153 participants
- Scout Classes - 787 participants

Zoomobile Outreach

- Counties visited - 51
- Miles traveled - 30,312
- Number of people reached - 49,830
- Total program hours - 562

A New Way of Learning

Online Teacher Resource Center

More than 100,000 students visit the Zoo each year. To maximize these visits, the Minnesota Zoo created a new Online Teacher Resource Center, funded by a grant from the Best Buy Children's Foundation. A variety of curriculum ideas, activities, orientation videos, and other information is now available for teachers and students via the Web. From researching animals and Zoo trails before the visit, to a multi-media center to assist with student final reports, the Online Teacher Resource Center is expanding the way we reach classrooms.

WolfQuest

The Minnesota Zoo was awarded a \$500,000 grant from the National Science Foundation to create "WolfQuest: Learning through Gameplay." Designed by the Zoo and St. Paul-based Eduweb, a leading developer of digital learning experiences, WolfQuest (wolfquest.org) will immerse players in the life of a gray wolf. Launched in December 2007, this digital game will combine the drama and action of a video game with informal science learning.

Two Million Hours

In February 2007, the Minnesota Zoo volunteer program celebrated two million hours of service to the Zoo. This is equivalent to 961 years of full-time employees helping guests while visiting the Zoo and during special programs. Over 1,000 volunteers provide information about our plant and animal collection using touchable artifacts and fun stories. Reaching this milestone is a true testament to the many people who have given their time and talent to all areas of the Zoo throughout the years.



THE ZOO SALUTES!

Hugh Tyndall

Hugh Tyndall, a volunteer with over 4,200 hours dedicated to the Minnesota Zoo since 1991, has included the Zoo in his estate plans. The pleasure of watching people enjoy and learn at the Zoo, the collegiality of working with Zoo staff, and his passion for animals have all led to Tyndall's years of volunteerism and giving. He especially enjoys the awe in faces of children when they see or learn something new, and says "those moments are magical."

A close-up photograph of a raccoon climbing a tree trunk. The raccoon's face is in focus, showing its characteristic black mask and large, dark eyes. Its paws are gripping the rough bark of the tree. The background is dark and out of focus, suggesting a forest setting. The text "guest experience" is overlaid in a white, serif font at the bottom of the image.

guest
experience

Becoming a Top Attraction

From the beginning, the Minnesota Zoo has been recognized as a leader in progressive thinking in zoo design and philosophy. Thirty million people have walked through our doors, and guests have come to expect award-winning exhibits and high-quality family experiences. We are poised to become one of America's truly great zoos.

An Exceptional Year

More than one million guests visited the Minnesota Zoo in Fiscal Year 2007. This is an increase of more than 38,000 above the preceding year and is a trend reflected in membership, sales, and special events.

The Minnesota Zoo had 33,725 member households in 2007—an all-time high. Membership numbers have steadily increased, an indication of the Zoo's growing popularity. In recognition of our growing membership base, the Zoo added new member-only events, educational programs, and behind-the-scenes opportunities. Support from our members strengthens the Zoo's mission and our ability to provide excellent programs, events, exhibits, animal care, and support for conservation programs worldwide.

Guests are a Top Priority

The Minnesota Zoo strives to not only meet guests' expectations, but to exceed them. Surveys were administered and evaluated throughout the year. The Mystery Shopper program provided valuable feedback on amenities and services. Guest comments were reviewed and distributed to staff with someone personally contacting guests who requested follow-up information.

On-site partners also worked to improve the overall guest experience. Service Systems Associates, the Zoo's retail vendor, offered a wonderful selection of fair-trade, eco-friendly items which highlighted the Zoo's trails and animal collection. A portion of every sale supported the Zoo and conservation efforts. The Great Clips IMAX Theatre promoted Zoo/IMAX combo tickets providing a savings to guests while giving back \$1 of each ticket to the Zoo. In spring 2007, Lancer Catering rolled out the Create-A-Balance program offering healthy options to fit our guests' lifestyle and dietary needs. Together with our partners, the Zoo is taking action to provide the experiences and amenities that people expect and deserve.



