35 years sure can fly by! Central Ohio welcomed my family with open arms in 1978 and has supported the Zoo’s mission and growth ever since.

This community’s leaders and residents believed in me and our collective vision for the future. I couldn’t be more proud to have spent my career at this Zoo, in this particular community, with the most welcoming and supportive residents out there. Central Ohio has made this Zoo one of the best in the country!

Over the years, I’ve made it my mission to spread the good word about the first-rate visitor experience and animal care right here at the Columbus Zoo and Aquarium! I also love to share the amazing impact of our Zoo’s great conservation initiatives around the world. Here are a few highlights from 2013.

In October, I celebrated my 30th anniversary with Good Morning America – they have given me and the Zoo the opportunity to bring animals into living rooms of hundreds of millions of viewers – educating them about the plight of animals around the world. In 2013, I made 9 appearances on Good Morning America and partnered with them on an animal Valentine’s Day slide show that was featured on ABC News website and social media. The Zoo and I also continued our tradition of bringing animals to a late-night audience by visiting the Late Show with David Letterman on 3 occasions.

Thanks to Nationwide Insurance, the Zoo is prominently featured in my TV series, Jack Hanna’s Into the Wild and Jack Hanna’s Wild Countdown. Into the Wild debuted in its seventh season and won its third Daytime Emmy Award for Outstanding Travel Program! Wild Countdown started its second season and continues to be the lead show on ABC’s Litton Weekend Adventure block. ABC also aired eight 20-second TV commercials during the block featuring a trip to meet me and visit the Zoo and the Wilds – these commercials had over 8,000,000 viewers!

I visited 22 states on my national speaking tour telling audiences about the Zoo and the Wilds while promoting wildlife conservation. With the help of Nationwide Insurance, we gave away a package at each speech that provides a family 4-pack of tickets to the Zoo, the Wilds, and Zoombezi Bay – while letting the whole audience know that we are first-class destination for immersive wildlife experiences and family fun!

After a successful conservation fundraising gala in Florida in February 2013, we decided to take our fundraising efforts on the road! In October we hosted our first Chicago based fundraising reception to support our conservation mission. My wife Suzi and I also led the second annual trip to Rwanda for our supporters to learn more about the Columbus Zoo’s initiatives in Rwanda for the mountain gorillas and more.

I couldn’t be more proud of the team at the Columbus Zoo. The Zoo has become a destination with visitors from all over the United States. Every time I walk on grounds, I bump into an out-of-state visitor and find the parking lot filled with license plates from across the country! And with our increased involvement with field conservation and the opening of Heart of Africa, I’m confident the best is yet to come!

Jack Hanna, Director Emeritus
“Lead and Inspire by Connecting People and Wildlife” – this is a simple sentence with a powerful message. It is also our mission statement, and our staff, docents and volunteers focus on this sentence every day.

The Columbus Zoo and Aquarium is known internationally for the good that we provide. We are leaders in conservation efforts and in animal welfare. We inspire millions through our education and outreach programs and also by simply telling stories with our regions and habitats. Zoos have evolved over the years – no longer do we focus on a single species when we plan an exhibit. Now, when we are designing, we focus on several features to tell the story. The species is the ambassador, which leads us to its habitat and the most important part of the story - coexistence. Coexistence between humans, wildlife and wild places is the key to conservation success.

During the design phase of our Heart of Africa region, we focused on the entire story. Our goal was to inspire our guests and give them an opportunity to go on safari without ever leaving the Zoo. Unobstructed views and exciting places to explore was the goal and the outcome is to connect people and wildlife.

In 2013, our zoo achieved many goals and we created many smiles among our guests. After 65 million years, Dinosaurs returned to the Columbus Zoo and Aquarium! People traveled back in time and enjoyed lifelike displays of a lost land on our Dinosaur Island attraction.

Everyone loves to see what’s new at the zoo and babies are always on the top of this list. Baby tigers, penguins and gorillas (just to name a few) were among the new faces. This year was certainly full of cubs, chicks, calves and newborns! My best days at the Zoo are always those when I get the chance to watch the face of a child as they get their first glimpse of a baby animal. It always begins with “Ahhhh” and ends with a smile!

The Columbus Zoo and Aquarium has been around since 1927 and is known for being a huge attraction and a destination for family fun. Jack Hanna came to the Zoo in 1978 and this year we were proud to celebrate his 35th year at the Zoo. Jack has inspired so many people to be animal advocates. He is a great ambassador and not only does he care about animals and the Zoo, he cares deeply about this community.

Without our community, especially the Franklin County residents and all of our supporters, the Columbus Zoo and Aquarium would not be the amazing place it is today. Thank you so much for all of your support. It is vital that your support continues so the Zoo can achieve its goals of providing an outstanding guest experience and continuing to be a leader in global animal welfare. Thanks to you, we have the privilege to lead and inspire by connecting people and wildlife.

Tom Stalf, President and CEO
ASIA QUEST
On March 22nd and 23rd four female Amur tigers were born to Mara and Foley. This was the pair’s second litter. In addition our Markhor herd grew by three in May when one male and two female kids were born. With the great success of our Markhor breeding program, we were able to send seven goats to other zoos for additional succession. In June, two female Red Pandas arrived and showed off their amazing climbing skills in our Asia Quest habitat.

ANIMAL CARE

CONGO EXPEDITION
The Columbus Zoo celebrated the 31st gorilla birth on May 23rd when Kamoli was born to first time parents, Kambera and Oliver. Shortly after his birth, Kambera showed a lack of interest in properly caring for her son. The amazing hand rearing team stepped in to care for the young gorilla allowing time for a surrogate mother to identify herself. Another special primate birth occurred on September 9th when the Zoo’s first Mandrill baby was born. Once again the hand rearing team stepped in to care for this new boy until mother Mandisa and surrogate Tatu were introduced. The “firsts” continued with the birth of our two female Red River Hogs to Harriot & Harold.
CONSERVATION
The Columbus Zoo and Aquarium continues a partnership in the (Eastern) Plains Garter Snake program. In 2013, 73 Plains garter snakes, a state endangered species, were released into the wild.

AUSTRALIA & THE ISLANDS
The Zoo welcomed the arrival of two Bornean orangutans, Sulango and Dumplin in March. They joined Sally during the warmer months climbing and playing on their new fire hose ropes and towers in their updated habitat. Meanwhile in Bob and Evelyn’s Roadhouse, two new Pygmy Loris made their home in the Nocturnal section.

HEART OF AFRICA
In the fall of 2013, our newest region was taking shape and gaining new inhabitants. Along with storks, Guinea fowl, and African crowned cranes, the Columbus Zoo and Aquarium brought in giraffe, wildebeest, zebra, ostrich, gazelles and kudu. While the yards were being prepared and weather turned cold, our dedicated staff spent many hours getting to know each animal and setting up training and enrichment all in preparation for the 2014 opening of Heart of Africa.

NORTH AMERICA
Our North American region welcomed several new residents in 2013. Three pronghorn, North American River otters, three moose and a female bald eagle were added to the collection. The Columbus Zoo provides a home to orphaned and non-releasable moose and bald eagles. This year-round habitat provides an up close view of animals found all across the continent. The songbird aviary is home to many birds found along the Mississippi and Atlantic flyways. Around 90% of these aviary birds are non-releasable rehab birds. In 2013, eight new birds were brought in to this aviary.

SHORES & AQUARIUM
The Columbus Zoo and Aquarium has been a long time member of the US Fish and Wildlife Service Manatee Rescue and Rehabilitation partnership. Three female manatees finished their rehabilitation and made their way to their release sites in Florida in October. To date 17 manatees have been rehabilitated and released from the Columbus Zoo. An orphan manatee, Rae arrived at the Zoo to join Stubby in the Manatee aquarium.

The Humboldt penguins at the Zoo are genetically valuable to the population. With direction from the Penguin SSP (Species Survival Plan), a female penguin was brought to the Zoo to pair with one of the un-mated males while another female was sent to another facility for additional representation. In the meantime, three penguins hatched early in 2013. The Zoo also had three Caribbean flamingos hatch in August. These flamingo were raised for other institutions to allow continued population sustainability. The Caribbean flamingo flock within the Zoo has reached to over 3 dozen birds.
ANIMAL PROGRAMS

Provided husbandry and enrichment to more than 175 animals and conducted 1,448 promotional programs.

