A Focus on the Future  
Always Moving Forward  
Conservation Carries On  
Uniting You with the Zoo

Donors, Volunteers and Staff

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Financial Statement

2020 Financial Report
While planning for tomorrow is important, it’s even more critical to have the ability to make needed adjustments along the way.

The past year exemplified this need more than ever before, and the Saint Louis Zoo came through with the help of donors, sponsors, families, corporate partners, friends and volunteers. With a focus on digital outreach and safe practices, the Zoo continued to serve the needs of animals, guests and the community around us.

Winthrop B. Reed, III  
Chair, St. Louis Zoological Park Subdistrict Commission

Jeffrey P. Bonner, Ph.D.  
Dana Brown President & CEO  
Saint Louis Zoo
A Focus on the Future

Moving forward to a better tomorrow has always been a guiding motivation behind the Saint Louis Zoo’s commitment to continuing our mission of animal conservation while maintaining a strong sense of community. Our staff, keepers, donors, sponsors, volunteers, friends and guests have all demonstrated a level of determination and resourcefulness that made it possible to continue on our path to progress despite the challenges we all faced together over the past year.

As we reflect on 2020, we appreciate and acknowledge the outstanding efforts and accomplishments that continue to shape a promising future for the animals in our care and the community we call home.
Always Moving Forward

Progress is often measured in tangible ways, such as new buildings or infrastructure. During the past year, the Saint Louis Zoo continued to make progress toward improving the overall experience for our guests while maintaining a focus on providing for the welfare of the animals in our care.

Conservation Carries On

The need for conservation never takes a day off. At the Saint Louis Zoo, neither does our commitment to prioritizing conservation efforts both locally and around the world. From breeding to education programs, we ramped up our efforts and, with your help, kept our mission of conservation front and center in 2020.

Uniting You with the Zoo

A strong sense of community is what makes the Saint Louis Zoo a natural place where people come together. During 2020, while the ability to gather and visit the Zoo was not possible for a period of time, we still managed to reach out and engage the members of our community, greatly increasing website and online interactions and bringing us together in meaningful ways.
To enhance the experience of those visiting the Saint Louis Zoo both now and in the future, we implemented plans for improvements to make the Zoo a better place for animals and guests alike.

Always Moving Forward

Despite the challenges presented by the pandemic, we continued our plans of developing the 425 acres in north St. Louis County, which was officially introduced with the name “Saint Louis Zoo WildCare Park” in December of 2020. With an estimated public opening slated for 2026, the WildCare Park will allow us to serve members of our community and meet the ongoing need for conservation and education efforts.

Guests to the WildCare Park will enjoy a realistic safari adventure surrounded by herds of animals roaming freely through grassy meadows and native forests. This will be a one-of-a-kind experience that brings together people and animals in ways many will have never encountered before.

Thanks to the generous gift from Judy and Jerry Kent and their family, conservationists will work to sustain populations of endangered species, conduct research and engage in applied conservation programs.

The Kent Family Conservation and Animal Science Center will foster the study of native animals and plants in the surrounding area. The biodiversity studies focus on bats, birds, coyotes and foxes, invertebrates/pollinators, plants, reptiles and amphibians as well as the all-important water quality of our lakes and streams.

Beyond the excitement around the WildCare Park, the Zoo also continued our commitment to maintaining the highest level of animal care during the closure in spring of 2020.

Although the Zoo is free, revenue from guest spending is a key factor in our Zoo’s operations. When we closed, we created the Critical Animal Care Fund to ensure our animals would receive the same exceptional standard of care and cover the ongoing expenses. The Critical Animal Care Fund generated $486,606 from 826 individual donors.

Far Left: A rendering of the Kent Family Conservation and Animal Science Center entrance.

Left: The entrance sign welcoming guests to the Saint Louis Zoo WildCare Park.
Through training by positive reinforcement, animals voluntarily participate in activities and work with keepers. This allows animals to receive the best care possible through their own willing involvement in the process.
Raven, a female chimpanzee, was born on October 28, 2020.
During the past year, we made many adjustments, and our conservation efforts were no exception. But what never wavered were our high standards of excellence when it came to animal care.

Conservation Carries On

From research at the Zoo to research around the world, the Saint Louis Zoo’s conservation efforts were in full swing throughout 2020. In fact, nearly 900 new babies, many of which were endangered species, were born last year at the Zoo. Some of these new arrivals included a male Guereza colobus monkey (born February 3) named Teak and a female chimpanzee called Raven (born October 28).

