EVOLVE
A TIME OF TRANSFORMATION

2002—2012: ENGAGING MILLIONS, SAVING SPECIES, BUILDING FOR THE FUTURE
A TIME OF TRANSFORMATION

SAVING SPECIES, BUILDING FOR THE FUTURE

Saint Louis Zoo
Animals Always®
Engaging millions, saving species, building for the future

At the Saint Louis Zoo, we have rarely looked back at how far we’ve come. We have been too busy moving forward. But we know we must look to the past to put the present in perspective and effectively plan for the future.

So just for a moment, let me invite you to look over where we’ve been. This walk through the Zoo’s last period of growth and achievement will serve to drive us to achieve even more as we pursue our vision for a seamlessly integrated, world-class conservation organization. From 2002 to 2012, we made great strides toward realizing that vision. Over the next several years, we can and will do even more—with your continued support and dedication.

2002–2012: A TIME OF TRANSFORMATION

**2002**
- Final River’s Edge phase opens with rhinos, hippos
- Surpassed a $63 million campaign goal, reaching $71 million in gifts
- Met the Kresge Foundation’s challenge to match a $1.5 million grant
- National Science Foundation funds science education
- Zoo develops first contraceptive product in 25 years

**2003**
- Penguin & Puffin Coast opens
- Record three million visitors
- Madagascar conservation group based at Zoo
- Mary Ann Lee Conservation Carousel opens
- Endangered wild babirusa piglet born

**2007**
- Zoo programs among AZA’s Top 10 Wildlife Conservation Success Stories
- Orthwein Animal Nutrition Center opens
- Camp KangarooZoo campers up 42 percent from previous year

**2008**
- Dinorarus opens
- Comprehensive strategic plan announced
- Zoo CEO position endowed
- Year of the Frog raises awareness of amphibian crisis
- Animal births include Amur tiger cubs, Somali wild ass foals
- Zoo retires bonds, becomes debt free

**2009**
- Stingrays at Caribbean Cove opens
- Merger creates Zoo Association
- Zoo hosts World Association of Zoos and Aquariums meeting
- Nutritionist position endowed

Jeffrey P. Bonner, Ph.D.
Dana Brown President & CEO
2004
- Edward K. Love Conservation Foundation Cypress Swamp in the 1904 Flight Cage opens
- Zagat Survey names us America’s #1 Zoo
- WildCare Institute created
- Zoo’s permanent endowment established

2005
- Donn & Marilyn Lipton Fragile Forest opens
- Sahara Conservation Fund established
- First king penguin chick born
- Artificial insemination of Mexican gray wolves yields pups
- First in North America to breed Armenian viper

2006
- *Animals Always* sculpture donated by Thelma Zalk located in the Steven F. Schankman Family Plaza
- Distance learning program begins
- Elephant calf born at Zoo
- First litter of cheetah cubs since 1992

2010
- Elephant house becomes Peabody Hall; Zootennial celebrates 100 years
- The Living Promise Campaign announced
- Protected areas for Armenian viper, Humboldt penguins created
- New Farm Play Area opens in Emerson Children’s Zoo
- First captive reproduction of golden white-eye birds from Saipan

2011
- Ozark hellbenders first-ever captive breeding
- Institute for Conservation Medicine established
- Myron Glassberg Family Maintenance Facility opens
- Lion cubs, endangered Grevy’s zebra foals, Asian elephant calf among significant births
- Endowment Trust merges into Zoo Association

2012
- Sea Lion Sound opens
- 13.5-acre hospital site purchased
- Two major awards for wildlife conservation work
- *Inspired by Nature* art exhibit opens
- Zoo-bred American burying beetles reintroduced
- Elephant Woods opens
- Attendance hits record: 3.52 million
DONOR GENEROSITY IS EXTRAORDINARY

The Zoo surpassed $63 million goal for the Saint Louis Zoo 2004: Gateway to the Animal World Campaign, reaching $71 million in gifts.