A Year of Great Events

State-of-the-art exhibits and unique animal demonstrations provide a rich backdrop for events at the Minnesota Zoo. While favorites like Farm Babies and Tropical Beach Party continue to provide guests with a special reason to visit, the goal in 2007 was to add breadth and depth to Zoo events, reaching out to diverse communities.

Responding to the cultural landscape of our state, the Zoo introduced Día de los Niños ("Children's Day") which celebrates the rich heritage of our Latin American community. On Memorial Weekend we saluted our troops with a special Military Family Weekend. Evening events provided guests a chance to visit the Zoo in intimate settings such as the Butterfly Garden and the Tropics Trail. Families enjoyed HallZOOween trick-or-treat activities as a safe alternative to going door-to-door.



marketing.& . communications

Telling Our Story

The Minnesota Zoo has been changing how people see the world since 1978. Now, more than ever, the Zoo needs to effectively communicate with citizens regarding the threats facing many species. Amazing exhibits, progressive educational programs, and notable conservation programs tell our story—connecting guests with animals and inspiring them to act on behalf of wildlife.



What's the Buzz?

Keeping the Minnesota Zoo “top of mind” is an ongoing process, and our marketing team worked diligently to promote the many facets of our mission. In collaboration with Minneapolis-based advertising agency Kerker, the Zoo developed an innovative, multi-media branding campaign. The final product speaks loudly to one of the main reasons zoos exist, asking viewers “when was the last time you saw a real tiger?” Other communication vehicles echoed this sentiment, enticing people to visit the Zoo.

An interactive media kit was created for the opening of the Minnesota Trail featuring video and audio clips; exhibit, animal and conservation information; photos; logos; and artwork. The press kit, combined with special opening events and a compelling new experience, garnered publicity from media outlets across the region.

Measuring Success

Although measuring media success is difficult, the Zoo calculated the value of broadcast stories throughout the year. The total publicity value of TV segments for fiscal year 2007 totaled more than \$1.7 million. One story in particular was aired on 36 national stations with a total Nielson audience of 7,987,748 and a calculated publicity value of \$93,225.

