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MINNESOTA ZOO
1999 annual report

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Dear Friends of the Minnesota Zoo,

The 1999 Annual Report for the Minnesota Zoo takes on a new look this year; a look that states the vision for the future.

The Minnesota Zoo adopted a vision statement that guides our Zoo in achieving great things and fulfilling its mission. It is our affinity with animals and the natural world that inspires us to go beyond the expected and achieve the exceptional.

The vision statement guides us in our mission "To strengthen the bond between people and the living earth," and also provides us with the tools to be more than a place for people to see and learn about animals. The Minnesota Zoo, a destination attraction and conservation education resource, is a major state asset.

Our vision strives to increase success and create opportunities for everyone to make a difference in the natural world. The Zoo's Board and management have faced many challenging issues this past year, always with the goal of balancing the vision of a world-class zoo with the financial obligations that are the reality of the situation. A strong Board of Directors and Foundation, a passionate staff and volunteer corp, as well as legislative support have contributed to a successful year, albeit very challenging.

We have many more opportunities facing us in the near future: recruitment of a permanent CEO to lead our Zoo into the next millennium; a discussion with our state partners as to the appropriate governance structure for our Zoo and the on-going challenge of bringing financial stability to the institution.

We are confident that with your support, the year 2000 will be a great year for our Zoo, and our vision will become a reality.



Discovery Bay: United HealthCare Marine Education Center

Connie J. Braziel

Connie J. Braziel
Acting Director, Chief Operating Officer

Daniel C. Rohr

Daniel C. Rohr
Chair, Minnesota Zoological Board

create



a magical experience

- The magic was made of lights. For the second year, Walk The Wild Lights offered holiday guests a magical walk around the Zoo's main lake to see more than 750,000 lights and 40 animal shapes in lights.

- The magic of coming nose-to-nose with an animal is what makes ZooCamp an extraordinary experience for more than 1,700 children. Revenues totaling more than \$153,000 are generated from this program.

- The birth of Amur (Siberian) tiger cubs on April 27, 1999, was a magical experience for millions of cyber space visitors. Their birth and daily activities were viewed live via the Internet. The web site www.mnzoo.com experienced more than 1.4 million hits in June from visitors as far away as Australia and the Netherlands.

- Considered a national treasure by the Chinese, the birth of a female takin calf born on May 25, 1999, was an exciting first for the Minnesota Zoo. Our Zoo is one of only three in this country to exhibit this subspecies. This unusual-looking animal is known as "Ling Niu" or "antelope cow" to the Chinese.

- The Butterfly Garden created its own silent magic. This past summer, more than 40 species of North American butterflies and moths flew free in a garden landscaped and planted to provide food and shelter for these delicate creatures.

- In the main aviary of the Tropics, three Temminck's tragopan chicks hatched in the spring of 1999, after maintaining a pair for more than five years without any breeding success.

- The majestic bald eagle is a symbolic icon of our nation's efforts to protect endangered species. A new exhibit on the Minnesota Trail, designed and built by staff, provides a comfortable habitat for two mature bald eagles. It also presents the opportunity to tell the story of how an animal on the brink of extinction was saved. Tempest, the World of Birds Show eagle, and a staff person traveled to Washington D.C. to participate in a ceremony announcing a proposal to remove the bald eagle from the endangered species list.



World of Birds Show American Bald Eagle
Left: Sichuan Takin

	Species	Specimens
Mammals	52	491
Birds	102	530
Reptiles	30	91
Amphibians	68	509
Fish	171	1089
Invertebrates	65	940
Total	488	3650

