

A Message from the Saint Louis Zoo



The Zoo won an international conservation award for our work with the Grevy's zebra.

One Wild & Wonderful Year

What a year for breaking records! Record attendance, a record visitor satisfaction rating and record recognition for our conservation efforts.

Not only did our Zoo attract 3.5 million visitors in 2012—the highest number for any zoo in the nation—but these visitors gave our Zoo a 9.4 overall satisfaction rating on a 10-point scale, the best marks we've ever received.

**3.5 million
visitors in 2012**

Our Zoo also won two prestigious Association of Zoos and Aquariums (AZA) annual awards. This was an unprecedented achievement in the zoo world. One was for our work with Grevy's zebras; the other was for breeding Ozark hellbenders.

And that's not all. Our June 15 fundraiser, A Zoo Ado 2012, raised a record \$488,000. The Zoo announced in October that our Marlin Perkins Society had surpassed a major goal of 1,000 members who annually give the Zoo \$1,000 or more. In 2012, we also reached a record high for total membership with more than 46,500 member households. That's a 14 percent increase over 2011 and 19 percent above the five-year average.

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We also realized that the least expected incidents can bring enormous attention. Never mind serious and probing front-page New York Times and Washington Post stories that featured our Zoo in 2012. The up-close and personal contact presidential candidate Newt Gingrich had with a Magellanic penguin on an April 13 tour unleashed a media frenzy with more than 625 national and international news organizations covering the candidate getting nipped by our penguin.

A Big Splash And New Space

That was only the beginning of our big splash. Spring-like temperatures in mid-winter and an unseasonably warm and dry spring break season

drove attendance. Then, in the summer of 2012, we opened our new California sea lion and seal habitat to record crowds during record heat.

This amazing new habitat brings visitors nose-to-nose with 11 sea lions and one harbor seal. The habitat includes the Enterprise Rent-A-Car Family Sea Lion Landing with its transparent aquatic tunnel through the sea lion habitat—the first in North America. It also features the Lichtenstein Sea Lion Arena with its 811-seat amphitheater and the large Ann Lux Family Stage, home to the First Bank Sea Lion Show.

In mid-2010, the Zoo publically launched *The Living Promise Campaign* to raise the funds for Sea Lion Sound and other dynamic new animal exhibits, to enhance the visitor experience, improve the Zoo's infrastructure and strengthen our endowment.

A busy summer day attracts thousands to Sea Lion Sound.



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Visitors can get up close to sea lions at the underwater viewing window made possible by a generous gift from Judy and Jerry Kent.

In addition to Sea Lion Sound, the Campaign has covered the costs of converting the old elephant house into Peabody Hall, creating the Wells Fargo South Arrival Experience, building the Myron Glassberg Family Maintenance Facility, adding a fourth naturalistic area for elephants, Elephant Woods, and much more. Over the next few years, the Campaign will be funding new habitats for grizzlies and polar bears, the addition of painted dogs (a new species to the Zoo) and a range of infrastructure repairs. By year-end 2012, almost \$110 million of the Zoo's \$120 million goal has been pledged by individuals, corporations and foundations.

Another major accomplishment was the October completion of our Association's purchase of the 13.5-acre Forest Park Hospital site. This represented a once-in-a-lifetime opportunity for our Zoo to expand its physical footprint and further enhance our visitors' experience.

Raja Turns 20!

We closed out the year with our biggest birthday bash ever for our 20-year-old Asian elephant Raja, one of only seven bulls in accredited zoos to father calves in the past 10 years. The event also marked the naming of Medline Elephant Oasis, a key elephant habitat in River's Edge. Medline Industries' gift supports this spacious outdoor habitat, which features a babbling stream with trees, downed logs and a small pond.



Raja celebrates his 20th birthday.

Bountiful Babies

This brings us back to what we are all about: animals. There was plenty of good news on that front, as well. June 5 marked the date for reintroducing Zoo-bred American burying beetles in Southwest Missouri in the 4,040-acre Wah' Kon-Tah Prairie. The reintroduction site in St. Clair and Cedar counties is jointly owned and managed by the Missouri Department of Conservation and The Nature Conservancy. Zoo-trained staffers reintroduced 236 beetles through a project jointly managed by the Zoo's WildCare Institute Center for American Burying Beetle Conservation and its partners. Random checks on the underground broods showed a total of 395 larvae. While scientists think there are more larvae than that, just these 395 should result in an estimated 1,185 new adult burying beetles in an area that had shown no sign of these beetles.

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The Zoo's Ron Goellner Center for Hellbender Conservation announced that eight female Ozark hellbenders laid a total of 2,809 fertile eggs in the Zoo's artificial nest boxes in simulated streams. For the first time, all three of the Zoo's Missouri river populations reproduced, including hellbenders bred from a population in a habitat that has been maintained at the Zoo for the past eight years.

Monkey Business And Baby Talk



Two cubs hang out with their mother in Big Cat Country.

However, hands down, the arrival of two African lion cubs and two Colobus monkeys got the most attention with national media outlets showing off the babies. The lion cubs' arrival was particularly welcome, since over the past 25 years, the wild lion population has been reduced by 50 percent and is on the verge of being listed as threatened with extinction. The AZA established a Lion Species Survival Plan (SSP) to manage a genetically healthy captive population of lions in North American zoos.

