



2016 Civic Partner Report

The Calgary Zoological Society – Thriving for Calgarians

April 27, 2017



Thriving for Calgarians

Supporting Our Community

- Generating an estimated \$88 million in economic activity
- Self-funding over 84% of its operating costs
- Investments in wildlife conservation and animal welfare keeps our zoo relevant
- 77,000 members and 1.3 million attendance
- Standing with our community in times of need:
 - Syrian refugee initiative – 1157 complimentary memberships
 - Displaced Fort McMurray fire evacuees – 7962 complimentary day passes
 - Zoo Share Program – subsidized day admissions for 15,000 low-income Calgarians

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Thriving for Calgarians

An Exciting Destination in 2016

- Zoolights™, ILLUMINASIA™ and Easter Eggstravaganza™ continue to delight Calgarians
- Calgary's Child Magazine – Parents' Choice Awards - Best Tourist/Family Attraction & Best Christmas Event
- Trip Advisor – Certificate of Excellence (last 6 years) – Traveller's Choice Award winner
- Lemur Exhibit – intimate, exciting, immersive design – on track and on budget to open July 5, 2017 - high conservation value
- Giant Panda Exhibit – construction under way to open Spring 2018 – iconic conservation animal - expected to increase attendance by at least 20%



Thriving for Calgarians

Enhancing Calgary's Conservation Reputation in 2016

- 37% of the Zoo's species are involved in international Species Survival Plans
- Planning for Leopard Frog Reintroduction Program – City of Calgary wetlands
- Hosting international conservation workshops – Boreal Caribou and Whooping Cranes
- World leadership – Chair of IUCN Reintroduction Specialist Group
- Partnering with U of C – lemur community conservation program – Madagascar
- 53% reduction of solid waste to landfill
- Wildlife and wild place conservation messages:
 - Interpretive interactions 674k guests - education programs 62K learners
 - 88K Facebook, 16K Twitter, 10K Instagram followers; 1.6 million website sessions



Thriving for Calgarians

Key Challenges in 2016

- Maintaining highest standard of animal care practices and visitor experiences
- Viability of *Illuminasia*™
- Coordinating with city's flood mitigation & bridge projects to minimize impact on zoo operations
- Balancing the consequence of over a \$1 million one-time reduction in capital life cycle funding
- Construction projects preparing for Lemurs and Pandas
- Locating and securing a suitable new property for the Wildlife Conservation Centre
- Drafted new multi-year Lease Agreement with The City of Calgary
- Maintaining relationships with corporate Calgary by expanding corporate volunteering opportunities
 - (volunteers give over 30,000 hours – valued at ~\$500k)



Looking Ahead - 2017

Building Our Future

- Open in July new Lemur Exhibit – on time, on budget - fully immersive design
- Complete acquisition of new Wildlife Conservation Centre – critical for future expansion of conservation activities
- Increased support for Community based Conservation initiatives
- Substantial completion of the Giant Panda Exhibit – finalizing donor/sponsor financial support
- Revitalize swinging bridge re-connecting the NW and SW quadrants of the Zoo
- Coordinate with City contractors for completion of the flood mitigation and new 12 Avenue bridge
- Maintain visitation in challenging economic environment – prudent 2017 budgeting -
- Accommodate one-time funding reduction (\$1M) - re-visit and execute capital life cycle maintenance plan