The Zoo and the St. Louis community met the Kresge Foundation’s challenge, raising enough money to secure a $1.5 million grant. Donors, including numerous corporations, foundations and individuals, stepped up to help the Zoo exceed its fundraising goal.

Food Contraceptive Product First in 25 Years
With Purina Mills, the AZA Wildlife Contraception Center at the Zoo formulated a food product with a contraceptive hormone for giraffes and other hoof stock species—the first new contraceptive introduced to zoos in 25 years.

Program Funded to Improve Science Teaching
A five-year National Science Foundation-funded project, Center for Teaching and Learning, focused on improving science teaching and learning through teacher development, mentoring, coaching and research.

Giant Anteaters Return to Zoo
A pair of giant anteaters came to River’s Edge, marking the return of this species to the Zoo after a 20-year absence.

Survey Shows Beetle Disappearance
The year marked the beginning of the Zoo’s efforts to survey endangered American burying beetles, which can be found in the Zoo’s care in the Monsanto Insectarium. These beetles where once found in 35 states; by 1989, the only known population was in Rhode Island.

New Asian Elephant Joins the Family
The Asian elephant Sri came from the Woodland Park Zoo in Seattle—as always, a move that was recommended by the Association of Zoos and Aquariums (AZA) Asian Elephant Species Survival Plan® (SSP).

First Saharan Field Survey of Species
Our Zoo provided funding and staff for the first field survey in Niger to better understand the presence and abundance of critically endangered species, like the addax, cheetah and dama gazelles.

Hippos, Rhinos Come to River’s Edge
The final phase of River’s Edge was completed in 2002 with the exciting opening of the South American section along with the Anheuser-Busch Hippo Harbor and the Rhino Reserve.
JUST CHILLIN’!
PENGUINS, PUFFINS GET COOL NEW HOME!

Penguin & Puffin Coast opened to much acclaim, showcasing king, rockhopper, gentoo and Humboldt penguins, plus horned and tufted puffins. The first in North America, this walk-through experience immerses the visitor into the penguin and puffin habitat.

Attendance Record Set
The Zoo reached three million visitors—a first; membership households hit 38,000 during the year.

Conservation Carousel Takes First Spin
The Zoo opened the custom-designed Mary Ann Lee Conservation Carousel, featuring 64, one-of-a-kind, hand-carved wooden animals that represent protected and endangered species. It contributes about $350,000 annually to the Zoo’s WildCare Institute’s conservation centers.

Babirusa Piglets Successfully Bred
The Zoo celebrated a birth of a babirusa, a critically endangered species of wild pig from Sulawesi, Indonesia. Since the 1990s, 24 babirusa piglets have been born at the Zoo.

Madagascar Conservation Based at Zoo
A strong commitment to lemur conservation led to our Zoo’s selection as the new headquarters of the Madagascar Fauna & Flora Group—a consortium dedicated to conservation in Madagascar.

Support for the Scout Program Helps Protect Zebras
The Grevy’s Zebra Scout Program was initiated in the community areas of northern Kenya with initial funding and support from our Zoo.

Catering at Zoo Adds Revenue
Continuing on the success of the changes to the catering program from 2002, evening catering was brought completely in-house, offering significant revenue to the Zoo.
TERRIFIC NEW HABITAT FOR AMERICA’S #1 ZOO

Zagat Survey’s U.S. Family Travel Guide named the Saint Louis Zoo America’s #1 Zoo. Zagat rated over 30,000 venues—hotels, zoos, amusement parks—in its survey.

Cypress Swamp Opens in Flight Cage
The Zoo opened the Edward K. Love Conservation Foundation Cypress Swamp in the popular 1904 World’s Fair Flight Cage; the exhibit showcases 16 species of birds native to Missouri’s wetlands.

First Births Include Endangered Okapi
The first-ever okapi was born at the Zoo. With other partners, the Zoo supports conservation efforts for this endangered species in the Democratic Republic of Congo.