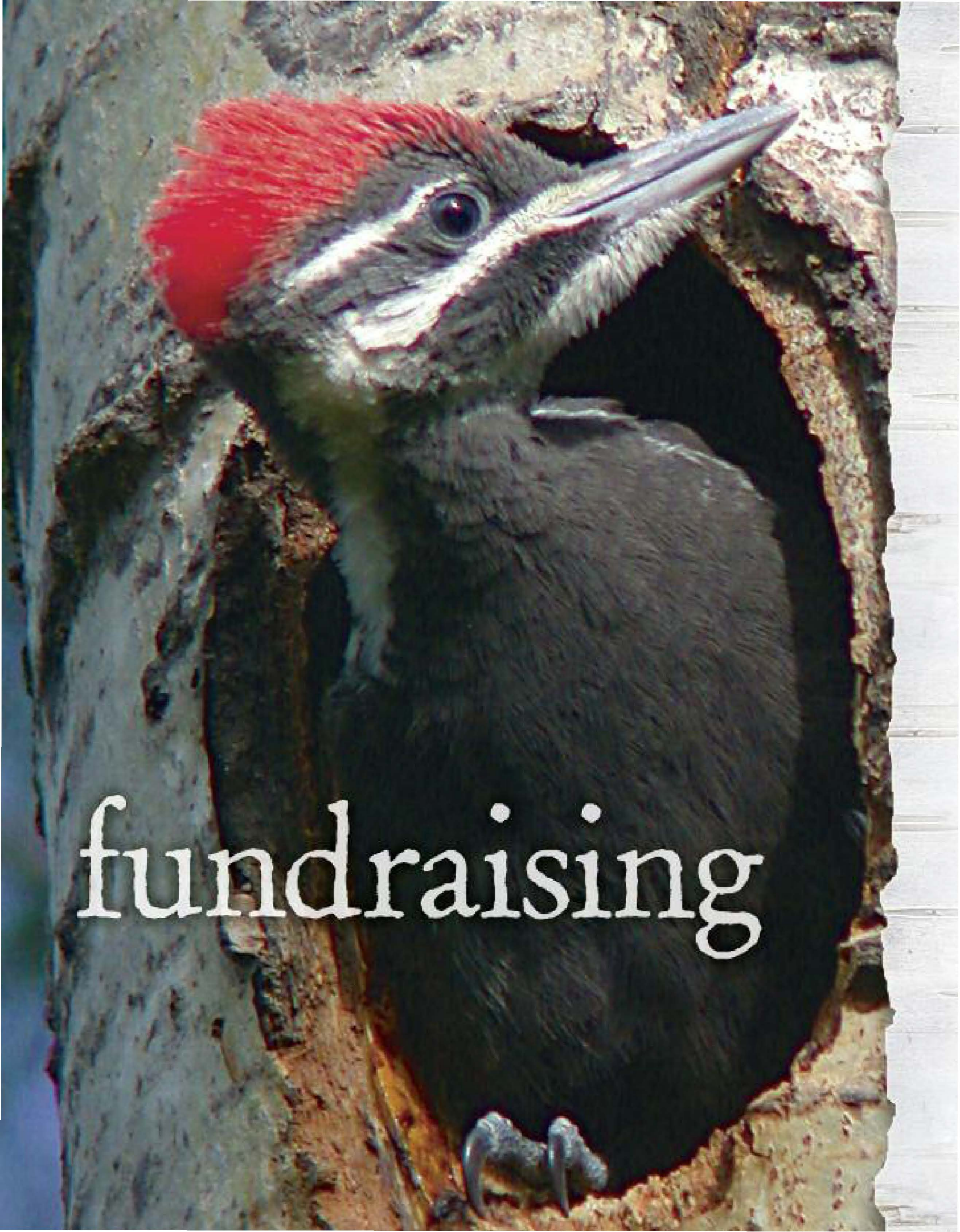
Making National News

The Minnesota Zoo coordinated with broadcast and print affiliates from Alaska, the West Coast, and throughout the Midwest as the Zoo obtained several orphan animals for the future *Russia's Grizzly Coast* exhibit. Sea otter pup “Capers” generated national press as he traveled from the Alaska SeaLife Center, to the Shedd Aquarium in Chicago, to Minnesota. Director and CEO Lee Ehmke traveled to Alaska in March 2007 with KARE 11's *Minnesota Bound* to visit the Zoo's future grizzly bears.

In the southwest, the Zoo's long-time participation in the Mexican Wolf Recovery Program made international news as a female wolf born and raised at the Minnesota Zoo was paired with a male and released with their two pups in the Blue Mountains of Arizona.

Building Relationships

The Minnesota Zoo excels in building relationships and creating partnerships. In 2007, more than 90 percent of the stories pitched to local media were chosen and aired. Educational segments featured the Zoo's diverse animal collection and conservation efforts. Human interest stories showcased community efforts and volunteer programs. Weekly TV segments kept the Zoo in people's living rooms on a regular basis. Longer, in-depth segments told behind-the-scenes stories including conservation efforts, animal procedures, and the elaborate “making of an exhibit” renovations to the Minnesota Trail.



fundraising

Defining a Vision

The vision to become one of America's premiere zoos requires an ambitious plan to significantly increase contributed income. In order to meet the objectives of the Zoo's Strategic Plan, the Minnesota Zoo Foundation has set a goal to raise more than \$80 million over the next five years for annual operating support, new conservation and education programs, capital projects, and the endowment. This goal is ambitious, but it is imperative that we garner direct support for the Zoo and for endangered species everywhere.

Raising Money for Wildlife

In 2007, the Foundation raised \$3,985,971, an increase of 53 percent over fiscal year 2006. The annual fund saw significant growth from events such as the Beastly Ball and the new Ride 'N Roar, and from groups and organizations. In addition, the Foundation raised more than \$2.5 million for new capital, education, and conservation projects. Our heartfelt thank you to the more than 2,600 donors who made 2007 a banner year for the Minnesota Zoo Foundation.

