Yesterday a Dream
Today a Treasure
We hope you will enjoy this annual report as it takes you on a journey through the last 100 years at the Saint Louis Zoo. Many changes have been made throughout the years, but the heart of the Zoo remains the same: Animals Always.

JoAnn Arnold
Chair, Saint Louis Zoological Park Subdistrict Commission
Jeffrey P. Bonner, Ph.D.
Dana Brown President & CEO

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When members of the Zoological Society of St. Louis purchased the World’s Fair flight cage over a century ago, they foresaw an opportunity to dream for a better community. Their plans were groundbreaking in St. Louis, yet their vast imaginations reached into the future. The Society laid the foundation for a zoological institution that continues to explore new territory today.

Most significant is our bold plan for the future. Announced in June 2010, The Living Promise Campaign is a $120 million effort to help ensure that the Zoo’s vibrant spirit of excellence and notable achievements of distinction continue for another 100 years—and beyond.

It is only fitting that the Zoo makes promises for the future. With a promise comes trust and visionary leadership. We know the St. Louis community trusts us to carry out our important mission, and we place great trust in our supporters to help us continue to be America’s #1 Zoo*. We must also be visionary leaders, encouraging the community to believe in our mission and to imagine the vast opportunities offered by more dynamic exhibits, an enhanced visitor experience, upgraded modern facilities and a healthy endowment.

Just as members of the Zoological Society were great dreamers who established the extraordinary treasure we love today, we—the leadership, staff, volunteers and supporters of the Saint Louis Zoo—promise to invest in animals always for a bright future.

Yesterday a Dream, Today a Treasure
...Tomorrow a Promise

When the Smithsonian Institution commissioned a walk-through flight cage, at a cost of more than $17,000, for the World’s Fair of 1904 in St. Louis. Once the Fair ended, St. Louisans fought for the flight cage to remain in the city, and it would later become a cornerstone for the Zoo. The City of St. Louis decided to purchase it for $3,500 rather than have it dismantled and sent to Washington, D.C. Today, the 1904 Flight Cage has been renovated and houses the Edward K. Love Conservation Foundation Cypress Swamp.

1904 Flight Cage is Purchased

1910 Zoological Society of St. Louis is Established

The Zoological Society of St. Louis was established in November 1910, with the hope that a zoo would make the city more appealing for visitors and residents alike.

*Zagat/Parenting magazine
Each day, thousands of ambassadors of the animal kingdom transport visitors to a world where imaginations are sparked, minds broadened and hearts touched forever. Every Saint Louis Zoo visitor delights in telling his or her own stories of wonder, fascination and discovery.

Who can forget the memorable antics of the lovable Miss Jim, the first Asian elephant at the Zoo? Remember Phil the Gorilla, who captivated visitors’ fascination for 17 years? Like all the animals at the Saint Louis Zoo, Miss Jim and Phil offered a view into another world, away from the hustle and bustle of everyday life.

Today, penguins and pythons, sea lions and snakes, leopards and lions draw children of all ages to the Zoo. In December, fans celebrated Raja’s 18th birthday, watching him open enormous presents and enjoy birthday treats. At the Emerson Children’s Zoo, interactive opportunities led families through various biomes such as desert, forest and aquatic areas. Stingrays at Caribbean Cove, presented by UMB Bank, were back by popular demand, including new additions: horseshoe crabs.

For 100 years and counting, the Saint Louis Zoo has been a place for creating memories of magical experiences with family and friends. Schoolchildren anticipate annual spring field trips; families make a day of it during summer vacation; U.S. Bank Wild Lights set the sky aglow for holiday visitors; and St. Louis residents enjoy fall afternoons strolling through Historic Hill.

What is your Zoo story?

Memories Abound

When the Zoo was looking to purchase its first elephant in 1916, it turned to St. Louis schoolchildren for help. More than 6,000 children took part in a penny campaign that resulted in the purchase of Miss Jim, a 35-year-old Asian elephant that had once been a circus performer.

1916 Miss Jim Arrives

Souvenir certificates were given to the thousands of children who contributed to the penny drive to buy Miss Jim in 1916.

The Saint Louis Zoo earned global attention when it opened its Bear Bluffs in 1921. The moated exhibit became only the second of its kind to be opened in the United States and was considered a model for zoos around the world.

1921 Bear Bluffs Open

The Saint Louis Zoo earned global attention when it opened its Bear Bluffs in 1921. The moated exhibit became only the second of its kind to be opened in the United States and was considered a model for zoos around the world.
Opening on May 15, 2010, Zootennial, presented by First Bank in Peabody Hall, is a roaring success! The exhibit, developed in partnership with the Missouri History Museum, is a hands-on historical tour celebrating the Zoo’s progress and commitment to its mission over the past 100 years. Over 300,000 have attended the exhibit.

“We are thrilled to be able to let our Saint Louis Zoo fans join us in celebrating our first 100 years,” says Jeffrey P. Bonner, Ph.D., Dana Brown President & CEO of the Saint Louis Zoo. In addition to First Bank and the Missouri History Museum, valuable partners such as KSDK NewsChannel 5, Macy’s, Moneta Group, Maritz and Novus International, Inc. have provided tremendous support.