WildCare Institute Established
The establishment of the WildCare Institute brought conservation initiatives under a single organization, providing greater focus and resources to projects dedicated to creating a sustainable future for wildlife and for people around the world through its 12 conservation centers in Missouri and worldwide.

Permanent Endowment Created
With $16 million from the Zoo Friends Association, our Zoo established a permanent endowment to help ensure a strong and financially independent Zoo through a permanent entity where all planned and estate gifts are retained and stewarded.

Pathogen Research Breaks New Ground
As part of the Galápagos Avian Health initiative with the University of Missouri-St. Louis, Zoo veterinary staff co-authored a health survey comparing pathogens affecting doves and introduced by common pigeons.

Zoo-bred Bongos Return to Kenya
Two female bongos born at the Zoo were part of a group of 18 animals that were returned to Kenya as part of a repatriation project.

Teen Volunteer Program Begins
The Zoo ALIVE teen volunteer program began with seven teens; to date, the Zoo ALIVE program has had more than 260 teen participants, who have contributed more than 10,000 volunteer hours.
CHIMPANZEEs, Gorillas, ORANGUTANS—OH MY!

The Donn & Marilyn Lipton Fragile Forest—the outdoor habitat for chimpanzees and orangutans—opened to help our Zoo continue to provide a high quality of care to these intelligent animals.

First Penguin Chicks Hatch in New Habitat
A pair of king penguins hatched a fluffy brown chick at our Zoo, the first successful chick reared at Penguin & Puffin Coast since it opened in May 2003. The king penguins really worked as a team to rear their single chick.

Zoo Helps Start Saharan Conservation Fund
Our Zoo assumed a leadership role in the international zoo community to help establish the Sahara Conservation Fund (SCF) as the first non-governmental organization of its kind devoted exclusively to addressing the silent crisis of extinction of wildlife in North and West Africa. Through the WildCare Institute’s Center for Saharan Wildlife Recovery, our Zoo provided seed money and other technical support to launch SCF as a viable entity. Our Zoo serves as a U.S. base of operations and an incubator for this fledging conservation organization.

Advanced Diagnostic Gear Comes to Zoo
Veterinary staff acquired a state-of-the-art portable ultrasonography machine to facilitate diagnostics and health assessments of the Zoo’s animals, including reproductive monitoring of the elephant herd.

Artificial Insemination Yields Wolf Pups
The Zoo, which in the 1990s became the site for a frozen semen bank, contributed semen for the first-ever artificial insemination of Mexican gray wolves.

Two Mexican gray wolves at the Wild Canid Center—now the Endangered Wolf Center in St. Louis County—gave birth to nine pups conceived for the first time through the use of artificial insemination.

North American First: Vipers Bred by Zoo
The only institution in North America to successfully breed Armenian vipers, our Zoo welcomed five viper offspring, born on June 15, 2005.
2006
ICONIC ANIMALS ALWAYS TRANSFORMS ENTRANCE

A 100-ton Animals Always sculpture installed at the corner of Hampton Avenue and Wells Drive at the entrance of Forest Park is the world’s largest public zoo sculpture. By famed artist Albert Paley, the sculpture was donated by Thelma Zalk; the Steven F. Schankman Family contributed the funds for the handsome plaza that surrounds it.

Elephant Birth Marks Start of Third Generation

Our Zoo’s second elephant calf and the start of a third generation of elephants began with the birth of Maliha. She is the daughter of Raja, the first elephant born at the Zoo. Asian elephants are an endangered species, with as few as 35,000 left in the wild.

First Cheetah Cubs Born Since 1992

Three cheetah cubs became the first litter of cheetah cubs to be born at the Zoo since 1992. The cheetah is endangered throughout Africa.

