GREETINGS FROM THE ZOO
This year’s annual report highlights the strength of our community support. Our Zoo donors, sponsors, staff and volunteers continue to outdo themselves to help make us a world-class zoo. A special note of thanks is in order, perhaps by postcard or Zoo Mail! Either way, we appreciate all that you do.

F. Holmes Lamoreux
Chair, St. Louis Zoological Park
Subdistrict Commission

Jeffrey P. Bonner, Ph.D.
Dana Brown President & CEO

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Kali the polar bear is in our care at the Saint Louis Zoo, and we couldn’t be more excited.

In 2010, the Zoo announced *The Living Promise Campaign* to garner support for the Zoo in four important areas: creating dynamic exhibits, enhancing the visitor experience, modernizing our facilities and endowing the Zoo’s future.

In 2015, the innovative McDonnell Polar Bear Point exhibit opened. The new habitat is particularly important, considering polar bears have become a conservation priority. The 40,000-square-foot McDonnell Polar Bear Point has natural substrate and saltwater pools, giving the space a sea-to-coastline-to-land effect. So Kali can swim, dive, rock climb and dig in the sand.

Visitors especially enjoy the 22-foot viewing window where the polar bear can come right up to the glass. There’s also an Arctic Cave room with a four-panel viewing wall, and on one end folks can watch the bear swim in the pool.

At McDonnell Polar Bear Point, the Zoo offers information about the challenges polar bears face in the wild due to climate change and the role polar bears play in the lives of Alaska Native people through video, volunteers and interpreters.

Kali (pronounced “Cully”) is the first bear in the new space. He’s a three and a half year-old male polar bear who had been orphaned in Alaska. In March 2013, he was turned over to U.S. Fish & Wildlife Service (USFWS) by an Alaska Native hunter who killed Kali’s mother in a subsistence hunt without realizing the mother had a cub. USFWS determined that St. Louis would be the bear’s permanent home, working with the Association of Zoos and Aquariums’ Polar Bear Species Survival Plan.

The $15.7 million McDonnell Polar Bear Point was made possible by many Campaign donors, with the leadership gift from the JSM Charitable Trust, Mr. and Mrs. James S. McDonnell, III and Mr. and Mrs. John F. McDonnell. The Polar Bear Interaction Area is a gift from The Bellwether Foundation. Carolyn and Jay Henges’ generous contribution is recognized at the Carolyn and Jay Henges Splash Pool View. Dennis and Judy Jones’ contribution has been recognized at the Judy and Dennis Jones Family Cave View.

Previous accomplishments of *The Living Promise Campaign* donors include the addition of three animal habitats at River’s Edge and the construction of Elephant Woods, the renovation of Peabody Hall, Sea Lion Sound, and a new North Entrance Welcome Desk area, just to name a few.
ZOOFARI presented by Wells Fargo Advisors

The Golden Anniversary of this biennial fundraiser took place in 2015. More than 3,000 people gathered to support the endangered orangutan, whose forest homes are threatened by unsustainable palm oil plantations.

Guests danced the night away to the music of Kenny Loggins and had the opportunity to participate in an auction. They also got to enjoy food and cocktails from more than 60 area restaurants, bars and caterers. Wells Fargo Advisors was the presenting sponsor for the sold-out, creative black-tie event.

A record $1.1 million was raised to support the Zoo’s conservation efforts here and around the world. Co-chairs Susan Block and Jim Sansone and their steering committee spearheaded ZOOFARI 2015, the most successful event to date. The Zoo is fortunate to have the support of hundreds of companies and individuals who make this event a success, from attendees, sponsors, auction donors, auction purchasers and entertainers. Thank you for supporting America’s #1 Zoo!

Animals Always Gala

A night full of activity included a strolling supper reception, a presentation by National Geographic Photographer Joel Sartore, a silent auction and the WildCare Institute Center Fair. Nearly $68,000 was raised at this inaugural event!

And that same night, the Zoo launched its first online crowdfunding campaign to attract funding for Armenia’s first conservation breeding and research center. This facility is dedicated to saving reptile and amphibian species.

The Gala benefited the Saint Louis Zoo’s WildCare Institute and its programs. The WildCare Institute, comprised of 13 conservation centers and the Zoo’s Reproductive and Behavioral Sciences Department, is dedicated to creating a sustainable future for wildlife and for people around the world. With the support of its many partners, the WildCare Institute takes a holistic approach to troubled ecosystems by addressing three key ingredients in conservation success: wildlife management and recovery, conservation science and support of the human populations that coexist with wildlife.