One of the more interesting births involved a bit of mystery. Our 60-year-old ball python laid seven eggs... which doesn’t seem impressive on the surface until considering that she had not been with a male for over 15 years. An amazing but wonderful surprise!

Along with all the new babies, other animals that arrived included our new capybara named Aspen. In all, 35 new animals were added to the Zoo, all coming from other accredited institutions.

While we welcomed these newcomers, our conservation efforts continued both overseas and here at home... from addax at the Ouadi Rimé-Ouadi Achim Wildlife Reserve in Chad to American burying beetles at the Taberville Prairie Conservation Area in Missouri. Over 1,000 hellbenders were also reintroduced into native rivers in Missouri.

Beyond these births and conservation efforts, our commitment to educate the community about the importance of conservation continued during the past year. Through the Saint Louis Zoo Institute for Conservation Medicine, staff worked to help ensure people and animals remain healthy, which includes the study of zoonotic diseases. A zoonotic disease is a disease that can spread between animals and people. They can be caused by germs like viruses, bacteria, parasites and fungi. In fact, COVID-19 is an example of such as disease.

Right: A radiated tortoise in Madagascar, rescued from trafficking, is examined by the Saint Louis Zoo Institute for Conservation Medicine team.

Far Right: The American burying beetle is named for its practice of burying its food, carrion (dead animals). It is the largest of the carrion beetles—up to one-and-a-half inches long!
After 80 days of closure to the public, the Zoo reopened with modified operations for safety, including requiring masks and free reservations. Families were happy to come back and visit the Zoo!

Like the rest of the world, the Saint Louis Zoo had to make numerous adjustments throughout 2020. With no roadmap to follow, new ideas had to be explored, evaluated and implemented to keep people, and animals, as safe as possible.

While closed for 80 days after the onset of the pandemic, we created plans to reopen safely when permitted to do so. This required implementing a free reservation system for guests to schedule their visits so as to limit crowd size in the Zoo throughout the day. Social distancing was promoted throughout the grounds and the availability of animal-themed masks in our gift shops helped encourage having fun while being safe. In fact, nearly 60,000 masks were sold!

Portable handwashing stations were placed in convenient spots, and the Emerson Zooline Railroad offered guests a safe journey around the Zoo with Plexiglas between the seats.

Many of the special events you’ve come to look forward to at the Saint Louis Zoo continued. A Zoo Ado presented by Wells Fargo was held virtually in September and included behind-the-scenes experiences and interviews with keepers. We also held Halloweekends with limited attendance during the day in the month of October and, in the evenings, our non-scary event, Boo at the Zoo, welcomed guests of all ages. Both Halloweekends and Boo at the Zoo are presented by SSM Health Cardinal Glennon Children’s Hospital. During the holiday season, we brightened everyone’s nights with U.S. Bank Wild Lights that featured more decorations than ever before.

In addition to all the precautions taken to protect our guests during the pandemic, we also needed to take steps to ensure the safety of the animals and keepers. While many of our keepers had been wearing masks and gloves to protect the animals even prior to the pandemic, we took it a step further and organized teams into separate units in the event that a keeper became infected. These approaches protected both the keepers and the animals in their care.
Though Zoo visits looked a little different in 2020, guests could still come and connect with animals and nature.
We Can Count On You

With the uncertainty faced during 2020, the Saint Louis Zoo is all the more thankful for the generosity and selfless commitment of our donors, sponsors, families, corporate partners, friends and volunteers. Once again, you came through for the benefit of the animals, ongoing conservation and the overall community.

A California sea lion enjoys an enrichment toy at its habitat at the Judy and Jerry Kent Family Sea Lion Sound.
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Female lesser kudus are marked with vertical white body stripes, which camouflage them in their woodland habitats in the wild.

Throughout the pandemic, our team remained dedicated to caring for the animals.
A Gift That Keeps On Giving

On the same day that the Saint Louis Zoo announced the new name of the Saint Louis Zoo WildCare Park, Judy and Jerry Kent and their family announced a leadership gift to name the Kent Family Conservation and Animal Science Center. This important facility, located within the WildCare Park, will allow us to advance our Zoo's mission of animal conservation by working to sustain populations of endangered species, conducting research and engaging in applied conservation programs.
<table>
<thead>
<tr>
<th>Name</th>
<th>Donation Range</th>
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*Insects like this butterfly, as well as birds and other small mammals, pollinate over 90% of the planet’s flowering plants and up to one-third of the human diet.*