Zoo Combats Anthrax Outbreak in Kenya

Our Zoo responded to an anthrax outbreak that was killing wild Grevy’s zebra in northern Kenya. We joined other zoos around the world in supporting the Northern Rangelands Trust’s vaccination of almost a third of all wild Grevy’s zebras.

Distance Learning Offered at Zoo

Using state-of-the-art equipment, the Zoo’s Education Department implemented distance learning. Since then, we have provided 541 programs to 19,603 students and teachers in 35 states and five nations.
OPENING ADVANCED NUTRITION CENTER


Zoo’s Work Listed in Top 10 Successes

Our Zoo ranked among the AZA’s Top 10 Wildlife Conservation Success Stories for the year through its efforts to protect lemurs in Madagascar and Grevy’s zebra in Kenya and Ethiopia in partnership with the Grevy’s Zebra Trust.

KangaZoo Campers Up by 42 Percent

Camp KangaZoo welcomed 1,376 participants—up 42 percent over the previous year, thanks to the opening of the Exploration Outpost, which doubled the camp’s space and allowed the Zoo to provide overnight programs year-round.

Zoo First-Ever to Exhibit Horned Guans

The Zoo became the first in the U.S. to exhibit a pair of horned guans, a highly endangered bird species.

Third Elephant Calf Born

Asian elephant Jade was the third elephant calf to be born at the Zoo, further developing our multi-generational family.

Zoo-born Addax, Oryx Return to Tunisia

After more than five years of work, staff from several zoos transported 13 addax and nine scimitar-horned oryx—all born in zoos—back to Tunisia for repatriation to the fenced reserves of Djebil National Park and Dghourmes National Park. This shipment included Zoo-born male addax.

Grevy’s Zebra Trust Created to Save Species

Zoo support helped establish the Grevy’s Zebra Trust, a non-profit conservation organization registered in Kenya and devoted to the preservation of this species across its range.

Discovery Room Attracts 77,000

The Education Department began a pilot program, establishing a discovery room that was very popular, with 77,000 visitors enjoying this new space. This was the prototype for a discovery room created in the Monsanto Education Gallery, set to open in the summer of 2013.

Children’s Zoo Curator Position Endowed

The Saigh Foundation announced a gift of $1.725 million to endow the position of the Fred Saigh Curator of the Children’s Zoo. The endowment ensures top quality leadership.

A First: Mexican Wolf Eggs Frozen

The Zoo’s Research Department, with Dr. Sherman Silber, pioneered the application of oocyte vitrification (a method for freezing eggs) for highly endangered Mexican wolves. While preserving frozen semen had long been possible, freezing eggs proved much more challenging.

Grevy’s Zebra Trust Created to Save Species

Zoo support helped establish the Grevy’s Zebra Trust, a non-profit conservation organization registered in Kenya and devoted to the preservation of this species across its range.

Children’s Zoo Curator Position Endowed

The Saigh Foundation announced a gift of $1.725 million to endow the position of the Fred Saigh Curator of the Children’s Zoo. The endowment ensures top quality leadership.

A First: Mexican Wolf Eggs Frozen

The Zoo’s Research Department, with Dr. Sherman Silber, pioneered the application of oocyte vitrification (a method for freezing eggs) for highly endangered Mexican wolves. While preserving frozen semen had long been possible, freezing eggs proved much more challenging.

Discovery Room Attracts 77,000

The Education Department began a pilot program, establishing a discovery room that was very popular, with 77,000 visitors enjoying this new space. This was the prototype for a discovery room created in the Monsanto Education Gallery, set to open in the summer of 2013.
MAPPING OUR FUTURE WHILE HELPING FROGS

After working over two years with a range of stakeholders and planning professionals, the Zoo announced a long-range plan for its future. The Zoo became debt free after retiring $20 million in bonds.

Year of the Frog, Awesome Amphibians Spur Awareness
The Year of the Frog raised awareness of a looming, mass extinction of amphibian species in the United States; 2008 also marked the launch of the Amphibian Ark—a campaign of conservation organizations across the globe. The Zoo created an exhibit titled “Awesome Amphibians”—a free experience that featured giant Chinese salamanders, the largest amphibians in the world.