Assisted Jack Hanna in filming for Jack Hanna’s Into the Wilds and Jack Hanna’s Wild Countdown.

Raised over $24,150 for multiple conservation projects.

The department raised over 50 babies from other zoological institutions including but not limited to Tanganyka Wildlife Park, Wildlife World Zoo, White Oaks Conservation Center, Fort Worth Zoo, and Nashville Zoo.

Presented 366 outreach programs reaching over 48,200 students.

Responsible for interpretation at the newest exhibit at the Zoo, Stingray Bay.

Assisted in the coordination of the “Jack Hanna’s Home for the Holidays” and “A Look at the Wilds” television specials produced by WBNS 10TV. Appeared on local and national television over 85 times.

Operated the Animal Encounters Village for a fifth season and added new and improved training demonstrations and a tortoise yard.

Assisted the Wilds in their third season of Animal Encounters Tours.

Conducted* over 140 Wilds Outreach programs reaching 10,600 students.

Continued with the third annual Fighting Faces calendar featuring kids with terminal illnesses and Columbus Zoo animal ambassadors.

Provided another successful season of Animals on Safari shows.

ANIMAL HEALTH

The Animal Health Department continues to be a busy department, both on Zoo grounds and off. In 2013, the veterinary department recorded 10,901 medical events, on 1,257 individuals of 313 species. That is slightly more than one event per hour, 24 hours/day, 365 days/year. Staff members did scientific presentations at the International Elephant and Rhino Research Symposium, the International Prosimian Congress, the European Association of Zoos and Aquariums, the Illinois State Veterinary Medical Association, Ohio State University and the University of Tennessee. Animal Health department staff also contributes to Columbus Zoo field conservation efforts, including ongoing health assessment projects with lemurs in Madagascar and hellbenders in Ohio.

Our newly approved veterinary residency program is unique in the world, and is a combined program between Ohio State University, Columbus Zoo, and the Wilds. This program will produce specialists with a Master of Science degree in conservation medicine.

With the opening of Heart of Africa a considerable amount of veterinary time was committed to processing our new arrivals. Each animal entering the Zoo must meet preshipment requirements, a quarantine (isolation) period, and a quarantine exam to assure that they are healthy. So opening an exhibit with more than 100 animals can generate a lot of veterinary activity. Included in this large influx were 11 giraffes from zoos around the US, and 17 vervet monkeys imported from South Africa.
**PHILANTHROPY**

Our Philanthropy team has the unique privilege of raising money for both human and animal causes, securing funds to make the Zoo and the Wilds renowned conservation education centers for our community and guests. We also garner support for our world-class animal care and enrichment – never losing sight of our mission to lead and inspire by connecting people and wildlife.

In 2013, we faced our largest fundraising goal to date for the Zoo’s Heart of Africa campaign: raise $7.5 million to help develop the new region. The campaign got off to a great start thanks to major contributions of $1 million each from the Worthington Industries Foundation and the All Life Foundation. By working with many major donors, longtime supporters and community partners, we celebrated a record-setting $7,711,291 raised for Heart of Africa – surpassing our goal.

In addition to securing funding for the Zoo’s new region, our team received more than $484,000 in contributions from donors to support our donor clubs, the Zoo Fund, and animal care and conservation. We also fulfilled 1,507 adoptions through the Zoo’s Adopt an Animal program – equating to $101,771 in donations toward animal food and enrichment. Wine for Wildlife, an annual Zoo fundraiser bringing together wildlife advocates and wine enthusiasts, also helped raise about $200,000 for conservation initiatives. And, a special event in Chicago attracted 90 guests for an evening of animal encounters with Jack Hanna – raising approximately $40,000 to be shared evenly between conservation programs at the Zoo and the Wilds.

We also showed appreciation for our donors through events that bring them closer to the animals and causes they care about. Here are a few of the events that the Philanthropy department hosted in 2013:

- A Jack Hanna Legacy Society event at Polar Frontier with Jack Hanna
- A celebration in honor of Jack Hanna’s 35th Anniversary for donors and community leaders
- Experiences at the Wilds, an exclusive holiday celebration and other hospitality efforts for more than 85 key partnership stakeholders
- An Adopt Appreciation Day for more than 550 Adopt donors and family members to celebrate the Zoo animals they love most
- A Firsthand From the Field lecture on sea turtle conservation for Colo Club and Wilds Society members
- A sneak preview of Dinosaur Island for Colo Club and Wilds Society members

The Wilds also increased its revenue in 2013 thanks in part to philanthropic efforts. The Wilds Fund received $209,733 in donations and the inaugural Wilds Sunset Soiree raised $30,000 for the Wilds and its programming. In addition, the second annual Jack Hanna’s Wilds Wellington Gala in Wellington, Florida united more than 200 people and raised more than $335,000 in contributions for the Wilds and Partners in Conservation (PIC). We also were honored to receive a grant from The William H. Davis, Dorothy M. Davis and William C. Davis Foundation for Wilds on Adventure – an outreach program that brings animals and instructors from the Wilds into underserved schools in southeastern Ohio. With this grant funding, Wilds on Adventure was able to provide 75 assemblies for 36 schools serving 14,109 students.

As we continue to engage our donors and our partners at the Zoo and the Wilds through these unique and memorable experiences, we are able to strengthen our existing relationships within the community and create new relationships with others who share our passion for the missions of the Zoo and the Wilds.

Each year, the Zoo offers specialty tours through our Philanthropy team. In 2013, we hosted a tour to Botswana with CEO Tom Stalf and one to the Galapagos Islands with School Programs Manager Becky Nellis. And, the ever-popular annual VIP tour to Rwanda with Jack and Suzi Hanna sold out.
SAFARI GOLF CLUB

Last year, the Safari Golf Club saw the completion of a two-year renovation project by world-renowned golf course architect Dr. Michael Hurdzan, and opened in June to great reviews.

During the 2013 season, Safari Golf Club continued its strong support of community events by hosting the annual Polar Bear Open in early February, which coincided with the Wendy’s Chili Open at the Columbus Zoo; the Memorial Tournament’s Clubhouse Kids Junior Golf Clinic; and Jack Hanna’s Conservation Cup, which was held in September.

Safari Golf Club was also pleased to again host the Guy Derr Participant Appreciation Tournament for Fore Hope, which is a nationally recognized, non-profit organization that uses golf as an instrument to improve the quality of life for people with disabilities, illnesses, injuries, inactive lifestyles and other life challenges. We are proud partners and look forward to continuing this relationship.

In late 2013, Safari Golf Club saw two significant developments. First, the facility was awarded “Best Public Golf Course” by Columbus CEO Magazine for the second year in a row. Additionally, a new industry-leading management team was established to help Safari Golf Club grow in its mission to provide a great public golf experience for all in Central Ohio.

HUMAN RESOURCES

The Columbus Zoo and Aquarium continues to be a strong community partner with community organizations, high schools and colleges by participating in job fairs, career days and presentations as well as serving on councils and panel discussions.

Throughout 2013, The Columbus Zoo and Aquarium provided 1,680 seasonal job opportunities across the Zoo, Zoombezi Bay, Safari Golf Club and the Wilds. In addition, Zoo staff arranged oversight and training to over 120 college interns and filled 57 year-round employment opportunities. Our staff continues to participate in numerous team training sessions on topics ranging from diversity and inclusion to the Zoo’s many conservation efforts.

The Zoo has been recognized by the State of Ohio for providing job opportunities for people with disabilities and awarded a Bronze Level Award for small businesses by the Ohio Department of Health as a Healthy Workplace. In addition, the American Red Cross recognized the Zoo with a Silver Sponsor award and the Columbus Zoo employees proudly raised nearly $7,000 for United Way in 2013.
EDUCATION

The Conservation Education Department paints the vibrant brushstrokes that make our mission to “lead and inspire by connecting people and wildlife” come alive.

We are dedicated to crafting the ultimate experience for guests of various cultures, ages, personal interests and educational backgrounds. Our Guest Experience Team unites interpretation with engaging opportunities to create unique animal encounters throughout the year. Notably successful was the team’s Wildlights Tour that doubled its annual revenue last year to over $20,000. Two new electric transports accommodated several larger groups thus greatly expanding our seating capacity. A total of 443 participants joined us, with several repeat adventurers incorporating this tour into their family’s annual holiday traditions. New in 2013, the Manatee Coast Wild Encounters Tour drew over 350 guests naturally enchanted by our manatees and the Zoo’s work with the US Fish & Wildlife Service’s Manatee Rehabilitation and Release Program. Participants gained valuable insight into daily animal husbandry, medical care and enrichment activities of our manatees and other Coast residents. Receipts from the three Wild Encounters tours last year totaled $15,665, engaging almost 1,000 visitors.