*Kali the polar bear greets some young guests at McDonnell Polar Bear Point.*
This San Esteban Island chuckwalla doesn’t just have a unique name. It doesn’t need to drink water! It gets all the water it needs to survive from the plants it eats.
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Dana Brown President & CEO (est. 2008)
Fred Saigh Director of Education (est. 2013)
William Bernoudy Vice President Architecture & Planning and Chief Architect (est. 2014)
Kevin Beckmann Curator of Carnivores (est. 2020)

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Michael Staenberg’s company, The Staenberg Group, was instrumental in the Zoo’s acquisition of and real estate negotiations for the Saint Louis Zoo WildCare Park. His expertise in real estate development was essential to procuring the property for the Zoo and is now essential for some of the key ongoing development activity. In appreciation of Michael and his team for their extraordinary in-kind gift of professional expertise, we recognized the company at our Zoo’s large outdoor habitat for the Asian elephants, now called The Staenberg Group Elephant Woods.

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Mr. & Mrs. Scott Johnson
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Robert E. & Susan O. Jones (16)
Lana Mueller Jordan (20)
David & Judy Kabbes
Julie & Robert Kaley

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Reticulated giraffes have no competition when it comes to finding food. Their long necks help them browse in a place that other animals can’t reach: the treetops.
A Charitable Gift for the Carnivores

To help us provide the best care possible for our cheetahs, Kevin Beckmann provided a very generous contribution of $2.5 million to the Saint Louis Zoo Association, with $1 million designated to name the Cheetah Savanna habitat in River’s Edge and $1.5 million to endow the position of Curator of Carnivores. A gift like this to support the beloved carnivores at the Zoo allows us to continue to grow our conservation work worldwide and introduce other special carnivores to the public.
Donald & Elaine Moore
Jim & Connie Moore
Ronald S. Moore II & Megan Moore
James & Merry Mosbacher (10)
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Sarah & Kyle Narjes
Vince & Tami Natoli
Kathleen & Edcarl Navales on behalf of Annette Tulley
Ken & Mary Nettleton
John* & Grace Nichols (10)
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Jeanne & Jim Nowicke
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Suzanne Siteman (15)
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Alice & Jess Yawitz (25)
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John & Katherine Yonker
Isaac* & Marilyn Young (25)
Tom Young
Sharon G. Zelman

*Deceased
(10) indicates member for at least 10 years
(15) indicates member for at least 15 years
(20) indicates member for at least 20 years
(25) indicates member for at least 25 years
Our staff in the Orthwein Animal Nutrition Center ensures the animals, like this black-tailed prairie dog, eat well. The Zoo goes through 5.5 tons of apples annually for all the animals.
Zoo Members

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$999 – $750
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Carol Benoist
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<th>Name</th>
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<tr>
<td>James &amp; Karen Birr</td>
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<tr>
<td>Richard &amp; Lynn Blackburn</td>
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<td>Donald &amp; Marilyn Blum</td>
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<td>Jeremy &amp; Abby Bodlovich</td>
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<td>John &amp; Ellen Bohn</td>
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<td>Karen &amp; Ray Bond</td>
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<td>Jamil Boyd &amp; Brad Elkin</td>
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<td>Mahlon Braden</td>
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<td>Susan &amp; Mark Brantley</td>
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<td>Mary Ellen &amp; Charles Bremer</td>
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<td>Shane &amp; Dawn Brendle</td>
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<td>Paul &amp; Michele Brother</td>
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<td>Mr. &amp; Mrs. Douglas S. Brown</td>
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<td>Billy &amp; Janet Brown</td>
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<td>Dave Brown</td>
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<td>Tim &amp; Brooke Buening</td>
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<td>Travis &amp; Rebecca Buermann</td>
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<td>Tina &amp; Christopher Buie</td>
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<td>James R. Burmeister</td>
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<td>Rachael &amp; Joseph Burns</td>
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<td>Susan E. Bums</td>
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<td>Karen &amp; Dan Burton</td>
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<td>Camellia A. Callahan</td>
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<td>Randy &amp; Terri Canis</td>
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<td>Dwayne &amp; Lori Cantrell</td>
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<td>Michelle &amp; Brian Carbreyn</td>
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<td>Thomas E. Carney</td>
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<td>Felicia Carr</td>
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<td>Greg &amp; Meri Cartee</td>
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<td>Daniel &amp; Emily Cohen</td>
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<td>Graham Colditz &amp; Patti Cox</td>
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<td>Joe W. Collman</td>
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<td>JoAnn Colvin</td>
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<td>Russell &amp; Susan Copper</td>
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<td>Judy &amp; Adrian Copus</td>
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<td>Randy &amp; Kathleen Corbet</td>
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<td>Daniel &amp; Mary Cordes</td>
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<td>Dr. Robert &amp; Mrs. Amie Corley</td>
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<td>Angelo &amp; Stacie Corrubia</td>
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<td>Mary Ann &amp; Thomas Cummings</td>
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<td>Mr. &amp; Mrs. Carl T. Daniels</td>
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<tr>
<td>Bob &amp; Karen Dartt</td>
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<td>Stephen &amp; Jennifer Davis</td>
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<td>Jan &amp; Robert Dawson</td>
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<td>Tim &amp; Emily Day</td>
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<td>Gary &amp; Tammy DeCarteret</td>
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<tr>
<td>Jack &amp; June Dedeka</td>
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<tr>
<td>Angeline Deisanti &amp; Curtis Keller</td>
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<td>Sheree &amp; Ogden DeWitt</td>
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<tr>
<td>David &amp; Barbara Dickert</td>
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<tr>
<td>Mr. &amp; Mrs. Mark A. Doering</td>
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<tr>
<td>Cynthia &amp; James Doil</td>
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<td>Carolina Doney &amp; Adriana Adams</td>
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Katy T. Gainor
Caribbean flamingos are social birds. They live in large groups, sometimes up to tens of thousands of birds, an undulating ocean of pink.