The exhibit highlights the Zoo’s transformation from a place that often featured animals in entertaining shows, to an internationally renowned zoo invested in extensive wildlife research, conservation and education. From pictures of the 1921 opening of the Bear Bluffs, to an interactive map of 11 WildCare Institute Centers worldwide, the exhibit incorporates colorful and candid artifacts, memorabilia, pictures and video, transporting visitors back in time and encouraging them to reflect on the future. A statue of Siegfried the Walrus squirts water on visitors and a mount of Phil the Gorilla delights everyone.

The Zootennial exhibit runs year-round and admission is free, allowing everyone the opportunity to revisit fond memories and discover fun facts, such as the increase in the Zoo population from 1,178 animals in 1926 to 18,301 today. Above all, the Zootennial exhibit recognizes the extraordinary efforts of the founding members of the Zoological Society of St. Louis, community supporters and dedicated staff, who have all helped make the Saint Louis Zoo the treasure it is today.

A Zootennial Celebration

The Lion Show represents just one of a handful of exciting shows the Zoo produced during this time. Newsreels featured the shows in movie theaters and full-page reviews were written in local newspapers after the start of each season. Life magazine even described the Saint Louis Zoo as “the most entertaining ever known in the U.S.”

Arriving in 1941, Phil captured the hearts of Zoo visitors through his large size and, most importantly, his playfulness. “Unlike many gorillas...Phil is playful, keeps busy swinging on trees made of welded pipe, takes plunges in his pool. He also enjoys throwing an old tire at his cage bars to scare onlookers silly,” Life magazine reported.
Attracting approximately 3 million visitors annually, the Saint Louis Zoo has embodied a bold spirit of community progress and pride since its very beginning. In 1910, the Zoological Society of St. Louis aspired to create a beautiful natural space for nearly 700,000 city residents, some of whom lived in crowded tenements with little green space to enjoy the outdoors. The first objective of the Society was “to establish and to co-operate with the City of St. Louis in maintaining a Zoological Park for the instruction and recreation of the people.”

Accessibility was crucial to fulfilling the Society’s vital mission. Free admission ensured everyone had the opportunity to explore and discover the wonders of the natural world. Among the top ten best zoos for kids in the United States today, the Saint Louis Zoo is the only one that offers free general admission*. With its doors wide open, the Zoo is a place for learning and leisure for visitors from every zip code in the St. Louis area and nearly every country around the world.

In 2010, visitors put on their thinking caps for the ZooQuest trivia challenge and a scavenger hunt, dancers of all ages cut a rug at Jungle Boogie with free live music, and bowlers struck out at Bowling for Rhinos to promote rhinoceros conservation. At the African Arts Festival in May, visitors learned about different African animals, and October was the month to learn about otters at Otteroberfest.

Offering a creative variety of community activities each year, the Saint Louis Zoo bolsters tourism and advances its mission of research, conservation and education while strengthening St. Louis’s national and international presence. It is truly an internationally renowned treasure in our own backyard.

Enriching the Community

1961 Siegfried the Walrus Arrives

Siegfried was the Zoo’s first walrus and quickly became a star attraction. He gained a whopping 545 pounds in his first year at the Zoo, but became a real favorite by hauling himself out of the water so visitors could tickle his chin.

1963 Zooline Railroad Rolls Out

The Zooline Railroad has transported more than 32 million passengers since its opening in 1963. The gas-powered engines take visitors through three tunnels and stop at four stations during the 20-minute ride. Early celebrity riders included such personalities as Captain Kangaroo (right).

* Top Ten Best Zoos for Kids in Parents magazine in 2010.
Always at the forefront of exceptional animal care, Zoo staff have been busy working with animals to help sustain a thriving population for 100 years and beyond.

Among several notable research projects this year was Mike Macek’s trip to Saipan Island in the South Pacific. Macek, Curator of Birds, and his team brought back several pairs of golden white-eyes, a bird species that is facing extinction. By closely studying and promoting mating behavior, the team hopes to increase population and reintroduce the birds into the wild.

Founded in 2004, the WildCare Institute continues to study threats to bird life in the Galapagos Islands, antelope in the Sahelo-Saharan area of Africa and lemurs in Madagascar. With a richly diversified animal population, including some species that exist only in Madagascar, this area is a high priority for conservation research.

Closer to home, bees were buzzing, hellbenders slithering and gorillas feeling hearty. Zoo staff’s research on native bee diversity, abundance, ecology and behavior, which helped scientists understand threats to pollinators, is vital to the production of several crops in the United States. The Zoo received the Annual Conservation Award from the Missouri Department of Conservation for its work with hellbenders. To advance cardiac care among gorillas, staff used animal behavior training to help gorillas participate in exams to treat common cardiac conditions.

The Zoo’s commitment to research, conservation and education will ensure that it continues to be a leader in the field of animal science and to provide visitors of all ages with diverse learning opportunities to enjoy wildlife.

Animals Always

Earning the 1976 Best New Exhibit award from the Association of Zoos and Aquariums, Big Cat Country showcases a naturalistic environment with landscaping, pools, rock formations and even a 27-foot-high waterfall. The breeding program is an integral part of helping to preserve the endangered cat species at zoos worldwide and in the wild.

Jungle of the Apes was built in 1986 to house western lowland gorillas, chimpanzees and Sumatran orangutans. The habitats provide a stimulating environment that encourages natural behaviors while allowing visitors to view these primates up close. It also has the distinction of being the first zoo facility in the world to care for a group of bachelor gorillas.
Saint Louis Zoo leadership, staff, volunteers and generous supporters are committed to carrying forth the Zoo’s legacy of excellence. The Living Promise Campaign, announced on June 3, 2010 at a celebratory inaugural event, advances this bold commitment for the future.

