As this annual report comes to you, it may seem a strange time to reflect on the events and experiences that helped define 2019 for our Zoo. At the time of this report’s publication, we are facing some extraordinarily difficult times. Our hope is that this report brightens your day and provides a reminder of why our beloved Saint Louis Zoo is so special.

The sense of community created by the Zoo represents so much to so many in the local area and beyond. This is made possible by the support of donors, friends, sponsors, taxpayers, volunteers and visitors.

It is this commitment that allows us to fulfill our mission of enhancing conservation around the world, and ensure that the Saint Louis Zoo will continue to be a place that lights up faces and imaginations and brightens the future for people and animals everywhere.
The Difference is You

The Saint Louis Zoo reflects so many positive aspects of our community. From educational experiences to conservation efforts and the well-being of the animals we care for, the difference that makes it all possible is you. Thank you for...

Our Community

Preserving the Future

Your Support
It’s so much more than a physical place, but an experience where happy family memories linger long after your visit, where people come together to learn, connect with the beauty and mysteries of our natural world and, ultimately, become inspired by animals.

It’s the Saint Louis Zoo. From the serpentine brick wall that encircles the campus to the Emerson Children’s Zoo to the numerous and inclusive educational programs that reach out to people of all ages and backgrounds throughout our metropolitan area... the Zoo is a part of all of us and we are all a part of the Saint Louis Zoo.

With the development of the new Saint Louis Zoo North Campus located near the confluence of the Mississippi and Missouri Rivers, the Zoo is growing its brand throughout the region while continuing to enhance the mission of promoting the welfare of animals. There, future guests will have the opportunity to learn about and connect with animals in unique and interactive ways.

A wildlife adventure park is slated to take shape in the form of a possible safari-type vehicle experience that offers a guided tour where guests can see animals in an expansive natural setting. To further the efforts to preserve rare and endangered species, a conservation and animal science center will take advantage of the wide-open spaces of the North Campus, allowing the Zoo to locate groups of animals for breeding.

Our focus on community will flourish as we continue to explore ways to develop hands-on educational programs for those from around the metro area and, specifically, from the surrounding neighborhoods. Our Zoo and local partners conducted a Community Engagement and Participatory Research Initiative, in which we met with residents all over the community to discuss the North Campus and future educational programming.

In 2019, we celebrated the 50th anniversary of the Children’s Zoo. The first Children’s Zoo opened in June 1969. Later, in 1998, it was named the Emerson Children’s Zoo thanks to a generous gift from Emerson Electric. A longtime favorite spot, it’s a place where visitors can brush goats, pet rabbits and guinea pigs, meet reptiles and amphibians, interact with birds and so much more. The Children’s Zoo lets kids be kids.

Perhaps your favorite personal experience of the Zoo has included a ride on the nation’s largest miniature rail line, the Emerson Zooline Railroad. Or maybe it included enjoying U.S. Bank Wild Lights during the holiday season, or delighting in the antics of the pinnipeds performing at the First Bank Sea Lion Show.

But whatever it is, one thing remains constant: the Saint Louis Zoo binds us all through a common theme of community.

In October, we offered two whole weekends for guests to enjoy free Halloween fun through Halloweekends presented by SSM Health Cardinal Glennon Children’s Hospital. During Halloweekends, the Zoo was filled with family-friendly Halloween decorations and offbeat costumed character meet-and-greets, classic fall treats and special pumpkin enrichment treats for the animals.
Hellbender Designated as Missouri’s Official Endangered Species

On July 11, Missouri Governor Mike Parson signed Senate Bill 210, which made a number of official state designations, including making the hellbender the official endangered species for the state of Missouri. Our Zoo is thrilled about this designation as it brings awareness to this unique and important salamander.

1,326
Number of hellbenders released into Missouri rivers as part of the Zoo’s conservation efforts in 2019

When you think of “Animals Always” you might think of the dedication of hundreds of Zoo staff, caretakers, volunteers and contributors. You might also think of the work being done, both locally and around the world, that captures the spirit of this statement in the most tangible way possible... by preserving species and the habitats upon which they rely.