This snake is called by many names: the rhinoceros ratsnake, rhinoceros snake, rhino rat snake and Vietnamese longnose snake. Whatever you’d like to call it, this snake resides in northern Vietnam to southern China.
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Alias
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St. Louis Children’s Hospital
Mid America Chevy Dealers
Prairie Farms Dairy
Heartland Coca-Cola Bottling Company
First Watch
Big River Running Company
106.5 The Arch

Prairie Farms Summer Zoo Weekends
Prairie Farms Dairy
iHeart Media

Night at the Zoo presented by Mid America Chevy Dealers
Mid America Chevy Dealers
Prairie Farms Dairy
Urban Chestnut Brewing Company
iHeart Media

Autumn with the Animals
Ambetter from Home State Health
Urban Chestnut Brewing Company
Eckert’s Country Store & Farms
106.5 The Arch

Boo at the Zoo presented by SSM Health Cardinal Glennon Children’s Hospital
SSM Health Cardinal Glennon Children’s Hospital
Mid America Chevy Dealers
Wells Fargo
Kiddie Academy
Prairie Farms Dairy
Sixlets®
Z107.7
93.7 The Bull

Halloweekends presented by SSM Health Cardinal Glennon Children’s Hospital
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Mid America Chevy Dealers
Wells Fargo
Eckert’s Country Store & Farms
Z107.7
93.7 The Bull

U.S. Bank Wild Lights
U.S. Bank
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The most striking feature of a babirusa is its face. Their upper canines resemble antlers more than they do tusks. Not surprisingly, the translation of “babi-rusa” is “pig-deer.”
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Dana Brown President & CEO
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**Saint Louis Zoo**

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John Wolford

Retail Operations
Judy Rancour
Tommy Brown
Rodney Hansen
Greg Lockey
**Sales & Catering**
Jason Moder
Danielle Behrens
Samantha Coleman
Miranda Durfor
Kristine Lowry
Suzanne Marks
Sydney Probst
JB Tate

**Finance and Purchasing**
Cassandra J. Brown Ray
*Vice President, Finance & Chief Financial Officer*

**Finance**
Brian Jenkins
Beth Bisher
Maria Hendrix
Terry Jansen
Alesia May
Sara Schlecht
Joseph Thoele
Melissa Wiegmann
James Willard
Nixietta Williams

**Purchasing**
Candace Bingham
Terri Mersinger

**External Relations**
Cynthia S. Holter
*Senior Vice President, External Relations*

**Development**
Jeffrey Huntington
Mandy Brooks
Kimberley Lovings
Jordan Mandel
Caitlin McGrath
Kathleen Meyers
Cheryl Rossman
Angela Stern
Jayne Ullstrom

**Corporate and Board Relations**
Andrew Bundesen
Taylor Keel
Eric Vreeland
Amy Zentgraf

**Marlin Perkins Society**
Catherine Langreder
Elizabeth Deeken
Chloe Liane
Mary Kate Potrzebowski
Morgan Verble

**Planned Giving**
Lori A. Sullivan

**Marketing**
Virginia Westmoreland
Emma Dawson
Rebecca McMiller

**Creative Services**
Gregory A. Linton
M. Xavier Burks
Kentaro Gray
Lori Marshall
Mary Anne Paszkiewicz
DeAnne Stefani

**Membership**
Lucia Clifton
Anne High
Susan Jansen
Valerie Lucchesi
Angela Paridon
Rebecca Pehle
Sara Pool
Molly Rensch
Danielle Waligorski
Stacey Wellman

