



A Message from the Saint Louis Zoo

All Aboard! Full Steam Ahead!

2013 marked the 50th anniversary of our beloved Emerson Zooline Railroad, but there was more—so much more—to celebrate. It was the year we moved full steam ahead to plan for our future, build new attractions, improve our infrastructure and most important, save animals.

It was the year we developed a framework plan for a site that adds 14 percent more land to the Zoo; for the first time in our over 100-year history, we have room to grow. It was the year we hosted our second highest number of visitors—3.2 million—despite challenging weather. It was the year we welcomed a record number of member households at nearly 53,000.

**3.2 million
visitors in 2013**



Priya walking with her mother Ellie.

It was the year our zoo-born Ozark hellbender population soared—adding yet another generation of hellbenders we can reintroduce into the wild once they mature. It was the year hundreds of American burying beetles bred at our Zoo were reintroduced in Southwest Missouri. It was the year we launched the Monsanto Education Gallery—an inviting place where young children and their adult caregivers can explore the animal world together.

It was the year our fourth Asian elephant calf—beautiful Priya—was born along with five endangered Somali wild asses, a Grevy's zebra, an okapi, nine Speke's gazelle, two babirusa, five highly endangered McCord's box turtles, two Humboldt penguins and nine ocellate

mountain vipers. We also welcomed ruffed lemur triplets, a wonderful tawny frogmouth chick from Australia and many others.

It was quite a year.

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Framing Our Future

The year marked the creation of a great plan that provides recommendations for use of the 13.5-acre Forest Park Hospital site we acquired in 2012. A major animal-focused attraction, expanded animal habitats, a gondola to move visitors across Interstate 64 and a zoo-themed restaurant and hotel are only some of the possibilities in this award-winning plan.

Spanning a 20- to 30-year timeframe, it sets the stage both for organizational and physical changes on the Zoo's existing campus and the expansion site. It also serves as a baseline for analysis, discussion and consideration as the Zoo develops its next strategic and master plans. Watch for more on our plans for this site in the future.

Tracking Smiles for 50 Years

The Emerson Zooline Railroad—the nation's largest miniature rail line—has carried nearly 35 million riders since its first trip on August 30, 1963. The Zooline



Railroad became the Emerson Zooline Railroad in 2010 when the Zoo received a very generous \$5 million commitment from Emerson. Its 20 minutes of fun and 50 years of history have made it one of the Zoo's top attractions. Visitors who ride the train are significantly more likely to rate their overall Zoo satisfaction as "excellent" versus those who do not.

Though the Zooline is gasoline-powered, it has the bells and whistles of a steam engine. Its six locomotives, each weighing an impressive 6,600 pounds, have carried generations of Zoo visitors across our campus—creating miles of smiles. It's hard to believe the Zooline is now 50 years old—and what a ride it has been.



The Monsanto Education Gallery featuring the Wild Wonder Outpost allows children and caregivers to explore the natural world together.

Educating Everyone

Thanks to a significant gift of \$2 million from the Monsanto Company, the Zoo's new Monsanto Education Gallery, located on the lower level of The Living World, is providing high quality science, environmental and conservation education programs, activities and guest experiences. The Gallery's goal is to offer unique opportunities for children and their caregivers to explore the wonders of the natural world together.

Educating young children is also the focus of the Zoo's Conservation Education program. It involves delivering a range of presentations to community groups and working with researchers around the world to engage citizens and explore the role of nature in healthy early childhood development.

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From conducting citizen science programs for identifying frogs to providing outreach programs for schools in underserved areas, the Education Department brought the Zoo's conservation messages to more than 1.7 million people and generated total revenues of over \$1.6 million in 2013. The department also attracted a \$250,000 grant from the Tilles Foundation to build a dedicated video conference studio for distance learning programs.

In 2013, camps at the Zoo recorded their top attendance ever with 1,340 children attending both Camp KangaZoo and Teen Camp; 258 attended Camp Joey, the Zoo's day camp for children 4 to 5 years old. Thanks to a generous donation from the Engelhardt Family Foundation and the Walter and Nancy Galvin Endowed Fund for Children, 100 full or partial scholarships were awarded to underserved children who would not have been able to attend Camp KangaZoo otherwise.

Teens also had fun through other Zoo programs: A five-day session of "Team Camp Into the Wild" at Saint Louis University's Reis Biological Station in the Ozarks focused on wildlife biology and field research, and 22 Zoo ALIVE teen volunteers completed an 11-day course on rainforest ecology and sustainability in Costa Rica.

To top off a great year, the Zoo's Docent Program celebrated its 30th anniversary. Over the past three decades, docents spent 720,000 hours educating and engaging a total of 40 million Zoo visitors, including millions of school children, for a total value of \$15 million or the equivalent of 350 full-time employees.

Baby Booming

However, in the end, it is all about the animals. We recorded more than 2,000 animal births—many were recommended by the Species Survival Plans that make breeding recommendations to ensure genetic diversity in zoos across North America.

