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Minnesota

# ZOO/2000

Building The Partnership



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**DEAR FRIENDS OF THE MINNESOTA ZOO,**

We are excited about the many positive influences and changes that have shaped the Minnesota Zoo in recent years. Our attendance is strong. We are solid financially. Our Board and our management team are stable and effective. In addition, a re-constituted Zoo Foundation, whose trustees are nominated and elected from the private community, now receives and manages our contributed funds. In short, we are moving toward more community involvement in our planning and operations.

MINNESOTA ZOO/2000 is a theme that represents our vision for the next decade. It is an ambitious plan that calls for the development of five new major projects, including the refurbishing of some of our 12-year-old facilities. Details are spelled out on these pages.

In order to implement our plan, we need to continue building the public/private partnership begun last year when more than one million dollars were raised from the private sector. We need your support. We invite you to become a partner in MINNESOTA ZOO/2000.



Please join us.

A handwritten signature in dark ink that reads "Kathryn Roberts".

Kathryn Roberts, Ph.D.  
Director  
Minnesota Zoo





*“Most of the vertebrate species that have evolved on this planet are already extinct, and the rest stand poised for a signal from us.”*

—Roger Caras  
Author, *Environmentalism*

**IN THE BEGINNING**, zoos were little more than menageries of exotic wildlife, plucked from their natural habitat for the sole recreation of kings and wealthy landowners.

Through the centuries, zoos have changed dramatically, yet many people today still remember peering at collections of caged creatures in foul-smelling iron and concrete animal houses.



Twenty years ago, when plans were laid for a new zoo for Minnesota, the zoo world was undergoing major revisions in purpose and philosophy. Zoos were beginning to respond to an imperative presented by the disappearance of species and habitat worldwide. A heightened awareness of these issues was transforming the modern zoo to give emphasis to wildlife conservation, animal studies, and naturalistic exhibits.

It wasn't enough to exist for the public's recreational fancy. Zoo leaders began to develop programs for which they were uniquely qualified: to alert the world to a wild-life crisis and to educate people in the urgent and proper stewardship of the animal kingdom.

The modern zoo now believes it essential to be both entertaining and educational at the same time.

All around us, every day, ominous signs show our fragile natural world is being irreparably damaged and destroyed through human ignorance, greed and apathy. As we approach the year 2000, many believe we are on the verge of a global crisis. If we fail to educate our children about species on the brink of extinction, there is little doubt that we, too, one day will face the same fate. Zoos can be pivotal for a hopeful future. Animals are a perfect vehicle to educate young people about our ties to the natural world.





**THE MINNESOTA ZOO** was among the first zoos to be designed and built with the promotion of conservation as a priority. It is a zoo concerned with all forms of life—the lives of the plants and creatures it protects and manages, and the lives and ecological well-being of the people who depend upon it for enlightenment and entertainment.



Hopes for a regional zoo had been expressed since 1955 by such groups as the Como Park Volunteer Committee, the Minnesota Zoological Society, the Citizens League, and the Metropolitan Council Zoo Advisory Committee.



In 1969 the Minnesota State Legislature passed a bill creating an 11-member Minnesota Zoological Board, appointed by the Governor. Funds were appropriated for the development of a master plan, and a zoo director was hired. The next year Dakota County donated 485 acres as a zoo site. Groundbreaking took place in May of 1974. Four years

later the new Minnesota Zoo officially opened its gates to visitors.

According to its mission, the Minnesota Zoo is dedicated to “strengthening the bond between people and the living earth.” The Zoo accomplishes this purpose through three major areas of endeavor: 1) conservation, 2) education, and 3) recreation. In its 10-year history, the Zoo has achieved certain distinction in each area:

1) **CONSERVATION.** The Minnesota Zoo is considered among the world’s best in breeding a number of difficult species, including clouded leopard, white-cheeked gibbon, Malay chevrotain, pronghorn, and ermine. The Zoo is the only facility to successfully hatch and rear a common loon, Minnesota’s state bird. The Zoo is host to the distinguished world headquarters of ISIS (International Species Inventory System), a computer program monitoring captive animal populations world-wide.