Friends of the Minnesota Zoo

Friends of the Minnesota Zoo is a giving society which provides donors with a supporting membership and extraordinary opportunities to attend behind-the-scenes events with Zoo animals and their keepers. In 2007, Friends donors enjoyed a Zoomobile performance, an exclusive tour of the Tropics Trail with a horticulturist, a Friends-only preview of the Zoo's popular Farm Babies event, and many other intimate Zoo experiences.

Corporate and Foundation Support

The Minnesota Zoo received strong support from corporate and foundation communities. We are grateful to the 304 companies and foundations that gave more than \$1.2 million to the Zoo, including Piper Jaffray and the TCF Foundation for their support of the new Minnesota Trail. We also are thankful for the continuing support of the annual fund, which supports many of the educational programs that reach socio-economically disadvantaged and ethnically-diverse students throughout the state.

Beastly Ball 2007

In celebration of the opening of the newly-renovated Minnesota Trail, the theme of the 2007 Beastly Ball was "Minnesota Naturally." More than 500 people attended the sold-out event, including the Ball's Honorary Chair and *National Geographic* photographer Jim Brandenburg and his wife Judy. New this year was "Fishing at Lake Tiffany," where guests dropped their lines for Tiffany treasures, and an online auction that provided guests a "virtual" way to support the Ball. It was a record-breaking year thanks to the 2007 Chair Lisa McGinn; she and her committee, with the help of Zoo volunteers and staff, raised more than \$411,000 for the Zoo.

Pictured above: *Lee Ehmke, Todd and Linda Watchmaker.*

Left: *Melissa Parker Lindsay and Jim Brandenburg.*

Below: *Sherry Ann and Ned Dayton, Lisa McGinn.*



THE ZOO SALUTES!

Donald Weesner Foundation

More than 1,300 school children from 10 'Twin Cities' metro schools visited the Minnesota Zoo in FY 2007, thanks to an \$8,000 gift from the Yellow Bus Fund, a project of the Donald Weesner Foundation. The Yellow Bus Fund provides transportation funding to those schools that might not otherwise be able to afford a Zoo field trip.

Thank you.

We gratefully acknowledge and thank the following individuals, corporations, foundations, and government agencies that made gifts of \$500 or more to the Minnesota Zoo Foundation from July 1, 2006 through June 30, 2007. Due to space limitations, we are unable to list the more than 2,600 additional donors who made gifts to the Foundation in 2007. Your gifts make our work possible.

Every effort is made to ensure the accuracy of our records. If our report contains errors or omissions, please contact us at 952.431.9237 and we will extend our apologies and correct our records.

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\$100,000 and above

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\$50,000-\$99,999

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THE ZOO SALUTES!

Cargill

You probably don't think about the salt needed to maintain all of the Zoo's marine aquariums, but Cargill does. This year, in addition to a significant cash donation, Cargill provided 50 tons of salt as an in-kind donation to the Zoo. "Community involvement is integral to Cargill's success and its role as a corporate citizen," states Kayla Yang, senior program officer for public affairs. In particular, Cargill favors the Zoo's leadership in environmental education and preserving natural resources.

Corporate, Foundation, and Government Support

\$5,000-\$9,999

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THE ZOO SALUTES!

Ralph Weischelbaum, DVM

Dr. Ralph Weischelbaum donates his services as a diagnostic imaging specialist. He performs ultrasounds and occasionally interprets radiographs on many of our animals. Recently he performed ultrasounds on one of our dolphins, a tawny frogmouth, a stingray, and a sea turtle.

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THE ZOO SALUTES!

The Hedlund Family

Connecting children with nature and animals is a priority for Annica and Thomas Hedlund. That's why they became Friends of the Minnesota Zoo. Together, with their son Mattias and the twins Sofia and Marcus (pictured right), they have enjoyed behind-the-scene tours and other unique opportunities. The Hedlunds also like the Zoo's Animal Sponsorship program which allows them to help the Zoo throughout the year while establishing a tradition of giving with their kids. "It should be second nature to help others," states Thomas Hedlund.



