Every year we think things couldn’t get better, and then they do!
The Columbus Zoo and Aquarium continues to be the number one attraction in central Ohio thanks in large part to the
tremendous support from our community. The tax levy funds we receive from the generous Franklin County residents
help us to grow and expand our programs, offer family memory-making opportunities for our guests and guarantee
the exemplary care our animals receive. Our partnerships with local businesses are critical to our continued success
as well. We are also grateful to our core visitors – members who come on a regular basis and support us through their
memberships. In 2011 we exceeded our previous record of family memberships and now can boast that over 70,000
families have memberships to our Zoo.

We constantly strive to “hit it out of the park” with outstanding services to our guests. From comfortable places to rest
in the shade to sparkling clean restrooms- we want guests to enjoy every aspect of their visit to the Zoo. Please look for
our newly formed “Nationwide Zoo Crew.” During our busy season, Zoo Crew members roam the park looking for ways
to make guests’ experience even better by playing games with children or helping guests with their trays at the Congo
River Grill.

When we consider our credo – touch the heart to teach the mind – we want to continue to give guests an experience
that opens their eyes and helps them to see and care about our natural world. With that in mind we offered many
opportunities to get up close and personal with our animals. All of our animals at the Zoo are ambassadors for their
relatives in the wild. At our Animal Encounters Village, visitors enjoyed up close and personal visits with everything from
a blue-tongued skink to pink Chilean flamingos. Guests can even get nose to nose with penguins taking a dip in their
especially designed pool at Animal Encounters Village!

There is always something new to see at the Zoo and in 2011 we welcomed many new arrivals to our animal family. Hank
“the Tank”, the largest Asian elephant in North America, joined us in December. Orphaned moose calves rescued by the
Alaska Department of Fish and Game arrived over the summer. Three fishing cats born in late July delighted crowds with
their kitten-like antics, splashing in and out of the water under the very watchful eye of their mother. The triplets were the
first born to our pair of fishing cats and added important diversity to the world’s fishing cat gene pool. We were excited
to welcome three baby kiwis; flightless birds about the size of a chicken and native to New Zealand. Only seven kiwis
have been hatched in North America in the last five years and three of those at our Zoo!

As we said hello, we also said goodbye. Three young rehabilitated manatees that were in our care were returned to
Florida and three new manatees in need of extra attention and rehabilitation are now being cared for by our animal
experts. The moves were part of the Zoo’s participation in the U.S. Fish and Wildlife Service’s Manatee Rescue and
Rehabilitation Program. Participating in animal conservation programs is part of our vision – we strive to support these
important programs so our children and grandchildren can see these animals in person, and enjoy learning about them
too.

We were so excited about the launch of a new show, “Jack Hanna’s Wild Countdown” on ABC every Saturday morning
across the country. The award winning “Jack Hanna’s Into the Wild” is a continued source of pride for us. Jungle Jack
Hanna’s Base Camp is a newly built addition in Asia Quest and is featured in our television shows which are filmed here in
central Ohio and throughout the world.

We try to be ready for anything, but nothing could have prepared us for a phone call we received on October 18, 2011.
Law enforcement and citizens call us on a daily basis looking for advice on caring or handling exotic wild animals, but this
was like nothing the world has ever seen before. The exotic wild animals that were released by an irresponsible owner
put our team to the test in Zanesville, Ohio. We are proud of how the team handled the situation as they tried to make
sense of this tragedy that affected people around the world. On behalf of zoos across the state, we have participated in
educating government officials so legislation could be written to prevent this tragedy from happening in the future. We
are honored that our community looks to us for advice and expertise in this area, and we look to always be the source for
accurate information on the animals of the world.

We are looking forward to 2012 and the opening of Stingray Bay - a fun, interactive experience featuring those gentle
creatures; stingrays. Located in Jungle Jack's Landing, Stingray Bay will give guests the opportunity to touch cownose
and southern stingrays. Looking farther down the road, exciting plans continue to evolve on Safari Africa! opening in
2014. We want to again say thank you to our generous donors, partners, members, visitors and neighbors. Without them,
we couldn’t do what we do – thank you for all you do for the Zoo!

