

A Message from the Saint Louis Zoo

2011—Coming from Behind to Set Records

Just like our beloved 2011 World Series Champion Cardinals, the Saint Louis Zoo had a come-from-behind finish to reach our goal of three million visitors and set records for everything from U.S. Bank Wild Lights attendance to reproducing the world's first captive Ozark hellbenders.

We also managed to celebrate the births, or in some cases, hatchings, of 459 amphibians, reptiles, birds and mammals. That includes the much-celebrated arrival of an Asian elephant, a lion cub, a black rhinoceros, two Grevy's zebra foals and a mountain bongo—all endangered in the wild. The year marked the first-ever hatching of an endangered hyacinth macaw, the arrival of three aspik vipers, a colobus monkey, a burro foal, eight Speke's gazelles and two male addax—just to name a few amazing newborns now at the Zoo. This is great news because if we are going to have animals in zoos 100 years from now, we need to make sure species are sustainable today.



Great December crowds at Penguin & Puffin Coast.



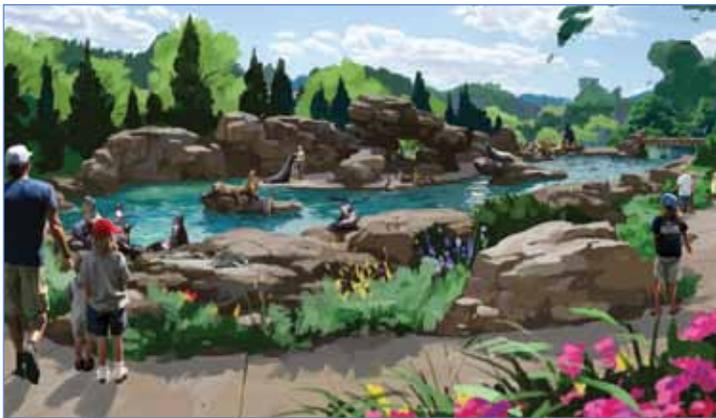
Children enjoying stories at Wild Lights.

More about that later— first let's discuss bringing visitors in to show off all these ambassadors for their species. Just like the Cards, we sweated through an ugly summer with 14 days above 100 degrees—an attendance losing streak for us. It really looked doubtful we would reach our three-million-visitor goal. However, coming to our rescue in December was unseasonably warm weather and a wonderful Wild Lights display that brought in a record 53,000+ visitors.

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The Living Promise Campaign Surpasses \$100 Million

Also in December *The Living Promise Campaign* met its daunting target for the year when the Saint Louis Zoo Association and Endowment Trust secured slightly more than \$100 million in commitments, bringing the Campaign to 83 percent of its \$120 million goal.



Rendering of the new basin in Sea Lion Sound.

These funds will be used for visitor amenities and exhibits, like Sea Lion Sound, which is opening in 2012. Now 85 percent complete, Sea Lion Sound will offer a significantly expanded and improved 1.5-acre home for California sea lions. This exhibit will combine two popular areas, the Sea Lion Basin and the Sea Lion Arena, which closed this fall after a successful 57-year run. The project also includes a state-of-the-art sea lion habitat, the Enterprise Rent-A-Car Family Sea Lion Landing, with salt-water pools, underwater viewing, a unique underwater walk-through tunnel, and the new Lichtenstein Sea Lion Arena, designed for public demonstrations.

Campaign funds will also help build Grizzly Ridge and Polar Bear Point—two exhibits that are expected to open in 2017 and the Andean Bear Ridge and Sun Bear Forest, both to be built in River's Edge, with construction completed in 2014.

Finally, in 2011, *The Living Promise Campaign* covered the cost of building the Myron Glassberg Family Maintenance Center and Elephant Woods, a fourth Asian elephant habitat with a forest environment that is now being used by our herd of three generations of nine elephants.

Many Births, Many Firsts

Speaking of elephants, one of our most celebrated 2011 newborns was Kenzi, an Asian elephant born to Rani and Raja—the Zoo's only bull elephant and the first elephant ever born at the Saint Louis Zoo. The Asian elephant is facing extinction with an estimated 35,000 to 50,000 left in the wild. Besides working with the Association of Zoos and Aquariums (AZA) Species Survival Plan, our Zoo also supports conservation projects for Asian elephants in Sumatra and supports the efforts of the International Elephant Foundation.



Our new calf, Kenzi.



Our new African lion cub.

July 2011 brought the first lion cub born at Big Cat Country since its opening in 1976. With fewer than 25,000 surviving in Africa, lions have been listed as vulnerable by the Convention on International Trade in Endangered Species. That is one level below “threatened with extinction.”

