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where WILDLIFE thrives

2017 Report to the Community





dear FRIENDS

This past year, we spent considerable time thinking about how our changing world impacts the work of the Minnesota Zoo. Thankfully, because of generous support from the State of Minnesota and our members and donors, we were able to focus on our vision and plans for taking the Zoo in new directions well into the future. At the same time, we continued to deliver exceptional environmental education and wildlife conservation programs while providing our guests with an outstanding guest experience.

I am pleased to report the State continued its strong investment in the Zoo. We completed the fiscal year with strong financial results, and we are well positioned for the next biennium for which we received a 10 percent increase in our general fund appropriation. We also received Legacy Amendment Funds for special programs and lottery funds for the mussel conservation project—an exciting partnership with the Department of Natural Resources (DNR) to restore native mussels to our rivers and streams to ensure a healthy ecosystem.

We want to acknowledge you and other Minnesotans who sent 85,800 emails to Governor Dayton and Minnesota Legislators, thanking them for their support this year. Thank you! It is that kind of positive action that makes a difference for our Zoo.

We also want to thank our generous donors. We ended the year with the second largest annual fund in our history, raising \$5,928,456. The Minnesota Zoo Foundation also launched a \$3.8 million *Wells Fargo Family Farm Revitalization Campaign* and received two lead gifts totaling \$1 million. And, we celebrated the most successful Beastly Ball in Zoo history.

Finally, our 2017 year-end results are strong because you visited our Zoo! This past year we attracted more than 1.35 million visitors, and we now boast more than 43,452 member households. While there are many reasons people visited our Zoo this past year, the seasonal exhibit *Kangaroo Crossing* was a blockbuster, and no wonder. Guests were invited into the exhibit without barriers on an Australian walkabout with kangaroos, wallabies, and emus.

Many visitors also participated in the new *Backstage with Kangaroos* program where they came face-to-face with these bounding, long tailed animals and fed them breakfast, while others spent the night in tents overlooking the exhibit on *Family Overnights*. Immersive educational experiences like these inspire our guests to develop a lifelong commitment to nature and wild animals - something we want *all Minnesotans* to enjoy.

That is why we launched *Free to Explore*, an initiative designed to attract ALL Minnesotans to the Minnesota Zoo regardless of their financial circumstances. Since the inception of *Free to Explore*, the Zoo realized a 29 percent increase in the numbers of guests who visited the Zoo free of charge simply by showing their public assistance cards—from about 57,000 people in 2016 to nearly 83,000 guests in 2017.

Clearly, our achievements this past year demonstrate Minnesotans' interest in wild animals, which inspires us to do more, do better in response to our changing world. To ensure our continued success, we approved a *Revised Strategic Plan* that specifically addresses a number of critical changes in our world—from the many hours children spend connected to technology to the changing views of zoos and aquariums.

We developed a multi-year plan through 2028 (the Zoo's 50th anniversary) that will revitalize the Zoo's assets and exhibits and provide new immersive experiences and exhibits like *Kangaroo Crossing*. In addition, we began work on a *Nature Plan* that will take advantage of our 485-acre site and create more opportunities for people to get out and explore nature. We will ensure that the Minnesota Zoo is not only a place to see wild animals but also a *Gateway to Nature*. Further, our *Nature Plan* will allow the Zoo to reach increased demographics, build new partnerships, and add many new additional products to the Zoo's expansive campus, resulting in a more sustainable business model.

We are proud of our 2017 accomplishments and we thank you for making them possible. As we consider our future and how we continue to respond to our changing world, we are as committed as ever to bring more people to the Minnesota Zoo, and in partnership with them, fulfill our vision: A future where wildlife thrives in Minnesota and beyond. Thank you for joining us!

Sincerely,

John Frawley

Director/President, Minnesota Zoo President, Minnesota Zoo Foundation

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We thank all donors to the Minnesota Zoo Foundation. While 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 so that we may extend our apologies and correct our records.

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Cargill Service Systems Associates Think Mutual Bank Wings Financial Credit Union

\$25,000-\$49,999

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The Valspar Foundation \$5,000-\$9,999

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Group Phoenix Zoo-Arizona Center for Nature Conservation Potawatomi Zoological Society Securian Foundation Sedgwick County Zoological Society Tiny Footprint Coffee

Tulsa Zoo Virginia Zoo

Zoo Miami

\$2,500-\$4,999

Best Buy Co., Inc. Brandywine Zoo BREC'S Baton Rouge Zoo

Curtis L. Carlson Family Foundation Chaffee Zoological Gardens of Fresno Construction Cost Consultants Dakota Zoo Dorsey & Whitney LLP Fredrikson & Byron, P.A. General Mills Inc./General Mills Foundation JB Hudson Jewelers John Ball Zoo Margaret Rivers Fund Sit Investment Associates Foundation Stinson Leonard Street LLP Tennant Foundation Terhuly Foundation Inc. The Toro Company