THE ZOO SALUTES!

David and Patricia Boenigk

In 1999, David and Patricia Boenigk (pictured right with son Nicholas) established the Matthew James Boenigk Endowment fund in memory of their son, who died at age 11. "An endowment lives on in perpetuity, so it is a wonderful way to keep Matthew's memory alive...he is still making a difference in the world," states Patricia Boenigk. The endowment provides ongoing operating support for the marine exhibits at the Zoo.



Memorial Contributions

In Memory of Dave Ahlgren
Gail Wold

In Memory of Bradley Boardman
Glenn S. Haller

In Memory of Matthew James Boenigk
Memorial Endowment
Walter B. Boenigk
David M. and Patricia E. Boenigk
William H. Vaughn

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Michelle and Jim Boushee

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Tris Danielson

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In Memory of Marissa Gibb
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Marilyn A. Gorlin

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In Memory of Donald E. Horne
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In Memory of William James Lichliter
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In Memory of Alex the Dog
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Sue O. Arrington
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Laurie Pumper
Warren R. Walters

In Memory of Kalani and Kona
Trilva Melbo

In Memory of Jeanne Mueller
Thomas I. Mueller

In Memory of Pauline Roberts
Rae N. Harmon
Minnesota Zoo Volunteers

In Memory of Rocky, Gandy and Ozzie
Lee A. Fluke

In Memory of Benny Siskoff
Kenneth Siskoff

In Memory of Shelly Ann Stafford
Larry and Yvonne Stafford

In Memory of James H. Streater
Christine M. McKnight

In Memory of Susan Tarnowski
Jessica Tarnowski

In Memory of George Paul Webinger
Margaret Adamek Webinger

In Memory of Josh Tennesen Weil
Therese, Gordon, and Gracie Weil

THE ZOO SALUTES!

Medtronic Foundation

Since 1993, the Medtronic Foundation has supported the Minnesota Zoo and its efforts to reach socio-economically disadvantaged and ethnically-diverse students. Medtronic's gift helped students participate in the Zoo Mentor Program, which gives inner-city Minneapolis and St. Paul students the opportunity to explore applied science and conservation careers.



Honorary Contributions

- In Honor of Ayla
Gary W. Richter
- In Honor of Meerkats
Michele Bliss
Jennifer Ballard Dwan
Rachel Johnson
- To Celebrate Michael Begley's Birthday
Jennifer Arthurs
Marybeth Anderson
Linnea Clifford
Kevin H. Koehler
James M. Owens
- In Honor of Sue Bleichner
Connie Russeth
- In Honor of Michael and Matthew Buchanan
Kathleen Buchanan
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Patricia Perry
Donna Stephenson
- In Honor of Sadie
Wesley Montileaux
- In Honor of Makena Scott
Rebecca Schubring
- To Celebrate the Marriage of Justin Springer
and Elizabeth Boggess
Janeen Boggess
- In Honor of Jen Warg
Kristin Denman
- To Celebrate Zach Wold's Birthday
Steve Wold



financial information

Promising Fiscal Responsibility

The Minnesota Zoo serves many communities and earns widespread support from multiple sources. In fiscal year 2007, the Zoo received 38 percent of its funding from state appropriations; 55 percent came from earned revenue such as admissions, memberships, education programs, evening events, and other activities; and 7 percent of the Zoo's income resulted from contributions. These funding sources allow the Zoo to hire and retain a great staff; purchase food, and materials needed to support a healthy and dynamic animal collection; and obtain supplies, services, and utilities needed to build, maintain, and repair Zoo facilities and equipment.