Sincerely,

Dale Schmidt
President and CEO

Jack Hanna
Director Emeritus
ANIMAL CARE

Neotropical Migratory Birds
Nineteen non-releasable songbirds were received from wildlife rehabilitators and found a new home in our North America Songbird Aviary. Since 1998 more than 220 non-releasable songbirds have come to roost at the Columbus Zoo and Aquarium.

Manatee Rescue and Rehabilitation
Three young manatees estimated to be 1 ½ years of age were transported to the Columbus Zoo and Aquarium in November. Cold stress affected two of the animals and the other one was orphaned. Three of our existing manatees were rehabilitated and went back to Florida to be released. The Columbus Zoo and Aquarium is one of eleven manatee facilities nationally (one of two facilities outside of Florida) to rehabilitate and release manatees back into the wild.

Ape Surrogacy Program
The Columbus Zoo and Aquarium continues to be a leader in ape surrogacy programs. We have produced and distributed birth management, hand rearing, and surrogacy procedures and protocols to zoological institutions worldwide for gorillas, bonobos and orangutans.

Eastern Plains Garter Snakes
Thirteen state endangered eastern plains garter snakes were released in 2011, bringing the total number of releases to 207. This is the first state program for a reptile species.

Significant Births and Hatches
3 North Island brown kiwis
2 Humboldt penguins
6 American flamingos
1 Malayan sun bear
1 black duiker
3 fishing cats
32 eastern plains garter snakes
4 Turkmenian markhors

Significant Acquisitions
1 female western lowland gorilla
3 female Caribbean manatees
1 male Asiatic elephant

Hellbenders
The eastern hellbender is widely regarded as a species in decline and is listed as an endangered species in Ohio. The Columbus Zoo and Aquarium collaborates with Ohio Department of Natural Resources, the Wilds, Oglebay Good Zoo and field researchers to re-establish Ohio populations of eastern hellbenders. In 2011 efforts focused on successful larval rearing as a first step towards reintroduction and release in 2012.

Freshwater Mussel Conservation and Research
Mussels are propagated and studied at the Columbus Zoo and Aquarium’s off-site Freshwater Mussel Conservation and Research Center in partnership with the Wilds, US Fish and Wildlife Service, Ohio Department of Natural Resources Division of Wildlife and The Ohio State University. In 2011, we conducted our third release of around 2,000 northern riffleshell mussels in Big Darby Creek. This is the largest release of a federally listed endangered species in Ohio.

In 2011 we outplanted corals reared from sperm and eggs and are looking for the best methods for coral survival in the wild.

SECORE
SExual COral REproduction is an organization that collaborates with other zoos and aquariums throughout the world towards coral conservation and particularly focuses on sexual reproduction of the coral as the best method to preserve genetic diversity. SECORE also provides tools and information for coral livestock management for zoos and aquariums. In 2010 a coral conservation facility was constructed in Curacao.

(ANIMAL CARE CONTINUES ON THE NEXT PAGE)
ANIMAL HEALTH
Animal health staff members are collaborating with Ohio State University College of Veterinary Medicine faculty in teaching zoological medicine courses, training students and conducting graduate research at the Zoo and the Wilds. Currently, graduate students are conducting research on raccoon ecology at the Zoo, metabolomics in freshwater mussels at the mussel facility, and mathematical modeling of disease ecology at the wildlife/domestic animal interface at the Wilds.

Columbus Zoo veterinary staff provided surgical support for the USFWS radio-tracking research of spectacled eiders in Alaska to learn more about the seagoing ducks migration habits.

2011 INVENTORY OF SPECIES HOUSED AT THE COLUMBUS ZOO AND AQUARIUM

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ANIMAL PROGRAMS
• Provided husbandry and enrichment to more than 150 animals.
• Conducted 1,219 promotional programs.
• Assisted Jack Hanna with over 70 speaking engagements and public appearances.
• Presented 319 outreach programs reaching 35,900 students.
• 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 100 times.
• Operated the Animal Encounters Village for a third season and added features from shows to penguin encounters.
• Assisted the Wilds in the creation of an Animal Encounters Tour by bringing animals, including one of the cheetah ambassadors, to the Wilds each week.
• Kicked off our first annual Fighting Faces calendar featuring kids with terminal illnesses and Columbus Zoo animal ambassadors.
• Provided another successful season of Animals on Safari shows.
CONSERVATION

Powerful Partnerships
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).