Conservation is continuously at the center of so many efforts at the Saint Louis Zoo, and this past year was no different. In fact, our conservation efforts flourished during 2019.

On an international level, the Saint Louis Zoo WildCare Institute expanded to a total of 17 centers on six continents, spanning the globe. The efforts of these centers are critical to saving endangered species and their habitats. In fact, many of the animals you will see at the Zoo are threatened in the wild by shrinking habitats, disease and poaching.

These centers not only focus on preserving animals, but also on supporting the human populations that coexist with wildlife. Since humans and animals often share so much of the ecosystems in which they live, this has taken on a more and more important role every year. In 2019, we announced new initiatives including the Botswana Center for African Painted Dogs, Center for Asian Elephant Conservation, Center for the Conservation of Ecuadorian Herpetofauna, and the Asian Turtle Conservation Program, to name just a few.

With an ever-increasing focus on health, both human and animal, around the world, the Saint Louis Zoo Institute for Conservation Medicine continues to play a crucial role. A primary part of this includes addressing the challenges associated with the growing interconnections between the health of humans and the animal kingdom. In fact, veterinarians, ecologists and human medical professionals are recognizing the role of infectious disease as an increasing threat to the health of animals, humans and ecosystems in general.

Closer to home, we celebrated a milestone in animal care and conservation with the reintroduction of 90 pairs of American burying beetles to their natural habitats in 2019 at Taberlee Prairie. This marked the eighth year of reintroductions in Missouri and was accomplished through careful preparation by arranging assistance to dig soil plugs in the area, then placing the beetles underground with the adequate carrion resources and protection.

Whether here at home or on the other side of the world, the conservation efforts of the Saint Louis Zoo continue to unite people and animals in ways that benefit our entire global community.
The Saint Louis Zoo has often been described as being part of the very life of our community. This may come from a rich history spanning over 100 years of providing access for millions of visitors from near and far. It may stem from the central location of the Zoo, located in Forest Park. It may also be a reputation that has been well-earned through the education and conservation efforts aimed at creating stronger bonds between animals and people both locally and around the world. However it may be described, the energy that drives it all comes from you.

In 2019, a generous $1 million contribution was provided by the Dana Brown Charitable Trust to help support our newest exhibit, which is set to open in 2021: Primate Canopy Trails. The Trust’s mission of furthering programs for children and animals will help enable the development of this project by creating expansive outdoor habitats for the animals. Primate Canopy Trails will allow visitors to take a journey through the treetops where they can better experience and interact with primates. The new space will feature eight habitats connected by overhead transfer chutes, a new Primate Care Center as well as interactive climbing areas for visitors of all ages to enjoy.

Another example of your invaluable support is represented by the donation by the Williams family for the new Williams Family Solar Pavilion. This beautiful new structure overlooks the North Lake where visitors can relax and enjoy a refreshment or snack while watching the ducks and swans swim by. Beautifully designed with etchings of flora and fauna in the Corten Steel construction, one of the most exciting qualities is the expanse of solar panels on its roof that channel the energy of the sun directly to fuel the buildings that house Candy Crossing and Starbucks. But more than that, it reflects the Saint Louis Zoo’s commitment to conserving resources and protecting our environment.

The impact of your generosity is not only evident in tangible ways, but also through contributions that benefit us all by lifting up the entire community. Last year, the Zoo welcomed over 2,200 children to its summer camps. Through support from organizations including The Engelhardt Family Foundation, U.S. Bank, and The Walter and Nancy Gahin Educational Scholarship Fund, our Camp Scholarship Program provided a chance for all kids throughout our community to learn and grow in truly positive ways.

Donors. Sponsors. Volunteers. Contributors. Your support enables the Saint Louis Zoo to positively impact the well-being of animals, and the community we call home. The difference is profound.
Volunteers are an essential part of our Zoo community. Their talents and knowledge are invaluable to the Zoo. From helping to connect visitors of all ages to animals to assisting with tours and events, their generosity expands to all areas of our Zoo.