A behind-the-scenes encounter for over 2,650 scouts, students and church members was the catalyst for success during the 2013 weekend Camp-Ins. Added last year were brief morning animal hospital tours led by the Guest Experience Team that drew rave reviews from campers and chaperones alike. Common procedures and diagnostic tests were explained using photographs and alluring stories, peppered with an occasional question & answer session with a Zoo veterinarian.

Young and old alike created cherished memories during Family Camp-Ins where the Dino-Might Dinos Camp sold out twice during last summer season. Drawing $4,560 in receipts, this popular venue returns in 2014 when our prehistoric friends revisit the Zoo. Also cause for celebration was a record-setting 177 birthday parties hosted by the education staff, the 2013 upsurge caused in part by increased efficiency of the online reservation process. Additionally, new party ware, games & favors and a new pricing structure attributed to the program’s success.

Volunteers 18 and older play a key role in offering non-traditional teaching opportunities within all regions of the Zoo. Only three years into the new program, Adult Volunteers greatly increased hours from 724 in 2011 to almost 8,000 during the 2013 season. Alongside docents they provided coverage in five animal contact areas, assisted with tours and events and helped Zoo staff with special projects. Volunteer divers increased their ranks to 49, thus donating over 2,000 hours of cleaning habitats & feeding fish for Shores staff.

Successfully partnering with PNC again last year, ZooKids Seedlings delivered quality, hands-on animal programs to six local Head Start centers, realizing a 300% increase in participation. Over 90 students engaged in a pre-visit by Zoo staff at their respective centers, while ZooKids instructors augmented their skills with special teacher training.

Soaring to its highest revenue since inception, the week-long Summer Experience Camps topped $275,000 representing a 13% increase over the previous year. Dino Camp alone exceeded all expectations, blossoming with 278 campers. To satisfy demand for this favored program, three additional weeklong camps were added to the roster. This program will be offered again in 2014.
STRATEGIC AND PHYSICAL PLANNING

One of the major highlights this year was the three-month planning process that produced a new strategic plan and included staff, Board and volunteers through an on-line survey, several participatory planning workshops and a variety of meetings. Through this collaborative process facilitated by PCI Communications, we created a new vision statement: “The sustainable co-existence of all living things”; new mission statement: “Lead and inspire by connecting people and wildlife”; and re-affirmed our values as an institution: “Animal Welfare, Leadership, Conservation, Innovation, Transformative Education, Community Commitment, Outstanding Service, Science-Based and Fun”.

Following the strategic planning process, two different Zoo physical planning firms (PJA Architects + Landscape Architects and PGAV Architects) were selected to assist in a refresh of our physical master plan in order to incorporate new considerations based on external and internal dynamics. This planning began in the 4th quarter of the year with a scope of work to include considerations for our Zoo campus as well as for a possible downtown building.

To assist the Zoo in both our physical and program planning efforts, the department began an on-grounds evaluation program with studies focusing on the Animals on Safari show and our conservation coin walls throughout the grounds. Other studies throughout the year include assessment of guest traffic patterns on grounds.

MAJOR CAPITAL IMPROVEMENTS

Design oversight of the region construction of Africa was a major component of the departments’ work effort in 2013. Weekly design/construction meetings, landscape design and installation oversight, themeing and interpretive content and design and much on-site design work continued throughout the year. In addition, a major Africa Events building was added to the region’s footprint in early 2013 and coordination with other staff, architects, engineers and construction manager to develop a program, design, produce construction documents and begin site work on this facility occurred as well. Analysis plans for the overflow parking areas of the main parking lot and recommended striping were prepared by traffic engineers and some of the site work began.
ANIMAL HABITATS AND CARE FACILITIES

Renovations to the Bonobo exterior habitat included the addition of poles, platforms and ropes and more in order to provide multiple enrichment activities, safe horizontal passage through the air for these great apes and numerous new rest and shade areas. Improvements were made to the Polar Frontier holding areas in order to add a second maternity den and two off-exhibit holding areas. A multi-department staff and Board task force worked on a comprehensive program and concept level study for a new Animal Health Center with local architect firm, DesignLevel for future consideration and implementation. A reindeer habitat and shed was designed and created to bridge the pathway between North America, Polar Frontier and the new Africa region, an Animal Programs exhibit in the front of the Education building was refurbished with animal furniture, props, theming and signage; and various enrichment props and devices were created for animals throughout the Zoo.

CONSERVATION AND SUSTAINABILITY

Community collaboration was a large facet in our conservation sustainability initiatives throughout 2013. We hosted the following events: the third annual World Business Council for Sustainable Development conference icebreaker; a CEO Summit on Sustainability for representatives of 25 local businesses; a post-conference tour for the BioCycle Magazine’s national conference; the Ohio Statewide Food Scraps Stakeholder meeting; and a 2-day recycling drive for which an Award for Special Recognition was received from Keep Delaware County Beautiful.

The Zoo was presenting sponsor at the Mid-Ohio Regional Planning Commission’s Summit on Sustainability and the Environment and at the invitation of the Ohio EPA, presented to the Solid Waste Advisory Council for the State of Ohio.

The department was represented on the Carbon Neutral/Zero Waste Zoo Board Task Force; took part in the Environmental Leaders Institute for a Sustainable Ohio; GreenSpot Corporate Sustainability Initiative; Green Business Initiatives series offered by Mayor Coleman’s Environmental Stewards’ office; SWACO Business Roundtable at CCAD; Ohio Grocers Association Environmental Task Force meeting; Ohio By-Products Synergy meeting; Ohio Environmental Leaders Institute; “Recycling Food Waste” meeting with local food waste producers; AZA Green Summit; MORPC Materials Management Working Group; and the Solid Waste Authority of Central Ohio’s Business Roundtable.

We worked on implementation of the Arctic Action Team, an offshoot of Polar Bears International, focusing on inspiring community action towards helping individuals, businesses, and organizations reduce their carbon footprint and hosted renowned polar scientist, Dr. Steven Amstrup, who spoke to community partners, volunteers and staff.

GRAPHICS, INTERPRETIVES, INTERACTIVES, PROPS AND THEMING

Highlights of the improvements throughout Zoo grounds include new banners on grounds and at Zoombezi Bay; ISaveSpecies kiosks and a temporary WildMinds kiosk in Congo Expedition; an audio system upgrade at the Islands; additions to the Asia Quest interactives and props; enhancements to reptile habitats, the pony ride area and the lori keet vestibule; animal identification updates in all regions; new service gate signage throughout the campus; new custom and renovated props throughout the Zoo and Zoombezi Bay; updated murals at Congo Food Court, komodo, langur, pachyderm, Australia aviary and the roof of Stingray Bay; themed additions for the Animals on Safari stage show; and the production of everything from cast dung balls to polar bear paws!

NEW GUEST AMENITIES AND ATTRACTIONS

Dinosaur Island was designed, developed and installed in The Islands region as a major enhancement to the boat ride experience, and the design of Baboon Lagoon, a new eight-slide, multi-level water feature for Zoombezi Bay occurred in preparation for a late year construction start date.
ADMINISTRATION
A State Capital Appropriations budget request was submitted and approved for $500,000 in funding support of an additional ‘rhinoceros barn’ and ‘overnight lodging accommodations’ for guests.

An ACES (Awards for Community & Economic Success) award and two Safety awards were received through the Zanesville-Muskingum County Chamber. For the second year, we were awarded a ‘Certificate of Excellence’ through TripAdvisor, for being recognized as receiving high marks from visitors on a consistent basis. Also, given an award from ‘People Love Us on Yelp’ as being one of the best locations to visit.

Staff and volunteers participated in general presentations and outreach events such as Lions Clubs, Rotaries, retirement centers, churches, chambers, etc. reaching more than 5,000 people in the local communities.