245,000 Enjoy Trip Back to Prehistoric Times
During 2008, over 245,000 visitors stepped back into prehistoric time to experience the world of the dinosaur through 16, life-size animatronic dinosaurs at Dinoroarus presented by The Boeing Company.

Dana Brown Trust Endows CEO Position
The Dana Brown Charitable Trust announced a gift of $3 million to endow the position of Chief Executive Officer, providing future financial support by funding the Zoo’s most important professional position. The Zoo’s top position became known as the Dana Brown President & CEO of the Zoo—it is believed to be the first such endowed top position among zoos.

Camp Joey Thrills Pre-Schoolers
In 2008, Camp KangaZoo began Camp Joey, a pre-school half-day program for 4 and 5 year olds. The program routinely sells out all 11 sessions each summer; to date, more than 900 young children have attended.

Zoo Opens New First Aid Station
The Zoo announced a partnership with St. Louis Children’s Hospital for the new St. Louis Children’s Hospital First Aid Station at the Zoo.

Efficient Systems Bring Savings
A massive energy efficiency program included installation of computerized heating, ventilation and air conditioning systems, electric meters to monitor usage, energy efficient windows and high efficiency lighting. These improvements have yielded $120,000 in annual savings through the 2012 season.

Offspring Boost Endangered Species
Five critically endangered Amur tigers were born at the Zoo on April 28.
The Saint Louis Zoo Foundation and the Saint Louis Zoo Friends Association merged, creating the Saint Louis Zoo Association. This non-profit organization provides oversight and advice to Zoo management and assists in finding resources to support the Zoo.

World’s Zoo Leaders Meet in St. Louis
For the first time, our Zoo hosted the World Association of Zoos and Aquariums meeting in St. Louis.

Stingrays Make Debut at Zoo
Stingrays at Caribbean Cove, presented by UMB Bank, brought stingrays to the Zoo to gracefully glide through a 17,000-gallon saltwater pool in a tropical setting. This exhibit offers a unique, hands-on experience that truly connects people with wildlife.

Nutritionist Position Endowed
The William R. Orthwein, Jr. and Laura Rand Orthwein Foundation provided a gift of $1.5 million to endow the Zoo’s position of Animal Nutritionist.

Little Bird from Guam at Bird House
For the first time, the Zoo displayed a once common little bird from Guam that is extinct in the wild—the Micronesian kingfisher, the victim of the brown tree snake introduced to the island in the 1940s.

Hospital Radiographic Equipment Upgraded
The radiographic equipment of the Endangered Species Research Center & Veterinary Hospital was upgraded with the acquisition of a state-of-the-art digital radiography unit. It improves diagnostic capabilities, while minimizing the environmental impact. The digital images improve the ability of staff to collaborate and request consultations from around the world.

Efficient Heating, Cooling Goes into Jungle of the Apes
In the Jungle of the Apes, the Zoo installed more efficient state-of-the-art heating, cooling and air conditioning. The system features computerized energy management and back-up systems, resulting in increased reliability, energy savings and more precise climate control for the great apes’ indoor habitat.
2009
100 YEARS AND ROARING

The Zoo announced to the public its $120 million initiative—The Living Promise Campaign. Focused on addressing the Zoo’s most pressing needs identified in the strategic plan, Campaign funds have supported enhancement of older exhibits, improved the visitor experience and strengthened the Zoo’s infrastructure and endowment.

$5 Million from Emerson Goes to Zooline Railroad
In recognition of Emerson’s gift of $5 million—the largest single gift in Zoo history—the renowned miniature train was named the Emerson Zooline Railroad.