106,174

Number of hours that volunteers gave of their time for the Zoo
In September, the Association of Zoos and Aquariums (AZA) announced that our Zoo received accreditation. To be accredited, our Zoo underwent a thorough review to make certain we have and will continue to meet ever-rising standards in categories that include animal care and welfare, veterinary programs, conservation, education, and safety. AZA requires its members to successfully complete this rigorous accreditation process every five years.
Saint Louis Zoo Association Gifts

**Leadership Gifts**

$5,000,000 and above

- Michael and Quirsis Riney Family Foundation

$2,999,999–$1,000,000

- Margaret & Richard Riney Family Foundation

**Major Gifts**

$749,999–$500,000

- Anonymous
- Dr. & Mrs. Edmond Cabbabe
- The Henry A. Jubel Foundation

$499,999–$250,000

- Anonymous
- Drury Hotels
- Estate of Earl H. Sandweg

**Special Gifts**

$999,999–$500,000

- Anonymous (2)
- The Boeing Company
- Estate of Alma J. Eckdahl
- Jordan Charitable Foundation
- The Lorenzini Family
- Estate of Marjorie M. Reum
- Lori A. Sullivan Family Foundation

$499,999–$250,000

- Anonymous
- Dr. & Mrs. Edmond Cabbabe
- The Henry A. Jubel Foundation

$499,999–$250,000

- Anonymous
- Drury Hotels
- Estate of Earl H. Sandweg

$499,999–$250,000

- Anonymous
- Drury Hotels
- Estate of Earl H. Sandweg
announcing Gloria’s public debut at the age of 13 months. She is the first of her species in all of North America to be born at the Saint Louis Zoo in 60 years! Gloria was conceived as a result of a successful artificial insemination procedure. The zebra foal was born. It was only fitting to name her Gloria!

Right after the 2019 Stanley Cup playoffs, a female Grevy’s Zebra foal was born. We are so excited to introduce you to this beautiful new addition to our zoo family! Gloria was conceived as a result of a successful artificial insemination procedure and was born on March 12th, 2020. She is the first of her species in all of North America to be born at the Saint Louis Zoo in 60 years! Gloria was born at the age of 13 months. She is the first of her species in all of North America to be born at the Saint Louis Zoo in 60 years. She was conceived as a result of a successful artificial insemination procedure. The zebra foal was born. It was only fitting to name her Gloria!
Saint Louis Zoo Endowed Positions
Fred Sugh Curator of the Children's Zoo (2007)
Dana Brown President & CEO (est. 2008)
William R. Ortlieb, Jr. Family Animal Nutritionist (est. 2009)
Fred Sugh Director of Education (est. 2011)
William Bernoudy Vice President (est. 2008)
Fred Saigh Director of Animal Nutritionist (est. 2009)

Dana Brown President & CEO (est. 2007)
Children’s Zoo (est. 2007)

William J. Boever, D.V.M Fund (est. 2006)
Veterinary Medicine (est. 2006)

George Vierheller Fund (est. 2004)
Fund (est. 1994)

Anita Fiala Veterinary Hospital (est. 2004)

Mary Guinn Conservation Fund (est. 2004)
WildCare Institute (est. 2004)

Charles and Marilyn Hoessle (est. 2010)
Horticulture and Landscaping (est. 2011)

Sandra Graham
Lucille Gibson
Mr. & Mrs. Ralph Goerke
Mrs. Henry P. Day
Mrs. Patricia A. Childress
Mrs. Patricia Bonaparte

Mr. Robert C. Leinberger
Eugene & Linda Lehr
Mary Ann Lee
Paul & Marsha Larson
Kathy A. Kuebler
Karen Hohertz-Jacobs & Matt Jacobs
Ruth Cote
Gary & Kathy Kreisch
Mr. Richard J. Kielholz
Kathy A. Kuebler
Gary & Peggy Legaden
Leo Lee
Maria Langham
Paul & Marsha Lansin
Mary Ann Lee
Eugene & Linda Lahr
Mr. & Mrs. Robert C. Leinberger
Hannah & Larry Langsam
Mary Ann Lee

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Eugene & Linda Lahr
Mr. & Mrs. Robert C. Leinberger
Hannah & Larry Langsam
Mary Ann Lee
Chimps may travel through the trees, moving from branch to branch, but only for short distances. They do most of their traveling on the ground. Their long arms come in use here too because these apes usually walk on all fours.
the Saint Louis Zoo.