Also in 2011, the Zoo's black rhinos, Kati Rain and Ajabu, welcomed their first calf, Ruku—after 15 months of gestation. We have waited two decades to celebrate a rhino birth at the Zoo. Ruku is the eighth

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East African black rhino born at our Zoo as part of the AZA Black Rhino Species Survival Plan to manage genetically healthy populations of black rhinos in North American zoos. In Africa, the black rhino is critically endangered.

The year also marked the first hatching of an endangered hyacinth macaw. This hatching was the first offspring from a 35-year-old, wild-caught male and the only recorded hatching for this South American species in the past 12 months in North America.



Colobus monkey with baby.

It had been 11 years since the birth of a larger monkey at the Zoo, so we welcomed a male colobus monkey on May 20 in the Primate House, where a cotton-top tamarin was also born earlier in 2011.

Perhaps the most noteworthy births were hellbender babies. In November, the Saint Louis Zoo's Ron Goellner Center for Hellbender Conservation and the Missouri Department of Conservation announced the world's first captive breeding of Ozark hellbenders. This decade-long collaboration yielded 165 hellbenders, bringing the Zoo's population to 437 or 72 percent of the total population of 600 estimated to be alive in the zoos today. Rivers in south-central Missouri and adjacent Arkansas once supported up to 8,000 Ozark hellbenders. Little wonder the amphibian was added in October 2011 to the federal endangered species list.

The hellbender story attracted national and international attention from three dozen mainstream media outlets and 232 websites. Coverage included features in the *Washington Post*, *National Geographic*, *Scientific American*, and National Public Radio's *All Things Considered*.

We can't list the dozens of reptiles or thousands of insects that arrived in 2011, but we can report that for the first time, we reproduced several species in the Monsanto Insectarium, where 1,289 mantids hatched during the year as did the 6,505th American burying beetle—a highly endangered species we are working to reintroduce in Missouri.

Looking at all these births, it's easy to recognize the importance of breeding programs designed to conserve endangered and threatened species. By maintaining assurance animal populations, zoos and aquariums are able to conduct vital research and pave the way to the possible reintroduction of species into the wild. For example, the year 2011 marked the 19th year of data collection for a long-term antelope mother and infant behavior project, making this collection one of the largest antelope behavior datasets in the world. Working with several national and international partners, we also added tuberculosis to the research we are doing on diseases affecting elephants.

In addition, as many of you know, the Zoo is also a leader in contraceptive breeding practices to help zoos and aquariums maintain genetic diversity and prevent inbreeding. In 2011, the AZA Wildlife Contraception Center at the Zoo continued to provide high-tech match-making by helping 100 institutions manage contraception for 154 species and 429 animals.

Our research staff also continues to be selected for prestigious appointments. In 2011, Zoo Senior Scientist Dr. Patricia G. Parker was elected to the board of the Charles Darwin Foundation—a leader in research and preservation of species and ecosystems on the Galápagos Islands. Dr. Parker and Zoo Senior Vice President and WildCare Institute Director Dr. Eric Miller are project managers of the WildCare Center for Avian Health in the Galapagos Islands. Their researchers from the university and the Zoo are surveying diseases of the bird population. Dr. Parker

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is also Des Lee Professor of Zoological Studies, at the University of Missouri St. Louis.

Finally, when we think about caring for animals, we realize the importance of high quality care; in 2011, our veterinarians saw 1,263 individual animals and wrote 8,304 medical records and 1,771 prescriptions. Our William R. Orthwein Jr. & Laura Rand Orthwein Animal Nutrition Center served up 34,268 pounds of Zoo Carnivore Diet, the equivalent of 137,072 Quarter Pounders, not to mention tons of carrots, fish, bananas, apples and other animal food items.

WildCare Institute Attracts \$1 million in Donations

Many of the births I've mentioned were the result of the work of 12 WildCare Institute centers. Established in 2004, the Institute has invested \$9 million in wildlife conservation, including the \$1 million in private donors



White-cheeked dove.

contributed since 2004. In 2011, the Institute celebrated seven years of conservation success with an evening of regional foods, music and displays for our members. We celebrated the translocation of 24 critically endangered white eye to a snake-free island from Saipan, which is infested with brown tree snakes. Among other topics, we discussed the successful breeding of the

endangered red-necked ostrich in northern Niger thanks to the Zoo's support of the Center for Sahelo-Saharan Wildlife Recovery.