“As we planned for our future, we made a number of promises: a promise to always care deeply for animals and the natural world; a promise to remain accessible to all visitors; and a promise to steward our resources carefully. These are the living promises, and they will guide us as we share our Zoo for future generations,” said Jeffrey P. Bonner, Ph.D., Dana Brown President & CEO.

To fulfill these promises, the Zoo established significant goals to create dynamic exhibits, enhance visitor experience, modernize facilities and grow the Zoo’s endowment for a secure future.

By December 31, 2010, the Zoo raised just over $86 million, 72 percent toward its goal of $120 million.

“When all of us doing our part, I know we will keep our promises to future generations and succeed in honoring the Saint Louis Zoo,” said Joseph F. Imbs III, Chair of The Living Promise Campaign.

Established in 1989, The Living World was created to welcome visitors to the Zoo with interactive exhibits, a restaurant, gift shop and educational opportunities. It is also home to membership services and sales, guest services and the Education Department.

Children and their families are able to interact with the most gentle Zoo residents at the renovated Emerson Children’s Zoo. There are many opportunities to learn about animals by observing, touching some animals and playing both indoors and outdoors. Animals even show off their natural behaviors during summertime shows.
Groundbreaking Success

The renowned art and architecture of the Saint Louis Zoo has earned praise and impressed visitors since its founding. Thanks to the efforts of The Living Promise Campaign, the Zoo will continue to be a world-class campus.

The Zoo began construction on the Wells Fargo South Arrival Experience with plans to add ten wildlife sculptures by the world’s most famous living wildlife artists, Kent Ullberg and T.D. Kelsey. The sculptures are generous gifts from the Casa Audlon Charitable Lead Trust, established by Mahlon B. Wallace III, and Audrey Wallace Otto. This project will be generously supported by a $2.5 million gift from Wells Fargo Advisors and a federal appropriation.

With a $2.5 million gift from Peabody Energy, the Zoo renovated the 1917 Elephant House. Renamed Peabody Hall, this historic building hosted the Zootennial Exhibit and will continue to serve as an excellent venue for guests to discover the many new and exciting programs offered at the Zoo.

““This community has great reverence for the Zoo. We have a history of people in the community lobbying to have the greatest Zoo, and this aids us in our philanthropy,” said Jeffrey L. Huntington, Director of Development.

(continued on next page)
A Community of Support

A vibrant philanthropic spirit defines those who contribute their time, talent and treasure to America’s #1 Zoo.

A $5 million contribution from the Taylor Family (Mary Ann Lee, Crawford Taylor Foundation, Andrew and Barbara Taylor, Jo Ann Taylor Kindle, and Jack C. Taylor) will assist in the redesign of the Sea Lion Basin and Sea Lion Show to form Sea Lion Sound. This area will include Sea Lion Landing (a naturalistic outdoor habitat), the Lichtenstein Sea Lion Arena, and the Sea Lion Care Center.

While sea lions are swimming, Malayan sun bears will be busy climbing in their new habitat, Sun Bear Forest.

Securing the Zoo’s future through a growing endowment is a crucial step in keeping The Living Promise alive. A $3 million bequest gift from the family of Steve Schankman will help build a strong financial foundation for years to come.

Advancing the Zoo’s mission of excellent education and conservation programs will be possible through generous corporate contributions, such as Edward Jones pledge of $1 million. A $2 million gift will establish the Monsanto Education Gallery, located in the lower level of the Living World. In addition to corporate and individual family contributors, the significant contribution of dedicated members continues to provide necessary resources. In 2010, the Marlin Perkins Society and the Heritage Society increased membership to an all-time historic high.

“A generous gift from Thelma Zalk, the 100-ton Animals Always sculpture was completed in 2006 by artist Albert Paley. At 130 feet long and 36 feet high, it’s the world’s largest public zoo structure, showcasing more than 60 animals, including many endangered species. The sculpture is displayed in the Steven F. Schankman Plaza.

One of the earliest buildings at the Zoo, the 1917 Elephant House, was renovated and transformed into an inviting exhibit space. With the renovation of this building, now Peabody Hall, every historic building has been restored to preserve the Zoo’s architectural treasures.

Zooline Railroad Facts

- Train trestle length is 220 feet
- There are six locomotives, each weighing 6,600 pounds
- There are 8,638 railroad ties on the line, with over 17,000 spikes
- Over 500,000 visitors ride the train each year
- Over 33 million visitors have ridden the train since 1963

A $5 million gift from Emerson will help with upkeep and maintenance of this popular Zoo attraction. For generations to come, visitors will continue to delight in a leisurely 1½-mile roundtrip tour on the Emerson Zooline Railroad.

While visitors enjoy a train ride or stroll through the 90-acre campus, the Zoo is buzzing behind the scenes. Major renovations began on the Myron Glassberg Family Maintenance Center, thanks to a special gift from Sunny Glassberg. Crucial upgrades to this facility, built in the 1950s, offer tremendous benefits for conserving energy and accommodating the needs of a 21st-century zoo.

Sustainability and safety are central to the Saint Louis Zoo’s promise of careful resource stewardship. To that end, the Zoo was busy replacing outdated systems, installing energy-efficient materials and revamping safety procedures for a bright future.