Critically Endangered Somali Wild Ass Born

A male Somali wild ass foal, Tobias, was born on July 30. The Saint Louis Zoo WildCare Institute welcomed in 2019 5,260 and its habitat.
Importance of Enrichment

Enrichment is a major component of animal care. It ensures the animals are mentally and physically stimulated in their habitats. Enrichment can come in the form of toys, food items or even fun experiences like bubbles (enjoyed here by this rockhopper penguin).
Monitoring Box Turtles

This little turtle can be found right here in Missouri. The Saint Louis Zoo Institute for Conservation Medicine documents box turtle movements and their health status in areas around St. Louis. The study aims to better understand environmental factors that may affect the health of turtles, and that may have implications for humans.
Meerkats are built for digging burrows. Their front feet have long, powerful claws for moving dirt. Since all that tunneling makes a mess, their ears fold back to keep out the dirt. Best at Burrowing
Samantha & Ryan Krake
Debra & Michael Knowles
Heather & Tim Knopf
Michael A. Kolman & Cheryl
Michael D. Kolman
Brian & Tiffany Kooman
Scott & Jean Koot
Kathleen L. Koster
Deborah L. Kowalski
Bob & Kathy Kuhl
Tim & Leslie Krick
Andrew L. Krueger
Hollis L. Kuehne
Kathleen Kui
Gail L. Kuhn
John & Deborah Lewey
Michael Rubin
Jacquelyn Levin & Sherri & Steven LeMaster
Yu-Yuan Lei
Rob & Alyssa Lehr
Dorothy & Lawrence LeGrand
Elaine Leach & Mark Leach
Stephen & Rebecca Laupp
Carl & Marianne Largent
Kathryn Kutis
Andrew L. Krueger
Tim & Leslie Krick
Robin & Mike Kraujalis
James & Allyn Kratzer
Scott & Jean Korte
Michael D. Kolman
Michael & Gerlinde Koebel
Debra & Michael Knoble
Susan & Hans Knape
Richard N. McLaughlin
Jeff & Melissa McKeown
Patrick & Emily McGinnis
Sean & Catherine McCarthy
Deanna McCabe
Mark & Shirley Massey
Henry & Sara Karseh
Daniel Macnair
Luke & Bylue Mechielsen
Jan & Nolan Matarazzo
James & Susan McCall
Daniel Macnair
Lynn & Maca McFarland
Dorothy & Lawrence Leland
Rob & Alyssa Lehr
Yu-Tan Lei
Sheri & Steven Lofland
Janet & Lawrence Luecke
Michael & Sarah Luecke
Jeffrey & Lisa Lewis
Timothy & Lisa Lewis
Andrew & Julie Lisch
Rhonda & George Linje
Jennifer & David Linje
Kathleen Lindek
Barbara & Edward Little
David E. & Kathy Listle
Louis Lessen & Beth Higgins
Bruce & Lisa Lowrie
Christiana Loya
Conrad & Stephanie Lukes
Ellen & James Lubov
Kim & Michael Ludlow
Ferdinand & Mary Ludwig
David J. Luedke
Michael Ludwig
Margaret Luecke
Barbara & Marvin Stewart
Mr. & Mrs. Craig L. Steffens
Kristopher & Christina Staszcuk
Robert & Kathy Stanza
Phillip & Karen Stangler
Melissa & Rickey Stahlman
Kristopher & Beth Staves
Melissa Sue & J. Michael Staley
Robin & Mike Kraujalis
James & Allyn Kratzer
Scott & Jean Korte
Michael D. Kolman
Michael & Gerlinde Koebel
Debra & Michael Knoble
Susan & Hans Knape
Guereza colobus monkeys are found throughout the forests of central Africa. Because the leaves they eat are low in calories and thus deliver less energy, colobus monkeys adapt by reducing their activity level.