In 2011, we also celebrated the establishment of the Center for Native Pollinator Conservation (CNPC), which works to save pollinators from local backyards to the far corners of the world. The Zoo hosted a pollinator conservation strategy workshop in November attracting experts from across the nation and is taking a leadership role in the survival of these critical insects.

New Conservation Medicine Institute Established

In September 2011, the Zoo announced the formation of the Institute for Conservation Medicine, which is focusing research on diseases known to affect

threatened and endangered wildlife.

The center is also analyzing how disease relates to domestic animals and public health. As emerging infectious diseases increase in incidence and geographic range, the new institute is partnering with universities, medical schools, ecologists, physicians, veterinarians and other health

professionals to study the interrelated nature of diseases in animals and humans in the context of environmental change. Funded by private support and grants, the Institute staff has already published or sent to press 17 publications and made 24 presentations.



Cover of the new Institute for Conservation Medicine.

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Stingrays, History, Educational Programs Attract Visitors

The year wasn't entirely consumed by the serious matters of conserving species. Our visitors also had lots of fun. Attendance at the popular Stingrays at Caribbean Cove, which in 2011 featured sharks, jumped by a third; and in 2011, almost 390,000 visitors enjoyed the free first hour of operation at the Emerson Children's Zoo, the Mary Ann Lee Conservation Carousel and at Stingrays at Caribbean Cove.



Visitors enjoying Stingrays at Caribbean Cove.

In 2011, the Zoo was the site for a red carpet movie premiere of "Zookeeper," which grossed \$80 million in the U.S. alone. Throngs of local residents came out to meet the stars.

The Zootennial exhibit, presented by First Bank, which allowed visitors to walk down memory lane in celebration of our 100-year anniversary, continued for a second year in Peabody Hall and attracted more than 266,000 visitors. It closes at the end of February to make room for an exhibit of the works of premier wildlife artist Robert Bateman, opening in May 2012.

The Zoo now owns the second largest collection of this celebrated artist's works, thanks to a generous donation of this art.

We hosted 240 private events bringing in \$1.7 million in revenue. A record \$912,710 was raised at ZOOFARI when over 3,000 guests dined and danced under the stars. We also sold a record 178,000 Safari Passes that for \$10 each cover admission to a range of attractions.

Our staff of 305 full-time and 175 part-time employees again provided great service to attract top ratings from our visitors. In fact, our research shows that a visitor's satisfaction increases significantly if the visitor has contact with staff or volunteers.

Behind the scenes, our Facilities and Maintenance team built streams, connected utilities, rewired and installed drywall, improved gates, put up fencing, replaced roofs and installed new play equipment for children. The Horticulture Greenhouse propagated more than 1,700 plants and planted over 22,000 annuals and 12,000 tulip bulbs.



Interior shot of the Zoo's greenhouse.

In 2011, 1,450 Zoo volunteers contributed 93,125 hours, valued at almost \$2 million. The Zoo's Education Department continued to make visitors

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Outreach in front of local students.

care about the future of wild things in wild places by reaching almost 686,000 visitors with 2,300 Zoo education programs and activities. The Zoo's outreach vans drove over 14,000 miles delivering programs and sharing important messages about helping animals survive.

On a final, significantly more serious note, the iconic symbol of climate change, the polar bear, is in deep trouble. In the fall of 2011, a few Zoo staff members ventured north to Churchill, Canada, for visits with professionals from other institutions. Churchill is the polar bear capital of the world and a good place to get a first-hand look at what is happening to the species. Ice there is forming weeks later than usual, lengthening the fasting time for bears and placing heavy burdens on mothers with cubs. Many bears are not surviving; in



Polar bear in Churchill, Manitoba, Canada.

fact, the number of polar bears at Churchill has dropped by 20 percent in the past decade. We are working to bring bears—particularly orphaned cubs—to U.S. zoos from Canada. We will keep you posted on our progress in making that happen as we press government to change regulation that blocks importation of these bears to U.S. zoos.

The first-hand experience of seeing this magnificent animal in such steep decline underscores the importance of your support for our Zoo and our mission. Again, that critical mission is to conserve animals and their habitats through animal management, research, recreation and educational programs that encourage public support and enrich the experience of our visitors.

In closing, let me say that the one thing that was not a come-from-behind issue in 2011 was your support. We closed the year with significant gifts to meet our 2011 *The Living Promise Campaign* target. We attracted more than 40,000 member households in 2011, and the Zoo's Marlin Perkins Society membership reached nearly 1,000 with 105 new members, bringing in \$1.5 million in revenue.

It remains a great privilege to be associated with such a dedicated group of supporters, volunteers and staff who make our Zoo America's #1 Zoo.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeffery P. Bonner'.

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