Annually, there are more than 100 events at the Zoo. There are too many to name, but here are a couple that show how people come together to support the Zoo and our work to conserve animals and their habitats.
The Zoo offers some of the most unique educational experiences in the St. Louis area, including formal classes, camps, workshops, Zoo tours, overnights and outreach programs.

The Saint Louis Zoo reaches 450,000 visitors a year through its formal education (such as classroom programs and Stingrays at Caribbean Cove presented by Mercy Kids) and 1.3 million visitors a year through informal, on-grounds educational encounters.

More than 940 school groups (around 63,200 teachers and students) visited the Zoo in 2015. Nearly 4,000 of those schoolchildren were from underserved communities in St. Louis. The Zoo Library and Teacher Resource Center provided over 2,000 information and loan requests that served more than 9,800 individuals, teachers and students.

The Saint Louis Zoo provided educational programs for over 360 adults and children with special needs, and more than 730 camp scholarships were awarded to children to attend Camp Joey, Camp KangaZoo and Teen Camp.

Because it’s not always possible for groups to visit the Zoo for on-grounds education programs, the Zoo offers offsite outreach programs. Over 480 outreach programs were presented to more than 40,400 students, 275 of which were students at the City and County Detention Centers and almost 500 students were English language learners.

New to the Zoo: Distance Learning Studio and Zoo Preschool

The Zoo’s Distance Learning Studio allows students from across the globe to connect with animals. For institutions that do not have easy access to local zoos, distance learning has become a way for students to experience animals and learning in an engaging way. Over 200 distance learning programs were provided for more than 6,000 students in the U.S. (including Alaska), as well as for students in Canada, Mexico, London and Japan. A generous gift from The Boeing Company helped to offset the cost for some of these programs.

In 2015, the Zoo opened its nature-based Preschool, located in the Monsanto Education Gallery. The indoor classroom uses sustainably sourced materials that imitate the natural world. In addition to the classroom, the preschool takes full advantage of the Zoo’s 90-acre campus and Forest Park. Research indicates that children show improvements in social, emotional and cognitive well being when they spend time exploring the outdoors. Students ages 3 and 4 attend on Tuesdays and Thursdays, while those ages 4 and 5 attend on Mondays, Wednesdays and Fridays. There were 21 students enrolled in 2015.
To my Zoo Pals,
Did you know male ostriches grow up to 9 feet tall? Now if only I could catch up to the giraffes...
From, Nelson

ALL MY PALS
Saint Louis Zoo
One Government Drive
St. Louis, Missouri

Dear friends,
Did you know 67,478 votes were submitted for the name the Baby Orangutan poll? I love my new name!
Love, Ginger

Dear Zoo donors,
Thanks for your support! 2015 was a purrrrrfect year.
Love, Jared
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Leadership Gifts
$3,000,000 and Above
The Bellwether Foundation

$2,999,999 - $1,000,000
Anonymous
Dennis M. Jones Family Foundation

Major Gifts
$749,999 - $500,000
Anonymous

$499,999 - $250,000
Estate of Janet Warmbold

$249,999 - $100,000
Anonymous
Finerty Family Foundation
Interco Charitable Trust
Mrs. H. Iris Johnston
Dr. & Mrs. Nicholas T. Koschoukos
Sharon Van Fleet Taylor
Estate of Dorothy A. Walters

Special Gifts
$999,999 - $50,000
Estate of Ellen Barrios
The Boeing Company
Ann & Mike Case
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Terese & Greg Portell
Estate of Norman Potashnick
Miss Phyllis R. Timmenstein,
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Williams Patent Crusher &
Pulverizer Company

$499,999 - $25,000
Caleb C. and Julia W. Dula Foundation
Engelhardt Family Foundation
Mr. & Mrs. Eugene J. King
Velma A. Neiman Charitable Foundation

Saint Louis Zoo
Association Gifts

Leadership Gifts
$3,000,000 and Above
The Bellwether Foundation

$2,999,999 - $1,000,000
Anonymous
Dennis M. Jones Family Foundation

Major Gifts
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Estate of Norman Potashnick
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Roland Quest Memorial Fund
of the Greater Saint Louis
Community Foundation
Williams Patent Crusher &
Pulverizer Company

$499,999 - $25,000
Caleb C. and Julia W. Dula Foundation
Engelhardt Family Foundation
Mr. & Mrs. Eugene J. King
Velma A. Neiman Charitable Foundation