2) **EDUCATION.** In its 11 years, the Minnesota Zoo has received five awards for educational excellence from the American Association of Zoological Parks & Aquariums, which accredits the nation’s zoos. The Education Department of the Zoo is also accredited by the North Central Association of Colleges and Schools—it is the only zoo in the country to earn such distinction. More than 90,000 students and teachers benefit annually from the Zoo’s educational curricula about conservation, wildlife, the environment, and other critical scientific issues.

3) **RECREATION.** The Minnesota Zoo is widely recognized as the number one year-round attraction in the State. Attendance of nearly one million visitors annually ranks it 14th among 140 registered zoos in the United States. The Minnesota Zoo has the highest winter attendance of any zoo in the northern states, including New York’s Bronx Zoo and the major zoos of Chicago, Philadelphia, Toronto and Milwaukee.

*“Most of us in the zoo world depend  
the gate, we won’t have an opportun.*



**WHEN THE MINNESOTA ZOO** celebrated its 10th anniversary in 1988, its Board and staff recognized a two-fold mandate: 1) to continue to provide Minnesotans with a top-quality, family recreational attraction, and 2) to be faithful to its mission of conservation



and education with regard to the protection and propagation of plants, animals and habitats — within the Zoo and around the world.

MINNESOTA ZOO/2000 is the Zoo's response to that mandate. It is an exciting 10-year capital building and renovation plan, designed to stimulate attendance and enhance the visitor's experience. It will introduce several new exhibits and many new species.

The Zoo Board and staff recognize that such growth for the Minnesota Zoo will mean more than appealing new animal exhibits. It will mean innovative programs designed to help raise a new consciousness among zoo constituents about the fragile balance of nature, and their place in it — two-edged programs that will enlighten and educate, entertain and edify.

MINNESOTA ZOO/2000, through its new exhibits and interpretive programs, will offer a myriad of opportunities for parents to teach and influence their children about life's values. It will help individuals to enhance their awareness of the world's ecosystems and their responsibilities toward fellow humans, plants, and animals.

Zoo leaders know that no conservation message can be told until they get people through the gate. What an appealing array of exhibits await them in MINNESOTA ZOO/2000! From sharks to walruses, dolphins to polar bears, the Minnesota Zoo's 10-year plan offers press-your-nose-against-the-glass excitement for everyone!

It is a plan comprised of five components, the first two of which are scheduled for completion by mid-1991. The other three will be developed sequentially over succeeding years:

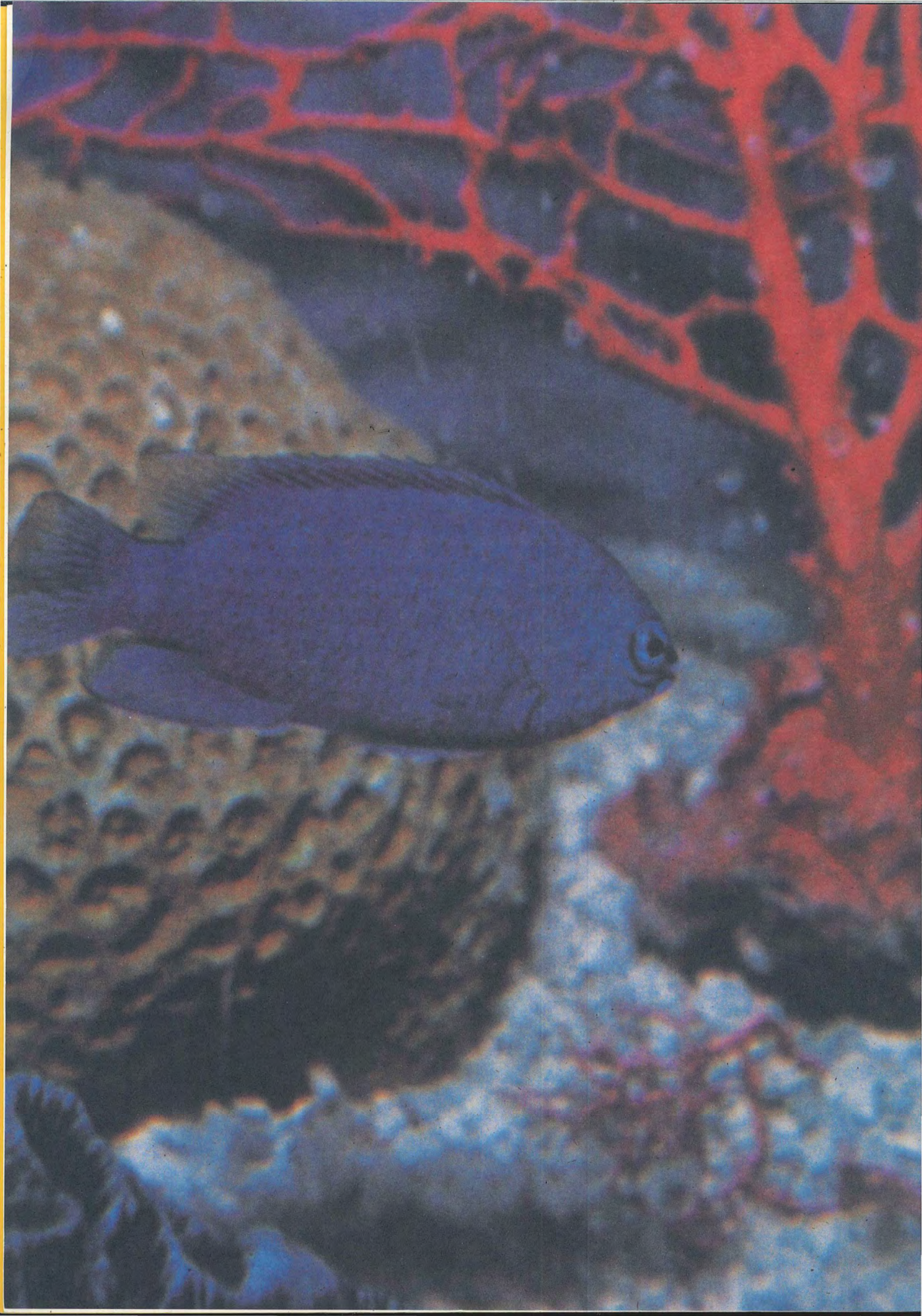
- Development of a Tropical Coral Reef Exhibit
- Construction of an outdoor Bird Show Amphitheater
- Renovation of the main Zoo building
- Development of a Dolphinarium
- Development of an Arctic Complex