Zoo Celebrates 100 Years of Memories
A historic landmark at the Saint Louis Zoo, the Zoo’s first elephant house was totally renovated, thanks to a $2.5 million gift from St. Louis-based Peabody Energy. The hall that once housed two hippos, an elephant and a rhinoceros now offers a spacious exhibit gallery designed for traveling attractions, interactive exhibits, live animal exhibits and wildlife art displays. The site is also used as a venue for private events. In honor of its centennial in 2010, the Zoo celebrated 100 years of memories in Peabody Hall with an exhibit developed with the Missouri History Museum. Presented by First Bank, Zootennial offered archival video, old photos, artifacts and fun interactive elements.

New Protected Areas Help Save Viper
Thanks to work by the WildCare Institute Center for Conservation in Western Asia, the Armenian government officially proclaimed two new protected areas in southern Armenia to help conserve the endangered Armenian viper.

Children’s Zoo Gets Farm Play Area
The new Farm Play Area at the Emerson Children’s Zoo opened to rave reviews. It allows children to plant flowers, collect eggs in the coop, feed the sheep, take fruit and vegetables to market and have fun playing in a buildable farmhouse.

Zoo Helps Translocate Birds to Island
Through the Micronesian Avifauna Conservation Program, the Zoo began the first of what became annual translocations of threatened Micronesian bird species from the island of Saipan to the protected island of Sarigan. Our Zoo recorded the first-ever captive reproduction of the critically endangered golden white-eye bird from Saipan.

Sculpture, Bridge Create South Arrival Experience
The Zoo installed 10 wildlife sculptures by world-famous wildlife artists at the Wells Fargo South Arrival Experience, which includes a new pedestrian bridge. The sculptures were made possible by the Casa Audlon Charitable Lead Trust, established by Mahlon B. Wallace III, and Audrey Wallace Otto.

Peru Creates Area for Penguins
In part through the work of the Zoo’s WildCare Institute Center for Conservation in Punta San Juan, the area was incorporated into Peru’s Protected Areas System, ensuring the protection of Peru’s largest breeding colony of threatened Humboldt penguins.

Zoo CEO Leads North American Zoo Association
Jeffrey P. Bonner, Ph.D., Dana Brown President & CEO of the Zoo, was elected chairman of the AZA Board of Directors. He became involved in every aspect of the national organization.
NEW CONSERVATION MEDICINE INSTITUTE, BOUNTIFUL BIRTHS

The Zoo established the Institute for Conservation Medicine to take its conservation work to a new level by focusing on research of diseases known to affect threatened and endangered wildlife, as well as exploring how disease relates to domestic animals and public health.

Efficient New Maintenance Facility Opens
The Zoo dedicated the new Myron Glassberg Family Maintenance Facility. It replaced an antiquated 50-year-old building and was made possible by Sunny Glassberg, widow of the late Myron Glassberg, and her family.

Zoo Breeds Ozark Hellbenders—A First!
The WildCare Institute Ron Goellner Center for Hellbender Conservation and the Missouri Department of Conservation announced that endangered Ozark hellbenders had been bred in captivity. This was a first in the world for the Ozark hellbender.

First Lion Cub For Big Cat Country
The first African lion cub was born at Big Cat Country since its opening in 1976. In the past 25 years, the wild lion population has been reduced by 50 percent. Fewer than 25,000 lions survive in Africa today.

Two Grevy’s Zebras Born in Red Rocks
Two Grevy’s zebra foals were born in 2011—both significant births for this endangered species.

Endowment Trust Merged into Zoo Association
The Zoo merged its Endowment Trust into the Saint Louis Zoo Association.

Center Dedicated to Saving Pollinators
The WildCare Institute established the Center for Native Pollinator Conservation. It focuses on the importance and diversity of native pollinators for the maintenance and survival of wildlife, ecosystems and agriculture.