Coming in as a close second to cubs and monkeys was the baby Coquerel's sifaka. This endangered lemur



A Colobus monkey baby rests in the shadow of mom.

species from Madagascar is the only sifaka species managed in a North American breeding program. The birth of this female is significant because the current population is highly skewed towards males.

There's more: a much-heralded female giant anteater baby was the second born in River's Edge, where construction began in 2012 on the new habitat for the Malayan sun bear, the Andean bear and painted dogs.



Nene geese hatched for the first time in 12 years.

The Bird Department welcomed the first Nene geese to hatch at the Zoo in 12 years, the birth of two threatened Humboldt penguins and the second Hyacinth macaw to hatch in the Zoo's history. As long as we're discussing flying creatures, the Monsanto Insectarium added 12,511 new butterflies to the Mary Ann Lee Butterfly Wing.

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The Antelope team reported 34 births from 13 species—all but one had been recommended births from AZA SSPs. In 2012, the Zoo marked the birth of two female Addra gazelles—a first for the Zoo. We also celebrated the first lowland nyala born at our Zoo in 58 years.

To protect the health of these precious animals in 2012, our veterinary staff cared for 1,448 individuals and wrote 9,332 medical records and 1,677 prescriptions. In 2012, the Zoo's Endocrine Laboratory analyzed hormones in 2,412 fecal samples from the Zoo and 3,150 from 33 other institutions. The AZA Contraception Center located at our Zoo distributed 800 implants, and Zoo staff froze semen from 14 different mammal species in the hopes of reproducing highly endangered species in the future.

Saving Pollinators, Penguins, Primates

Our conservation efforts overseas through the Zoo's WildCare Institute's 12 centers were particularly effective.

Through a partnership with Sahara Conservation Fund, the Republic of Niger and numerous zoos and other conservation organizations, we realized a shared dream to establish a nature reserve for addax and other Sahelo-Saharan wildlife. At 37,450 square miles, the reserve will be bigger than the state of Indiana and rank as the largest protected area in Africa.

The WildCare Institute Center for Native Pollinator Conservation, The National Museums of Kenya in Nairobi and Tohono Chul Park in Tucson, Arizona,

received a grant for \$86,000 for a project involving students from St. Louis, Tucson and Nairobi, Kenya. These young people are developing local community gardens, creating graphic and sculptural art pieces that serve as bee habitats and sharing experiences both by teleconference and in person. In fact, the Kenyan students will visit the U.S. in the spring of 2013.

The Center for Conservation in Punta San Juan, Peru, and Saint Louis Zoo staff participated in the third sustainable guano harvest since 2001. This Center helped coordinate the participation of 24 international and 24 Peruvian observers to oversee the harvest to protect the threatened Humboldt penguin's nesting habitat along the rugged Pacific coast of Peru. These sustainable harvest protocols have reduced the direct harvest impact from a 10 percent penguin population loss to zero.

A WildCare Center for Conservation in Madagascar project team in November 2012 worked with Madagascar Flora and Fauna Group staff and local students to conduct a health assessment of lemurs.

Most of the work was done in the Betampona Natural Reserve, where the team safely anesthetized 22 lemurs representing four species and obtained biomaterial samples from 24 lemurs. Radio telemetry devices were placed on a number of the lemurs for a study being conducted by a Washington University Ph.D. student.



The Zoo works to save penguins in Punta San Juan.



Curator Ed Spevak photographs pollinators for field guide study.



Fidy Rasambainarivo assists with the radio-collaring effort in Betampona Natural Reserve.

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Also in the area of animal health, our Institute for Conservation Medicine was awarded its first major grant, receiving \$189,000 of a \$600,000 National Science Foundation grant to research how the environment, physiology and life history interact to determine animal migration patterns. This research will be on box turtles in Missouri and tortoises on the Galápagos Islands. The Institute also monitored the health of dromedary camels in arid and semi-arid lands of Northern Kenya; the milk of those camels is used by the local population, raising concerns about disease transmission.

Established in 2011, this Institute is focusing research on diseases known to affect threatened and endangered wildlife. The Institute is also analyzing how disease relates to domestic animals and public health.

Top-Notch Service to Enhance the Visitor Experience

The Zoo was not entirely consumed with the serious matter of saving species. Total ridership for the Mary Ann Lee Conservation Carousel hit the three million mark, and since it began spinning in 2003, gross revenues have topped \$5.2 million. We had a chance to welcome 371,552 visitors to the popular Stingrays at Caribbean Cove, which featured sharks again. Yes, this was another record, with attendance up by 10 percent over 2011. Plus, record attendance at the 2012 U.S. Bank Wild Lights totaled nearly 74,000 people, equal to the entire population of the city of St. Charles.