*The Wilds* Board of Trustees approved three new members to serve on the Board (Harvey Glick, Dan Palmer and Tom Poorman). We also said farewell to the ‘Father of the Wilds’, Dr. Robert Teater, who passed away on July 21st at 86 years of age. He was a founder, board member, long-time supporter/advocator/contributor and had an unprecedented passion for the *Wilds* since the late 1970’s.

FACILITIES
Our ‘capital and construction project summary’ included erecting a new Bus Shelter to replace the previous building that was destroyed in 2012 storm. Canopies were installed on the WildSide truck; four newer Safari Transport buses were purchased and a few upgraded vehicles were added to the fleet.

Facility improvements involved adding a 19-acre enclosure, complete with catch yard and barn; the Hoofstock Barn roof being replaced as a result of a severe storm; two new giraffe feeders/shelters were constructed in Pasture E; more than 2,000 feet of old fencing was replaced in the male Przewalski horse pasture; and a new shade/shelter was built for the domestic horses.
8,000 feet of our main gas line was replaced; road and ditch line upgrades were made to Dip Road; a pavilion was constructed for Program Animal presentations; equipment was added to the front line in the restaurant and began construction on the new Hellbender/Program Animal building, to be completed in early 2014.

VISITOR OPERATIONS:
During 2013, record attendance was seen for an overall stellar year and an all-time high of 115,056 visitors, exceeding attendance projections and surpassing last year’s attendance of 111,320, a 4% increase over 2012. Membership revenue ended 18% higher than the budgeted projection and customers spent over $1,936,000 in online sales, an almost 4% increase over 2012. “Round Up For Conservation” resulted in $8,500 in added revenue. 

The new addition of a pavilion, constructed near the Johnson Center to accommodate Animal Encounter presentations was added towards the end of season. A modified WildSide Tour became the “Winter at the Wilds” for winter guests.

Horseback Safari rides were extended through October providing 1,741 rides and access to new lakes was incorporated for the Fishing Safari’s, creating many memorable fish caught and income exceeding $12,000. The Zipline Safari created a couple of new options, including the addition of a shorter 1½-hour Overlook Zip and a dinner option available with our Sunset Safari guests. A total of 6,285 people experienced the ziplines.

Overnight experiences included 1,271 total yurts (1,306 in 2012) booked at Nomad Ridge with an overall occupancy rate of 62% (70% in 2012) and 32 nights booked at 100% occupancy (46 in 2012). The Grand Yurt was booked at 93% occupancy. The Lodge experienced nearly all weekends from April – November being booked, for a total of 161 booked evenings (141 in 2012). Added amenities included a floating trampoline on the lake; new outdoor lawn furniture by the fire ring; some new appliances; a new interior gas fireplace and a ‘Guest Information Booklet.’

Food & Beverage sales increased almost 2% over budget with souvenir cups and ‘Whit’s Frozen Custards’ being added and equipment upgrades made in the Overlook Café. Retail venues increased sales by almost 2% over budget with a decreased cost of goods sold by 2% lower than budgeted expectation. The top selling item in the Gift Market was the Wilds’ postcard.

Emphasizing relationship building and donor development, many high profile guests and groups were hosted throughout the year. Additionally, many on site media and public relations visits were accommodated.

Special events held included the third Annual WildZFest (nearly 3,500 people); an event with the Green Oval Guild; Appalachian Outdoor Adventures (AOA) mountain bike enduro event; weddings (one of which saw 300 guests); multiple corporate outings and family reunions. The first Annual Wilds’ Soirée also took place with donors/partners attending for an evening to remember!

ANIMAL MANAGEMENT:
American Burying Beetle Release is a continuing collaborative project. By breeding beetles to support the federal endangered species recovery plan, 49 pairs of beetles were released at the Wilds in 2013. The follow-up check at the release site showed 80% of the pairs sampled had larvae, which is the highest reproductive rate for the three years of release here. We also acquired new wild-caught breeding stock from Nebraska through the assistance of our partners at USFWS.

The Conservation Breeding Programs saw 67 animal births, including several notable species including camel, zebra, rhino and giraffe. The managed animal program totaled almost 500 animals, not counting burying beetles and hellbenders. A number of animals were transferred to other zoos to support breeding programs, including the export of two Sichuan takin females to the Berlin Zoo.

Our Rhinoceros Breeding Program continues to grow with two white rhino calves born being the
13th and 14th White rhinos born here, and the fifth and sixth fourth generation calves. The Wilds remains the only facility we know of outside of Africa with calves born into the fourth generation in human care and we also manage one of the largest white rhino herds in the AZA. September also saw the birth of our fifth Greater one-horned rhino.

Work continues with the SSP to help build our Cheetah Breeding Program, acquiring three breeding males and one female. Staff attended the Cheetah SSP Master Planning meetings in St. Louis and continues working with the Cheetah Breeding Center Coalition.

Our bison herd reached over 100 head with the addition of 37 new calves. Our relationship with the bison producer’s community has continued to prosper, including hosting the fall meeting of the Eastern Bison Association.

Staff facilitated a number of research projects involving animals in our managed programs; including a bison grazing project, wild equid semen collection and cryopreservation, and assisted reproduction in Persian onagers.

Animal Programs provided 69 off-site outreach programs at local schools and other venues. Coupling with Education programs on-site, reached over 32,000 people in addition to the regularly scheduled Animal Encounter Tours. Space for the program in the new building next to the Johnson Center will allow the team to reach more visitors by eliminating the need for a separate bus tour.

Columbus Zoo Partnership: A group of young giraffe were held on site and subsequently transferred to the ‘Heart of Africa’ at the Zoo. Staff also provided assistance and expertise as the new ungulate species have been brought in for the new exhibit.

The Wilds supports international conservation efforts to protect the critically endangered Saiga antelope in Russia with our partners from the Conservation Centers for Species Survival (C2S2). Dan Beetem travelled to Kalmykia, Russia to review improvements being made at a Saiga breeding center.

CONSERVATION EDUCATION:

WildeCamp saw its largest number of participants with 233 campers. The addition of the Eco-Ambassador’s camp, which focuses on field ecology work taking place at 15, was very popular and reached 100% capacity at 40 campers.

THE EDUCATION DAY VENTURE PROGRAM SAW ITS HIGHEST TOTALS WITH 3,952 PARTICIPANTS.

The Education Day Venture program saw its highest totals with 3,952 participants. The Overnight program also did well totaling 1,212 participants, assisted by the popular Scout Sleepover that takes place at the Conservation Science Training Center. A new Day Venture program option, the Sensory Safari, for the Ohio State School for the Blind was implemented. This program incorporated an opportunity for students to use their sense of touch with bio-facts and program animals for an enhanced experience. The senses of hearing and smell were also incorporated.

We hosted the Ohio Ornithological Society’s (OOS) ‘Winter Bird Extravaganza’ and a new bird species, Cackling goose, never before documented at the Wilds was seen.

The Boy Scout Jamboree national event is held every four years and Boy Scouts USA – Muskingum Valley Council chose the Wilds to represent them on their council patches featuring Jack Hanna and a few of our species. The patch represented all of the boy scouts in Muskingum County and was traded with other scouts throughout the country.

A relationship was established with the Girl Scouts Black Diamond Council, which services parts of Ohio and West Virginia. A weekend with girls from the Council was conducted here.

Along with education staff from the Columbus Zoo, we worked with the Homeless Families Foundation to host students and families for a tour and outdoor recreational activities.
A home school program about fossils was implemented to coincide with the Dinosaur Island exhibit at the Zoo.

Volunteers (not including interns) donated over 3,484 hours of volunteer service to the Wilds.

CONSERVATION MEDICINE:
A new residency program in Ecosystem Health and Conservation Medicine, in collaboration with OSU and the Columbus Zoo, was accredited by the American College of Zoological Medicine and made possible by an endowment from Drs. Jean and Tom Powers. This unique program will offer veterinarians experience in zoological and wildlife medicine as well as research experience leading to a master’s degree. One resident per year will enter the program, beginning in August 2014.

RESEARCH PROJECTS:
Veterinarians and animal managers are continuing work with researchers from the Smithsonian Conservation Biology Institute (SCBI) for Onager and Przewalski horse semen collection as part of our ongoing collaboration to develop assisted reproductive techniques in non-domestic equids. The first Przewalski’s horse produced by artificial insemination was born in 2013 as part of this collaboration.

Dr. Mandi Schook of Cleveland Metroparks Zoo conducted artificial insemination procedures on female Onagers as part of a collaborative study on the impacts of long-acting neuroleptics on reproduction in nondomestic species.