Following is a peek at what's to come in MINNESOTA ZOO/2000:

*attendance...if nobody comes through  
communicate the conservation message."*

—Ed Maruska  
Cincinnati Zoo







**THE TROPICAL CORAL REEF EXHIBIT**, now under construction, will be completed by renovating an existing indoor dolphin pool in the Tropics Building.



The exhibit will feature a South Pacific coral reef environment. Visitors will enter the exhibit area on the beach of a lagoon, surrounded by a lush forest. The lagoon water surface may be wrinkled by the dorsal fin of a shark as it cruises along the face of a perfectly replicated coral reef. There will be several species of sharks as well as a myriad of brightly-colored tropical coral reef fish.

A waterfall cascading over a hollowed-out grotto will lead people down a ramped tunnel to an underwater viewing gallery. There, the visitor will experience the visual impact of skin diving with thousands of reef inhabitants without having to get wet. Interpretive signage will tell the story of the fragile coral reef ecology.

Underwater viewing through floor-to-ceiling acrylic panels, extending to a width of more than 50 feet, will provide a spectacular view of the beautiful coral reef and its colorful inhabitants.

*The future of wildlife and  
wildlands globally is dependent  
upon our actions and attitudes  
of today.*









**A 1,500-SEAT OUTDOOR AMPHITHEATER** will be the new home of the Minnesota Zoo's popular "World of Birds Show." This natural free-flight bird demonstration provides exciting opportunities for zoogoers to witness the behavior of dozens of birds during several daily shows. The canopied Amphitheater will allow visitors to watch avian aerial acrobatics, parrot mimicry and the delightful antics of many amazing birds. People will also learn about natural history and environmental concerns for birds and other animals.

