



A Message from the Saint Louis Zoo

We did it! Thank you for supporting our Zoo!

We are incredibly excited about the future of the Saint Louis Zoo. November 6, 2018, was one of the most important days in the recent history of our Zoo. We were on the edge of our seats waiting for the final results, and when we received the news that Proposition Z passed at the polls, we were overjoyed.

The passage of Proposition Z means more to us than just the additional funding. We are grateful and humbled by all the support we have received from our Zoo community. Volunteers campaigned for us. People all over St. Louis County put up yellow yard signs. St. Louis County voters took the time to go to the polls—some who had their children in tow and others who made a point to schedule time off work—to ensure they could vote “yes” for Proposition Z. You helped make this a victory. You helped secure our future. You helped ensure that we can continue to conserve and connect people to animals. For all this, we cannot thank you enough.

This year was momentous for many other reasons, too. Our eight cheetah cubs made their public debut in May and celebrated their first birthday in November. We hosted our most successful Make Tracks 5K to date—who wouldn't want to run though the Zoo past inquisitive animals? Visitors eagerly satisfied their caffeine and sugar fixes at the new Candy Crossing and Starbucks shops at the Zoo. Jack Hanna was a guest speaker at our Wild Night for WildCare fundraiser. And U.S. Bank Wild Lights broke records in terms of attendance and revenue.

All of what we do throughout the year goes back to our simple, clear mission: we are dedicated to caring for animals. With your support and the hard work of our volunteers and staff, we can't wait to see what the future has in store for our Zoo.



**We did it,
St. Louis County voters!**
Prop Z passed. Thank you
for supporting the Zoo.

A Message from the Saint Louis Zoo

2018 FUN FACT

Number of Prop Z yard signs
➤ **3,000**

Prop Z Passed at the Polls. What Next?

Now that the measure has been approved, what can you expect to see in the future?

At the Saint Louis Zoo in Forest Park:

Many of the changes will be “beneath the surface.” Many parts of the Zoo’s campus are over 100 years old. We simply have not been able to keep up with the many infrastructure needs of our Zoo, which is one of the reasons the proceeds from the sales tax increase are essential to our future. Among the projects we need to undertake include: replacing water pipes throughout our campus, updating animal habitats and replacing back-up water valves to ensure the quality of our water supply.



Volunteers (and their pets) campaign for Prop Z

At the North Campus in North St. Louis County:

We have big plans for our new 425-acre North Campus. This beautiful site was purchased with funds by anonymous donors. Among those plans is to operate a Conservation & Animal Science Center. Many animal species are in serious trouble. And the fact is, the campus in Forest Park just does not have sufficient space for us to manage these animals for assurance populations into the future. Our North Campus will allow us to have large groups of animals for conservation breeding.



Conceptual photo illustration of a wildlife experience at the North Campus

Another exciting aspect to the Zoo’s North Campus is for us to offer the hands-on, educational experiences that only nature can provide. In fact, the Zoo is currently undertaking an extensive study within the surrounding north St. Louis community to ensure the experiences we develop will best serve the neighboring areas.

The Zoo’s North Campus also will include public components. Some ideas we have for a visitor experience include: a welcome center that describes the important conservation work being done at the property, a safari-type vehicle that offers a guided tour where visitors can see the animals in an expansive and natural setting, food and beverage offered in spaces with grand vistas of grazing animals, a nature playground with a water-play experience, and wooded nature trails. We are confident that these activities will help bring tourism and economic activity to the overall St. Louis metro area and to north St. Louis County specifically. Because of the passage of Prop Z in St. Louis County, the basic public experience of the Zoo’s North Campus will be free to St. Louis County residents; others will pay admission fees.

We have a lot of work ahead of us, and planning will take at least 18 months. Rest assured that we will keep you informed as we move forward.

A Message from the Saint Louis Zoo

2018 FUN FACT

Number of fudge varieties at Candy Crossing

24

Zoo Openings, Anniversaries and Milestones



Visitors grab a free fudge sample at Candy Crossing

Candy Crossing and Starbucks Open

Visitors can now enjoy Candy Crossing, our new fudge and candy shop, and a Starbucks. All the items at Candy Crossing are made with either sustainable palm oil or no palm oil at all, which ultimately helps protect animals' rainforest homes. With 48 flavors of taffy and 24 flavors of fudge, Candy Crossing is a small sugar paradise for the young and young at heart.