thrive



as a special place for children

- Volunteers provided 134 school group tours to more than 2,000 students that came to the Zoo, adding a personal touch to their educational experience.
- Monorail staff established a new program for young children utilizing stories and puppets. On Fridays, from September through February, parents brought their children to the Monorail Station for stories and activities followed by a train ride. Proven to be popular, riders doubled during this period, and many came again and again specifically for this program.
- Children discovered several new exhibits added to Clubhouse Cove in Discovery Bay: United HealthCare Marine Education Center. Zoo staff designed and built a new Live Rock Coral tank, a Shrimp Bycatch tank and an Elasmobranch tank. These new exhibits gave children a special place to learn and have fun.
- ABC's at the Zoo: Animals, Books and Children! This first time event combined the best of the Zoo's experiences. Animals encouraged kids to read and learn more about their environment. A special appearance by Arthur of the PBS Emmy award winning TV series was a big hit with kids. Local authors showcased their talent and more than 500 books were collected for the Community Action Council to give to local families in need.
- The Minnesota Zoo's Mentor Program is a science career exploration program for racially diverse and economically disadvantaged youth. In 1999, 115 students participated in the program sponsored by Medtronic and the Fingerhut Family and Deikel Family Foundations. The program encouraged students to thrive in an unconventional educational environment.
- Imagine the excitement when school groups encountered costumed historical characters that transported students back in time to learn about the interrelationships between humans and animals in the early years of our country. Specialized classes were developed for on-site school groups with Monorail staff as costumed characters. These characters set the scene and helped students learn in a fun and interesting way.
- Birthday parties at the Zoo provided children and adults the opportunity to celebrate their special day with the animals! The Minnesota Zoo was the site for 584 birthday parties that generated \$48,780 for the Zoo's programs.



Orange-kneed Tarantula
Left: Atlantic Bottlenose Dolphin

know



our customers

- Annual attendance for Fiscal Year 1999 reached 1,173,240, the fourth highest attendance in the Zoo's 21-year history. The Zoo was given a "good" or "excellent" rating by 99 percent of guests surveyed. Guest comments help direct the Zoo's long-range plan.

- The new ticketing and scheduling system went on-line in April and provided a new state-of-the-art system for admitting guests and tracking internal resources. A State of Minnesota grant and special Year 2000 financing funded the new system.

- Spring Babies were popular with everyone. The nine-day event brought 50,000 guests to the Zoo in March. The event encouraged people to come to the Zoo at a non-traditional time of year and helped increase spring attendance.

- Our volunteers know our customers best because volunteers are our customers! Volunteers spend their leisure time "working." Their work involves interacting with guests, helping make their Zoo visit memorable.

- The Education staff established new programs to meet customer needs, increase customer satisfaction, increase revenue and support the Zoo's mission.

- The Sixth Annual Plant Sale was expanded into a new spring event, "Growing Wild at the Zoo." The event included a plant sale, interpretation in the Tropics exhibit of interesting plants, planting advice from Zoo horticulturists, and children potting their own small plants.



Zoo Volunteer with Blue-tongued Skink and Zoo Guest
Left: Bactrian Camel

Education	Programs	Participants	Revenues
Family Zoo Adventures	38	677	\$7,994
Special Group Overnights	10	361	\$14,125
Preschool	56	620	\$9,443
Scouts	55	1267	\$7,068

manage



visitor moments of truth

- In 1999, Shark Talks were presented for more than 3,000 guests and school groups. These short, interactive presentations at the Shark Reef in Discovery Bay involve the combined efforts of the Education staff, Volunteers and the Aquarist staff.
- The Zoo's 650 dedicated volunteers donated more than 95,122 hours of service to the Minnesota Zoo. They manage visitor moments of truth every time they encounter a guest, whether it's pointing out an unusual animal trait, or directing a guest to the parking lots, restroom, dolphin show or the Takin exhibit.
- Not every guest to the Zoo comes for the animals. Music in the Zoo, sponsored by Northwest Airlines in the Weesner Family Amphitheater, is the most beautiful setting for a concert in the metro area. More than 18,000 music lovers enjoyed sounds ranging from the swinging Brian Setzer Orchestra to the ever-popular Robert Cray.
- On the Northern Trail, the existing pathways were widened and resurfaced, and new viewing areas at the animal exhibits resulted in a closer perspective for the guests.
- School Programs managed many moments of truth for 115,476 students and 24,464 adult chaperones that attended the Minnesota Zoo. Students participated in self-guided tours, guided tours, ZooClasses, Zoolab, and Special Event Days, including World Language Days, Math Day, EarthFest and Ocean Day.
- A special gift from the William W. and Nadine M. McGuire Family Foundation provided third grade students from St. Paul Schools a New Zoo Safari experience that included a ZooClass, bus transportation, a narrated monorail tour and lunch. The McGuires' exceptional generosity made moments of truth come to life for 3,337 St. Paul students.
- Aquatic Encounters Overnight participants enjoyed an up close experience with sharks, rays and dolphins during their overnight adventure. The program attracted 2,237 participants and revenues totaled \$86,147.