\$1.000-\$2.499 AFSCME Local 1929 Akron Zoo ALLETE Clean Energy Audubon Nature Institue Buffalo Zoo Zoological Society Cameron Park Zoo Chuck & Don's Pet Food Outlet Fair State Brewing Cooperative Friends of the Alexandria Zoo Inc. Goodrich Sensors and Integrated Systems Hard Rock Cafe Honolulu Zoo Kansas City Zoo Kohl's Lee Richardson Zoo Little Rock Zoo Mesker Park Zoo Milwaukee County Zoo Morgan Stanley Naples Zoo Nilan, Johnson and Lewis PA Oregon Zoo Peoria Zoo Sacramento Zoological Society San Francisco Zoological Society Community POWER / Solid Waste Management Coordinating Board Solos Pizza Cafe Thomson Reuters Toronto Zoo United Technologies Wendland Utz

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Aegis Partners Animal Adventure Bjorn Portraiture Bluepearl Veterinary Partners Cargill Inc. Classics by David Cream of the Cakes CREATE Catering & The Dining Studio Chad and Maggie Dayton Delta Air Lines, Inc. Dorsey & Whitney Event Lab, LLC Fin Studio

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Maia Garcia, a future zookeeper, on her

21st birthday

Mitchell Gordon

Fiona Gottesman and Ava Nelson

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Hailey, Lauren, Wyatt, Sully, & Sicard

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David Olson

Helen Peterson

Remembering with love all my past & present pets

Happy Birthday to Darryn Records

Manuel Esperon Rodriguz

Ellie and Lance Siler

Stella

Rebecca and Guy Stinson

To my grandmother Edna Stone who accompanied me on my first Zoo

walk in 1975 (?) (before the Zoo even

opened!) Nora Straquadine

Brenda Teats

Kylie and Autumn Roth

James Van Der Bark

The marriage of Emily Wacker and Mike

Simmons Diana Weinhardt's successful teaching

of parenting skills to Sundari

Ken Weisenberger

In honor of Sophia Wyttenback's First Birthday!

Gifts Made In Memory Of

Darrel Alkire

Thomas Allstopp

Verlon "Andy" Anderson, the smiling man in the overalls at the Zoo farm

Robert Barry

Milton Bauer

Sam Beattie

Candace E. Beaulieu

Noel Beneke

Ann Marie Benusa, 30 year employee

at the Zoo Elanor Branham

Robert Brennan

Our sweet daughter Vivienne Claire

Burgess

Andrew and Shane Cadwell

Virginia Carlson

Robert Clarkson, Jr.

Raymond E. Dahl

Laura Fitzgerald

George. He was a good guy.

Anne Hatch

Eric Edwin Hayes

Duane Bernard Held

Scoutmaster Gary Holstad

Chris Hultgren

Danielle Mary Jelinek

In loving memory of former Minnesota Zoo volunteer and dear friend Eric

Kilberg

Karen Kittel

Kari Ann Koskinen

Eli Michael Krisnik

Vicki Lansky

Gregory Scott Larson

Char Lempe

Bettie Luedeke

Cynthia Alice Lundheim, who loved zoos, wherever she traveled

Kenneth Madole

A beautiful and magnificent tiger gone too soon. Love you, Max.

Min Min & Milton Marcia Mohn Ozzv the Hamburglar Nora the Sweet Hedgehog Girl Pebbles & Maestro Ruth M. Peterson Brecken Kai Poppe William David Romans Rutger...our personal Carl Phyllis Grace Schmidt and all the monkeys in the zoo Rachael K. Schumacher Philip Sheridan

Marvin Sinykin

Connie Sjolund Sally Spaulding

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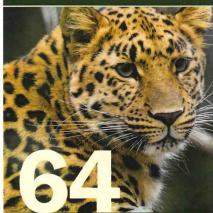
Volunteer Endowment Fund

Endowment Fund

by the **NUMBERS**

Number of acres of entire Zoo campus

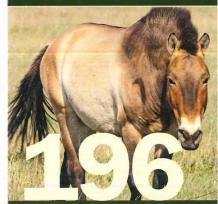
Total number of animals



Total number of threatened and endangered species at the Minnesota Zoo

Number of countries visited by Zoo staff

participating in the Ulysses S. Seal **Conservation Grant Program**



Number of descendants from an Asian wild horse stallion sent from the Minnesota Zoo to Mongolia