Voted Best Zoo and Best Zoo Exhibit

We were chosen for the second year in a row as the top winner in the "Best Zoo" category of the 10Best Readers' Choice Awards contest sponsored by USA TODAY. The Judy and Jerry Kent Family Sea Lion Sound also won "Best Zoo Exhibit" in a separate poll. Thank you for your votes!

Zoo Celebrates 55th Anniversary of the Emerson Zooline Railroad

One of our most beloved attractions, the Emerson Zooline Railroad, celebrated 55 years of operation. The nation's largest miniature rail line has carried more than 39 million riders since it opened to the public. The late Marlin Perkins, then director of the Zoo, drove a golden spike into the ground at a VIP ceremony on August 29, 1963.

Make Tracks Participants Enjoy 5K Through the Zoo

For the first time ever, participants in our annual 5K got to run through our Zoo. This new course received enthusiastic reviews, and with over 4,700 registered participants, it also was our best-selling Make Tracks event ever! Along the course, participants got to see okapis, takins, giraffes, grizzly bears and our polar bear.



Make Tracks participants run through the Zoo

2018 FUN FACT

Number of Zoo campers

2,664

2018 FUN FACT

Number of Boo at the Zoo attendees

57,319

2018 FUN FACT

Number of Make Tracks participants

4,702

2018 FUN FACT

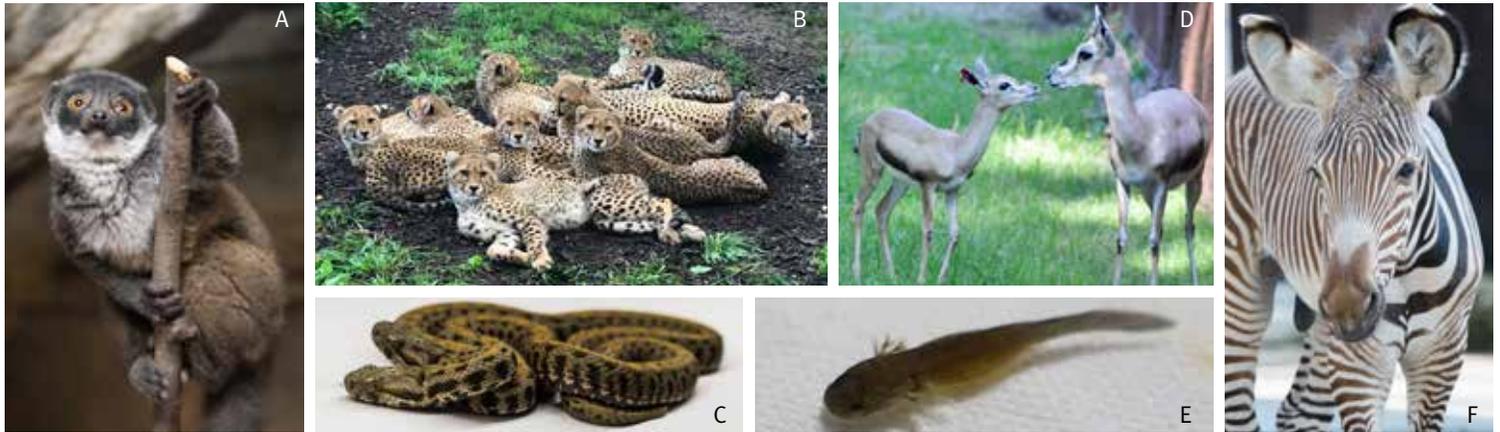
Number of Wild Lights attendees

79,093

A Message from the Saint Louis Zoo

2018 FUN FACT

Number of
animal births
9,133



A: mongoose lemur; B: cheetahs; C: Armenian viper; D: Speke's gazelles; E: Ozark hellbender; F: Grevy's zebra

Celebrating Babies and Birthdays

Cheetah Cubs Celebrate First Birthday

Our eight cheetah cubs celebrated their first birthday on November 26, 2018. The cubs and their mom, Bingwa—affectionately named the Bingwa Bunch—are enjoying their habitat together in River's Edge. The cubs will stay with mom for the first year and a half to two years of their lives. The best time to see the family is early in the morning or late in the day, when they are the most active.