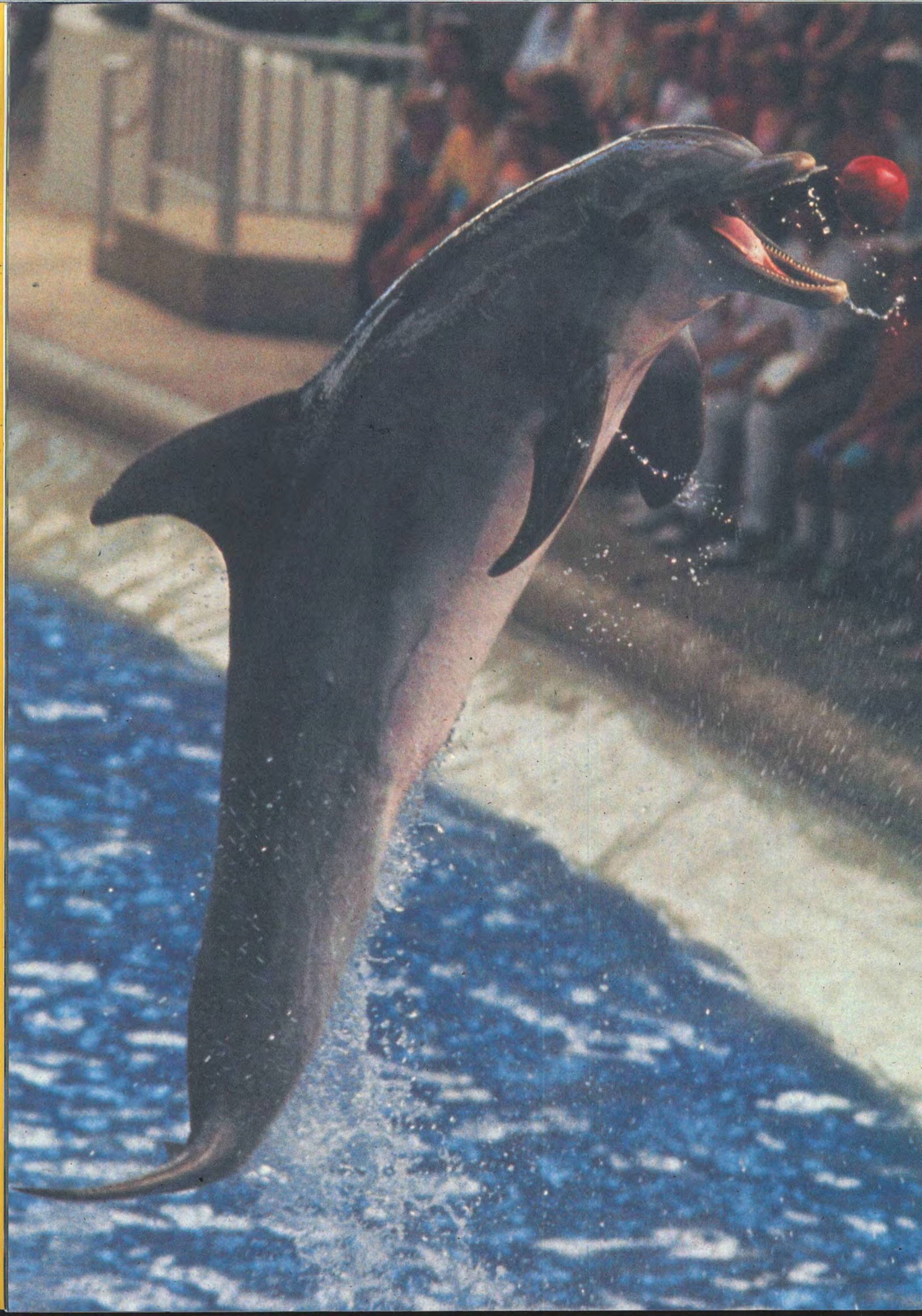


The Amphitheater will also be used for other animal shows, music concerts and will be available for rental for after-hours events. The theater stage will be large enough to accommodate an orchestral presentation.

*We have not inherited  
this earth from our parents;  
we have borrowed it from  
our children.*









**MARINE EXHIBITS** have proven to be among the most popular at the Minnesota Zoo. The new Dolphinarium will be developed as an adaptive use of the 500,000-gallon former outdoor marine mammal pool, creating an enclosed exhibit and show facility seating 900 people. The domed pool will provide a year-round home for the Zoo's two bottlenose dolphins and will allow for the acquisition of at least four additional animals.



The acrobatic dolphins will be showcased in a year-round tropical environment. Visitors will view regularly-scheduled shows highlighting the dolphins' adaptations to their marine environment—their fluid grace in both water and air, and their fascinating social lives. The exhibit will be attached to the existing Tropics Building at the upper floor entry area to the tropical exhibits.