Fourth Asian Elephant Calf Born
On June 24, Kenzi was the fourth Asian elephant calf to be born into the Zoo’s multi-generational family of Asian elephants.
MAJOR EXPANSION EXTENDS ZOO FOOTPRINT

Oct. 5, 2012, the Saint Louis Zoo Association purchased the 13.5-acre Forest Park Hospital at 6150 Oakland Avenue in the city of St. Louis, allowing the Zoo to expand and further enhance the visitor experience and support wildlife conservation. Payment for the site came from the funds of the Saint Louis Zoo Association and not from taxpayer revenue.

Sea Lion Sound, A Rousing Success!
Opened in June to much fanfare, the Zoo’s new Sea Lion Sound brings visitors nose-to-nose with swimming sea lions. This amazing new habitat allows visitors to observe 11 sea lions and one harbor seal. The area includes the Enterprise Rent-A-Car Family Sea Lion Landing with its transparent aqua-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.

Top Conservation Honors Go to Zoo
The AZA awarded the Zoo two major awards for wildlife conservation work. The 2012 International Conservation Award went to the Zoo and its partners for the Grevy’s Zebra Trust; the 2012 Edward H. Bean Award went to the Zoo for its “Propagation, Head-start and Conservation Program for the Ozark Hellbender.”

Famed Wildlife Artist’s Work on Exhibit
Inspired by Nature opened in Peabody Hall. This collection of stunning original paintings by acclaimed wildlife artist and conservationist, Robert Bateman, was made possible through the generous bequest of longtime Zoo donors, C. C. Johnson and Edith Spink, and the exhibit was made possible through the support of the Allen P. and Josephine B. Green Foundation.

Zoo Attendance Hits 3.5 Million!
Zoo attendance reached an all-time high of 3,519,926 on December 31, 2012.
Marlin Perkins Society Reaches 1,000-Member Mark

The Zoo announced in October that the Marlin Perkins Society had reached a major goal of over 1,000 members who annually donate $1,000 or more. The Society, formed in 1991 with only 48 members, provides a way to recognize those who generously support the Zoo.

Baby Sifaka Becomes Media Darling

National and local media covered the arrival of the second female born to the Zoo’s breeding pair of Coquerel’s sifaka. Endangered due to slash and burn farming and the cutting of trees for charcoal, Coquerel’s are the only sifaka species managed in a North American breeding program.

Elephant Woods Offers Secluded Habitat

The Zoo added a new habitat for our growing elephant family, Elephant Woods. This wooded area gives our family of nine elephants a peaceful place to browse on vegetation, dust with soil, roll in sand piles, splash in mud wallows and relax among family and friends.

Also this year, the Zoo celebrated 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.

Zoo Celebrates Addra Arrival

The Zoo celebrated the birth of two female Addra gazelles, a first for the Zoo. Both births of this endangered species were recommended by the AZA Addra Gazelle breeding program. Addra gazelles are critically endangered in the wild.

Major Grant Goes to Conservation Medicine

The Zoo’s 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.

Niger Creates Largest Wildlife Protected Area in Africa

After years of collaboration with the Zoo-supported Sahara Conservation Fund, the Convention of Migratory Species and numerous zoos and conservation organizations, the Republic of Niger established the largest protected area for wildlife in all of Africa.

Zoo-bred American Burying Beetles Reintroduced in Missouri

June 5 marked the date for reintroducing 236 Zoo-bred American burying beetles in southwest Missouri in the 4,040-acre Wah’ Kon-Tah Prairie in St. Clair and Cedar counties. The beetles were placed on land jointly owned and managed by the Missouri Department of Conservation and The Nature Conservancy.
2002–2012