“We aspire to provide state-of-the-art exhibits and techniques to provide the very best experience for our animals, guests and employees,” said David McGuire, Vice President of Architecture and Planning.

2006 Animals Always Sculpture Unveiled

2010 Peabody Hall Renovated
**St. Louis Zoological Park Subdistrict Commission**

<table>
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<tr>
<th>Chair</th>
<th>JoAnn Arnold</th>
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<tr>
<td>Vice-Chair</td>
<td>Hon. James F. Conway</td>
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<td>Treasurer</td>
<td>Michael A. Luiken</td>
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**Saint Louis Zoo Association Board of Directors**

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<tr>
<th>President</th>
<th>Walter J. Galvin</th>
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<td>Vice President</td>
<td>Mary Campbell</td>
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<td>Secretary</td>
<td>Constance Gully</td>
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<td>Treasurer</td>
<td>Steven Finerty</td>
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<td>Executive Committee</td>
<td>Andrew S. Baur, Christopher J. Gala, Douglas E. Hill, Joseph F. Imbs, III, Winthrop B. Reed, III, Peggy Ritter</td>
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<td>Ex-Officio</td>
<td>Joseph D. Losos</td>
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The blue morpho butterfly is not actually blue. It has scales on its wings that reflect blue light.
When the Charles H. Yalem Children’s Zoo opened in 1969, it included a young Asian elephant named Carolyn.
In 2004, the interior of the flight cage was transformed into a cypress swamp, modeled after swamplands in Missouri and Illinois.
**Saint Louis Zoo Endowment Trust Gifts**

**Leadership Gifts**

$15,000,000 & above

- The Steven F. Schankman Family

$14,999,999 - $3,000,000

- Anonymous

$2,000,000 & above

- Dr. David & Marge Perkins
- Dotty & Earl Sandweg

**Major Gifts**

$999,999 - $750,000

- Ann & Ted Parke
- Earl C. Spohr
- Barb Cook
- Estate of Gloria A. Donahue
- Estate of Edward F. Poos

$499,999 - $250,000

- Estate of Mattie V. Wharry

**Special Gifts**

$999,999 - $50,000

- Estate of Howard C. Adele
- Joe & Dianna Adorjan
- Dr. J. J. Burke
- Estate of Jane Freund Harris
- Lynda Stair
- Estate of Mattie V. Wharry

$499,999 - $25,000

- Mrs. Susan M. Busch
- Ralph H. & Rose Mary Goerke
- Jack L & Sally* Higgins

**$249,999 - $100,000**

- Mrs. John Bieller
- Susan W. Dexter
- Estate of Beverly Elge
- Elizabeth Green
- Mr. & Mrs. Harold K. Hecker
- Mr. & Mrs. Mark Mayberry
- Jean Mullgardt
- Walter A. Suhre, Jr.

**$24,999 - $10,000**

- Estate of Bob & Ann Bates
- Dr. & Mrs. Charles S. Furfine
- Ruth G. Korte
- Jerry P. McNeal
- Mrs. Clifford W. Murphy
- Jim & Nita Raby
- Estate of Virginia Senn
- Mrs. Anita Siegmund
- Betty-Mae R. Steinhans
- Doris J. Sudhoff
- Estate of William L. Tübura

**$9,999 - $5,000**

- Leo R. Buder Foundation Trust
- Anne L. Lehmann Charitable Trust
- Rev. & Mrs. Charles E. Moreland
- M. James & Margie Robertson
- Estate of Dorothy K. Wilson

**$4,999 - $1,000**

- Estate of Leonhard Fritz
- Edward Chase Garvey
- Memorial Foundation
- Ms. Lovelle Gibson
- The Heart of Oak Foundation
- Mr. Jeffrey L. Huntington
- Lana Mueller Jordan

**$999 - $500**

- Leo Buder Foundation Trust
- Financial Management Partners
- Patricia Van & Bert Franz
- Mr. & Mrs. Bill Gibert
- Dorothy Blitker Gould
- Mr. Jeff F. Hoffmeister
- Mrs. Claudia Johnson
- Mr. & Mrs. John G. Jordan
- Mr. & Mrs. Scott Kaufmann
- Mrs. Lucy Lopata
- Dr. & Mrs. John Mason
- Mr. & Mrs. William R. Orthwein, Jr.
- Ms. Nicoletta E. Parato
- Viola J. Reynolds
- Peggy & Jerry Ritter Family

**WildCare Institute Cooperating Institutions**

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<td>Fresno Chaffee Zoo</td>
<td>Friends of Capron Park Zoo, Inc</td>
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<td>The Friends of the Sunset Zoo</td>
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**Camp KangaZoo**