Valued Partners Visit the Zoo
Dr. Lisa Dabek, the founder and director of the Tree Kangaroo Conservation Program (TKCP) in Papua New Guinea, visited the Zoo and met with employees, volunteers and Colo Club members. The Zoo has supported Dr. Dabek's work with local communities on the Huon Peninsula since 1998. The TKCP recently reached a major milestone with the official announcement of 187,000 acres of community-owned forest protected in perpetuity by the Papua New Guinea national government. The future is now bright for the endangered Matschie's tree kangaroo and the rich diversity of wildlife and habitats found on the Huon Peninsula.

Rapid Response
When assistance is needed quickly, the Zoo can respond in less than one week through our Emergency Conservation Fund. Grants in 2011 provided emergency funds to the Belize Foundation for Research and Environmental Education (BFREE) based in the Maya Mountains. When the BFREE avian technician team discovered an active harpy eagle nest in late 2010 in the Bladen Nature Reserve, they turned to the Zoo for support to begin immediate monitoring of the most northerly known nest, breeding pair and nesting in the Americas. It was also the first active harpy eagle nest ever recorded in Belize. Thought to be locally extinct in Belize and extirpated from Mexico and most of Central America north of Panama, harpy eagles are designated as “near threatened” by the IUCN and are listed as “critically endangered” in Belize.

Conservation Highlights
Year of the Turtle
In recognition of 2011 Year of the Turtle, the Conservation Committee established the Turtle Conservation Fund. In addition to our on-going support for the Turtle Survival Alliance (TSA), an additional grant was awarded to prevent the extinction of the Sundarbans mangrove terrapin in Bangladesh. Recognized as a distinct species in 2007, the Sundarbans terrapin was immediately determined to be dangerously close to extinction. Nesting is extremely rare, with only a few scattered survivors. The Zoo's contribution is helping to establish a captive breeding program in Bangladesh in cooperation with the Bangladesh Forest Department. Two breeding ponds have been constructed in a National Park near Dhaka.

Year of the Turtle
In recognition of 2011 Year of the Turtle, the Conservation Committee established the Turtle Conservation Fund.

Protecting Icons of the African Savanna
Partnering with the International Crane Foundation (ICF), the Zoo is supporting on-going work to stop population declines of the grey crowned crane and the black crowned crane. Cranes are loved across the world, yet their special value leads to increased demand for display and illegal removal from the wild to supply this demand. Once considered the most secure of African cranes, their populations have declined by 50% and 25% respectively. Although habitat loss is a significant threat for these species, trade in live cranes from the wild to facilities around the world is believed to be the main cause for their dramatic decline. The Zoo also supports ICF work in Russia to protect important wetland habitat for the red-crowned crane and white-naped crane.

(CONSERVATION CONTINUES ON THE NEXT PAGE)
Training and Capacity-Building for Species Conservation
Each year, Zoo staff attends and participates in numerous international conferences and meetings. The Conservation Committee also provides travel grants to colleagues in developing countries whose contributions to the global conversation about wildlife and habitat conservation are vital. During 2011, grants and sponsorships were provided for:

- Zoos and Aquariums Committing to Conservation (launched in Columbus in 1995) hosted in 2011 by the Woodland Park Zoo, Seattle – sponsored participants from Guatemala, Borneo and the U.S.
- International Sea Turtle Symposium, San Diego – sponsored participants from Guatemala and Sri Lanka
- Pan African Sanctuary Alliance (PASA) annual meeting of sanctuary managers, U.K.
- Training in Human-Wildlife Conflict Transformation by the Human-Wildlife Conflict Collaboration (HWCC) – sponsored participants from Uganda and U.S.
- Ohio Amphibian Research and Conservation Conference
- Giraffe: The Forgotten Megafauna – held in Namibia, Africa
- AZA Otter SSP Education Outreach Development Meeting, held in Columbus, Ohio
- Vernal Pool Education and Conservation – hosted by the Ohio Environmental Council (OEC) – held in Columbus, Ohio
- International Otter Colloquium – held in Italy
- International Conference on Bear Research and Management – sponsored participant from Malaysia
- Borneo Carnivore Symposium – held in Sabah, Malaysian Borneo