Number of free admissions from the Free to Explore program

Total percent of admissions that are free or reduced



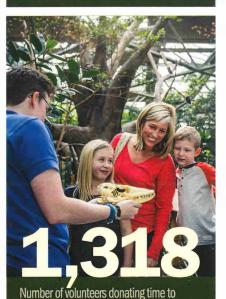
Views of Facebook Live tiger broadcast in partnership with Animal Planet

Instagram followers

40,806

Total number of donors

Total amount of charitable gifts



Number of volunteer hours donated

the Zoo



Total number of participants in School **Programs**

Total number of participants in Community **Programs**

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MINNESOTA ZOOLOGICAL GARDEN

FINANCIALS

Statement of Revenue and Expenses for the Fiscal Year Ending June 30, 2017, Unaudited

Revenue

Earned Revenue	.\$15,584,820
State Appropriation	8,410,000
Legacy Appropriation	1,750,000
LCCMR Appropriation	568,000
Federal Grant	14,138
Contributions	1,776,521

TOTAL \$28,103,479

Operating Expenses

Operations, Facilities & Capital	8,456,307
Animals & Conservation	7,973,917
Guests, Sales & Marketing	3,727,568
Education	2,646,217
Administration & Finance	3,700,312

\$26,504,321

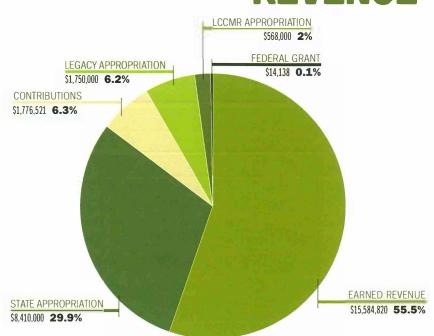
TOTAL Operating Expenses and Capital Funded from Operations

Net Cash \$1,599,158

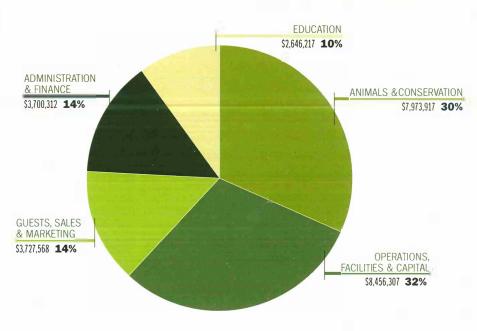
Fund Balance June 30, 2016 \$4,431,973

Fund Balance June 30, 2017 \$6,031,131

REVENUE



EXPENSES



MINNESOTA ZOO FOUNDATION

FINANCIALS

Statement of Revenue and Expenses for the Fiscal Year Ending June 30, 2017, Unaudited

Revenue

Individuals	\$2,383,287
Corporations	1,234,300
Foundations	1,104,211
Government and Groups	311,295
Events, net of direct benefit	591,522
Other	303,841

TOTAL \$5,928,456

Operating Expenses

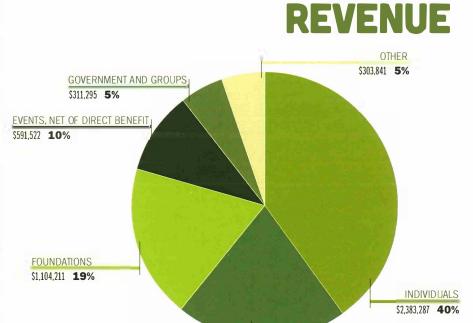
Grants to the Zoo*	\$1,992,620
Other Grants	391,036
Program Expenses	354,683
General Operations	1,257,873

TOTAL \$3,996,212

Net Expense Over Revenue ** \$1,932,244

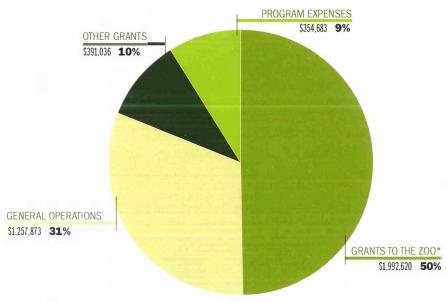
Net Assets, June 30, 2016 \$3,620,654

Net Assets, June 30, 2017 \$5,552,898



CORPORATIONS \$1,234,300 **21%**

EXPENSES



^{*}Includes in-kind contributions and capital grants.

^{**}The Foundation has accumulated net assets in prior years due to the recognition of multi-year pledges. These net assets are used in the years that pledge payments are received and expended for grants, program expenses, and operations.



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Paul Reppenhagen

David Romans
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EX-OFFICIO

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