

Calgary



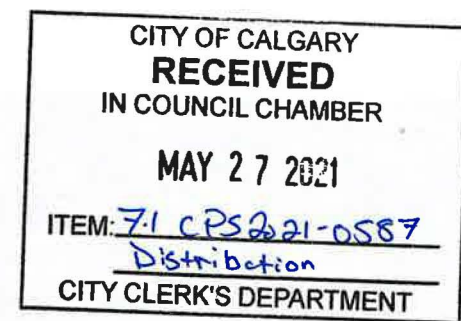
# 2020 Civic Partner Annual Report

*The Calgary  
Zoological Society*





# 2020 Highlights



- Robust COVID safety protocols enabled us to re-open after 72-day closure, keeping staff, volunteers, animals and guests safe
- City operating and CPIG grants were critical in 2020, as revenues were reduced by 31%
- 78% “likely to recommend” guest rating sustained
- Published 14 wildlife conservation peer reviewed papers, consulted on 122 conservation translocation projects – 90 of which were International
- Received Calgary Chamber of Commerce *Resilient Business Award: Corporate Enterprise*
- The *Brawn Family Foundation Bugtopia* opens





# 2020 Results

- Remained viable and sustainable in the face of the pandemic
- Welcomed a total of 735,000 guests (2019 - 1.3M)
- \$18M operating revenues, a 52% drop (2019 - \$38M)
- First operating deficit in many years
- Membership dropped 35% to 60,000 (2019 - 92,000)
- Retained 185 FTE employees using available subsidies
- Volunteers contributed 23,700 hours (2019 - 55,000)
- Invested \$4.2 million (\$1.4 million CPIG) in maintenance and upgrading of zoo buildings, facilities, and other capital assets
- Exceeded pre-COVID 2020 fundraising target

# Impact of COVID-19

- Calgary Zoo closed March 16 through May 22
  - Worked with AHS through April and May to develop and fine tune our reopening plan
- Augmented our comprehensive staff and animal safety protocols
- Reopened on May 23 with online timed ticket sales to control visitor flow
- Guest protection measures included one-way visitor traffic, comprehensive site sanitizing, physical distance monitoring
- Subsequent changes to government restrictions required revisions to safety protocols, including closing all indoor guest spaces
- Consistent compliance with all government requirements
- No known cases of COVID originating at the Zoo





# Impact of COVID-19 (cont'd)

- '*Daily Dose*' a hit while Zoo was closed – 146 episodes published, 7 million views from around the world
- Tremendous outpouring of community support online during closure and since re-opening of the Calgary Zoo
- 2020 attendance was 56% of original budget – despite strong Zoolights attendance
- Maintained first class care of over 1000 animal residents with robust health and safety protocols – no animal COVID cases
- Minimized negative financial and other impacts, but unable to avoid significant operating deficit
- Some conservation research and field work delayed
- Giant pandas returned to China due to severely impacted bamboo supply chain
- New evening adult-oriented events to reach new audiences and generate new revenue streams

# Return on the City's Investment

- 2020 City operating grant contributed \$8.3 million or 33% of total operating spend of \$24.9 million vs 17% in 2019
- 2020 City CPIG grant of \$1.4 million used on eligible lifecycle maintenance represented 33% of the total \$4.2 million capital investment in Zoo facilities
- Earliest possible safe re-opening gave Calgarians a safe place to go with their families when they really needed it – and continuous adjustments to COVID protocols have kept it safe for the last year



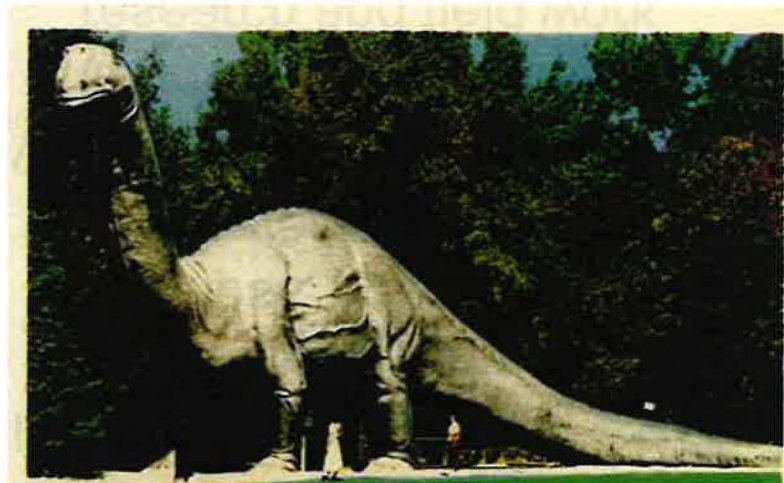
# Key Projects and Initiatives for 2021

- I. Redevelop River Otter habitat
- II. Detailed design, site prep for new Canadian Wilds habitat
- III. Rebuild attendance, membership, catering business, education offerings, grow evening events
- IV. Resume full national and international conservation research and field work programs





# Key Projects and Initiatives for 2021 (cont'd)



- V. Restore Dinny the Dinosaur, improve visitor space
- VI. Re-purpose Panda Passage for new residents
- VII. Build phase 1 of New Wildlife Conservation Centre
- VIII. New attraction for Prehistoric Park



# Questions?