Nadine and Dr. William McGuire with School Guests
Left: Hyacinth Macaw

link



revenues to results

- The Zoo's Membership for Fiscal Year 1999 included 26,162 households. The total number of member visits was 273,745 of the total 1,173,240 attendance, or 23 percent of attendance.
- A phenomenal fad resulted in the sale of more than 35,000 Ty® Beanie Babies in the Zoo Store. The gross revenue generated by gift store sales accounted for more than \$1.4 million, and 8.6 percent of the Zoo's total revenues.
- A picnic at the Zoo is a highly rated, popular event and more than 37,000 guests attended 101 picnics. Evening Events accounted for another 104 corporate and wedding events. The revenue generated contributes to the Zoo's earned income.
- Volunteers give freely of their time and energy, but they also contribute to increasing the financial strength of the Zoo. They work at fund-raising events, including the Beastly Ball, sell raffle tickets for car drawings, and as individuals and a group they give generously to the Zoo's Annual Fund and The Campaign for the Minnesota Zoo.
- Event and program sponsors recognized the value of reaching the Zoo's family-focused audience and helped strengthen the Zoo's financial link. Sponsors for Walk The Wild Lights, ABC's, Spring Babies, and concert series added to the value of the events for guests and increased the Zoo's ability to provide quality programs.
- The Minnesota Zoo's Conservation Office secured \$496,700 through foundation grants to fund 13 projects. Based at the Minnesota Zoo or located in Indonesia, these projects included the Tiger Information Center; the Sumatran Tiger Project; Tiger Geographic Information System (GIS) Map in Sumatra; Elephant Barrier Ditch in Way Kambas National Park, Sumatra; and Ujung Kulon National Park, Java.
- The American Association of Zoo Keepers, including the Zoo's local chapter, raised \$12,500 by Bowling for Rhinos to help Javan rhinos at Ujung Kulon National Park in Indonesia. A photo census using remote infrared cameras will be conducted in the park to assess the status of the Javan rhino population.
- Together, the Minnesota Zoo's Board of Directors, the Minnesota Zoo Foundation and the State of Minnesota completed the \$29 million funding package to build Discovery Bay: United HealthCare Marine Education Center and the Wells Fargo Family Farm. The Minnesota Zoo Foundation exceeded its goal by raising \$8.7 million for The Campaign for the Minnesota Zoo.



Saturn Monorail
Left: Amur (Siberian) Tiger

invest



to keep the existing zoo great

- The new Costa Rican Aviary on the Minnesota Trail has been remodeled to simulate a rain forest. The bird species in the exhibit are representative of birds that migrate between Costa Rica and Minnesota. The exhibit demonstrates the connection between Minnesota's wildlife and the rain forests in Central America.

- Zoo education staff, as adjunct teachers, presented four short-theme courses and facilitated a rich variety of educational opportunities for students at the School of Environmental Studies.

- A group of two male and five female wolverines was purchased from an individual in Canada who has been successful in breeding this species in captivity. The wolverines will form a core group for further study of the reproduction and exhibition of these fascinating animals.

- A Pygmy Loris was imported from Germany to bring important new genetic material to the North American captive population. The Zoo participates in a Species Survival Plan (SSP) for this endangered primate species. Another pair came from Duke University and the animals are on exhibit in the Tropics.

- The Operations Division is responsible for building, painting, cleaning, mowing, planting and more than 100 activities that help keep the existing Zoo great. In addition, they plan, design, build and remodel safe and stimulating environments for the animals, as well as amenities that enhance the guests experience.

- Trumpeter swans raised at the Minnesota Zoo were released at Swan Lake this year as part of the Minnesota Trumpeter Swan Restoration Program. Swan Lake was the last known nesting area for trumpeter swans before they were extirpated in Minnesota early in this century.