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Adult male warty pigs usually develop pairs of crests and manes. When threatened, the pigs raise their manes to make themselves appear larger and more menacing.
The Javanese leaf insect is a master of disguise. Not only do they look like leaves, but they’ll actually sway back and forth as the wind blows (just like real leaves) to keep themselves hidden from predators.
The Animal Health team handled nearly...
We are Family

The Zoo has a three-generation elephant family in its care. Raja, the Zoo’s bull Asian elephant, has fathered four daughters as of 2019. The family group includes his youngest daughter, Priya, as well as his own mother, Pearl.

- Raja
- Priya
- Pearl
- Other female elephants in the group

These elephants are an example of the strong family bonds that exist within the elephant species.
visitor spending averaged $10.71 per person attendance during the fourth quarter. 2019 was about 2 percent higher due to stronger months than the previous year, attendance in cooler and wetter weather during the summer than 2018. Although the Zoo experienced slightly and capital expenses. These gains were partially offset by a $2.2 million decline in restricted contributions for programs and capital expenses.

This year’s investment returns were positive due to strong performances by all markets throughout the year, including both domestic and international equities, as well as bond markets. Endowment net cash flows increased $0.2 million with earnings of $12.9 million; Association cash flow increased $0.2 million with earnings of $4.8 million. This year’s investment returns were positive due to strong performances by all markets throughout the year, including both domestic and international equities, as well as bond markets. Endowment net cash flows increased $0.2 million with earnings of $12.9 million; Association cash flow increased $0.2 million with earnings of $4.8 million.

Visitor spending averaged $10.71 per person in 2019, up 19 cents, or 1.8 percent, over 2018.

Saint Louis Zoo — Audited Statement of Net Position (condensed) as of December 31, 2019

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>CHANGE $</th>
<th>CHANGE %</th>
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<tr>
<td>Assets:</td>
<td></td>
<td></td>
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<tr>
<td>Current and Other Assets</td>
<td>174,644,532</td>
<td>136,929,857</td>
<td>37,714,675</td>
<td>27.55%</td>
</tr>
<tr>
<td>Capital Assets (ret)</td>
<td>110,744,765</td>
<td>117,682,978</td>
<td>(6,936,213)</td>
<td>-5.89%</td>
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<tr>
<td>Deferred Outflow of Resources</td>
<td>4,499,488</td>
<td>1,215,762</td>
<td>3,283,726</td>
<td>272.61%</td>
</tr>
<tr>
<td>Total Assets</td>
<td>289,889,795</td>
<td>256,894,995</td>
<td>33,994,800</td>
<td>13.22%</td>
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| Liabilities:       |        |        |           |          |
| Current Liabilities | 5,849,224 | 4,682,853 | 1,166,371 | 20.28%   |
| Long-term Liabilities | 21,326,037 | 16,137,990 | 5,188,047 | 32.55%   |
| Deferred inflow of Resources | 373,418 | 808,624 | (435,206) | -53.82%  |
| Total Liabilities   | 27,548,681 | 21,024,310 | 6,524,371 | 30.97%   |

| Associates — Endowment |        |        |           |          |
| Total Net Position    | 289,889,795 | 256,894,995 | 33,994,800 | 13.22%   |

Total tax support increased by 79 percent compared to 2018, primarily due to aforementioned new sales tax. Tax receipts contributed $40.7 million, representing 37.6 percent of the Zoo’s total revenue. The 2019 property tax rate decreased to 7.21 cents per $100 of assessed property value, down from 7.77 cents in 2018. However, property reassessments and new construction assessments in 2019 resulted in the $1,454,135 increase in the Zoo’s property tax revenue compared to 2018. The sales tax rate, which is one-eighth of 1 percent for retail sales in St. Louis County, resulted in $16,545,008 in sales tax revenue compared to 2018. The sales tax rate, which is one-eighth of 1 percent for retail sales in St. Louis County, resulted in $16,545,008 in sales tax revenue compared to 2018. Overall visitor revenue increased by $8,715,084 primarily due to the increase in visitor visits.