**Special Events**
Mollie Corum
Michael Jordan
Kiley Elder
Tori Giesing
Anna Hounsom
Kristen Liosis
Shengxin Sun

**Public Relations**
Billy Brennan
Christine Childs
Mike De Pope

**Internal Relations**
Dustin Deschamp
*Vice President, Internal Relations & General Counsel*

**Human Resources**
Mel Carr
Elaine Gilstrap
Tim Rakers
Katie Rowland
John Russell, III
Martha Walchshauser

**Technology Services**
Jennifer Walton
Stephen Beare
Richard Jordan
Andrew Larimer
Stephen Leard
Shawn Lofgren
Zac Maynard
Reta O’Rourke
Bryan Radman

**Safety & Risk Management**
Domini Montgomery
Nick Blaes

**Security**
Michael Siemers
Michael Butler
Patrick Costello
Robert Fritschle
Scott Gagen
Nikki Guest
Celesta Immer-Staat
William Jones
David Leifheit
Terrence McDermott
Robert Oldani
William Poats
Danny Rapert
Andrew Roewe
Greg Schumacher
Paul Torno
Tim Turner
Andre Watson
Grant Widhalm
Edwina Williams

**Volunteer Services**
Katie Emerick
Rachel Drochter

**Workforce Development**
Fred Falk
Jason Ayran
A young guest greets a Nile hippopotamus at Anheuser-Busch Hippo Harbor.
Active Volunteers