New Zoo Arrivals

A Special Girl: Princess Buttercup

All babies born at the Zoo receive special attention, but some require a little extra care. So was the case with Princess Buttercup, a mongoose lemur. Before Princess Buttercup was born, staff knew that her mom would need help raising her newborn. When Princess Buttercup arrived, keepers hand fed formula to the newborn using a syringe and performed regular check-ups. This was the first successful birth and rearing of a mongoose lemur at the Zoo, a milestone for the critically endangered species. Princess Buttercup is healthy and will celebrate her first birthday in March.

Herpetarium Happenings: Armenian Vipers and Ozark Hellbenders

It was a busy year for the staff at the Charles H. Hoessle Herpetarium. In June, six Armenian vipers were born. These vipers are found only in the mountains of Armenia. Four months later, in October, we celebrated the hatching of second-generation Zoo-bred Ozark hellbenders.

Black and White Galore: A Colobus Monkey and Two Zebras are Born

At the tail-end of 2017, we welcomed a male black and white colobus monkey on December 29. The baby was named Hawthorn. In July, we welcomed our ninth Grevy's zebra foal in 10 years, a male named Colton. Then, on New Year's Eve, a female Grevy's zebra named Nova arrived.

200th Speke's Gazelle Born

On the 200th day of 2018—July 19—we announced the birth of our 200th Speke's gazelle. To honor this achievement in the conservation of this endangered gazelle, we hosted a celebration at the Zoo and asked the public to go online and vote on the little male gazelle's name. The winning name was Lincoln.

Conservation Collaborations

Extra Help for Animals in the Galápagos Islands

The Center for Avian Health in the Galápagos Islands, one of 13 centers of the Saint Louis Zoo WildCare Institute, works to save native bird species. The cumulative effect of human population, tourism and the introduction of new forms of disease pose a threat to these animals in the Galápagos Islands. Working with the University of Missouri–St. Louis and Ecuadorian partners, the Zoo helped support the opening of the Galápagos Biosecurity Laboratory on Santa Cruz Island. It marks a significant step forward for Ecuadorians providing their own expertise to this critical conservation work.

Great Grevy's Rally

To help the endangered Grevy's zebra, four Zoo staff members representing the Center for Conservation in the Horn of Africa went to Kenya to participate in the Great Grevy's Rally. This rally is a national census of Grevy's zebras. Participants in the rally are asked to photograph the zebras to help form a census of all the individual animals. By studying the unique populations, experts will be in a better position to help save zebras.



Jack Hanna with Marlin Perkins Society members Pat Moore, Conservation Council Chair, and his wife, Beth

Jack Hanna Kicks Off Wild Night for WildCare Fundraiser

On the evening of November 1, 2018, the Zoo welcomed over 300 supporters and staff to our annual Wild Night for WildCare fundraising event. At this sold-out event, Jack Hanna, Director Emeritus of the Columbus Zoo and host of multiple television series, was the guest speaker. Thanks to the generosity of the underwriters and attendees, Wild Night for WildCare garnered over \$60,000 for the WildCare Institute and its conservation efforts.

WildCare Institute Centers Recognized with Midwest President's Award

The Center for American Burying Beetle Conservation and the Ron Goellner Center for Hellbender Conservation, both of the WildCare Institute, won the prestigious Midwest President's Award from the Midwest Association of Fish & Wildlife Agencies. This award is given to organizations that epitomize stewardship and dedication to fish and wildlife conservation. Both centers have been instrumental in leading conservation efforts in Missouri for the Ozark hellbender and American burying beetle.



WildCare Institute Center Directors (from left) Mark Wanner, Lauren Augustine and Bob Merz with the Midwest President's Award

A Message from the Saint Louis Zoo

2018 FUN FACT

Number of Marlin Perkins Society members
1,184

Applauding Acts of Philanthropy

Zoo Parents Program Celebrates 40 Years

Feeding all the 16,000 animals in our care is no easy task. Between 10 tons of carrots and 18 tons of romaine lettuce, you can imagine our grocery bill is pretty steep. This is one reason why we are thankful for our “parents” in the Zoo Parents Program. Their support helps provide nutritious food to our animals, including our eight hungry cheetah cubs. This year marked 40 years of the Zoo Parents Program. Today, we have more than 11,000 Zoo Parents, and the program generates more than \$400,000 a year for animal care.