For a complete list of field conservation projects supported by the Zoo in 2011, visit the website at: [http://contribute.columbuszoo.org/conservation/conservation_reports/default.aspx](http://contribute.columbuszoo.org/conservation/conservation_reports/default.aspx)

The annual Rwandan Fête benefitting Partners in Conservation (PIC) raised a record breaking $245,000. All proceeds support conservation and humanitarian projects in Rwanda and the Democratic Republic of Congo (DRC) that included the following results:

- Paid annual salaries for both Rwandan and Congolese veterinarians that provided live-saving field care for the endangered mountain gorillas.
- Funded annual salaries for gorilla trackers and members of anti-poaching teams.
- Planted 100,078 trees as part of a reforestation project in the DRC at the cost of only 13¢ per tree.
- Funded a beekeeping project that is providing 1,325 people with modern hives and beekeeping equipment. The hives enable beekeepers to be economically independent so they do not use forest resources to feed their families and modern equipment makes it possible for beekeepers to no longer accidentally start forest fires. Beekeepers are now part of the conservation initiatives that are saving the forest and wildlife that live there.
- Funded a livestock program for 255 men that gave them an economic alternative to poaching.
- Funded a program to remove 800 pounds of trash from the mountain gorillas’ habitat in the Virunga mountains of Rwanda. Members of an ex-poacher association were hired to remove the trash.
- Provided annual operating expenses for the Ubumwe Community Center that enables physically and mentally challenged children to reach their full potential.
EduCation

Here’s a bit of what was new in the Education department in 2011:

- Adult Workshops
- Special Scout Days
- Family Workshops
- Family Night Hikes
- Conservation Challenge (three local schools raised over $3,000 for conservation)
- ZooTots Stroller Program
- Zoo Adventurers
- School’s Out Camps – includes Columbus Day and Martin Luther King Day
- Gift certificates
- New registration system
- ZooKids Headstart
- Interactive stories
- Little Explorers Base Camp
- Puppet shows
- Wild Encounter Tours

Other items of note:

- Offered programs for 71,158 people.
- From Memorial Day through Labor Day the interpretive staff had 231,233 guest interactions.
- 307 puppet shows were performed at My House, interacting with 22,609 people.
- Scholarships were awarded to 14 children in the amount of $1,885.
- There were 381 teens in the ZooAide program who volunteered for over 24,338 hours.
- Columbus Zoo and Aquarium Distance Learning program was awarded the Center for Interactive Learning & Collaboration Pinnacle Award for outstanding educational programming through videoconferencing.
- Under the new Chase Classroom Safari structure, 5,459 students in Columbus City Schools were reached.

- Zoo Day was held for participants and their family members in the Chase Classroom Safari programs conducted at various Columbus City Schools.
- The second annual Zoombezi Science Day reached 1,288 students.
- 183 adult volunteers donated 2,124 hours of service to the Zoo.
- Led one teen trip to Costa Rica with nine students and one teacher trip to Australia in conjunction with Ashland University for 11 teachers.

- Worked with The Ohio State University to lead a Certified Interpretive Guide workshop; students who participated were certified through the National Association for Interpretation.
- The Zoo Biology course, in partnership with The Ohio State University, took place during January and February with Zoo staff members taking turns teaching each week.
- Two staff members participated in National Network for Ocean and Climate Change Interpretation.
- Hired two interns through Together Green Youth, a partnership between the Association of Zoos & Aquariums, National Audubon Society and the U.S. Fish & Wildlife Service.
COMMUNITY RELATIONS

Public Relations and Communications
- Provided content and images to the Columbus Zoo’s new mobile app and Wilds website.
- Increased the social media presence of the Zoo and established a presence for the Wilds and Zoombezi Bay. Regular Facebook posts and Twitter tweets resulted in the Zoo ending the year with over 84,600 Facebook “likes” and 10,300 Twitter followers. More than 10,000 people “liked” the Wilds on Facebook and 1,800 people followed on Twitter. More than 8,800 people “liked” Zoombezi Bay on Facebook and 300 people followed on Twitter. Several engaging and informative videos were produced for YouTube and were also utilized in areas of the Zoo.
- The Zoo was in the news in 2011 and 81 news releases were distributed (all properties).
- The design and lay-out of the Wilds membership magazine was enhanced. In addition to being sent to Wilds members, the Wilds Connection is now inserted into the Zoo’s Beastly Banner membership magazine reaching a much larger audience.