Camp KangaZoo campers learn through indoor and outdoor activities, including games, live animal contact, guided tours, crafts, music, drama and an overnight stay at the Zoo.
The Saint Louis Zoo was originally called the St. Louis Zoological Park.
New exhibits to be supported by The Living Promise Campaign include Sea Lion Sound, Elephant Woods, Sun Bear Forest, Andean Bear Range, Polar Bear Point and Grizzly Ridge.
In 1914, the Zoo had just over 200 resident animals. Today the Zoo has 18,301.
In addition to Forest Park, other locations considered for establishing the Zoo included Carondelet Park, Creve Coeur Lake and Fairgrounds Park.
More than 360,000 people visited the Emerson Children’s Zoo in 2010.
In 1939, a former Hollywood set designer fashioned nine artificial trees of steel pipe and concrete for the Zoo’s Ape House.
The Saint Louis Zoo was the first to form a group of bachelor gorillas that may be needed to start families at other zoos at some point in the future.
During the early 1980s, visitors to the Charles H. Hoessle Herpetarium could view a two-headed bull snake.
When the Bird House opened in 1930, visiting officials from the nation’s zoos described it as one of the finest structures of its kind in the world.
Amy & David Busker  
Mr. & Mrs. Kurt H. Bussmann  
Jill L. Cacciablando  
Mr. & Mrs. David Camarota  
Diane & Earl Causey  
Lori & Dwayne Cantrell  
Kayleen A. Carmody  
Mr. & Mrs. Gerald Casperson  
Jill Costick  
Melanie Couchman  
Robert & Barbara Crabtree  
Pamela & James Crane  
Jane C. Dalton  
Greg & Sarah Daney  
Reginald & Karen Daniel  
David Daus & Sandra Fanueff  
Carmen R. Davis  
Robert M. Delaney  
Kenneth Benson & Pamela Triplett  
M. Desloge  
Patricia L. Diaz  
Mr. & Mrs. Gregory Dierberg  
Nicole & Joe DiMartini  
John & Mary Dohr  
Gail & Thomas Dollar  
Susan E. Doyle  
Dr. & Mrs. Robert H. Duemler  
Cody & Jessica Duffy  
Dr. & Mrs. Harry T. Duffy  
Ann Duncan & Bernard Kneale  
Caroline E. Duncan  
Stephanie DuVall  
Christine Dywer  
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Suzanne Fischer  
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Marilyn & Thomas Foltk  
Mr. & Mrs. Michael Fossell  
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Susanne Glazer  
Lisa A. Gloriad  
E. J. Goedeker  
Sharon G. Goers  
Mr. & Mrs. John Don Goldacker  
Dr. & Mrs. John A. Gragnani  
Michael & Diedre Gray  
Lorraine H. Greene  
Mark & Lisa Greiner  
Dr. & Mrs. Jack Griffin  
Mr. & Mrs. John H. Grigsby  
Tammy & Terry Grime  
Alexander K. Gromada  
Mr. & Mrs. Dan Gronke  
Janice Grossman  
Dr. Steven P. Grossman  
Carol A. Groen  
Omar & Meghan Guerra  
Mr. & Mrs. Jeffrey J. Hafnerkamp  
Karin Hagaman  
Mr & Mrs. Ralph J. Hager II  
Allan R. Hall  
Mary Jean Hall  
David & Michelle Halsey  
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Lori Harmon  
Mr. & Mrs. Robert L. Harre  
Jill & David Hauck  
Alan & Tammy Hawkins  
Mr. & Mrs. David T. Hawkins  
Brandin Hay & Anthony Gutierrez  
Mary Headen  
Edith L. Heard  
The Heil Family  
Deborah & Patrick Heisinger  
Jeffrey & Susan Hemker  
Barry & Patty Hendrickson  
Dr. Mark F. Herbers  
Ludwig & Lisa Hemmann  
Mr. & Mrs. Chris Herrington  
Mr. & Mrs. Andrew A. Hesketh  
The Heuer Family  
Thomas Heuer  
Rob & Anne Hibbard  
Mary Hill  
William & Tania Hillmer  
Mr. & Mrs. Charles D. Hinson  
Mr. & Mrs. Laurance R. Hoagland  
Hyatt Hodges  
Blake Hoel & Berit Nelson  
John & Stephanie Hogan  
Denea Homb  
Thomas & Jerre Honke  
Michael & Maureen Hoock  
Barbra Horn & Peter Weiss  
Lisa A. Houdyshell  
Annette & Scott Hucklebee  
Tobie Hudson & Anjeanette Johnson  
Mr. & Mrs. Bradley Huesemann  
John & Kathryn Hungerford  
Kim & Jeff Hurst  
Michael Hutcherson  
Colleen B. Igou  
Trista A. Imhof  
Samara A. Jack  
Morrison & Jennifer Jacobs  
Mr. & Mrs. Donald L. James  
Sharon Janoski Family  
Mr. & Mrs. Michael Jarrell  
Lynn & Thomas Jogle  
Lent C. Johnson  
Marjorie E. Johnson  
Dawn C. Jones  
Wayne & Cheryl Jones  
Robert & Rachel Joyce  
Mr. & Mrs. Marv Kaiser  
Robert & Julie Kaley  
Tim Kalinowski  
John & Diane Kalishman  
Diane S. Kaminski  
Janice & Marshall Karibian  
Amber & Dan Karpel  
Ann & Keith Kastendieck  
Kenneth & Emily Kelton  
Raymond W. Kempf  
Tina & Mark Kettner  

The Zoo’s tradition of creating naturalistic exhibits of artificial rocks and plants is now carried out by the in-house Exhibit Fabrication Crew.
The Zoo’s WildCare Institute is working to secure the future of the endangered Humboldt penguins in Punta San Jaun, off the coast of Peru.
City and county voters approved the Metropolitan Zoological Park and Museum District in 1971, giving a portion of property taxes from both areas to the Zoo and other cultural institutions.
In 1917, 299,100 people visited the Zoo. In 2010, the Zoo welcomed 2,934,753 visitors.
Phil the gorilla’s fame was such that he was once featured in Life magazine as “an up and coming gorilla.”
Marlin Perkins, host of Mutual of Omaha’s Wild Kingdom, was Director of the Saint Louis Zoo from 1962 to 1970.
Proceeds from rides on the Mary Ann Lee Conservation Carousel support the conservation centers of the WildCare Institute.
In 1992, Raja became the first elephant born at the Zoo.
Wyndel E. Hill
Vice President, Internal Relations