OSU veterinary student, Sarah Leyman, completed an OSU Summer Research Internship investigating the impact of water quality on amphibian microbiomes.

Dr. Karla Moreno-Torres is conducting PhD research of the prevalence and transmission of Neospora caninum among coyotes, white-tailed deer and Pere David’s deer at the Wilds.

Dr. Karla Moreno and Brad Ryan (of OSU) along with the Restoration Ecology staff co-exhibited a collaborative project focusing on wildlife and domestic animal health and diseases and sustainable agriculture practices at the Muskingum County Fair.

UC Davis veterinary student, Megan Hirano, completed a project entitled “Gastrointestinal Parasite Burden of Captive Przewalski Horses in Naturally vs. Traditionally Managed Herds.”

PhD student, Ieva Roznere, completed her candidacy exam and is investigating the impact of nutrition on metabolomics and gene transcription in captive and wild freshwater mussels.

DVM/MPVM student, Maggie Shoemaker, completed data analysis investigating the impacts of stress on shedding of Neospora caninum in pregnant bison.

MPH student, Brad Ryan, is investigating Coxiella burnetii (Q fever) prevalence in Wilds’ animals and in domestic animals surrounding the Wilds.

Research for Undergraduates in Math and Biology (RUMBA): using historic cheetah path records and computer modeling to investigate the epidemiology of amyloidosis in cheetahs.

The cabins at the Training Center generated $53,000 in revenue with 3,488 occupancy nights by Apprentices, Interns, Vet Externs and visiting researchers.
In 2013, substantial milestones were reached in the restoration, management and preservation of the Wilds landscapes. Most notable, were the creation of 130 acres of prairie habitat, including a 101-acre planting aimed at Monarch conservation; improvements to 234 acres of wildlife pasture through treating invasive shrubs; maintaining over 500 acres of open grasslands through seasonal mowing and enhancing 28 acres of mixed prairie stands through prescribed fire management. In total, over 892 acres of the Wilds preserve was improved through ecological restoration last year alone.

Studying this process of recovery, participants in the Wilds’ Scholar Intern program researched the following: Lepidopteron populations and the relationship between butterfly community richness and diversity of native floral resources; Plant community composition within multi-aged prairie stands; Reforestation to explore survival and carbon sequestration potential of different tree species; Grazing Behavior to observe bison forage preference on prairie versus cool season pastures; Small mammal diversity and abundance within a prairie ecosystem; Grassland bird communities; and Arthropod family richness as a measure of prairie ecosystem diversity.

Program impact was leveraged with support from collaborators such as the Conservation Center’s for Species Survival (C2S2) Alliance and OSU’s Center for Carbon Sequestration to produce outcomes such as completion of a carbon Life Cycle Analysis for prairie establishment.

Continuing the program’s goal of applied research, additional studies were initiated with Restoration Ecology Apprenticeships this past fall that measure ecosystem health and support the intersections of people, wildlife and the environment.

A three-day Strategic Planning Retreat was held on site with participants from various disciplines including invited guests from EcoHealth Alliance, St. Louis Zoo, Center for Large Landscape Conservation and the University of Minnesota. The purpose of the retreat was to build our research partnership between the Wilds, the Columbus Zoo and the Ohio State University. The retreat was hosted by Dr. Lonnie King of OSU; Tom Stalf of the Columbus Zoo/Wilds and Dr. Barbara Wolfe of OSU/Zoo/Wilds, with opening remarks by OSU Interim President, Dr. Joseph Alutto.

OSU’s Environmental Science Network and Subsurface Energy Resources Center and West Virginia University’s Water Research Institute held a joint meeting on site at the Training Center. A memorandum of understanding was signed between OSU and WVU to create a joint laboratory investigating shale gas development and its impacts on the environment.

Industry Sponsorship of Stream & Buffer Restoration Grant ($725,000) - will permanently protect 18,840 linear feet of stream and 82 acres of buffer habitat following restoration. In kind ecological restoration services worth $475,000 will be provided for tree plantings, invasive species control and in-stream improvements at no cost to the Wilds. An additional $80,000 of restoration maintenance services and $70,000 of ecological monitoring will be provided for 5 years. The restoration process will be a fantastic opportunity for studying the process of recovery through time.

West Virginia DNR State Wildlife Grant ($19,500) – acquired for conducting eDNA surveys of 23 sites of historic hellbender occurrence in West Virginia and to augment a stream with artificial nest boxes to determine the use of by reintroduced and native hellbenders.

Northeast Association of Fish and Wildlife Agencies Regional Conservation Grant ($15,400) – acquired to conduct and assist with eDNA analyses for...
hellbenders in Maryland, Virginia, and West Virginia.

ESRI Conservation GIS Grant ($4,000) – acquired to update GIS capability with software license and training for two employees.

Buffalo Creek Watershed Association Grant ($2,500) – acquired to conduct eDNA analyses for hellbenders in a stream in southwestern Pennsylvania.

PRESENTATIONS/LECTURES:
• International Congress on Conservation Biology (Baltimore, MD) on “Sorta Situ: A new approach to wildlife management in the absence of ‘wild’ spaces.” (Wolfe)
• American Association of Zoo Veterinarians (Salt Lake City, UT) on “Neonatal Giraffe Care.” (Gandolf)
• The American Society of Mining and Reclamation National Meeting (Laramie, WY). (Byrd)
• Society for Ecological Restoration Regional Chapter Meeting (Poster Presentation) (Byrd)
• Ohio Invasive Species Conference (Poster Presentation) (Byrd)
• 6th Hellbender Symposium (Chattanooga TN) on the “Feeding Response and Growth on the Eastern Hellbender Associated with Increased Water Temperature.” (Greathouse)
• Keynote presentation to OSU Extension (Washington Co.) Master Gardener Regional Conference (Byrd)
• Hosted a “Native Pollinator Workshop” with OSU Extension of OARDC (Wooster, OH) at the Wilds (Byrd)
• Hosted a “Native Plant Workshop” for OSU Extension (Hocking Co.) at the Wilds (Byrd)

PUBLICATIONS:


Schook, MW. Wildt, DE., Weiss, RB, Wolfe BA, Archibald KE and BS Pukazhenthi. 2013. Fundamental studies of the reproductive biology of the endangered Persian onager (Equus hemionus onager) result in first wild equid offspring from artificial insemination. Biol Reprod 89 (2): 41. This manuscript (and photo of a Wilds onager) was chosen for the cover of the August 2013 issue of Biology of Reproduction (http://www.biophi.com) 


MARKETING AND SALES

This year was a great year for media creative for we won several awards locally and nationally. The awards include: Addy for Dinosaur Island TV which won gold in Arts, Dinosaur Island TV won gold in Animation and/special effects and Dinosaur Island won Silver in Illustration. A CSCA Award was given for Giant Dinosaur Easter Eggs which won for excellence and Big Hank poster won Merit. The prestige’s IAAPA Brass Ring Award was given to the Columbus Zoo and Aquarium for Giant Dinosaur Hunt Radio which won best international radio spot. We also won a National Telly Silver Award for Dinosaur Island TV.

2013 WAS A GREAT YEAR FOR THE COLUMBUS ZOO AND AQUARIUM AND SOME OF THE MAJOR HIGHLIGHTS INCLUDE:

- Second highest attendance year in the history of the Zoo with 1,993,464 guests
- Highest daily attendance set on December 28th with 32,271 guests
- Third highest attended year for Wildlights- 313,974
- Exceeded budgeted attendance in seven of 12 months during 2013
- Set record monthly attendance for June (356,792), July (272,553) and August (290,371)

While many of our events had great improvements this year, there were two themes that really made an impact during our 2013 events season: Jungle Jack Hanna’s 35th Hanna-versary and Wildlights 25th Anniversary.

Jungle Jack Hanna’s 35th Hanna-versary was the main theme of many of our events this year. Even though his anniversary was in September, we celebrated it all year long in many ways during all of our major events; including having our Character Ambassadors in boots, khaki vests and specially designed Jack Hanna Hats, creating 2 commemorative promotional t-shirts, developed on-grounds promotional banners, and a lot of little details that made a huge impact to celebrate the 35 years of khaki. Even Garfield the Cat made an appearance during Jack Hanna’s Fall Fest to celebrate his 35th Anniversary of stardom!