- In 1999, Zoo staff renovated the Snow Monkey and Beaver exhibits. The Snow Monkey exhibit was re-landscaped with natural rock terraces, trees, pools, and a stream. The Beaver exhibit and viewing area was upgraded, immersing the visitor in the experience.

- The Zoo's Conservation Office coordinates the Adopt-A-Park program, which includes Ujung Kulon and Way Kambas National Parks in Indonesia. The Adopt-A-Park program began in 1991 with Ujung Kulon, refuge for the last 50 Javan rhinos, and Way Kambas, the site of the Conservation Office's Sumatran Tiger Project.

- The Conservation Office projects around the world included tiger-related issues at Taman Safari Indonesia; developing a Geographic Information System (GIS) map database for Sumatra; conducting a nutrition training workshop in China for captive South China tigers; analyzing Sumatran tiger captive populations; and assisting with Red Wolf Population and Tree Kangaroo workshops.



Trumpeter Swan Release
Left: Japanese Macaque

build



a premier service organization

- More than 700 guests attended the 1999 Beastly Ball. The Ultimate Animal Party raised more than \$200,000 to support the Zoo's education and conservation mission.
- A very gifted corp of volunteers assisted in building a premier service organization by developing educational program opportunities for our guests. This year an interpretive tiger cart was developed and provided guests with hands-on learning.
- A new, mutually beneficial partnership was formed with Cub Foods this year. The partnership helps both parties to reach their specific audiences through on-site recognition and special sponsored events at the Zoo.
- A zoo animal records and studbook keeping course was held at the National Zoo of Costa Rica for the Meso-America and Caribbean Zoo Association staff. The Zoo's Avian Conservation Manager was the lead instructor.
- Partnering with medical experts, the Minnesota Zoo's veterinarians and animal staff provide the highest level of medical care and expertise available. A Mayo Clinic surgeon performed a tubal ligation on a female white-checked gibbon. A University of Minnesota radiologist did a spinal study on an Amur leopard. A University of Minnesota surgeon removed a malignant tumor from our female Amur tiger's elbow and a local dentist did a root canal on our male Amur tiger.
- The Sumatran Tiger Project completed four years of fieldwork in Way Kambas National Park in Sumatra. Based on that work, a new project began that focuses on long-term monitoring of a known population of tigers in Way Kambas National Park.
- The Conservation Office continues to coordinate the American Zoo and Aquarium Association (AZA) Amur Tiger Regional Studbook, AZA Tiger Species Survival Plan (SSP), the World Conservation Union/Species Survival Commission (IUCN/SSC) Conservation Breeding Specialist Group Tiger Global Conservation Strategy, the Tiger Information Center, the Tiger Geographic Information System (GIS) project, and the Sumatran Tiger Project in Sumatra.



1999 Minnesota Zoo Staff
Left: Slow Loris

The Minnesota Zoo's Annual Fund

The Zoo's **Annual Fund** received a total of \$1,555,795 in restricted and unrestricted operating support from 437 donors. A total of \$102,860 in-kind donations was received from 23 sources. We want to thank and recognize all our donors who contribute to the vitality and quality of the Zoo's operations.

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Kim Thomas

minnesota zoological garden
sources and uses of operating revenues
fiscal year ending June 30, 1999
(unaudited)

Operating Revenues		
Admission Fees		\$ 3,506,468
Net Sales		1,901,511
Memberships		1,458,385
Other Income		<u>3,289,676</u>
Total Revenues		10,156,040
Less Cost of Goods Sold		<u>579,995</u>
Gross Margin		9,576,045
Program Expenditures		<u>15,847,602</u>
Operating Loss		(6,271,557)
Nonoperating Revenues		
Grants		6,394,503
Investment Income		<u>68,242</u>
Net Nonoperating Revenues		<u>6,462,745</u>
Surplus of Revenues and Appropriations Over Expenditures		<u><u>\$ 191,188</u></u>

Note: This information is subject to audit by the State of Minnesota Legislative Auditor. A complete financial report is presented in the State of Minnesota's annual report.



White Bengal Tiger