Human Resources
Dustin Deschamp
Deborah Lammering
Timothy Rakers
Ashley Reed
Martha E. Walchshauser

Safety
Philip E. Sonderman

Security
Michael Siemers
Eric Bausworth
Kenneth Bradshaw
David Brandon
Walter Collier
Ronald L. Dillow
Carl Fortner
Patricia Insalaco
Terry L. Jones
Dick Manzo
Terrence McDermott
Milton J. Patton
Eugene Shellito

Robert L. Thomas
Theodore Wyman

Training
Lucy E. Bailey
James Lanier

Volunteer Services
Elaine W. Gill
Constance Floodman

Active Volunteers
Michael Abbene
Trish Abbene
Ray Ablan
Eric Achurch
Bernice Agatstein
Lee Albert
Samantha Alford
Sherie Algren
Joseph T. Ambrose
Clare Anderson
David R. Anderson
Mary Angert
Barbara C. Archer
Joellen Arnold

Heather Arras
Terry Atherton
Elizabeth Atkinson
Russ Atkinson
Bobbi Ault
Andrew Bagy
Jacqueline Baker
Tina Bamvakais
Elizabeth Bark
Angelique Bardley
David Barlow
Brenda Baron
Jay Baron
Janet Barnett
Tresha Bartlett
Susanna Bartosch
Sheila Bates
Lauren Bathe
Margie Baumgarten
Andrew S. Baur
Jennifer Bearden
Frances Beezley
Kristy Bell
Nancy Benson
Amada Bequette
Bill Bergel
Howard Berger
Nicole Berlin

Dee Berman
Jack Berman
Sue Berron
Jim Berry
Katie Berry
Mara Berry
Debra Besselman
Michael Betley
Robert Beumer
Rachael Beyer
Frank C. Bick
Elizabeth Biddick
Grant Bissler
Cindy Billingsley
Galen Bingham
Andrea Blackmer
Ed Bland
Joanne Bland
Claire Bliss
Susan Block
Jordan Bloomquist
Pedro Jimenez Bluhm
Brad Bobenhouse
Jan Bobenhouse
Margaret Boland
Emily Bolding
F. William Bonan, II
Kathleen Bonifant

Kim Bordeaux
Susan Boren
Vincent Borkowski
Wendy Borowsky
James Borst
Andrea Bortoli
Carol Bosche
Suzanne Bossung
Barbara Sue Boucher
Kenneth Boucher
Peggy Bower
Ken Bower
Emily Bowling
Betty Brand
Patricia F. Brandt
Roger Brandt
Ali Brasse
Marie Brauer
Cathy Braun-Emig
Diane Brayfield
Kay Breitbarth
Todd Brewer
Sandy Brickman
Sanford Brickman
Sharon Bridell
Barbara Bridgewater
Norma Bright
Katie Briney

Cynthia Brinkley
Erik Brooker
Jonathan Brooks
Phyllis Brooks
Thomas Brouster
Brian Brown
Christy Brown
Coren Brown
Maranda Brown
Marilyn Brown
Quillian Brown
Sarah Brown
Akila Bryant
Duane Bude
Merrill Beutner
Gary Bufalo
Mary Bujnak
Julie Bulthaus
Stefeni Bunsick
Jack Burchett, III
Cindy Burchfield
James Burchfield
Haley Burgess
Erik Buson
Brandon Burton
Joyce Burton
Virginia Busch
Daniel Bush