We capped off the year as Wildlights celebrated its 25th anniversary with re-designed ornaments, re-imagined Timernacle Forrest Chorus, re-developed the seek-n-find, enhanced the ever popular Global Celebrations Village, as well as added more themed decorations to each regions relating to our character ambassadors. The largest part of the celebration was the re-design of the lake show with new elements, music and narrator.

We had a stellar Group Sales year with a record catering revenue of $2,115,541 and booked 330 catered events, 975 hospitality & School Groups, 134 consignment accounts and 233 non-catered events.
In addition to preparing for the opening of Heart of Africa in 2014, we continue to remain committed to operating a stable and reliable infrastructure which is leveraged to provide services across our properties, and across the globe. This robust infrastructure allows us to partner with other departments on initiatives to reach our common goals related to incredible guest experiences, animal care and conservation, and education.

On the infrastructure and operations side of things, many great under-the-covers projects were accomplished. Our network capacity for all properties was expanded to allow for better communications, faster data transfers, and improved integration between externally provided “cloud” services and our internal systems. Many of our core software applications that service retail, food sales, ticketing, and business intelligence also received attention in 2013; undergoing various upgrades to enhance operational capabilities and provide a more secure and stable environment. Lastly, we were able to make significant strides in replacing outdated desktop and network hardware that had been underperforming and negatively impacting our operations.

Continued investment in infrastructure must help deliver on our core mission, and 2013 was no exception. We saw an 8.5% increase in unique web visitors to just over 2.9 million guests, and were able to give them a new and exciting way to experience our animals through the launch of our new animal guide. By enhancing our network capabilities, we were able to assist in delivering Colo’s 57th birthday party to thousands of viewers across the globe via a live internet feed, and send televised broadcasts to major TV networks without the need for expensive satellite technologies. Our Education department and zoo keepers received a new animal observation system which will enable students and professional zoo keepers alike to observe and record animal behaviors using mobile technologies. Philanthropy was the recipient of some much needed attention to replace our online donations system with a new one that provides a more robust and friendly donor experience. Finally, our data analytics and reporting capabilities continue to grow as we integrated many new systems and data sources into our business intelligence platform to enhance insight into all facets of our operations.

2013 was a busy year for both infrastructure enhancements and mission driving initiatives in Technology Services and across the company. The results of these projects position us very well to launch into what is lining up to be an even more busy 2014!

**TECHNOLOGY SERVICES**

Technology is entrenched in almost everything we do now, and in 2013, we experienced significant growth and diversity in our portfolio of initiatives.

In 2013 the Technology Services partnered with the Community Relations department to design and implement a new Columbus Zoo mobile app.
CONSERVATION

The Zoo’s long-standing commitment to provide financial support to outstanding field projects around the globe continued in 2013. The Conservation Committee awarded 70 grants to projects based in 30 countries. Over the past five years, the Zoo has provided more than $4.6 million in grant money to protect wildlife and wild places.

PARTNERSHIPS FOR CONSERVATION

By collaborating with like-minded organizations, the Zoo can maximize funding, expand communication, and benefit from the expertise of others while sharing our own. The Zoo provides annual support to:

- Amphibian Ark
- Conservation Breeding Specialist Group (CBSG)
- Human-Wildlife Conflict Collaboration (HWCC)
- International Elephant Foundation (IEF)
- International Iguana Foundation (IIF)
- International Rhino Foundation (IRF)
- International Rhino Keeper Association (IRKA)
- Manatee Rehabilitation Partnership (MRP)
- Ohio Wildlife Center (OWC)
- Pan African Sanctuary Alliance (PASA)
- Polar Bears International (PBI)
- Snow Leopard Trust (SLT)
- Turtle Survival Alliance (TSA)

ZOOS STAFF ARE ON THE JOB IN THE FIELD

The Zoo Conservation Committee maintains a dedicated fund to support field conservation efforts of Zoo employees. In 2013, the Zoo continued support for Project SECORE – an international collaboration to protect endangered coral reefs. The conservation committee also awarded grants for participation in the Lake Erie water snake census. In support of our local Ohio partners, the Zoo was a sponsor for the Ohio Reptile Research and Conservation Conference and provided a grant to the Ohio Environmental Council (OEC) for continuation of their popular Vernal Pool Workshops, aimed at protecting critical wetland habitat in Ohio.

The Zoo was honored to launch our international conservation award at a ceremony in April of 2013. Madam Claudine Andre, founder and director of Lola ya Bonobo Sanctuary in the Democratic Republic of Congo, was chosen by the Zoo’s Conservation Committee to receive the first Commitment to Conservation Award and the prize of $50,000.
RAPID RESPONSE

When assistance is needed quickly, the Zoo can respond within one week through our Emergency Conservation Fund. A grant awarded to our long-term partner Jonathan Kolby of EcoHealth Alliance, came after word that a rapid response assessment was needed in Madagascar to evaluate the first confirmed detection of amphibian chytrid fungus and ranavirus in the country of Madagascar. The chytrid fungus is the agent responsible for the disease chytridiomycosis, a highly virulent pathogen driving global amphibian population declines and extinctions. Nearly one-third of the world’s more than 6,800 species of amphibians are threatened with extinction or are already extinct.

In 2007, the Zoo established an Amphibian Conservation Fund, dedicating up to $30,000 each year for conservation of endangered amphibians. For more information on the global amphibian crisis see: www.amphibianark.org

CONSERVATION HIGHLIGHTS – 2013

Conservationist known as “Angel of Bonobos” receives Zoo Prize. The Zoo was honored to launch our international conservation award at a ceremony in April of 2013. Madam Claudine Andre, founder and director of Lola ya Bonobo Sanctuary in the Democratic Republic of Congo, was chosen by the Zoo’s Conservation Committee to receive the first Commitment to Conservation Award and the prize of $50,000. Claudine and her team in Congo manage a program that includes rescue and rehabilitation, environmental education, and the world’s first release of bonobos back to the wild. Madam Andre has become a world renowned conservationist and wildlife advocate, winning a number of other awards including the Prince Laurent Award (Belgium’s highest recognition), and the Legion of Honor (France’s highest recognition). Claudine expresses her devotion to protecting bonobos simply - “I just keep looking for the next big thing I can do to help them, and there is always something.” She has received support for more than a decade from the Zoo’s Conservation Fund.

A VERY GOOD YEAR

The fifth annual Wine for Wildlife auction generated $166,300.00 for the Zoo’s Conservation Fund. The Cheetah Conservation Fund (CCF) was the recipient of 2013’s Fund-a-Need campaign with more than $43,000.00 donated to the project. We were honored to welcome Dr. Laurie Marker, founder and executive director of CCF, along with many of the CCF board members, who joined in the fun and excitement of fundraising for cheetah conservation in Africa. Wine for Wildlife has allowed the Zoo to increase support for global conservation, and we are grateful to all of our patrons who continue to support this event each year. In 2014, we will focus our attention on the world’s five species of rhinos, and will welcome the participation of board members and supporters of the International Rhino Foundation (IRF).

THE FIFTH ANNUAL WINE FOR WILDLIFE AUCTION GENERATED $166,300.00 FOR THE ZOO’S CONSERVATION FUND

AFRICA IN OUR HEART

While the newest region at the Zoo – Heart of Africa – was being built, the Zoo’s Conservation Committee was working to put our money where our heart is – on the ground to protect endangered species throughout east and southern Africa. When visitors explore Heart of Africa, educational signs and displays will connect them with the Zoo’s valued field partners – our wildlife heroes. Dedicated conservationists like Shivani Bhalla and Jeneria Lekilelei of the Ewaso Lions Project based in Kenya, work tirelessly to protect lions by promoting coexistence between predators and the local Samburu people. Other Zoo-supported projects and organizations featured in Heart Africa include: Cheetah Conservation Fund (CCF), Action for Cheetahs (AFC), South Luangwa Conservation Society (SLCS), Ruaha Carnivore Project, Grevy’s Zebra Trust, Cheetah Outreach, Giraffe Conservation Foundation, and the Pan African Sanctuary Alliance (PASA).