The development of the Dolphinarium will include a state-of-the-art water-management, life-support system, as well as the renovation and expansion of aquarium exhibits on the lower floor. A new holding/introduction pool, necessary for the Zoo's breeding program and for other activities requiring the segregation of animals, will also be built.

Underwater viewing of the dolphin pool will be revolutionized by the installation of huge floor-to-ceiling acrylic panels.

A new gift shop and expanded interpretive center will improve the entertainment and educational experience of zoo visitors. New handicap-accessible elevators will also be added.

**'Endangered'** means  
*there is still time...*  
*'extinction' is forever.*









**THE ZOO VISITOR'S EXPERIENCE** will be enhanced by improvements planned for the main entrance and admissions foyer, as well as for other attractions along the general concourse.

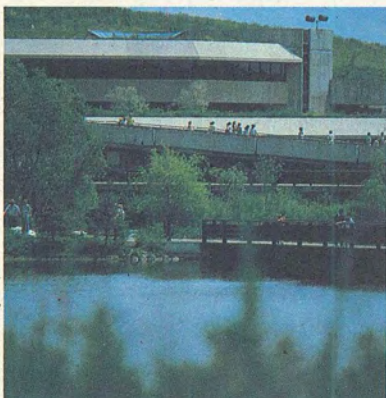


Patrons will first notice these changes as they walk from the parking lot toward the main Zoo complex. Improved traffic flow, clear signage, simple maps, and well-planned displays will be featured.

Highlights of the Building Renovation project include an exterior animal sculpture garden, new fish and reptile aquariums, a large aviary, and many improvements designed for the comfort and convenience of the zoo visitor.

A new and attractive facade and interior will renovate and enlarge the Zoo Store gift shop. The popular Zoo Lab, which offers a "hands-on" educational experience for all ages, will also be expanded.

*Join us at the Minnesota Zoo  
as we strive to strengthen the  
bond between people and the  
living earth.*









**THE ARCTIC COMPLEX** will be designed to give the visitor an exciting and educational experience featuring the animals and environments of the arctic. The complex includes habitats on the edge of the tundra where forests give way to forms shaped by the forces of cold and ice. Zoogoers will walk through a braided stream delta at the shoreline of an arctic sea, meander into arctic coastal shoreline areas, and look out to the open seas filled with icebergs and iceflows. Underwater vantage points will allow views of polar bears, seals, sea otters, and walrus active among the rocky shoreline and submerged coastal land forms. The above-and below-water pathways will provide visitors with the unique sensation of actually being "within" an arctic sea.



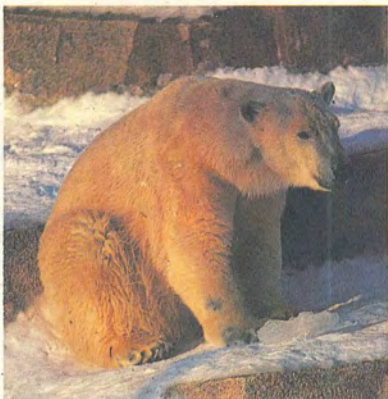
The Arctic Complex is designed to be a place which changes with the seasons and encourages multiple visits by the public. It will be accessible either from the existing path system or from a new Monorail station. In the Winter its special feature will be snowshoeing, cross-country skiing and sled rides through the simulated arctic wilderness.

The Zoo visitor will arrive at a terraced Entry and Orientation Court bordered by gift shop, restaurant, rental and restroom facilities—all with views of rolling "tundra-like" landscape.

An earth-sheltered Arctic Interpretive Center will provide interpretive exhibits and materials which tell the story of the arctic—its animals, its peoples, its environments, and the forces that have shaped it.

*"The word 'conservation' is too small to cover the scope of responsibilities that we now have to the environment."*

—Michael Robinson, Ph.D.  
Director, National Zoo  
Washington, D.C.





*There are only a few hundred Siberian  
700 known paintings by Rembrandt  
\$2,000,000.00. How much*

**HERE IS A SUMMARY** of costs for the Zoo's exhibit development plan:

Tropical Coral Reef Exhibit .....	\$ 2,200,000
Outdoor Amphitheater .....	\$ 1,800,000
Dolphinarium .....	\$ 9,000,000
Building Renovation .....	\$ 1,000,000
Arctic Complex .....	<u>\$28,000,000</u>
	\$42,000,000

In order for the Zoo's \$42 Million capital improvement plan to succeed, the Minnesota Zoo Board, in cooperation with the Trustees of the Minnesota Zoo Foundation, seeks the support of private philanthropy to supplement public responsibility.