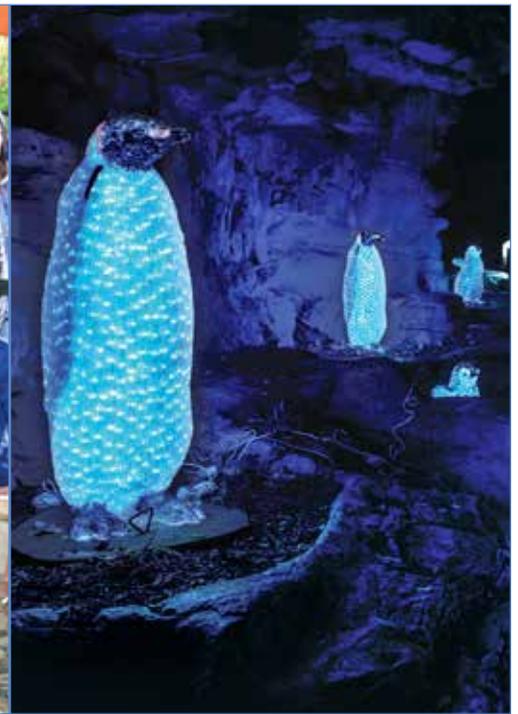
The Zoo hosted 237 private events, generating \$1.5 million in revenues. Our docents put in more than



Our youngest visitors crowd the carousel.



The lines outside were steady, but the fun was enjoyed by all at Stingrays at Caribbean Cove.



U.S. Bank Wild Lights brightened the lives of the record numbers who attended.

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20,400 volunteer hours educating visitors, providing nearly \$530,000 in benefits to our Zoo. In total, 1,488 active Zoo volunteers and 289 corporate volunteers contributed more than 95,000 hours for a value of almost \$2.1 million. The Education Department reached more than 536,000 people through its 3,900 programs and received \$150,000 in grants to support its work.

There's more: In 2012, we opened a great new gift shop, the Treetop Shop on the upper level of The Living World, and made solid progress on creating the new Monsanto Education Gallery, which is expected to open in the summer of 2013. We completed a major renovation of our Endangered Species Research Center & Veterinary Hospital—one of more than 4,000 improvement projects in 2012. We accomplished all this while recycling tons of materials and significantly reducing energy use. Just by replacing lighting equipment with higher efficiency lighting, the Zoo saved 1.3 million kilowatthours of electricity, cutting annual energy bills by \$87,000. The Sea Lion Sound exhibit also includes sustainable features that help us save 11 million gallons of water each year. Our Zoo's green initiatives did not go unnoticed. Through its recognition program for sustainable business practices, the St. Louis Regional Chamber singled out the Zoo for its coveted Star Circle of Excellence Award.



From top: The new entrance to Treetop Shop, the clear water at Sea Lion Sound and some of the wonderful flower beds throughout the Zoo.

Meanwhile, amid drought, record heat and construction across our campus, the horticulture crew kept the grounds looking gorgeous by mowing, watering, weeding and planting flowers, shrubs and trees.

13.5 Acres Brings Growth Opportunities

While we applaud all these great achievements, we know 2012 will be remembered as the year we bought the former Forest Park Hospital site—the only contiguous land available. This is a purchase that will shape our future for decades to come.

It is no secret that our Zoo has long needed additional space for habitats, research—even storage. This critical need was identified through our comprehensive strategic planning initiative.

From the moment the 13.5-acre site first came on the market, we realized that it would open up a great opportunity for the Zoo to grow and better serve both the community and the preservation of wildlife. The fact that we eventually negotiated a very reasonable price for the site made it even more attractive.

The logic of the purchase was not lost on the members of the Zoological Park Subdistrict Commission, the Zoo Association Board and our planning

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An artist rendering of a possible use of the Zoo expansion.

committee that included Zoo volunteer leadership, the chairs of the Commission and the Association, community leaders and many other stakeholders. We could not be more grateful for their dedication, diligent review and terrific guidance. We also had support from the Zoo Museum District Commissioners.

In the fall, the Zoo's planning committee selected the planning and landscape architectural firm SWT Design. SWT is working with Chicago-based architect Edward Uhler, a major force in developing the acclaimed Millennium Park in Chicago, to develop a visioning or framework plan. It will include ideas offered by the public at meetings and through the Zoo's website.

In the summer of 2013, the Zoo expects to announce its framework plan, including specifics on any structures targeted for removal. A master plan detailing implementation steps will follow the framework plan. We will keep you informed about all of these developments.

This message would not be complete without our noting that the year was marked by the loss of a great friend to our Zoo—Carol Perkins. She was a well-known



Marlin and Carol Perkins out on safari.

conservationist, humanitarian, author, lecturer and photographer, and the widow of Dr. R. Marlin Perkins, once our director and a world famous zoologist. Carol and Marlin were great advocates for conservation and ecology. Across the airwaves and the globe, they worked to educate children and adults on the importance of preserving animals now and for future generations.

In closing, let me thank each of you for helping our great Zoo set records all year long. You are a critical part of our success and will remain a valued member of our Zoo family as we look ahead to even more success in coming years. Thank you for caring so deeply about this great institution. Animals Always!

A handwritten signature in black ink, reading "Jeffrey P. Bonner". The signature is fluid and cursive, with the first letters of the first and last names being significantly larger and more stylized.

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