Zoo visitors continue to rate Penguin & Puffin Coast, opened in 2003, as their favorite exhibit.
More than 30 cheetah cubs have been born at the Saint Louis Zoo since 1978.
More than 700 reptiles and amphibians live in the Charles H. Hoessle Herpetarium.
The Zooline Railroad travels 1.5 miles of track and can reach speeds up to seven miles per hour.
Debra McPherson  
Ria Meagher  
Ray Melbaum  
Duncan Meier  
Phoebe Mendelson  
Mark Menghini  
Wendy Menghini  
Deborah Menke  
Adele Merkel  
David Merritt  
Nicole Mers  
Sarah Mertz  
Laure Meyer  
Orville Meyer  
Paula Meyer  
Rae Meyer  
Scotty Meyer  
Janet Michael  
John Mier  
Bonnie Miget  
Ann Mihanovich  
Justin Milimczik  
Christine Miller  
Ellen Miller  
Jefferson Miller  
Kimberly Miller  
Ruth Miller  
Bob Mills  
Donna Mills  
Shauna Milene-Price  
Jo Ann Missey  
Lawrence Missey  
Gloria Mitchem  
Mary Moehlenkamp  
Pam Moench  
Clifford Moerschell  
Kristan Moffett  
Carolyn Moll  
Ted Moll  
Kitty Mollman  
Eugene Montabon  
Patricia Montabon  
Penny Moon  
Miles Moorey  
Kathryn Moore  
Meghan Moore  
Patrick Moore  
Paula Moore  
Anne Morgan  
David Morgan  
Brandon Moroni  
Gary Morris  
Lori Morrison  
Cheryl Morrow  
Luke Morton  
Kevin Mowbray  
Tina Mozolewski  
Kate Muhlenkamp  
Janet Mulholland  
T. Michael Mulholland  
Barbara Mungenast  
Jessica Murphy  
John Murphy  
Marissa Murphy  
Thomas Murr  
Alvaro Muñiz  
James Myers  
Michael Myers  
Nancy Myers  
Regan Nantz  
Amy Narishun  
Natalie Nash  
Scott Neer  
Becky Negretti  
Brittany Neier  
Brittani Nelson  
Patricia Nemish  
Cheryl Neu  
Bert Neubauer  
Kay Neubauer  
Lucy Neumann  
Olivia Newbury  
Peggy A. Newman  
Andrew Newton  
Jean Newton  
David Nichols  
Grace Nichols  
Jacinda Nicholson  
Adrian Nickler  
Nancy Nickolotsky  
Terry Nickolotsky  
Elizabeth Niedringhaus  
Bob Noe  
Deborah Noerper  
Ellen Nolan  
Gretchen Noland  
Linda Noland  
Ronald Noltemeyer  
Sharon Norvell  
Chrysanthia Norwood  
Lisa Nouis  
Lynda Nowack  
Angelica Nuño  
Trincy Nyswonger  
James O’Donnell  
Robert O’Loughlin  
Susan O’Meara  
Shawn O’Neal  
Vickie O’Neil  
Barbara O’Neill  
Phyllis Oakes  
James Oberholz  
Jean Oberholz  
Roselyn Oberholz  
Patricia Oday  
Keith L. Panzer  
Michelle Parker  
Phyllis Parrish  
Willow Pastard  
Barbara A. Peach  
Amanda Pedigo  
Nancy Period  
David Perkins  
Marge Perkins  
Lauren Person  
Adam Peters  
Pamela Peters  
Benjamin Peterson  
Delores Peterson  
Ruth Peterson  
Janice Phelps  
Joan M. Phillips  
Robert B. Phillips  
Joanne Pierce  
Brit Pim  
Gilberto Pinela  
Michael Pirrin  
Samantha Pitts  
Barbara Poelker  
Ronald Pohlé  
Cheryl Polk  
Kimberly Pollihan  
Jerry Poole  
Sharon Poole  
Bobbie Poor  
Gregory Portell  
Teresa Portell  
Howard Porter  
Brandon Potashnick  
Jane Pratt  
Kathy Pratt  
Kelly Price  
Susan Price  
Janet Probst  
Barbara L. Prow  
John Puelelage  
Nicole Pruess  
Shirley Pupillo  
Kaye Quintin  
Daniel Quinn  
Maurice Quiroga  
Nancy L. Raben  
Jim Raby  
Nita Raby  
Jean Racowsky  
Mike Rami  
Megan Ratcliff  
Rachel Ray  
Kimberly Rayford

The Zoo’s Chimp Show was one of the most popular attractions each summer from 1942 – 1982.
During the winter, zookeepers take penguins for walks in the snow, a penguin enrichment activity that visitors also love to watch.
1.7 million visitors spoke to a zookeeper, docent or member of the Education staff in 2010.
2010 Financial Report

The Saint Louis Zoo strives to be a good steward of its financial resources, to build a sustainable institution into the 21st century and to be transparent in all of our financial statements.

Overall, successful financial activity for 2010 helped the Saint Louis Zoo sustain its commitment to excellent visitor experiences and animal care. 2,934,753 visitors enjoyed the Zoo during 2010, down from the record-breaking 3,101,830 visitors during 2009. The Zoo realized revenues of $69.6 million and reported operating expenses of $51.8 million. This compares to 2009 revenues of $71.8 million and operating expenses of $50.9 million. Net assets increased due to greater contributions for the strategic initiatives of The Living Promise Campaign and investment performance. This positive change of $17.8 million is an indicator of the generous support to The Living Promise Campaign.*

## Saint Louis Zoo—Audited Statement of Changes in Assets, Liabilities and Net Assets (condensed) as of December 31, 2010

<table>
<thead>
<tr>
<th>Component</th>
<th>2010</th>
<th>2009</th>
<th>Change $</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current and other assets</td>
<td>121,199,730</td>
<td>109,859,257</td>
<td>11,340,473</td>
<td>10.32%</td>
</tr>
<tr>
<td>Capital assets (net)</td>
<td>82,665,838</td>
<td>75,339,519</td>
<td>7,326,319</td>
<td>9.74%</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$203,865,568</td>
<td>$185,188,776</td>
<td>$18,676,792</td>
<td>10.09%</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td>7,431,807</td>
<td>6,472,514</td>
<td>959,293</td>
<td>14.82%</td>
</tr>
<tr>
<td>Long-term liabilities</td>
<td>751,228</td>
<td>835,266</td>
<td>(84,038)</td>
<td>-10.06%</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$8,183,035</td>
<td>$7,307,780</td>
<td>$875,255</td>
<td>11.98%</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invested in capital assets</td>
<td>82,665,838</td>
<td>75,339,519</td>
<td>7,326,319</td>
<td>9.74%</td>
</tr>
<tr>
<td>Restricted assets</td>
<td>58,497,226</td>
<td>47,635,739</td>
<td>10,861,487</td>
<td>22.80%</td>
</tr>
<tr>
<td>Unrestricted assets</td>
<td>54,519,469</td>
<td>54,915,738</td>
<td>(396,269)</td>
<td>-0.72%</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$195,682,533</td>
<td>$177,880,996</td>
<td>$17,801,537</td>
<td>10.01%</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$203,865,568</td>
<td>$185,188,776</td>
<td>$18,676,792</td>
<td>10.09%</td>
</tr>
</tbody>
</table>