In addition to the births mentioned earlier, the Zoo also welcomed a Bactrian camel, two banteng, a mountain bongo, two lesser kudu, two lowland nyala, a red kangaroo and four Transcaspian urials.

A pair of red-billed hornbills fledged six chicks in the Bird House, and the Zoo marked its first recorded hatch of a rhinoceros hornbill—a native of Southeast Asia listed as near threatened.

Two fennec fox kits arrived in the Emerson Children's Zoo in April. At the same time, a coral



FROM TOP: Banteng youth and adult, bongo mother with offspring and a rhinoceros hornbill chick with parent.

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reef exhibit was added to the Emerson Children's Zoo aquatic displays, which include a variety of fish species, anemones and live coral—all acquired from sustainable sources. In July, moon jellies arrived to thrill youngsters and their families.

None of the births would have been possible without medical support from the Zoo's veterinarian and



FROM TOP: Somali wild ass stands with foal, and the baby okapi takes a stroll.

research staffs. They tracked the hormones of four endangered species—the Somali wild ass, Grevy's zebra, Asian elephant and okapi. The Zoo's Endocrinology Lab analyzed hormones from 3,517 fecal samples from 32 different species. Thirty-eight institutions submitted these samples to determine stress levels of their animals or to detect pregnancies.

The Zoo's Veterinary staff saw 8,776

clinical cases in 2013, wrote 2,374 prescriptions and provided veterinary support to the bison and elk at St. Louis County's Lone Elk Park and the wolves at the Endangered Wolf Center. This highly specialized staff served on multiple committees and as advisors to Species Survival Plans for animals ranging from cheetah to Congo peafowl.

The Research Department froze more than 600 eggs from 12 females and semen samples from 33 males to add to the Mexican Wolf Gamete Bank held at the Zoo as an assurance against the extinction of this critically endangered animal. The Association of Zoos and Aquariums (AZA) Wildlife



Contraception Center, based at the Zoo, distributed 650 contraceptive implants to AZA institutions and continued to build its database of more than 30,000 records of reproductive information.

Animal Division, Research and Veterinary staff presented and published multiple research papers, furthering the Zoo's reputation for research excellence across the nation and globe.

We can't leave any discussion of animals without mentioning our playful sea lions. In 2013, the Zoo recognized a leadership gift to *The Living Promise Campaign* with the Judy and Jerry Kent Underwater Viewing Cove, where visitors can see the sea lions swimming underwater at the spectacular viewing window at Sea Lion Sound. This was also the year Sea Lion Sound won the top exhibit award given by the AZA at its annual conference.



TOP: Children connect with a sea lion. BOTTOM: Docents educate visitors in front of the Judy and Jerry Kent Underwater Cove at Sea Lion Sound.

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From Fence to Field

In addition to 608 endangered American burying beetles being reintroduced in a nature reserve in Southwest Missouri, the Saint Louis Zoo WildCare Institute centers spread the word about saving pollinators and building pollinator gardens, counted 10,000 endangered Humboldt penguins in Peru and worked to find the source of malaria in birds in the Galápagos Islands.



FROM TOP: Indri mother and offspring in Madagascar and a hirola herd on the plains of Kenya.

The Zoo's staff and WildCare Institute partners braved tough terrain to assess the health and genetic diversity of lemurs in Madagascar and vipers in Armenia. Meanwhile, 4,000 Ozark hellbenders now live at the Zoo's Charles H. Hoessle Herpetarium, while estimates indicate that only 600 live in the wild. And in Africa, the Institute continued to play a key role in sustaining critically endangered wild species and habitats found in Kenya and Ethiopia, supporting community-based coalitions and actively establishing a variety of conservation, research and education programs.

Finally, in partnership with the Sahara Conservation Fund, the Institute worked to protect the critically endangered dama gazelle. Community game guards from local villages were hired to protect the remaining 300 animals in the wild and to work with local communities to stop the slaughter of these beautiful animals. In recognition of the Conservation Fund's

work, the Zoo awarded its 2013 Conservation Award to John Newby, Sahara Conservation Fund CEO.



Institute of Conservation Medicine Technician Jamie Palmer helps children learn about box turtle health by weighing a turtle.

The Institute of Conservation Medicine, established in 2011 to address the challenges associated with the growing interconnections between the health of humans and the animal kingdom, has been documenting box turtle movements and their health status in urban and rural areas around St. Louis. This study aims to better understand environmental factors that may be affecting the health of turtles and that may have implications for humans. With researchers from the University of Missouri, United States Geological Survey and Westminster College, the Institute is studying the effects of endocrine disrupting compounds (EDC) on the behavioral and reproductive traits of fish, reptiles and mammals. This research is significant because EDCs, found within many plastics, are increasingly prevalent in Missouri waterways and have health implications for wildlife, domestic animals and humans.

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Artist rendering of the new 22-foot viewing window planned for McDonnell Polar Bear Point, set to open in 2015.

