

CITY OF CALGARY
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Calgary Zoological Society 2014 Civic Partner Annual Report



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Our Mission and Vision

Vision

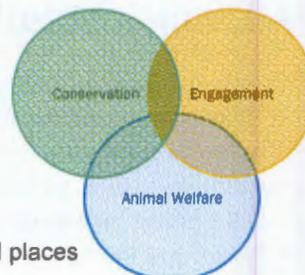
Canada's leader in wildlife conservation

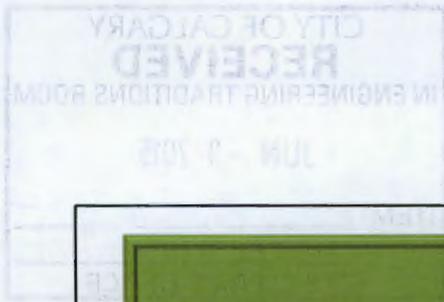
Mission

Take and inspire action to sustain wildlife and wild places

Guiding Principles

- Animal welfare is fundamental
- Conservation is a primary function of what we do
- Remember that the public funds our work





A Living Institution Calgarians are proud of

- Calgary's top tourist attraction - 1.22 million visits - 50% out of town visitors
- 70,000 Calgarians Zoo Members
- 1,700 Calgarians donated 30,000 hours volunteer time
- ZooShare - access for 28,000 disadvantaged Calgarians
- \$ 6.2 million cash and pledges - 2,100 Donors - 35 Corporate Sponsors
- Hosted 510 Private Events - 58,000 participants
- Venture Magazine - top three in Alberta's most respected organizations
- IPSOS Reid - Alberta's 8th most loved brand - only tourist attraction in top ten
- Favorite Attraction Awards - Calgary Herald - Calgary Child Magazine
- Canada's favorite Zoo- Trip Advisor
- Canada's most visited Zoo



Prudent Stewards of a Precious Civic Resource

\$ 79 million of economic impact (Grant Thornton)

- \$43.5 million revenues
- \$7.2 million (16.5%) City of Calgary Operating Grant; **THANK YOU**

\$ 10.3 million facility operation and maintenance

- \$ 2.1 million (20%) City of Calgary Life Cycle Grant; **THANK YOU**

Segregated \$ 15.5 million reserve to support Master Planning

Flood recovery completed except for the loss of two major attraction;
South America and Australia buildings

- Creative/synergistic cross promotional collaborations – Civic and Tourism Partners (e.g. ILLUMINASIA, Dinosaurs Alive)
- Active Partner in City of Calgary Flood Mitigation Planning



Cementing Reputation for Conservation Leadership

Top five Zoo Conservation Research Programs Worldwide

– Journal Nature

Protect

- 31% collection our collection are species at risk managed through international Species Survival Programs
- Maintain and improve animal welfare best practices/international standards - \$ 5.3 million (20%) spent directly on animal care

Engage

- Enrolled 54,000 Students and 100,000 visitors in conservation focused education programs – 929 Facebook Posts reaching 14 million people – 60,000 Facebook Ambassadors – 10,000 Twitter Champions
- Active outreach programs – Innovative Civic Partner Collaborations (e.g. Calgary Library Conservation Programming)

Protect



Engage



Act



Recover



Cementing Reputation for Conservation Leadership

Act

- North American leader scientific research and practice of species reintroduction - currently covering eight Western Canada highly endangered species
- Leveraging nationally/internationally respected partnerships for greater impact (U of Calgary, Nature Conservancy, Parks Canada, Oxford, International Union for the Conservation of Nature (IUCN) etc.)
- Attracted \$1.6 million in private contributions in support of conservation program

Recover

- Initiating, building, innovating and sharing knowledge in Community Based Conservation Projects Worldwide:
 - Canada, Ghana, Madagascar and Kenya

Protect



Engage



Act



Recover



Expectations for 2015

Continuing innovation to enhance visitor experience and engagement – building capacity for 1.6 million visits planned in 2018

- Return of Popular Dino's Alive Animatronics
- Launch ILLUMINASIA – Lantern and Garden Festival - first in Western Canada - attracting international interest and support – additional visits in off season
- Have shovel ready \$7.9 Million Land of Lemurs Project – Secure \$2.6 million public funding to unlock \$5.2 Million of committed funding
- Advance “Pathway to Panda” critical capacity infrastructure projects
- Finalize conceptual and begin detailed design of Giant Panda exhibit – opening 2018 for 5 years under international agreement

Complete renewal of multi-year operating lease with the City of Calgary – current lease expires December 2015



Looking Forward

2017 Open Land of Lemurs Exhibit

- Immersive, Intimate, Innovative walk through design to maximize visitor engagement consistent with best practice standards for animal welfare
- Additional 40,000 visits first year - potential incremental revenue \$725 thousand and an estimated economic impact \$2.6 million - Improved visitor flow to support planned visitor capacity growth (Panda)
- New SSP for worlds most endangered vertebrate
- Link to Community Conservation Project - Madagascar

2018 Open Giant Panda Exhibit

- Exciting conceptual design for an estimated \$11.5 to \$14 million exhibit meeting stringent Chinese guidelines
- Additional 300,000 visits first year - potential incremental revenue \$6.1 million and an estimated economic impact of \$19 million
- Iconic world conservation animal
- Unique partnership contributing and influencing \$6.0 million of Conservation Projects in China



Merci



ILLUMINASIA, Lantern & Garden Festival