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Edward K. Love Conservation Foundation

Special Gifts $99,999 - $50,000
Elizabeth Green

$49,999 - $25,000
Kansas City Zoo
Mr. Rex & Dr. Jeannine Sinnerfield
ZooSociety of San Diego

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Mr. & Mrs. J. Philip Hellwege
Mr. & Mrs. Thomas A. Hutton
Mr. & Mrs. Harvey A. Harris
Mr. & Mrs. Charles H. Hoosle
Mark & Becky Humphrey
Mr. & Mrs. Kenneth A. Johnson
Stephen C. & Jody C. Jones
Mrs. Deborah S. Manne
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Mr. & Mrs. David S. Illert
Joseph & Helen Imbs
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Impact Photographics, Inc.
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Dr. & Mrs. Thomas Johnson

$2,499 - $1,000
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Mr. A. Dale Belcher
Mrs. Walter F. Brissenden
Mr. & Mrs. Bill Denler
Mr. & Mrs. William Fosneth

“The Saint Louis Zoo is important to us, and we consider it a special place because it has always been free, and it is one of the few places in the city that has historically been open to everyone, regardless of race and/or color.”

- Dr. John and Sylvia Wright
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Mr. & Mrs. Jerry E. Ritter
Ms. Lois Raimondo
Mr. & Mrs. James P. Leonard
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Mr. & Mrs. Jerry E. Ritter
Ms. Lois Raimondo
Mr. & Mrs. James P. Leonard

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Dana Brown President & CEO (est. 2008)
William R. Ortwein, Jr. Family Animal Nutritionist (est. 2009)
Fred Saigh Director of Education (est. 2013)
William Bernosky Vice President Architecture & Planning (est. 2014)

San Antonio Zoo Endowed Funds

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Clifford and Armie Murphy Fund (est. 2007)
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Ann Ludington Case Fund for Employee & Volunteer Recognition (est. 2009)
T. Randolph Potte, Jr. Bird Acquisition and Transfer Fund (est. 2009)
Barbara W. Hutton Animal Enrichment Fund (est. 2009)
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Guerrero Family Zoo Education Resource Fund (est. 2011)
Kwame Foundation Education Fund (est. 2011)
Konnerer Veterinary and Conservation Sciences Fund (est. 2011)

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Maxine Clark and Bob Fox WildCare Institute Fund (est. 2013)
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Susan W. Dexter – Sue’s Conservation Fieldwork Fund (est. 2015)

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Bob & Esther Negwer (10)
Jeanne & Rex Simquiefeld

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-Ginger Smith, The Bellwether Foundation President, and family

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Partula snail

Word from the Wild: Thirty years after going extinct in the wild, Partula snails were returned home to Tahiti. Since 1988, the Saint Louis Zoo has been a leader in saving these snails. In the summer of 2015, we contributed 140 snails that went to London Zoo for health screenings and then on to Tahiti. They were greeted with fanfare!
Jumping Jaguars
Albrecht Family Foundation
ARMSTRONG TEASDALE LLP
Jackie & Randy Baker
BKD, LLP
The Boeing Company
Commerce Bank
Joan & Jim Conway
COOVERT FOUNDATION
Kling Family Foundation
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PURINA
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Rhodesy Construction
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Sansone Group
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Hotel Partners
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Christian Burmeister, RVT
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Matt Kinney, DVM, DACZM
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Karen Bauman, M.S.
Corinne Kozlowski, Ph.D.
John Saltzmann, M.A.

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WildCare Institute
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Drs. Lee Professor of Zoological Studies
Maya Moore

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Chris Blais, M.A.
Emily Bowling
Adrian Cerezo
Eve Cooney, M.S.
Michael Dawson, M.S.
Jerry DiMarcellis
Ruth Dultz
Bridget Ebert
Sandra Fanuoff
Jill Gordon, M.A.