In 2019, total revenue increased $15.7 million, or 49.4 percent, above 2018 revenue. This increase was mainly due to the investment performance mentioned above, combined with the addition of sales tax revenue in 2019. Compared to 2018, overall visitor revenue increased by $8,715,084 primarily due to the increase in visitor visits.

The increase in net position was primarily due to exceptional investment performance; new sales tax revenue from the Proposition 2 initiative, which was passed by St. Louis County voters in November 2018; and a slight increase in property tax revenue. Compared to 2018, investment income increased by $20.6 million and property tax by $1.5 million, and the new sales tax generated $16.5 million. Compared to 2018, investment income increased by $20.6 million and property tax by $1.5 million, and the new sales tax generated $16.5 million. Compared to 2018, investment income increased by $20.6 million and property tax by $1.5 million, and the new sales tax generated $16.5 million.
The Marlin Perkins Society (the upper-level gift club for those who contribute an annual gift of $1,000 or more) contributed $2,362,044 in 2019, setting another new revenue record. The additional revenue is from 116 new members and from 125 current members who increased their annual gifts.

The Zoo’s Membership program generated $4,469,596 in revenue. This program represents 55,981 member households (July 2019) who maintain their loyal support of the Zoo. Members are able to join at various levels, ranging from $50 to $999 a year.

2019 Expenses

The Zoo’s operating expenses of $79,125,981 were up 7 percent over 2018. This increase was the result of higher salaries, fringe benefits, repairs and maintenance, conservation and research, and merchandise. Salaries increased by $2,120,231, or 7.2 percent, due to the raise pool; the addition of new full-time, part-time and seasonal employees; and larger supplemental benefit and gross-up numbers. Fringe benefits were also higher due to increases in FICA, health insurance premiums and pension contributions related to the rise in salaries. Workers’ compensation insurance increased by $125,727 over 2018 due to a premium adjustment. Repairs and maintenance increased $706,379 due to spending for design and planning, increased maintenance supplies, and the expenses related to the 2019 accreditation by the Association of Zoos and Aquariums. Accreditation is needed every five years. Conservation and research increased by $571,762 over 2018 due to increased spending for the Saint Louis Zoo WildCare Institute conservation centers and research efforts. In 2019, other operating expenditures decreased by $1,050,975 compared to 2018. The primary reason for the decrease was that many expenses related to the 2018 acquisition of the north St. Louis County property (which is currently called the Saint Louis Zoo North Campus) were not needed in 2019.

In early 2019, the Emerson Zooline Railroad was closed to complete a major renovation on two aging tunnels and replace several sections of track. In addition, the design costs continued and construction began for the Primate Canopy Trails. This exhibit will provide even better care for the animals at the Primate House with larger outdoor habitats, exposing the animals to natural sunlight and fresh air. This exhibit is slated to open in 2021. Finally, the Zoo began making improvements to the Saint Louis Zoo North Campus. The work included improvements to the administration building elevator and the purchase of major equipment for upkeep of the grounds.

Conclusion

In 2019, the Zoo recorded an increase in total net position of $28,216,987, primarily due to the excellent investment portfolio performance and the addition of sales tax revenue. The Zoo’s dedicated group of supporters, volunteers and staff provide the best possible experience for visitors, 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 of the Zoo and can be found on the Zoo’s website, stlzoo.org.
Because of you and your commitment to the Saint Louis Zoo, family memories will continue to be created... children will continue to learn and grow... our community will continue to appreciate the wonders of the natural world and our place within it. All because you help make a difference. Thank you!

Photography by: Roger Brandt, Keri Map, Preston Guerra,Ray Meibaum, Dave Merritt, JoEllen Toler, Jason Whelehon and Robin Winkelman

Written and Designed by: Yank and Limey, Inc.