Zoo leadership has announced a \$10 million capital funds campaign to be conducted in the private sector during the same period that legislative support will also be sought. There are many splendid examples of this kind of "public/private partnership" in our state. Nearly every major zoo in the nation is funded in this manner, and the success of the Minnesota Zoo is dependent upon the adoption of the concept here.

Construction has already begun on the first of the new projects — the Tropical Coral Reef exhibit. Funding for this exhibit is an example of the public/private partnership at work: the total cost of \$2,200,000 was paid for in part with a \$750,000 contribution from International Dairy Queen, with the balance coming from state sources. Similar private-sector support is being sought for the remaining exhibits as they are undertaken.

Private contributions will be received, held, and managed by the Minnesota Zoo Foundation—a private, non-profit corporation whose Trustees are broadly representative of community interests. Ample opportunities exist within each exhibit area for major gift recognition.

Gifts to MINNESOTA ZOO/2000 are considered to be restricted for use in the capital development project unless otherwise directed by the donor. Planned exhibits are subject to change as new opportunities arise.







*gers left in the wild. There are more than  
the last Rembrandt sold for more than  
u think a Siberian Tiger is worth?*

**THE CHALLENGES OF WILDLIFE** propagation and environmental education are issued to all of humankind. The "bond between people and the living earth" grows more fragile every year. It is clearly a time for action—in Minnesota and around the globe.

Your participation in the MINNESOTA ZOO/2000 Campaign is vital to the future of our Zoo, to the environmental education of our young people, and, indeed, is a commitment to protecting the fragile balance between humankind and our world. Please give thoughtful consideration to your contribution.







**NED INC**

Natural Environmental Designs

445 Lake, Suite 308  
Wayzata, Minnesota 55391  
Phone 612 473-0341

Dear Friends of the Environment,

"ZOO/2000" is our Board's plan to help heighten an awareness in Minnesota for endangered species and vanishing habitats around the world.

The Zoo's 10-year capital development project, of course, will not solve all the problems. What it will do for Minnesotans is provide a top-quality, state-of-the-art zoo that will offer education for our young people, conservation opportunities for our citizens, and exciting family entertainment for everyone.

The Minnesota Zoo needs and deserves our support. It has mine. The Board of Directors now reaches out to all who would be partners with us in this worthwhile endeavour.

Will you be one of our partners?

Sincerely,

*Edward N. Dayton*

Edward N. Dayton



## MINNESOTA ZOO BOARD

**UNDER THE LEADERSHIP** of Chair Bernadette Klein, the 30 member Minnesota Zoo Board has, over the past few years, been involved in an extensive planning process for new exhibits. The direction of the Minnesota Zoo/2000 capital development program represents the state-of-the-art in modern zoos. The projects underscore the commitment of the Board to keep the Minnesota Zoo at the forefront of zoos internationally. The Minnesota Zoo Board now reaches out to the thousands of Minnesotans who believe in the unique mission of the Zoo in "strengthening the bond between people and the living earth." The Board seeks your commitment as a partner in that mission.



Bernadette Klein

**Nancy Azzam**  
Conservationist

**Barry Bonoff**  
Marketing Consultant

**Joseph F. Buchan**  
Retired Partner  
Touche Ross & Co.

**Mark E. Cherniack**  
Investment Counselor

**Burton D. Cohen**  
President  
Adams Publishing

**Ellie Crosby**  
Community Activist

**Edward N. Dayton**  
(VICE CHAIR)  
President  
Natural Environmental  
Designs, Inc.

**Janet Hirsch**  
Graduate Student

**Frank Hirshfield**  
CEO  
Hirshfield's, Inc.

**William D. Howe**  
Marketing Executive

**Lynn R. Johnson**  
Community Activist

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DVM  
University of Minnesota

**Peter A. Jordan, Ph.D.**  
University of Minnesota

**Bernadette J. Klein**  
(CHAIR)  
Fund Raising Consultant

**Sarah Kling**  
Community Activist

**I.P. Knelman**  
Investment Advisers, Inc.

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Dakota County

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Educational Consultant

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Retired, Former State  
Legislator