Membership
- Both the Zoo and the Wilds had record years for membership revenue; the Zoo with $5,994,000 and the Wilds with $373,000.
- Gold membership sales continued to increase with 1,809 more sold in 2011 than 2010.
- Online membership sales increased by 17%.
- Additional member saving opportunities were implemented (Zooper Savings and a monthly member coupon for Zoo food and beverage), increasing the value of a Zoo membership.
- The direct mail campaign was successful again this year. The Zoo’s response rate was 1.08% with a net profit of $143,559 and Zoombezi Bay’s response rate was 2.23% with a net profit of $182,000.
- New strategies for Wilds membership sales included:
  » Implementing a sales matrix used to compare the cost of day ticket versus membership cost and encourage membership sales
  » Tray liners used in restaurant to advertise memberships, new experiences and membership discounts
  » Cross selling Wilds memberships with Zoo memberships resulted in approximately 1,650 add-on memberships sold (approx 39% of memberships)
  » Added Open Air Safaris to membership benefits

Customer Contact Center
In the Spring the Zoo and Zoombezi Bay’s call center was transferred to the Community Relations department, along with all general e-mail inquiries (info@columbuszoo.org). Free non-profit licenses were procured with Sales Force allowing us to log all inquiries and analyze the data based on designated categories. From April to December 35,000 phone calls were logged and from May to December 4,000 e-mails were logged.
PHILANTHROPY

• Supported the Zoo’s capital programs by raising $1,071,030 from 1,634 donors through the Zoo Fund.
• Secured more than $400,000 in contributions from 947 donor members, directly impacting animal care, conservation and education programs.
• Raised $105,913 through our Adopt an Animal program, with 1,690 adoptions helping to provide the best food, care and enrichment for the animals.
• Supported the Zoo’s capital programs by raising $1,071,030 from 1,634 donors through the Zoo Fund.
• Secured more than $400,000 in contributions from 947 donor members, directly impacting animal care, conservation and education programs.
• Treated Colo Club and Wilds Society members to a sneak peek of Zoombezi Bay’s two new slides prior to their grand opening and shared with them a Firsthand from the Field evening with Amur tiger expert Dr. Dale Miquelle, as well as a private brunch at the Wilds’ Overlook in conjunction with our first annual WildZfest family event.

2011 saw the launch of the new Experience Partner corporate sponsorship and marketing partnership program. In 2012, $2,855,000 was raised in sponsorship revenue, surpassing all previous annual sponsorship records.

• Secured 5/3 Bank as our “Official Banking Partner,” adding a third major central Ohio corporation to our elite Platinum Experience Partner program roster.

• Secured funds totaling $250,000 from the Lindorf Family Foundation, Hearst Foundations, Jeffrey Company, Columbia Gas of Ohio, and NiSource Foundation to support education programs at the Wilds including capital improvements, scholarship funds, educator workshops and outreach programs.
• Received a gift from Marcus and Carrie Spurlino-Yearwood to fund a camera project in the pachyderm building at the Zoo, allowing staff to have 24-hour surveillance capabilities.

• Re-launched the Jack Hanna Legacy Society— created to honor Jack’s commitment, leadership and vision for the Zoo— offering donors the opportunity to become lasting partners in our efforts to save wildlife and provide unforgettable moments for our guests.
• Held an inaugural meeting of the Financial Ambassadors group at Polar Frontier with the goal of informing and educating financial planners and attorneys on ways their clients can support the Zoo and the Wilds with either a current gift or through estate planning.
• Hosted 300 people at the third annual Wine for Wildlife wine tasting and auction event which raised $105,185 for the Zoo’s conservation projects around the world.