During 2010, our Investment Portfolio continued to recover from the 2008 stock market losses. Investment income for the year ending December 31, 2010 was $6,470,544, which represents unrealized appreciation in fair market value of $3,895,981, realized gains of $1,169,258 and dividends and interest of $1,405,308. Our portfolio, as of December 31, 2010, contained $33.6 million (46 percent) in Equities, $1.5 million (2 percent) in Real Assets, and $38.3 million (52 percent) in Fixed Income and Cash Equivalents. Currently, the Investment Portfolio is overweighted toward Fixed Income and Cash Equivalents to help manage the outflow of funds associated with the capital construction projects for The Living Promise Campaign. It should be noted when reviewing the Investment Portfolio that the Zoo’s bond debt was retired in August 2008.
Financial Analysis

2010 Revenues

Compared to 2009, tax support from the Zoo Museum District, under the accrual basis method, remained almost unchanged, decreasing by $190,502. In 2010, Investments posted gains of $6.5 million and accounted for 9.3 percent of our total income, but they could not match the remarkable performance of $10.5 million posted in 2009. Contributions increased 15.4 percent over 2009. These contributions were attributed to the successful efforts of the Saint Louis Zoo Association, which helped raise over $14 million toward The Living Promise Campaign. Approximately $1.7 million of these contributions were Endowment Trust gifts. Generating $3.1 million in gross revenues, our dedicated members have also contributed to increased funds with a 1.5 percent increase in membership revenue over 2009. The Martin Perkins Society continued its success by recording over $1.5 million in gross annual support, an 8.6 percent increase when compared to 2009. Versus 2009, visitor spending increased as a percentage of total revenue from 27 to 29 percent. The per capita spending by visitors increased by 1.2 percent compared to 2009. The average spending by each guest during the year was $7.02, generating nearly $20.5 million.

2010 Expenses

Total expenses increased by $945,613, nearly 2 percent over 2009, primarily due to increases in salaries and benefits, supplies, repairs and maintenance, and depreciation. The salaries and fringes increased 4 percent over 2009 ($993,620) due to a 3.5 percent salary pool, which also results in increases in group insurance and pension contributions. Exhibit expenses to build the Zootennial exhibit in Peabody Hall required an increase in supplies of 7.7 percent compared to 2009 ($189,262), and aging infrastructure led to an increase in repairs and maintenance of 15.6 percent ($150,364). Depreciation increased 4.3 percent over 2009 ($329,887) due to the construction of projects related to The Living Promise Campaign and other capital spending. Included in this group were the renovations to Peabody Hall and Lakeside Cafe and the introduction of the Ullberg sculpture to the South Entrance. These increases were offset by a reduction in utilities of 9.9 percent compared to 2009 ($-297,524) and a reduction in merchandise of 6.9 percent ($-255,298). The Zoo's overall conservation efforts were evident in reduced utilities spending. This included reduced water usage due to the closure of the Sea Lion Basin. Also the Zoo experienced relatively mild weather compared to 2009, and a prior year sewer and water adjustment was reversed. The merchandise expense, which is the cost of goods sold for food and gift shop, is directly related to the revenue for those areas, which declined 3.2 percent in 2010.
Net Assets
The Zoo remains financially strong, as shown by the steady annual operating revenues and the steady increase in contributions. The investment portfolio continues to increase, reinforcing a secure financial base on which to cultivate the future of America’s #1 Zoo.

Investment Performance
The Zoo prides itself on being an exemplary steward of its investments, one of the promises at the heart of The Living Promise Campaign. The Saint Louis Zoo’s net investment portfolio increased 15.3 percent over 2009. Included in this were a 20.2 percent increase in the Endowment portfolio and a 10.8 percent increase in the more conservatively managed Association portfolio. Both were a result of the Campaign.

The preceding bar graph (on page 75) illustrates the changes in the Zoo’s investment portfolio since 2004, the year the Zoo created its formal endowment. The Saint Louis Zoo Endowment Trust has grown dramatically each year since 2004, with the exception of an 18 percent decline in 2008. Currently, all estate gifts, unless otherwise designated by the donor, are immediately placed into the Endowment.

Conclusions
The Zoo has enjoyed steady growth in operating revenue through 2010, ending the year with a 1 percent increase over 2009. The operating cash flow remained positive and the stock market performance was favorable, combining to create an increase in the Zoo’s net assets. The Zoo has also been successful during the past several years in controlling the growth of expenses.

This careful stewardship of our financial resources, bolstered by the tremendous efforts of dedicated leadership, staff, volunteers and supporters, will help us to fulfill our mission: to continue to provide the best animal care while creating opportunities for the support and enrichment of the public experience.

The Zoo’s audited financial statements are available to any interested parties through the Office of the President & CEO of the Zoo.

* SUBSEQUENT EVENT: As of October 31, 2011, The Living Promise Campaign has generated $96.2 million toward the $120 million goal.