Nancy Aaron
Michael Abbene
Trish Abbene
Isabel Ackerman
David Adam
Kelvin Adams
Neil Adams
Grant Aden
Erica Agnew
Beverly Aja
Timothy Alexander
Sherrie Algren
Terry Allen
Hilary Algood
Susan Allick
Taylor Amann
Joseph Ambrose
Mary Angert
Bianca Appleton
Sophie Arceneaux
Barbara C. Archer
Victoria Aubuchon
Mary Ann Averbuch
Rebecca Babb
Aurora Baker
Julia Ball
Sydney Ballard
Nicholas Ballenger
Elizabeth Barack
Tenor Barker
Thomas Barnett
Hailey Barr
Janet Barrett
Marianne Barrow
Tresha Bartlett
Susan Bartosch
Joseph Barzilai
Inbal Barzilay
Anna Bass
Philip Bassin
Jacob Bates
Andrea Bauman
Robert Bauman
Shea Baumgarth
Lisa Beasley
Lauren Bedell
Jonny Beifield
Olivia Bell
Nancy Benson
Mary-Margaret Benware
Peyton Berardi
Jason Berg
Howard Berger
Shelli Berger
James Berges
Leif Bergquist
Warren Bergquist
Dee Berman
Jack Berman
Brian Berninger
Kathryn Bernstein
Rick Berron
Sue Berron
Jim Berry
Mara Berry
Debra Besselman
William Besselman
Susan Bias
Elizabeth Bierhals
Amanda Biggs
Bob Bilzing
Kathy Birkenmeier
Marion Black
Andrea Blackmer
Allyson Blank
Susan Block
Alicia Blose
Jenny Bobo
Anthony Boeving
Stuart Bogner
Margaret Boland
Carolyn Bond
Cheyanne Bonney
Glenn Boothe
Les Borowsky
Wendy Borowsky
Andrea Bortoli
Ellen Bose
Abby Bossi
Donna Botkin
Celia Bouchard
Christine Boushka
Rebecca Bowen
Sabrina Bowling
Miles Bradford
Kathleen Brady
Betty Brand
Roger Brandt
Sharon Brandt
Miranda Brangenberg
Marsha Bray
Kay Breitbarth
Sharon Bridell
Jenni Bridges
Rhea Bridges
Ernestine Briley
Cheryl Brinker
Thomas Brinker
Lucia Brodribb
Andrew Brooks
Lee Brooks
Marilyn Brown
Sarah Brown
Cicardi Bruce
Casey Buchanan
Michaela Buck
Jackie Buckley
Duane Bude
Vallerie Budrovich-Stack
Alexandria Buettner
Merrill Buettner
Grace Bundy
Sarah Bundy
Denise Bunsick
Cindy Burchfield
James Burchfield
Alexander Burkart
Erin Burson
Donna Burst
Evan Burton
Keith Byler
Edmond Cabbabe
Don Callahan
Sue Callahan
Lauren Calvin
Paul Cambridge
Jonathan Cameron
Mary Campbell
Samantha Capel
Debbie Caplin
Michael Carroll
Paulette Carron
Virginia Carstens
Chris Carter
Emily Carter
Joel Carter
Nicholas Catanzaro
Alyssa Cervera
Jessica Chadwell
Jennifer Chan
Delaney Chapman
Paul Chavez
Erica Cheaney
Denion Cherry
Nancy Child
Caryna Childs
Ella Chisholm
Cynthia Christison
Lisa Christopher
Lily Ciampoli
Juliano Cigliana
Anthony Cipriano
Dorene Cipriano
Annalise Clark
Tracie Close
Sharon Cloud
Theresa Colbe
Stuart Cohen
Barbara Cohn
Barbara Cole
Caitlyn Collins
Tammy Collins
Kris Conant
Barb Conboy
Karen Condie
Caitlin Conrad
Kaitlyn Constable
Barbara Cook
Joe Cooper
Margaret Cooper
Lizette Cotto
Melanie Couchman
Clayton Coughlin
Bill Courtney
Laura Courtney
Kevin Covarrubias
Cheryl Coyle
Richard Coyle
Tom Cradock
Emily Crutchfield
Judy Cullinane
Ethan Cummings
Kathy Curran
Dwight Curry
Abigail Daiber
Harrison Dale
Shannon Dalene
Paige Dalton
Kenneth Damper
Karen Daniel
Reggie Daniel
Daniel Daugherty
Pam Dauphin
Judy Davinroy
Deanna Davis
Debra Davis
John Davis
Michelle Davis
Susan Davis
Tegan Daw
Dulce Dayawon
Shannon De Bourg
David Dean
Pamela Dearing
Emily Dechambeau
Lauren Declue
Jeffrey Demerath
Hannah Dengler
Clay Derdeyn
Ellen Deutsch
JoAnn Devere
Carol Dexter
Mara Diaz-Granados
Isaiah Dickerson
Daniel Diehl
Michael Dierberg
Frank Di Lorenzo
Paul Dimmely Spencer
Mary Dippold
Matthew Dishian
Joan Disse
Ellen Dissing
Mary Kay Doak
Caroline Dobiert
Barbara Doering
Stephanie Dorris
Michael Drury
Loyd Duering
Bobbie Duffy
Susan Duke
Whitney Dunn
Claire Durr
Penny Dutton
Brenna Eales
John Echele
Isaac Edgell
Allunya Edwards
Amanda Ehl
Mollee Eickmeyer
Eric Elizondo
Susan Elliot
Karen Ellis
Susie Engrle
Arlene Ernst
Hugo Ernst
Beverly Ervin
Kelly Ervin
Linda Estell
Lisa Etzwiler
June Evenson
Beverly Evers
Sarah Eversman
Sara Farnsworth
Allison Farris
Jocelyn Fauss
Kathy Federico
Jacques Fehr
Michael Ferguson
Justin Fezzi
Nicole Fields
Christine Figge

Saint Louis Zoo 2020 Annual Report
The tawny frogmouth tends to fool a lot of people. It looks like a broken tree branch as it roosts, and many mistakenly think it’s an owl (it’s related to the whippoorwill).
2020 Financial Report

The Saint Louis Zoo’s total net position in 2020 increased 7.2% compared to 2019, from $262,344,114 to $281,220,480. Although many revenue categories declined due to the pandemic, the Zoo still recorded a positive change in net position. The Zoo saw a $16,808,781 decrease in total revenue when compared to 2019. The Zoo managed its financial resources with integrity and accountability, while remaining transparent in all financial statements.

The increase in net position was primarily due to an increase in sales tax revenue over 2019 and an increase in contributions revenue. Sales tax revenue accounted for $4.1 million of the increase due to a full year of receipts (versus a partial year in 2019), while endowment contributions increased by $4.6 million due to several large bequests received.

In 2020, the Zoo recorded attendance of 1,296,319 guests, 1,645,759 fewer than 2019. This decrease was the result of the public closure of the Zoo during parts of spring and early summer in response to the COVID-19 pandemic and upon re-opening, doing so with limited capacity. All attendance-based operations experienced severe revenue declines compared to 2019 with the Zoo operating at only 50% of normal capacity.

Guest spending averaged $11.49 per person in 2020. This represents a $0.79, or 7.4%, increase over the previous year.