Minnesota Zoological Garden

Fiscal Year 2007

Statement of Revenue and Expenses for the Year Ending June 30, 2007, unaudited

Revenues

State Appropriation	\$6,574,000
Admissions	3,505,302
Membership	2,498,044
Contributions	1,175,690
Food Service	646,490
Education	563,875
Parking	512,968
Monorail	401,961
Gift Store	287,158
Concerts	219,289
Evening Events	193,254
Zoomobile	98,683
Other	455,708
	\$17,132,422

Operating Expenses

Salaries and Fringe Benefits	\$12,017,259
Supplies and Materials	1,394,573
Utilities	1,365,471
Purchased Services	730,553
Other	1,554,923
	\$17,062,778

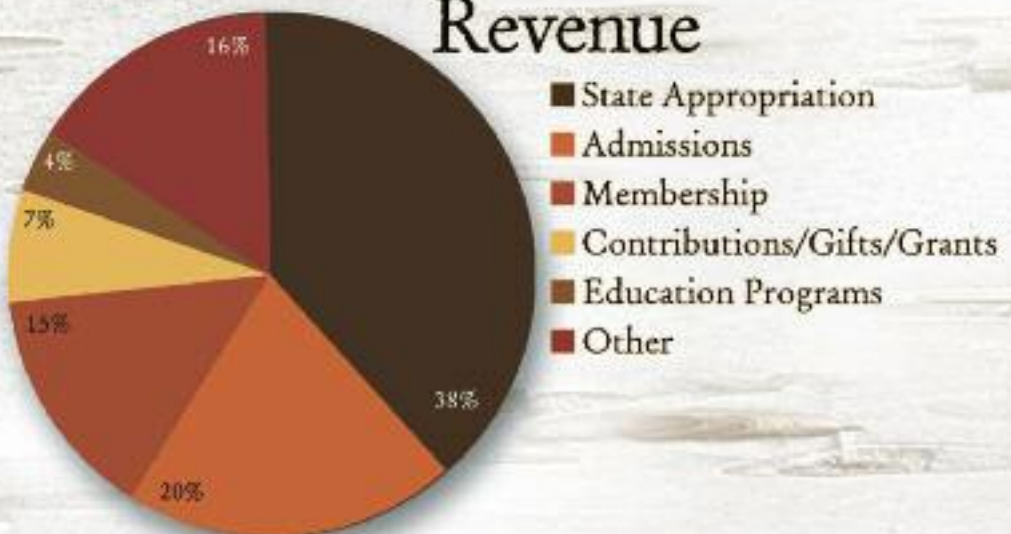
Capital Disbursements Funded from Operations

Equipment Purchases	125,303
Equipment Lease Purchase	81,869
Roof Repair Debt Service	44,448
Energy Improvement Debt	35,712
Building Improvements	23,375
	\$310,707

