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2015 Civic Partner Annual Report

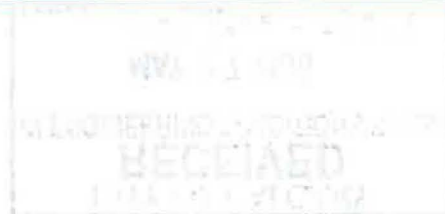




2015 Civic Partner Report

The Calgary Zoological Society – A Vital Community Partner

May 27, 2016



A Vital Community Partner

Supporting Our Community

- Celebrating 87 years of continuous operation in partnership with City of Calgary
- Calgary Zoo returns \$2.15 economic benefit for each \$1.00 flowing through Zoo operations (Grant Thornton)
- Annual City grant represents 15.9% of operating revenues (total revenue for 2015: \$46.5M)
- Responsible stewardship results in yearly operating surpluses to invest in the zoo and conservation work
- 2015 had the second-best attendance in Zoo history 1.35 million guests
- Standing with our community in times of need:
 - City of Calgary Syrian refugee initiative – 755 complimentary memberships YTD 2016 - value of \$34K
 - Relief for displaced Fort McMurray fire evacuees – 4,099 complimentary day passes - YTD 2016 - value of \$93K
 - Zoo Share Program – supplemented day admissions for 18,923 low-income Calgarians in 2015 – value of \$371K



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An Exciting Destination in 2015

- ***Illuminasia™*** Lantern and Garden Festival - inaugural multicultural celebration with lead sponsor Sinopec Canada – 62K visitors
- ***Zoolights™*** - continues to grow - 110,000 visitors
- ***Dinosaurs Alive Exhibit*** - Interpretation Canada Gold Medal – 80K visitors
- ***Trip Advisor*** – Certificate of Excellence (last 5 years) – 2015 Traveller's Choice Award
- ***Calgary's Child*** - Best Tourist/Family Attraction Award
- **Lemur Exhibit** – intimate, exciting, immersive design – high conservation value – world's most endangered mammal taxon - opens summer 2017
- **Giant Panda Exhibit** – preliminary design completed – five year agreement with China – four visiting pandas – iconic conservation animal - expected to generate over 1.6 million annual visits – opens Spring 2018



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Enhancing Calgary's Conservation Reputation in 2015

- 37% of the animals at the Calgary Zoo are involved in an international Species Survival Plan – 25 years of continuous international accreditation in leading zoological practice
- Began discussions with City of Calgary Parks – Leopard Frog Reintroduction Program – City wetlands with live interpretive exhibit at the zoo
- Hosting international conservation workshops – e.g. program to sustain Boreal Caribou in Alberta
- International science Journal *Nature* and *The Guardian* state this is one of the worlds top conservation zoos
- World leadership in endangered species re-introductions– IUCN Chair in Species Reintroduction
- United Nations award-winning Community Conservation Program – hippo conservation and community development project in Ghana promoting sustainability
- Partnering with *The University of Calgary* – developing lemur community conservation program - Madagascar
- Communicating critical wildlife and wild place conservation messages:
 - **On-site** - interpretive sessions 185K guests - education programs 75K learners (with Calgary area schools)
 - **Worldwide** – 82K Facebook, 15K Twitter followers;1.6 million website sessions and 30 conservation focused news releases



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Key Challenges

- Maintaining highest standard of animal care practices and visitor experiences while sustaining financial viability
- Coordinating with City flood mitigation and bridge projects to minimize impacts on Zoo operations and the community
- Successfully managing complex capital construction projects preparing for Lemurs and Pandas
- Completing signoff of new multi-year Lease and Operating Agreement with The City of Calgary
- Maintaining relationships with Alberta companies through the downturn by expanding corporate volunteering opportunities (2015 saw 2000 volunteers give over 33,000 hours – a new record)
- Developing and sustaining critical science-based and material support for breeding and reintroduction of endangered species under care – including planned relocation of Wildlife Conservation Centre



Questions

