

Calgary



CITY OF CALGARY
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IN COUNCIL CHAMBER

MAY 07 2019

ITEM: 7.1 CPS2019-0538

Distribution

CITY CLERK'S DEPARTMENT



2018 Civic Partner Annual Report

- *New lease and operating agreement implemented*
- *Association of Zoos and Aquariums 5 year accreditation renewed*
- *\$30M Pathway to Pandas Project completed*
Panda Passage & new Swinging Bridge opened
- *Record attendance of 1.48M*
- *Record membership of 105,000*
- *Over 200 animals of endangered species reintroduced to the wild*

Attendance

23% increase over 2017 to 1.48M

59% increase of subsidized ZooShare entries to 21,204

17% increase of school visitors to over 98,000

Engagement

40% increase in membership to 105,000

92% increase in conservation interactions with interpreters

12% increase in visitor satisfaction

541 volunteers donated 51,220 hours valued at \$1.5M

Economics

5% increased contribution to local economy during a recession

6.4:1 leverage of City operating grant

Prosperous City

- *employed 487 Calgarians full-, part-time and seasonal*
- *grew economic impact to \$118.3M (Grant Thornton multiplier)*

Healthy & Green City

- *reduced waste to landfill by 88% over last four years*
- *managed thriving urban forest with over 7000 trees and spectacular Dorothy Harvie Horticultural Gardens with tens of thousands of shrubs, flowers and other plants*

A Well Run City

- *wildlife conservation keeps the zoo relevant to Calgarians*
- *completed Pathway to Pandas on time, on budget*
- *re-invested \$8.2M - new construction, lifecycle maintenance, IT*

TripAdvisor Reviews

- “This zoo is **world** class...huge variety of animals, beautiful enclosures...always have volunteers to share interesting facts and stories...the **biggest positive about this zoo is the conservation work...**”
- “Always visit zoos when we travel...always **so proud to share our Calgary Zoo** with guests... **fantastic programs** to support animals in, and away from, the zoo!”

Calgary's Child Magazine – 2018 Parents' Awards

- City of Calgary Tourist / Family Attraction Winner - Calgary Zoo
- Family Christmas Event Winner - Calgary Zoo “Zoolights”
- Place to have a Children's Party Winner - Calgary Zoo

Issue: *Stakeholders say we need to do a better job of telling our exceptional conservation story.*

Yet, research finds 83% of visitors consider Calgary Zoo a wildlife conservation organization (Morey Group) and that Albertans consider the Calgary Zoo a more trusted wildlife conservation organization than World Wildlife Fund (Edelman).

We're responding by increasingly telling our conservation story:

- *in-person meetings*
- *group meetings and presentations*
- *on-zoo interpreter presentations*
- *news and social media releases*
- *member, sponsor, government and donor communications*
- *annual reports to the community*
- *reactivating and integrating the Calgary Zoo Foundation*

The New York Times



These 'Eggs' Are Spying on Whooping Cranes to Boost Survival

By The Associated Press

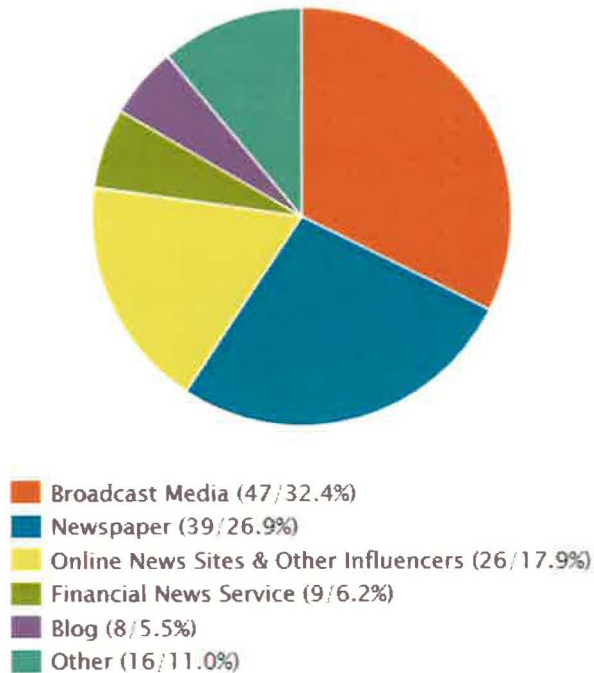


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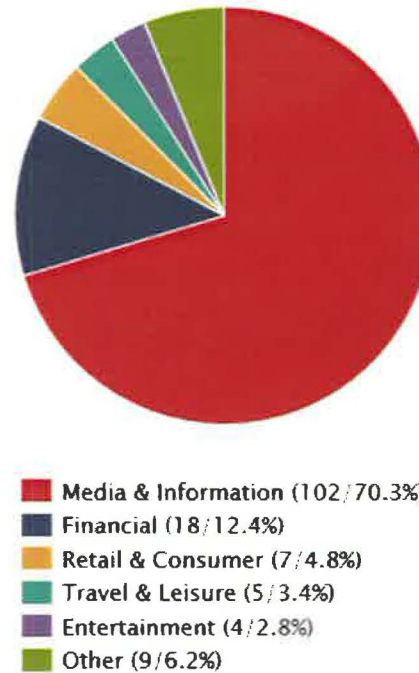
Biological Conservation Journal

Sample Media Pickup

Total Pickup by Source Type



Total Pickup by Industry



Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. [Understand how it is calculated.](#) Your release has generated **144** exact matches with a total potential audience of **39,358,615**.