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David Jarvis

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Sue Gayot
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Stephen Hammad
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Amanda Pedigo
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Chawna Schuette
Mark Wanner

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William Borchardt
Glen Frei
Daniel Koch
Robert Metz, Jr.
Tim O’Sullivan

Mammals/Carnivores
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Matthew Regensburger

Mammals/Primates
Heidi Hellmuth
Dawn Boyer
Stephanie Bracini Slade
Kim Emerson
Shannon Farrell
Nathan Fox
Peggy Hoppe, M.S.
Brooke Johnson
James Kelton

Jefferson City
3.5.15

Jefferson City
3.5.15
Joe Knobbe
Ethan Riepl
Jennifer Sheehan
Calahan Strickland
Mylska Whipple

Mammals/Ungulates
Martha Fischer
Nate Aalund
Nicole Becker
Allison Breakfield
Kim Downey
Cassie Grohala
Lauren Harster
Erin Hayescraft
Rebecca Heisler
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Vice President, Business Operations & Chief Financial Officer

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Tommy Brown
Rodney Hansen
Greg Lockey

Facilities Management
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Daniel Snyder
Gary Armstrong, Sr.
Terry Brown

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Billy Bradley
Pamela Britt
William Buckner
Jesse Davison
Beverly Dye
Ernie Geiss
Doja Hadriahmetovic
LaQuita Hogue
Ira Jamison
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Charles Orr
Joe Phillips
David Province
Thomas Rettert
Michale Russell
Javier Santana
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Carlos Videa
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Tony Davis

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Brian Jenkins
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Alexia May
Mary Parker
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Dianne Walker
James Willard
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Vice President, Internal Relations
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Sarah Tharp
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Sue Hume
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Brook Luther
Barbara Macke
Emily Mahon
John Mallon
Margaret Mangelsdorf
Kate Manning
Terry Markway
Aja Martin
Megan Martin
Emily Matchett
Cassie Matteson
Robert Matthes

Fit and Foxy!
Looking for laid-back foxes? In 2015, the Zoo’s Research Department placed Fitbit activity monitors on 36 fennec foxes to find out which showed the most stress when they were out meeting the public. Results helped researchers determine which foxes would be best suited for programs and exhibits.
A turkey with a party hat is the best description of one of the rarest birds in the world, the horned guan. Only 1,000 to 2,000 horned guans remain in the wild in the cloud forests of Mexico and Guatemala. Two horned guan chicks were born on August 7, 2015. The Saint Louis Zoo is one of only two Association of Zoos and Aquariums institutions to ever breed the horned guan in the U.S.
2015 Financial Report

The Saint Louis Zoo’s total net position decreased 4.8 percent in 2015, from $222.8 million to $212.1 million; however, the Zoo saw an increase in total revenues of 1.9 million over 2014. The Zoo managed its financial resources with integrity and accountability, while remaining transparent in all financial statements.

The drop in net position was primarily due to declines in all net asset categories: Invested in Capital Assets, Restricted Assets and Unrestricted Assets. The Invested in Capital Assets category declined due to fewer construction projects than 2014 and older construction projects that were retired and depreciated. The Restricted Assets category dropped in 2015 due to the conclusion of The Living Promise Campaign and fewer donations received than in 2014, plus more funds were transferred to the Zoo for projects. The Unrestricted Assets category declined by $2.5 million primarily due to an $11.1 million pension accounting adjustment; this was partially offset by increased revenue through visitor spending, membership programs, ZOOFARI and contributions.

In 2015, the Zoo recorded its second-highest attendance in history with 3,245,128 visitors. Good weather throughout the year, plus an above-average Boo at the Zoo presented by SSM Health Cardinal Glennon Children’s Hospital attendance and a record-breaking A Zoo Ado demonstrated a higher number of visitors enjoying the Zoo. The Zoo also opened McDonnell Polar Bear Point in June, a state-of-the-art facility where polar bear Kali delighted crowds.

Visitor spending averaged $9.01 per person in 2015. This represents a $1.09, or 13.8 percent, increase over year-end 2014. The 174,813 additional visitors over 2014 resulted in a $4.1 million revenue increase over previous year.  This represents a $1.09, or 13.8 percent, increase over the year-end 2014 totals. This increase is due to net cash flows for the Saint Louis Zoo Association—mainly pledge payments associated with The Living Promise Campaign.

The year’s investment performance was slightly negative due to market volatility; at year-end 2015, the Zoo’s portfolios totaled $76.2 million—a $7.6 million increase over year-end 2014 totals. This increase is due to net cash flows for the Saint Louis Zoo Association—mainly pledge payments associated with The Living Promise Campaign.

Overall, domestic markets showed weak performance for the year, with a .9 percent return on U.S. Equities. International markets were down 6 percent, underperforming all indexes. A negative return of 21.1 percent was recorded for the Diversified Inflation Hedges, but this segment still outperformed the index.