Total Operating Expenses and Capital Funded from Operations

\$17,373,485

Revenue



Expenses



Minnesota Zoo Foundation

Fiscal Year 2007

Statement of Revenue and Expenses for the Year Ending June 30, 2007, unaudited

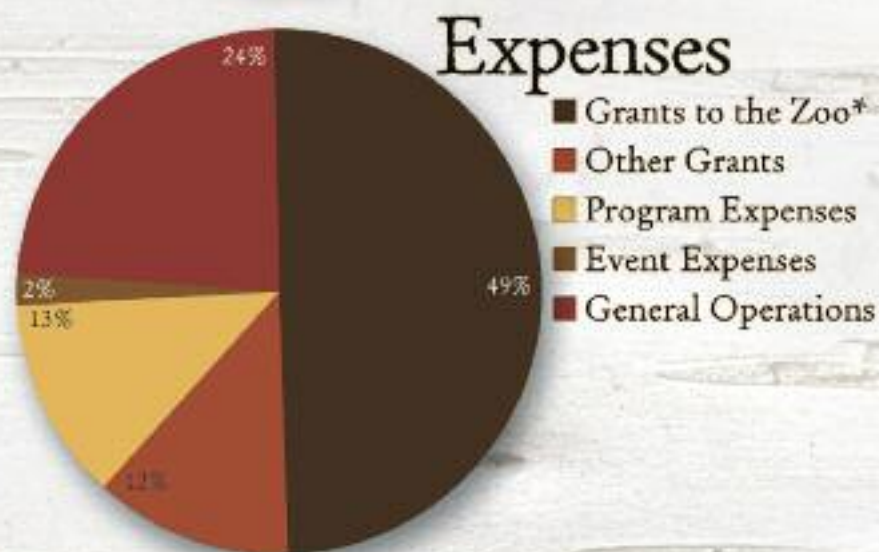
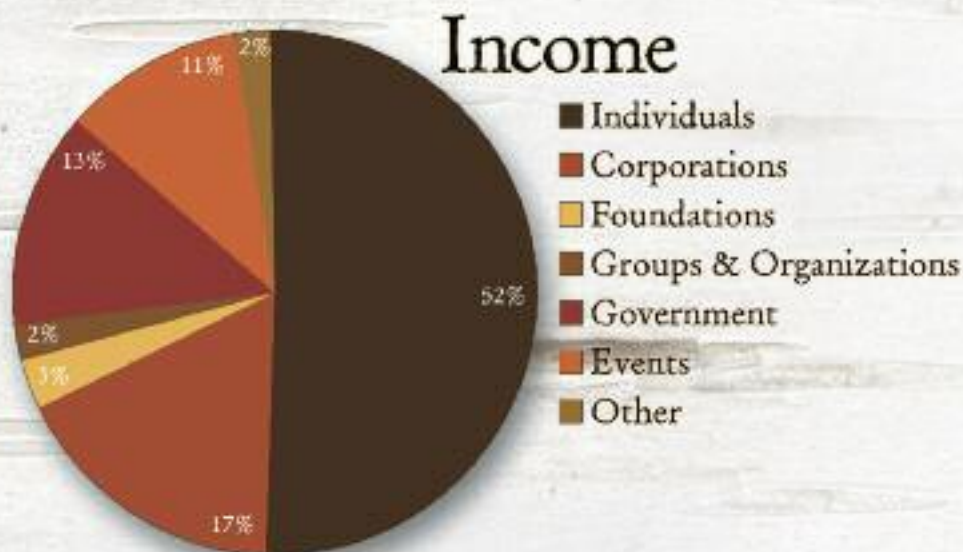
Income

Individuals	\$2,016,794
Corporations	.689,355
Foundations	.119,925
Groups and Organizations	.88,143
Government	.524,353
Events	.452,390
Other	.95,011
	\$3,985,971

Expenses

Grants to the Zoo*	1,197,802
Other Grants	.296,867
Program Expenses	.306,305
Event Expenses	.45,716
General Operations	.580,641
	\$2,427,331