AFRICA IN OUR HEART

The Zoo joined rhino conservation organizations throughout the world in celebration of International Year of the Rhino. In addition to fundraising campaigns carried out by zookeepers (Bowling for Rhinos) and the Zoo’s retail shops, we reached out to raise awareness in our community by hosting a public presentation at the OSU Fawcett Center featuring William Konstant, program officer for the International Rhino Foundation. The IRF is dedicated to the survival of the world’s rhino species through conservation and research. At the heart of IRF’s vision is the belief that these magnificent species should endure for future generations, and that protecting rhinos ensures the survival of many other species that share their habitat, including people.
Zoombezi Bay’s sixth operating season was once again a successful contributor to the Zoo’s bottom line. Zoombezi Bay’s EBITDA before activity with the Zoo was **3.2 million** dollars.

Zoombezi Bay is a nice compliment to the Zoo from a weather perspective. Hot weather benefits the water park; and cool weather benefits the Zoo. Overall, 2013 was a cool summer and did affect Zoombezi Bay’s results. The attendance of 360,496 was slightly less than the average of 367,000.

Zoombezi Bay chose to focus on guest service and guest amenities in 2013. Two new cabanas were added to the cabana inventory, for a total of 17. In addition, all 17 cabanas were enhanced with overhead fans, stocked refrigerators, and personal safes. As always, the private wait service was a hit for our guests.

ZOOMPASS, Zoombezi Bay’s water slide reservation system, continued to be an in demand amenity for many of our guests. Zoombezi Bay was one of the first water parks in the nation to install the water slide reservation system in 2012. This digital wristband system allows a guest to reserve a place in line while enjoying other park amenities. Many guests have stated they will not return to Zoombezi Bay without using the Zoompass reservation system.

Season passes continue to be a tremendous benefit for our guests. In 2013 41% of our guests were season pass holders. The value is significant. Free admission to the Zoo as part of the pass is a valued benefit. A special entrance just off the parking lot by the wave pool is highly valued. Other benefits include: free admission to Dine-In movies, discounts of ZOOMPASSES, and in the gift shop, free parking, and discounted admission to Stingray Bay and Dinosaur Island.

Guest satisfaction ratings reached an all-time high. Results from an independent survey, conducted by the Morey Company, resulted in some great statistics: 97% rated cleanliness as excellent; and 99% rated employee courtesy as excellent. Those numbers will be hard to beat!

Dive-In movies continue to be an extremely popular promotion with an average of 1,500 guests staying late and spending money for five Friday nights mid-July to mid-August.
FACILITIES & CONSTRUCTION

The Facilities and Construction's team members of the Zoo and Zoombezi Bay work behind the scenes to provide repairs, and replacements to the infrastructure of the Columbus Zoo and Aquarium as well as new Exhibit Construction. Those repairs usually deal with equipment and buildings on Zoo grounds but occasionally this department is called upon to provide assistance to a visitor who is stranded with a dead battery in the parking lot or a guest whose wheel has come off of their wheel chair.

A much traveled bridge providing entrance to the North America Region was widened to provide easier movement for guests, strollers and wagons.

Flamingos, tortoises and a variety of birds will benefit from a new green-house, which will provide sunlight for better health and enrichment.

A building that is off Zoo grounds that many animals call home received a new roof. These animals are stars of the Animal Encounters Village show. The Zoo’s Security department received a new office.

The Education building used for camp-ins, summer experience, Zoo Kids, Zoo Tots, and many other programs received a much needed face-lift with the installation of new siding. A few of our residents received new homes and enhancements to their existing homes, namely the bonobo yard was enhanced for the bonobos swinging and playing pleasure at the same time providing a more enjoyable show for our guests. The Zoo’s first residents, reindeer now enjoy a new barn along with some polar bear den additions and polar bear holding area expansion.

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Construction team members began the management of the New Heart of Africa Exhibit, where isolation areas were built for ostrich, wildebeest, zebra, giraffe, gazelle and vervet monkeys, all new additions to the Columbus Zoo.

Dinosaur Island was installed in the Australia and Islands region of the Columbus Zoo, complete with 25 animatronic dinosaurs that all needed strategic placement, electrical connections for their movement and vocalizations; as well as plumbing connections for their water spitting abilities.

The Sea Dragon rollercoaster in Jungle Jack’s Landing had the first drop area re-built. The old Wyandot Inn was demolished making way for some much needed employee parking.

The Zoo’s water park Zoombezi Bay added two new cabanas; a very popular amenity and improvements were made to the member’s entrance. A ground breaking also took place for a new water feature “Baboon Lagoon” aimed at the younger visitors to the park, replacing “Christopher’s Island”.

Recycling at the Zoo takes on many forms which include the composting of 863 tons of manure, bedding and food waste, 288.06 tons of co-mingled materials, mixed metals, corrugated cardboard, wood and paper. In addition, 511 cell phone, 7.2 tons of electronics and 52 dry cell and lead acid batteries were recycled. The new Africa construction site provided 219.74 tons of concrete, wood, metal and paper for recycling opportunities.
RETAIL

The Retail Department takes pride in offering products that not only entertain, but educate and give back. Our purchases help support communities that care for and rely on earth’s natural resources. We raise awareness about Conservation by offering our guests a variety of eco-friendly and re-purposed products. We assist other Zoo departments in reaching their goals.

Sales of our original animal art, created by some of our talented Zoo animals, are given to the Jean Dixon Enrichment Fund, enabling additional purchases to benefit animal welfare. We support Partners in Conservation by purchasing handmade gifts directly from the Artisans they work with. The Retail Department also participated in the Pass the Hat campaign asking guests to support the Zoo with a matching program that rounded up their total purchase to the nearest dollar. The retail department processed more than 223,000 transactions for this program raising more than $21,000 to directly support animals at the Zoo.

Annually, the retail department donates toys and apparel to the Homeless Families Foundation which delivers programs and services to homeless children and families in central Ohio. We donate merchandise for distribution prizes to the Special Olympics and work with Greenleaf Job Training Services to provide employment to some of their clients.

In 2013, the Dinosaur Island retail location opened for business offering guests an assortment of their favorite dinosaur items and generated more than $160,000. Retail sales in 2013 totaled more than $4,394,000 surpassing the established budget.

Food & Beverage

The Food and Beverage department at the Zoo encompasses 15 brick and mortar locations and more than 20 mobile carts. 2013 the department reached record sales of $6,665,000 – a 13% increase over the previous year. Throughout the course of the season, this department employed more than 350 seasonal team members who helped serve more than 37,000 cheeseburgers, 13,000 gallons of Dippin’ Dots ice cream, and 91,000 soft pretzels!

Improvements to the department included the Zoo’s first mobile points of sale with expanded reporting capabilities, visually dynamic menu boards, fresh menu items, and new cart locations. The leadership team expanded in November with the Zoo’s first Chef whose focus is on menu development, sustainable operations, and increased training for the food and beverage team.

Mel Dodge believed that all children in Franklin County should have the opportunity to enjoy the Zoo and learn about the world. The Dodge family established this for children and families who may not be able to visit the Zoo. In 2013, more than 2,200 children from the Columbus Recreation and Parks program participated in the program, which provided free admission, free bus transportation, and a Zoo Bag.
PARTNERS IN CONSERVATION

Partners In Conservation (PIC) was founded in 1991 by staff and docents at the Columbus Zoo and Aquarium in collaboration with Jack Hanna, Director Emeritus at the Zoo. PIC’s philosophy includes carefully listening to the ideas of other people, and taking action to implement creative solutions to assist conservation and humanitarian programs. PIC is a program under the umbrella of the Columbus Zoo and Aquarium, which funds PIC’s annual operating budget, making it possible for all money raised by PIC to equally benefit both people and wildlife.

PIC PARTNER PROJECTS INCLUDE:

- The Nyungwe Forest Conservation Project – PIC funds projects that provide economic alternatives to people living adjacent to the Nyungwe National Park, home to thirteen primate species, including endangered chimpanzees. Working with over 1,500 beekeepers and ex-poachers, unintentional forest fires have been eliminated by people participating in the project, while providing another source of legal income so families don’t have to use forest resources to care for their children.

- Gorilla Doctors – PIC pays salaries of both a Rwandan and a Congolese veterinarian, who provide lifesaving field veterinary care for the critically endangered Mountain and Eastern Lowland Gorillas; interventions by the veterinarians are saving lives of gorillas.

- The International Gorilla Conservation Program – PIC funds a project that hires more than 1,300 ex-poachers to improve the Volcanoes National Park, habitat for endangered mountain gorillas, by removing both trash and invasive plant species. In areas where invasive species have been removed, indigenous plants are growing again, providing additional food sources for the gorillas and other animals.