A FEW FABULOUS FACTS

- Attendance grew from 2.92 million to 3.52 million—up 20 percent.
- We raised over $200 million in charitable and endowment gifts, sponsorships, memberships, corporate contributions and grants. And in 2008, we retired $20 million in bond debt and became debt free.
- With 2012’s record 3,519,926 visitors, we have surpassed in attendance all of the nation’s zoos and reached millions more with our conservation messages.
- Zoo membership grew by 45 percent to a record 46,000, and the number of Marlin Perkins Society members (who donate $1,000 or more annually) quintupled—to more than 1,000 members.
- The St. Louis Regional Chamber reported that the annual economic impact of the Saint Louis Zoo was $187.5 million and that the Zoo creates 1,822 jobs for the community.
- The St. Louis Convention & Visitors Commission annual research among tourists reported the Zoo is the second most visited tourist attraction in the St. Louis area (behind the Gateway Arch).
- Progress did not come free. Total expenses for everything from the costs for animal care, building exhibits and conservation and research to salaries grew by 41.6 percent from 2002 to 2012.
- The Zoo annual visitor research showed that for 40 percent of our visitors from out of town, the Zoo was the only attraction they planned to visit while in St. Louis.
- Annual visitor spending grew from $15 million in 2002 to almost $21 million in 2012, an increase of 36 percent. Private contributions have moved from $12.5 million annually to almost $20 million, an increase of 60 percent. It’s clear that our revenue sources have changed radically over the years—30 years ago taxes accounted for 59 percent of our total revenues. Today that percentage is down to 34 percent.
Over the past several years, our Zoo has achieved notable status across the globe for our conservation initiatives. We’ve exploded in size, expanded our reach and become the number one attraction for St. Louis residents. However, our Zoo is more than a wonderful place to visit and a force for conservation—we are an engine for economic growth. The St. Louis Regional Chamber reported that the economic impact of the Saint Louis Zoo totals more than $187.5 million annually. That impact is likely to grow exponentially. The period between 2002 and 2012 set the stage for our most aggressive step ever—expanding the Zoo outside its historic footprint.

We realized when we purchased the only contiguous land available to our Zoo that this would shape our future for decades to come. The 13.5 acres we gained with the purchase of the former Forest Park Hospital will move our Zoo beyond providing wonderful habitats for animals here and in the wild to playing a major role in developing the corridor across from the Zoo along Hampton Avenue.

The purchase of this property also sets the stage for developing our next Strategic Plan. In 2007, a task force of Zoo and community leaders put the final touches on a five-year, comprehensive Strategic Plan with seven core goals and multiple action steps. The core goals included creating dynamic animal exhibits, enhancing the visitor experience, positioning the Zoo as a world leader in wildlife conservation and developing a new conservation education paradigm. They also involved making environmentally sensitive infrastructure improvements, supporting the Zoo as a workplace of choice and generating the financial resources to allow us to build a sustainable institution into the future.

We have more than delivered on all these goals. And these pages only offered the highlights. For example, in 2012 we began building a terrific new habitat for the Malayan sun bears, which will provide varied environments and climbing opportunities for these active bears. The Andean Bear Range is also under construction and will occupy an area across from the capybaras and giant anteaters, while the new Painted Dog Preserve will be across from the black rhinos. All these new habitats will continue to enhance the visitor’s experience in River’s Edge.

However, beyond serving as a report on our progress, this publication also demonstrates that when this institution has a vision, we plan, find the resources and execute—supremely well. We are able to do all that because of you. The story of our Zoo is one of deep affection—of a community that loves this institution and expects remarkable things of it. The accomplishments outlined here are a tribute to the innovation, dedication and commitment of all of you—the people who have invested time and treasure to create our Zoo. They are also evidence that the cumulative effect of individual actions can result in greatness.

So it is with deep appreciation that we thank the taxpayers, civic leaders, private donors, employees, volunteers and corporate partners. Your lives have been touched by this marvelous institution, and you have made a profound difference in the quality of the experience the Zoo offers to everyone who comes here. Thank you for your deep and lasting commitment. Because of you, this terrific institution will continue to thrive and to serve so many with distinction.
Our Mission

The mission of the Saint Louis Zoo is to conserve animals and their habitats through animal management, research, recreation, and educational programs that encourage the support and enrich the experience of the public.