Saint Louis Zoo
Parents Program
EST. 1978

New Zoo TV Channel at Ranken Jordan Pediatric Bridge Hospital

A new television channel is available at Ranken Jordan Pediatric Bridge Hospital, thanks to caring individuals and companies. San Diego Zoo Kids is an innovative television channel, developed by philanthropist T. Denny Sanford. Animal-oriented, educational programs are produced for medical facilities that serve pediatric patients. A generous gift from The Tilles Foundation has made the channel available in shared spaces and waiting areas at the Maryland Heights hospital. The TV channel can also be seen at St. Louis Children's Hospital and Mercy Children's Hospital. The channel features some animal stories from the Saint Louis Zoo.

Honoring Our Donors of *The Living Promise Campaign*

In 2018, we installed a donor wall in The Living World to commemorate supporters of *The Living*



Donors of *The Living Promise Campaign*

Left: Noémi and Michael Neidorff at the Centene company picnic at the Zoo; Joe Ambrose, Immediate Past President of the Saint Louis Zoo Association, throws a Frisbee at the Sea Lion Sound donor preview

Promise Campaign. Each person on the list has made a big difference to our Zoo. *The Living Promise Campaign* promised to change the face of the Zoo with captivating new habitats, improved infrastructure and a strengthened endowment for a secure future. The community's unprecedented zeal surpassed the original goal of \$120 million, and the Zoo celebrated a final total of more than \$134 million.

Endowed Fund Created to Ensure Zoo Safety

In 2018, Rudolph L. Wise Jr., owner of Wise El Santo Company, provided a generous gift to the Saint Louis Zoo from his estate plan. His colleague and president of Wise El Santo Company, a national safety and environmental distribution business, said of him, “Rudolph was a hardworking and understated man. One time when we were on a long drive home from a business trip, he told me he needed to do something to leave a legacy, as the family name would die with him.” An endowed fund was created in the company name: the Wise El Santo Company Safety Fund. It helps provide for the equipment, training and services needed to ensure a safe environment for all those who visit, volunteer and work at the Zoo. The Wise legacy will support Zoo safety each year with this endowed fund, a fitting tribute to the family name and business.

Connecting People to Wildlife Through Education



Zoo Preschool Celebrates Four Years

At our Zoo Preschool, playing outside is an important part of learning. More than 50 percent of students' days are spent outdoors! In 2018, the Zoo Preschool celebrated four years since its opening. Zoo Preschool enrolls 36 preschoolers for nine months out of the year. Children are encouraged to develop a love of learning though connecting with animals and nature.

Over 9,000 People Say #byetobags

Did you know that each family that switches to reusable bags for one year can keep 1,500 plastic bags from entering the environment? Our #byetobags campaign encourages the public to take a pledge to switch from plastic bags to eco-friendly bags. You may take the pledge on Zoo grounds, online at stlzoo.org and now at Dierbergs grocery stores on select days. You also may purchase #byetobags reusable bags at St. Louis-area Dierbergs stores, all of which sport our Zoo's conservation messaging. Since its launch by the Zoo ALIVE teen volunteers, the #byetobags campaign has garnered over 9,000 pledges.



Second Annual Sensory Night at U.S. Bank Wild Lights

After the first-ever, well-received Sensory Night at U.S. Bank Wild Lights in 2017, we once again hosted Sensory Night in 2018. Nearly 700 tickets were sold. Sensory Night is for individuals on the autism spectrum and others who may benefit from a sensory-friendly experience. This event mirrored the traditional holiday lights experience at Wild Lights, but the evening offered quiet areas and trained Zoo staff to assist families.



Top: Preschool students enjoy a day in Forest Park;
Center: Family enjoys a decorated path at Sensory Night;
Bottom: #byetobags teen volunteers hand out reusable bags to visitors

A Message from the Saint Louis Zoo

2018 FUN FACT

Number of Zoo employees
1,336



Bactrian camels and Grevy's zebras enjoy some morning sunlight

Looking forward to the future

This year is the beginning of a new chapter and a busy season for us: outlining how our North Campus will be developed. Updating existing infrastructure at the Zoo's main campus in Forest Park. Planning how we can make the biggest impact in our St. Louis community, both economically and socially. Strategizing how we can make the biggest impact for animals in our care and for those in the wild. We have much work ahead, but with your support, we will make the Saint Louis Zoo better than ever.

Thank you for all you did for us in 2018, and I hope 2019 brings you good health, happiness and fortune.

Sincerely,

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

2018 FUN FACT

Number of Zoo members
56,240
June 2018

2018 FUN FACT

Number of volunteer hours
100,193

2018 FUN FACT

Number of unique Wi-Fi subscribers
54,620

2018 FUN FACT

Number of Facebook followers
505,581