*includes in-kind donations



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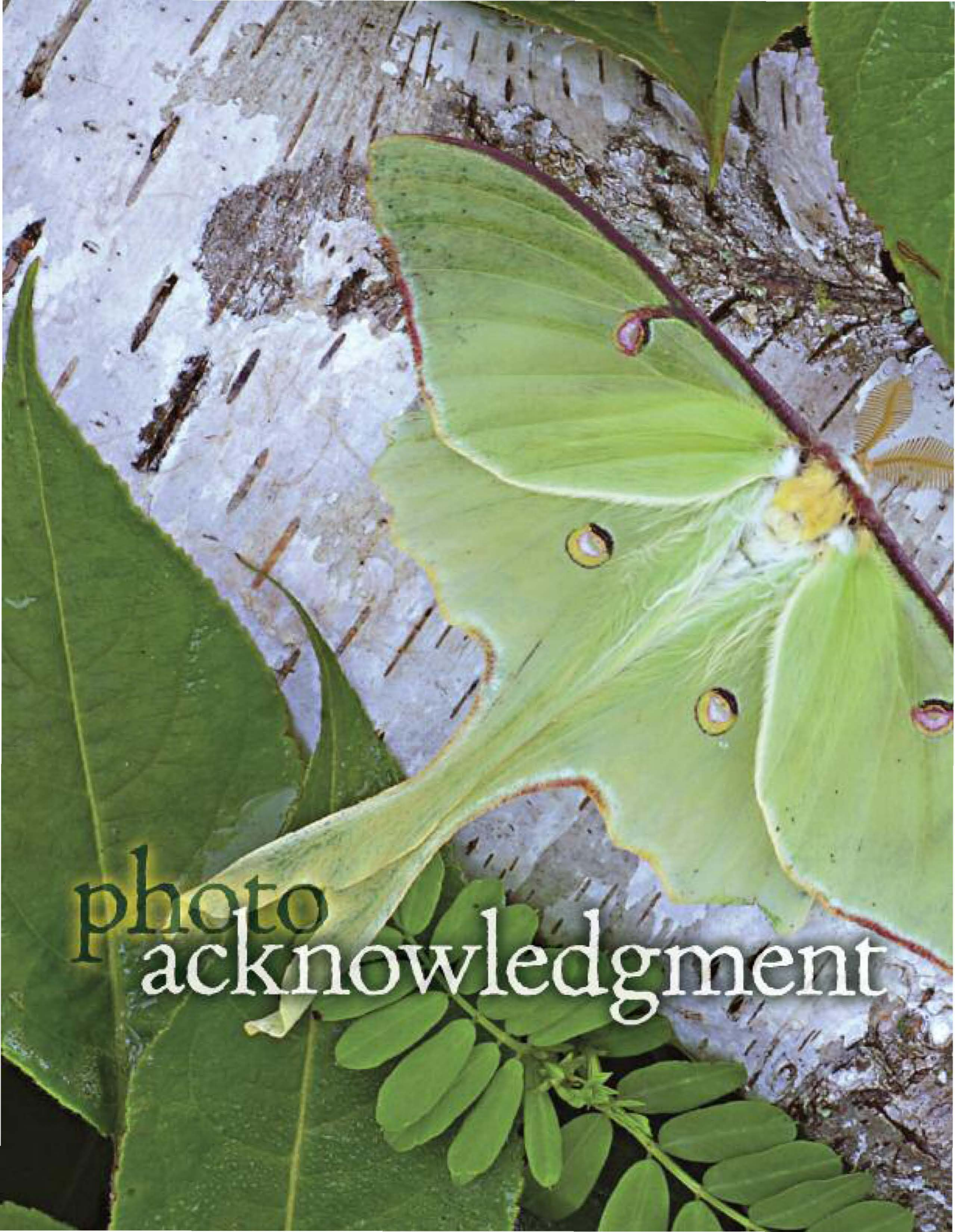


photo
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Soaring to New Heights

Peregrine Falcon Jacquelyn M. Fallon

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Children in Wolf Cabin Kay Thompson

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Visayan Warty Pig Michael Durham,
Oregon Zoo

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Puma Ryan Clausen

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Woodland Park Zoo

White-cheeked Gibbon Melissa Babich

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Children at the Tide Pool Ryan Clausen

Amur Tiger Ryan Clausen

Peregrine Falcon Chicks on Ledge Jacquelyn M. Fallon

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North American Porcupine Minnesota Zoo

Zoo Camp Kids Patricia Clark

Hugh Tyndall Rick Hawley

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Raccoon Waverley Traylor

Girl in Butterfly Garden Ryan Clausen

Marketing & Communications

Coyote Waverley Traylor

Girl and Turtle Tank Bob Cole

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Beastly Ball photos Sue Gergen

Boy and Puma Kay Thompson

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Hedlund Children Annica and Thomas Hedlund

Boenigk Family David and Patricia Boenigk

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Financial Information

Leopard Frog Jacquelyn M. Fallon

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Luna Moth Paul Sundberg

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The birch bark image used throughout this report is courtesy of Jim Brandenburg.

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Ronald Tilson, Ph.D.

DIRECTOR-EDUCATION

Lars Erdahl

MINNESOTA ZOO FOUNDATION EXECUTIVE DIRECTOR

Melissa Parker Lindsay

2007 Annual Report Production

EDITOR

Sue Gergen

GRAPHIC DESIGN

Kim Quam



MINNESOTA ZOO

Changing how you see the world

13000 Zoo Boulevard

Apple Valley, Minnesota 55124

952.431.9200

mnzoo.org