Investment Portfolio

The Zoo has always been a prudent steward of its investments, which include a diversified mix of money funds, municipal issues, corporate and foreign notes, mutual funds, common stocks, and U.S. government and agency obligations, plus alternative investment funds. At year-end 2015, the Zoo’s portfolios totaled $76.2 million—a $7.6 million increase over year-end 2014 totals. This increase is due to net cash flows for the Saint Louis Zoo Association—mainly pledge payments associated with The Living Promise Campaign.

In 2015, total revenue increased $1.9 million, from $215.6 million to $212.1 million. This is a 2.9 percent increase. This increase was mainly due to greater visitor spending. Food service and gift shops each increased by $1.4 million over their 2014 amounts, parking lots and attractions were up by $967,597, and other operating visitor revenue improved by $414,588 over year-end 2014.

Tax support from the Zoo Museum District increased by 2.2 percent compared to 2014. Tax receipts contributed $21.5 million, representing 33.1 percent of the Zoo’s total revenue. The 2015 tax rate decreased to 7.93 cents per $100 of assessed property value, down from 8 cents in 2014.

Membership and unrestricted donor contributions, in addition to returns from the Zoo’s Endowment Fund were all higher than 2014. Total contributions to the Zoo in 2015 were $17.8 million—$400,000 more than in 2014. Membership gifts of $4.7 million were $400,579, or 9.3 percent, above 2014 gifts thanks to a record number of member households by year-end (50,215)—up 9 percent more than the 2013 A Zoo Ado.

The Marlin Perkins Society contributed $1,905,290 in 2015, exceeding the prior year’s record by $104,815. The additional revenue is from the addition of 99 new members and from 118 current members who increased their annual gifts. Furthermore, the Zoo’s major fundraising event of the year—2015 ZOOFARI—raised a record $1,105,042, 9 percent more than 2013 ZOOFARI and $609,080 more than the 2014 A Zoo Ado.

Overall, the Zoo enjoyed a $400,000 increase in Contributions from 2014 despite a $2 million decrease in Endowment gifts.
2015 Expenses
The Zoo’s operating expenses of $64.8 million were up 5.6 percent over 2014. This increase was the result of higher salaries, fringe benefits, merchandise costs, utility charges, depreciation and other operating expenses.

Merchandise costs were up $883,392, or 21.2 percent, over 2014. However, greater visitor spending offset this expense; in fact, there was a $2.8 million increase in food service and retail revenue.

Salaries increased by $875,656, or 3.6 percent, due to merit increases and the need for additional personnel to serve at food and retail venues. Other areas that increased staff included facilities maintenance, events and security. Fringe benefits rose by $412,515, or 6.1 percent, mainly as the result of a new pension accounting rule.

Utility costs were $365,855, or 13.7 percent, more than 2014 due to higher electric and water service charges. Both were associated with reopened or completed exhibits.

Depreciation increased by $400,877 due to an increase in completed construction projects.

Other operating expenditures that were up over 2014 included bad debt expenses, higher costs for ZOOFARI entertainment and a payroll system that was upgraded in 2015.

Capital projects completed in 2015 included improvements at the North Entrance, such as the Donor Brick Plaza, the Welcome Center, a renovated Cafe Kudu and the Treetop Shop expansion. Capital spending on these projects totaled $3,062,752 through the end of 2015. Also, renovations to Carousel Plaza and installation of the restrooms in that area and expansion of the St. Louis Children’s Hospital First Aid Station were completed at a cost of $1,113,859.

The biggest capital project completed in 2015 was McDonnell Polar Bear Point, which opened in June. The final cost for this project was $15.7 million.

Improvements at the Zoo Expansion Site included the addition of trees, shrubs and grasses in the parking lot islands and along street edges. The inner section of the field was planted with buffalo grass, which can survive with little irrigation and should not require mowing. The site now includes gardens to attract bees, birds and butterflies. The Zoo also added benches and tables for visitors to enjoy. The cost of these improvements totaled $1.6 million.

Conclusion
In 2015, the Zoo recorded a decrease in total net position of $10.7 million, primarily due to declining net assets associated with the end of a capital campaign and a pension accounting adjustment.

By providing the best possible visitor experience, a committed group of supporters, volunteers and staff continues to help the Zoo pursue its mission as an organization dedicated 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 of the Zoo.
The Saint Louis Zoo is grateful for the support provided by the citizens of the City of St. Louis and St. Louis County through the Zoological Park and Museum District.

THANK YOU
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