**Hazel Reinhardt**  
Vice President  
Cowles Media Company

**Willis F. Rich, Jr.**  
Retired, Norwest Bank  
Minneapolis

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Retired, Former Asst. Dir.  
State Planning

**William H. Spell**  
Financial Consultant

**W. Daniel Svedarsky, Ph.D.**  
University of Minnesota

**Winston Wallin**  
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Medtronic, Inc.

**Peter Watson**  
Attorney  
Spicer, Watson & Carp

**Darril Wegscheid**  
3M Information  
Systems Manager  
3M







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**Minnesota Zoo Foundation**  
**13000 Zoo Boulevard, Apple Valley, Minnesota 55124 (612) 431-9339**



# MINNESOTA ZOO

Strengthening The Bond Between People and The Living Earth.

Minnesota Zoo • Apple Valley, Minnesota • 55124 • 612/431-9200

## MINNESOTA ZOO CAPITAL BUDGET REQUEST 1990

The Board of Directors of the Minnesota Zoo has established a capital campaign, MINNESOTA ZOO 2000, to raise the funds necessary for the new exhibits and the building renovation that will be completed over the next ten years. That campaign is based on a feasibility study conducted in 1988. The study showed a willingness on the part of Minnesota's private sector to assist the Zoo in funding the new exhibit plans if their support was coupled with significant support from the State of Minnesota.

Fund raising plans for the private sector are now well underway. We have already received a commitment from International Dairy Queen for funding for the Shark Coral Reef Exhibit which was matched by funds appropriated by the 1989 legislature.

We are looking now to the state legislature to provide support from the public sector for the next phase of our campaign.

### CAPITAL PROJECTS

#### BIRD SHOW AMPHITHEATER

With a scenic view of the Zoo's main lake as its backdrop this new facility will seat 1500 people for such popular presentations as the WORLD OF BIRDS SHOW, animal demonstrations, and concerts by local performers. It will provide accommodations for even more Zoo visitors to take advantage of some of the most popular and educational attractions at the Zoo.

Cost: \$1,740,000

Bonding Request: \$1,305,000

#### LOWER LEVEL RENOVATIONS

When the renovations are completed, Zoo visitors will enter through a landscaped garden into a lobby that is inviting and fun. Additional space will be given to the Zoolab--one of the most popular exhibit areas at the Zoo--and areas such as the Gift Store will be redesigned to better accommodate visitor needs.

Cost: \$1,000,000

Bonding Request: \$675,000

#### DOLPHINARIUM

Bottlenose dolphins have traditionally been one of the most popular exhibits at the Minnesota Zoo. By enclosing and renovating the outdoor marine mammal facility, the Zoo will provide seating for 900 Zoo visitors to enjoy the performances throughout the year. The state of the art facility will provide healthful surroundings for an expanded dolphin program that will be both fun and educational.

Cost: \$9,069,000

Bonding Request: \$5,734,000

-over-





REPAIRS TO ZOO  
FACILITIES

Zoo facilities were constructed in the late 1970's. After over 12 years significant repairs are needed in many areas of the facility. A study done by Boorman and Associates has identified repairs to the roof of the Tropics Building and the main building as two of highest priorities. In addition, structural repairs are needed to several other Zoo buildings. A recent inspection by the State Fire Marshal also necessitates the addition of a fire control panel and the extension of the sprinkler system.

Cost: \$977,500  
Bonding Request: \$977,500

The Zoo's total request for the 1990 session is \$9,000,000. In a future bonding session we will be requesting funds for a major new exhibit area at the Zoo.

ARCTIC  
COMPLEX

This major expansion of the Minnesota Zoo will immerse visitors into the environment of polar bears, walrus, seals, whales, sea otters, musk oxen, seabirds, and other species living in a dramatic arctic setting. By using state of the art technology and design, the exhibit will provide an educational and entertaining experience for Zoo visitors stressing the wonders of the arctic environment and the need for arctic conservation.

Funds for this exhibit will be requested in a future biennium.

Cost: \$28,491,000  
Bonding Request: \$21,723,000

In partnership with the State of Minnesota and private sector donors, the Minnesota Zoo is looking towards a strong and dynamic future as one of the finest facilities in the country. Through our growth and development we will continue to provide the citizens of Minnesota with an entertaining and educational institution. We are committed to serving our goals of recreation, conservation, and education in a first class manner. The support of the State Legislature for this bonding request will help to make this possible.