Priming for a Polar Plunge

This fall the Zoo began work to bring back polar bears to St. Louis, with the hope that a state-of-the-art, highly engaging exhibit will raise awareness of the need to save this iconic species. Construction began in September on a \$15 million, 40,000-square-foot exhibit that is expected to be completed in 2015. Zoos across the nation and world are working to protect polar bears, which are declining in the wild and are highly vulnerable.

To be located between Penguin & Puffin Coast and the Mary Ann Lee Conservation Carousel, McDonnell Polar Bear Point will be a wonderful habitat for breeding and protecting bears in our care—accommodating an adult male and female bear, plus any cubs. Polar Bear Point will more than double the space

of the old polar bear habitat, which had been home to Zoo polar bears from the 1920s until 2009. Visitors will enjoy a 22-foot viewing window where polar bears can come right up to the glass to greet them. The sea water area will feature a 1,000-square-foot Arctic room that allows visitors to get up-close and personal with the bears by looking through a four-panel viewing wall that is eight-feet tall and 21-feet wide.

This exhibit is made possible by many generous donors, with the leadership gift from the JSM Charitable Trust, Mr. and Mrs. James S. McDonnell III and Mr. and Mrs. John F. McDonnell at the top of the list. This is also one of the most exciting of many projects funded through the *The Living Promise Campaign*.

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Carousels, Stingrays and Solar Power—Oh My!

The Zoo was not entirely consumed with serious matters. Total ridership of the Mary Ann Lee Conservation Carousel surpassed three million since it began operating in 2003, with almost 347,000 visitors taking a spin in 2013.



Children of all ages helped push total carousel ridership past 3,000,000.

The Zoo welcomed almost 350,000 visitors to the popular Stingrays at Caribbean Cove presented by Mercy. The Zoo hosted 231 private events generating \$1.9 million in revenue. Partnership marketing attracted a record \$1.5 million in sponsorships and included an exclusive partnership with Mid-America Chevy Dealers—our largest sponsorship in Zoo history.

Presented by Wells Fargo Advisors, ZOOFARI 2013 surpassed all underwriting records, raising over \$1 million and entertaining a record number of partygoers with the music of the famed Huey Lewis and the News. ZOOFARI Chairs Barbara Archer and Steve Schankman and all those who supported them made this great event possible.

Grounds crews kept the campus beautiful, spending almost 3,000 hours pruning and planting and 1,800 hours watering plants. And speaking of green, the Zoo now has a new, 31-kilowatt solar power installation on the roof of its Safari Gift Shop at the South Entrance—making solar the primary power supply for the gift shop. Visitors to the Zoo can view real-time and cumulative generation and the system's air quality benefits either from the Zoo's website or from a new



ZOOFARI 2013 invitation art painted by Hans Droog.

digital kiosk found on the Wells Fargo South Arrival Experience bridge leading into the Zoo. StraightUp Solar, a St. Louis-based solar energy integration company, donated the system to the Zoo.

Sales at the Zoo's gift shops were up 13 percent for our conservation commerce or “green” items that give work to impoverished people overseas and are friendly to the environment. The Zoo's retail operations also continued to promote “Change for Conservation” at its Treetop Shop and Safari Gift Shop and at Lakeside Cafe. With each purchase, guests were asked if they would like to donate \$1 toward conservation efforts. More than \$40,000 was collected in 2013 to help fund field conservation programs of the WildCare Institute.

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Billboard for *The Living Promise Campaign*.

Helping to Make Us the Best Zoo in the Whole Wild World

Thanks to the great support of thousands of generous individuals, corporations and foundations in our community, we surpassed *The Living Promise Campaign* Endowment goal of \$35 million. However, we continue to raise Capital funds needed to cover construction costs for proposed projects and for new projects that were added since the original \$120 million Campaign goal was set. These include the renovation of Peabody Hall, the construction of Elephant Woods and Painted Dog Preserve and enhancements to Polar Bear Point and Grizzly Ridge to make both exhibits more functional and engaging.

The good news is our “Help Make Us the Best Zoo in the Whole Wild World” Members Campaign has been a resounding success so far, securing more than \$1.3 million from more than 3,300 gifts. This was made possible in part by a \$1 million Edward Jones Challenge that matches gifts from members through this phase of the Campaign, which will continue into 2014.

In closing, let me thank the taxpayers in St. Louis city and county, our Subdistrict Chairman Emeritus Mayor Jim Conway and Association Board President Peggy Ritter and each of you for your support of this great institution. Your commitment has made all the difference in keeping this Zoo world-class. The connection you feel to your Zoo and its 19,800 animals helps make a difference for wildlife both here and around the world.

And with your help, in 2014, we will be moving full steam ahead with a range of new exhibits for our Andean and Malayan sun bears and soon-to-arrive painted dogs, and with plans for programs and attractions on our existing campus and new site.

Thanks for climbing aboard on this mighty conservation engine we call the Saint Louis Zoo!

Sincerely,

A handwritten signature in black ink, appearing to read "J.P. Bonner".

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