- Dian Fossey Gorilla Fund International (DFGFI) – PIC pays the salaries of mountain gorilla trackers and members of anti-poaching patrols who have dedicated their lives to protecting the mountain gorillas.

- The Ubumwe Community Center (UCC) - PIC built and funds the annual operating expenses for the UCC which provides education and socialization for mentally and physically challenged children and adults. Through innovative programming, everyone attending the UCC is able to maximize their capabilities and reach their full potential. More than 200 people receive a hot lunch every day that is provided through a PIC grant.

- Strong Roots – PIC funds a project which is growing trees to both re-establish the buffer zone around the Kahuzi-Biega National Park in the DRC and also provide local people with trees that provide shade for their homes, and a future source of income when the trees are harvested. During the past three years over 400,000 trees have been planted and viable at a cost of only $.13 per tree. This project is helping save the habitat for many species including endangered Eastern Lowland Gorillas, elephants, and chimpanzees.

Through PIC, the Columbus Zoo is demonstrating its dedication to protecting endangered animals, their habitats and local

PIC’S ARTISAN PROJECT partners with over 400 men and women who are members of 16 artisan cooperatives. This project allows individuals to have an economic alternative so they no longer need to use rain forest resources to provide food for their families or wood for cooking. Items from members of the Artisan Project are sold at the Rwandan Fete and are featured at both the Columbus Zoo and Aquarium’s Zoo Marketplace and Mudiwa Village Gift Shop which is located in the new Africa region.
COMMUNITY RELATIONS

The Columbus Zoo and Aquarium and its properties are at the top of the list of organizations to contact for news/media initiatives which means we have extensive experience dealing with most situations. We are proactive utilizing news releases and pitches to reporters on a regular basis. Social media has provided us with numerous opportunities to tell stories that support our mission, generate revenue through promotion of events, programs, services and giving opportunities programs, recognize partners and engage our publics.

COMMUNICATIONS & PUBLIC RELATIONS

Working closely with the Technology Services department we developed the capability to do live national broadcasts from anywhere in the Zoo utilizing our own staff to shoot and produce the segments and locally-owned Mills James Productions as the satellite link. Our process is turn-key and makes us quickly accessible to serve as expert spokespersons while saving television shows money they once spent on satellite trucks and field producers. Our enhanced mobility enabled one of the first broadcasts to be the initial veterinary examinations of our four tiger cubs.

We focused a significant amount of our public relations efforts on promoting the Wilds to travel writers and bloggers.

The Columbus Zoo and Aquarium once again funded the development of species survival statistics and communications tools to assist AZA member institutions with talking about median life expectancy in a consistent manner based on scientific data.

Community Relations supported the collaborative effort to celebrate Jack’s 35th Hanniversary in September and build excitement and awareness of the opening of the Africa savanna exhibit in 2014. A media preview of Africa was conducted in October and included a hard-hat tour of the site and opportunities to talk to specialists in animal care, planning and design, and facilities and construction.

The communications team participated in a mass casualty drill conducted by the Delaware County Office of Homeland Security and Emergency Management. The October zombie themed event turned our water park into Zombiez Bay for the day.

Our first-ever live webcast at the Zoo enabled gorilla fans from around the world to join in the celebration of Colo’s historic 57th birthday.

Social media continues to be an important tool for our communications efforts. At the end of 2013 the Zoo had 149,604 Facebook fans; Zoombezi Bay had 29,065 and the Wilds 23,138. Twitter followers totaled 22,141 for the Zoo, 731 for Zoombezi Bay, 3,510 for the Wilds and 263 for Safari Golf Club. The Zoo’s Instagram account had 3,370 followers and 1,096 followed us on Pinterest.

In 2013 traffic to the Zoo’s websites continued to grow with 4,754,963 visits of which 2,936,846 were unique visitors.

Nearly 250 projects were completed by our graphic designers in 2013. One large project completed was a redesign of the Zoo’s mobile app. Our graphic designers successfully juggled multiple projects including meeting last minute deadlines while always producing a top quality product.

CUSTOMER CONTACT CENTER

In 2013 the Customer Contact Center responded to 42,224 calls and 4,623 emails for the Zoo and Zoombezi Bay and 18,969 calls and 1,237 emails to the Wilds.

MEMBERSHIP & SEASON PASS SALES

The Zoo’s membership direct mail campaign resulted in the acquisition of more than 5,500 new and reactivated members, an overall response rate of 2.2%, and achieved a net profit to the Zoo of more than $530,000. This was a 35% increase in revenue over the 2012 campaign and a 162% increase over the 2011 campaign. Nearly 10% of the responders chose to add the Wilds to their membership resulting in more than 500 Wilds memberships sold earning almost $40,000 in profit. In 2013 Zoo membership sales totaled more than $7.4 million which exceeded the previous year’s revenue by 9.1%. Wilds membership sales increased by 17.1% over 2012 with more than 567,000 raised. We ended the year with over 80,000 Zoo memberships and 6,600 Wilds members.

The Zoombezi Bay season pass campaign achieved a 2.47% response rate and resulted in the sale of more than 4,315 passes at a net profit of over $311,000. This represented 21% more passes and 46% more net income than was received from the 2012 campaign. Zoombezi Bay season pass revenue exceeded $1.78 million for the year.
2013 EXPENSES TOTAL $59,578,889
2013 REVENUE TOTAL $71,953,336

- Human Resources
- Franklin County Levy
- Repairs & Maintenance
- Admission & Rides
- Cost of Sales
- Education & Golf Course
- Animal Food & Supplies
- Contributions & Grants
- Depreciation
- Membership
- Utilities
- Concessions & Gift

Other Operating Costs

%25
%17
%15
%17
%10
%16
%17
%30
%3
%3
%3
%2
%7
%11
%17
2013 Revenue Report

**Attendance**
- 1,993,464 ~ 2013
- 1,993,478 ~ 2012
- 1,984,200 ~ 2011
- 2,025,098 ~ 2010
- 1,984,648 ~ 2009
- 1,475,944 ~ 2008

**Food Service**
- 8,320,826 ~ 2013
- 7,915,828 ~ 2012
- 7,092,549 ~ 2011
- 6,694,553 ~ 2010
- 6,031,873 ~ 2009
- 5,858,939 ~ 2008

**Gift Shop Revenue**
- 4,015,273 ~ 2013
- 3,898,342 ~ 2012
- 3,575,998 ~ 2011
- 3,650,127 ~ 2010
- 3,272,107 ~ 2009
- 2,557,245 ~ 2008

**Golf Course Revenue**
- 1,270,044 ~ 2013
- 1,442,371 ~ 2012
- 1,334,291 ~ 2011
- 1,439,239 ~ 2010
- 1,443,744 ~ 2009
- 1,305,162 ~ 2008
BOARD LIST

The Columbus Zoological Park Association is a 501(c) (3) not-for-profit corporation. It has a one hundred twenty-five member Association Board that meets quarterly. The Board of Directors meets monthly to oversee the operations of the Zoo. The tax levy receipts received by the Zoo are administered by a public Appointed Board that consists of eighteen members. Six members are designated by the City of Columbus, six by the Franklin County Commissioners and six by the Columbus Zoological Park Association.

COLUMBUS ZOO BOARD OF DIRECTORS

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Philip Pikelny
Dispatch Printing Company

Vice Chairperson
Chad Jester
Nationwide

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Craig Marshall
Ernst & Young LLP

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James Balthaser, Esquire
Thompson Hine LLP

Immediate Past Chairperson
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Chase Small Business Financial Services

President and Chief Executive Officer (non-voting)
Thomas Staff
Columbus Zoo and Aquarium

COLUMBUS ZOO BOARD OF DIRECTORS MEMBERS

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GroundWork Group

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Chairperson, Conservation & Collection Management Committee
Riverside Hospital

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Huntington

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The Honorable Andrew Ginther (Ex-Officio)  
President, Columbus City Council

Alan McKnight (Ex-Officio)  
Director, City of Columbus  
Recreation & Parks Department

The Honorable Paula Brooks (Ex-Officio)  
President, Franklin County Commissioners

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Dispatch Printing Company

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Chad Jester  
Nationwide

Secretary  
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Treasurer  
James Balthaser  
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* Also members of Association Board