Investment Portfolio

The Zoo has always been a prudent steward of its investments, which include a diversified mix of money market funds, certificates of deposit, corporate notes, mutual funds, common stocks and U.S. government and agency obligations, plus alternative investment funds. As of December 31, 2020, the Saint Louis Zoo Association’s portfolio totaled $142.4 million, which represents a $20.3 million increase since December 31, 2019. The Zoo’s assets were split – the Association portfolio was valued at $48.8 million and the Endowed Fund at $93.6 million (see chart on page 49).

As of December 31, 2020, the Association’s non-endowment portfolio had $36.9 million invested in the short-term pool (which includes $33.5 million in cash) and $11.7 million in the long-term pool. The asset allocation of the long-term pool is in line with the investment policy target (70% capital appreciation/30% capital preservation).

This year’s investment returns were positive due to strong performances by all market sectors throughout the year, including both domestic and international equities, as well as bond markets. Endowment net cash flows increased $1.1 million with earnings of $11.1 million; Association cash flow increased $6.5 million with gains of $1.4 million.

2020 Revenues

In 2020, total revenue decreased $16.8 million, or 15.6%, compared to 2019 revenue. This decrease was mainly due to the effect of the Zoo closing to the public due to the COVID-19 pandemic and then reopening at limited capacity. Guest revenue was down by $16,300,117 because many attractions were closed or restricted. All private events (managed by our Sales & Catering Department) and Education programs were canceled during parts of the year. Some Education programs were converted into online opportunities.

Tax support increased by 9.8% compared to 2019 mainly because of the sales tax receipts. Tax receipts contributed $44.7 million, representing 49% of the Zoo’s total revenue. The 2020 property tax rate decreased to 7.23 cents per $100 of assessed property value, down from 7.27 cents in 2019. The decrease in the property tax rate resulted in a decrease in property tax revenue of $77,488. The Zoo also received funds from the state of Missouri at a sales tax rate of one-eighth of one-cent for sales in St. Louis County. This was the first full year of the sales tax revenue of $20,622,336, an increase of $4,077,322 above 2019.
## Saint Louis Zoo — Audited Statement of Net Position (condensed) as of December 31, 2020

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
<th>CHANGE $</th>
<th>CHANGE %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current and Other Assets</td>
<td>196,388,475</td>
<td>174,646,532</td>
<td>21,741,943</td>
<td>12.45%</td>
</tr>
<tr>
<td>Capital Assets (net)</td>
<td>113,897,542</td>
<td>110,746,765</td>
<td>3,150,777</td>
<td>2.85%</td>
</tr>
<tr>
<td>Deferred Outflow of Resources</td>
<td>9,182,750</td>
<td>4,499,498</td>
<td>4,683,252</td>
<td>104.08%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$319,468,767</td>
<td>$289,892,795</td>
<td>$29,575,972</td>
<td>10.20%</td>
</tr>
</tbody>
</table>

| **Liabilities:**   |               |               |           |          |
| Current Liabilities | 9,213,050     | 5,849,226     | 3,363,824 | 57.51%   |
| Long-term Liabilities | 29,035,236   | 21,326,037    | 7,709,199 | 36.15%   |
| Deferred Inflow of Resources | 0         | 373,418       | (373,418) | -100.00% |
| **Total Liabilities** | $38,248,286 | $27,548,681  | $10,699,605 | 38.84%   |

| **Net Assets:**    |               |               |           |          |
| Invested in Capital Assets | 113,897,542 | 110,746,765   | 3,150,777 | 2.85%    |
| Restricted Assets   | 80,012,663   | 73,491,284    | 6,521,379 | 8.87%    |
| Unrestricted Assets  | 87,310,275   | 78,106,065    | 9,204,210 | 11.78%   |
| **Total Net Position** | $281,220,480 | $262,344,114 | $18,876,366 | 7.20%    |

| **Total Liabilities and Net Position** | $319,468,766 | $289,892,795 | $29,575,971 | 10.20%   |

### Net Cash and Investments (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Endowment</th>
<th>Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$57.6</td>
<td>$28.4</td>
</tr>
<tr>
<td>2017</td>
<td>$70.2</td>
<td>$34.1</td>
</tr>
<tr>
<td>2018</td>
<td>$67.8</td>
<td>$30.9</td>
</tr>
<tr>
<td>2019</td>
<td>$81</td>
<td>$41.1</td>
</tr>
<tr>
<td>2020</td>
<td>$93.6</td>
<td>$48.8</td>
</tr>
</tbody>
</table>
**2020 Financial Report**

Total contributions to the Zoo in 2020 were $20,577,663—$1,687,933 less than in 2019. This was driven by a $5,237,870 decrease in restricted contributions – programs/capital, as well as a $1,206,838 decline in membership dues and Zoo Parents Program revenue, partially offset by a $4,630,264 increase in endowment contributions. This decline is mainly due to the conclusion of fundraising for Primate Canopy Trails in 2019 and the effect of the COVID-19 pandemic on memberships.

The Marlin Perkins Society generated $2,430,233 in 2020, setting another new revenue record and achieving a membership level of 1,211. The Zoo remains grateful for the continuing support of our generous donors.

**2020 Expenses**

The Zoo’s operating expenses of $72,197,414 were down 8.8% from 2019. This decrease was the result of lower salaries, merchandise costs, other operating expenditures, supplies and depreciation.

Salaries and benefits as a whole increased by $1,045,651, or 2.5%. Salaries decreased by $904,827, or 2.9%, due to a pandemic-related hiring freeze, limited furloughs and temporary salary reductions for full-time staff. However, fringe benefits increased by $1,950,478, or 19.8%, primarily due to a large accounting adjustment related to the employee pension plan.

In 2020, other operating expenses decreased by $2,042,824 due to decreases in many categories, such as pledge discount expense, entertainment, meetings/refreshments, travel, and legal/audit/consulting.

Cost of sales expenditures are directly tied to food service, retail and attractions revenue, and this figure decreased by $2,742,049 due to the reduction in revenue.

Conservation and research decreased by $484,624 due to COVID-19 restrictions on travel and projects.

Depreciation dropped by $743,680 due to some items that became fully depreciated and fewer fixed assets were added.

Capital projects in 2020 included the ongoing construction of Primate Canopy Trails. This habitat will improve the primates’ well-being by exposing the animals to natural sunlight and fresh air. The guest experience will have enhanced views of the primates. The Zoo also closed the Emerson Children’s Zoo and will work to reimagine, plan and redevelop this space into a new area for children and families. Construction began in 2020 to create a temporary dinosaur exhibit called Emerson Dinoroarus, which will open in 2021.

**Conclusion**

In 2020, the Zoo recorded an increase in total net position of $18,876,366, primarily due to a full year of sales tax revenue and above-average endowment contributions.

In 2021, the Zoo will open the Dinoroarus exhibit in April and Primate Canopy Trails exhibit in July. The Zoo also will continue to make improvements at the Saint Louis Zoo WildCare Park.

The Zoo’s dedicated group of supporters, volunteers and staff provide the best possible experience for guests, which in turn helps the Zoo in its commitment to conservation, research and education.

The Zoo’s audited financial statements are available to any interested parties through the Office of the Dana Brown President & CEO.
### 2019 Revenue (in thousands of dollars)

- **Tax Revenue**: $40,743 (37.8%)
- **Guest Revenue**: $29,025 (26.9%)
- **Contributions**: $22,266 (20.6%)
- **Investments**: $15,849 (14.7%)

### 2020 Revenue (in thousands of dollars)

- **Tax Revenue**: $44,742 (49.1%)
- **Guest Revenue**: $12,725 (14%)
- **Contributions**: $20,578 (22.6%)
- **Investments**: $13,029 (14.3%)

### 2019 Expenses (in thousands of dollars)

- **Salaries and Benefits**: $41,410 (52%)
- **Other Operating Expenses**: $23,896 (30%)
- **Conservation and Research**: $1,449 (2%)
- **Animal Food and Purchases**: $1,318 (2%)
- **Depreciation**: $11,053 (14%)

### 2020 Expenses (in thousands of dollars)

- **Salaries and Benefits**: $42,456 (59%)
- **Other Operating Expenses**: $17,267 (24%)
- **Conservation and Research**: $964 (1%)
- **Animal Food and Purchases**: $1,201 (2%)
- **Depreciation**: $10,309 (14%)
As we look toward the future and all the promise it holds, from the new WildCare Park in north St. Louis County to the opening of exciting new exhibits such as Primate Canopy Trails, we express our gratitude for your ongoing support. You make it possible to create a positive impact and brighten the future for guests, animals and the community alike.
Somali wild ass

Spider monkey

Red river hogs

Front cover: King penguin
Back cover: African painted dog

Photography by:
Christopher Carter, Kari Frey,
Ray Meibaum, David Merritt,
Ethan Riepl, JoEllen Toler,
Megan Turner, Robin Winkelman.

Written and Designed by:
Yank and Limey, Inc.