MARKETING AND SALES

Marketing:

• Many “new” elements were added to events to keep guests returning such as:
  » Increasing community partnerships with KidZfest
  » Redefining Jack Hanna’s Fall Fest with more fall themed activities
  » Increased the attractions at Boo at the Zoo with the largest collection of costume characters ever at the event, the Little Boo Mansion, and a pirate experience at the Shores region
  » Gave a new look to Wildlights such as a 28-foot tall holiday tree and a 25-foot globe that was the centerpiece in the new animated light show called “Global Celebrations”

(MARKETING AND SALES CONTINUES ON THE NEXT PAGE)
• Brought back the “Dine with Santa” program
• Two successful events were held at the Wilds; Ecothon and the first ever Wildzfest

**Sales:**
• Hosted 529 group events and managed 139 consignment accounts
• Achieved record catering revenue of $1,786,000

**Advertising Awards:**
• Two Ruby Awards for Best Television Advertisement
• Ruby Award for Best Brochure
• Ruby Award for Best Direct Mail Campaign
• Six Addy awards plus Judge’s Choice
• Telly Award for Polar Frontier Television Spot
• Pixie Award for Animation/Polar Frontier Television Spot

**HUMAN RESOURCES**
• Partnered with Otterbein University to create a new Zoo and Conservation Science major that will involve field work and internships with the Zoo.
• Utilized technology to streamline and “green up” HR processes.
• Partnered with community organizations to provide employment opportunities and career presentations for inner-city youth, people with disabilities and special populations.
• Hosted on-site Healthy Balance classes to teach team members about overall healthy living.
• Conducted numerous team training sessions on topics ranging from diversity/inclusion to the Zoo’s conservation efforts.

**TECHNOLOGY SERVICES**
• Completed construction of a new on-property data center.
• Refreshed and consolidated servers and storage, allowing for a 70% reduction in physical systems. Created a new website for the Wilds and added it to the Zoo web portal.
• Deployed a mobile application to provide guest information, location systems, and ticket sales for the Zoo on both iPhone and Android platforms.
• Leveraged new wireless technologies to improve communications networks at the Wilds.
• Updated 17 software applications to current versions with enhanced functionality.
• Implemented several successful pilot programs with management staff and other departments to leverage iPads and tablet technologies to increase productivity.
• Partnered with Ohio Wildlife Center to provide over 150 hours of services to redesign and modernize their technology infrastructure.
• Began the conceptual design of the much-anticipated Safari Africa exhibit which is scheduled to open in 2014 and will feature giraffe, zebra, lions and herds of hoofed mammals in open savanna-like habitats.

• Stingray Bay, an interactive stingray touch pool, was designed and construction began in the fall in anticipation of a June 2012 opening date.

• Other projects being designed included an identification of all operational, back-of-house needs such as an expanded catering kitchen and the potential move, reorganization and/or addition of various operational functions such as storage, office and meeting space, exhibit and sign shops, facility departments, animal care and animal health, greenhouses and all other staff support needs to accommodate our internal and external growth.

• Design and construction was completed on various renovations in the Asia Quest region of the Zoo including work on the interior sun bear exhibit - construction of new interior stairs, filling in a floor and a new transfer door to the outdoor yard on the top level - providing the bears with much more usable and visible habitat spaces.

• A netted structure was constructed over the markhor exhibit in order to offer the animals more vertical and horizontal habitat to use and to provide our guests with better unobstructed views.

• The additions of a glass viewing portal and a small themed pool and a change-out of mesh enclosure material in the former walk-through Asia Quest pheasant aviary enables the Zoo to house multiple species within the space and affords guests the opportunity to view into the habitat at all times, even when the walk-through experience is unavailable.

• A multi-purpose Mongolian tent structure known as a “yurt” was designed, installed and themed in the Asia Quest region to be used as a set backdrop for Jack Hanna’s television shows.

• Working with zoo consultants and planners, Columbus Zoo staff developed a draft physical master plan that will assist in guiding the direction of our capital improvement activities and our corresponding strategic business decisions over the next ten years and beyond.

• At Zoombezi Bay, a waterslide complex was designed and constructed in time for a May opening.

• Theming and site work for a macaw parrot area at the Zoombezi Bay entry island was developed.

• The Mermaid’s Purse Gift Shop was remodeled and expanded into the former theater area at the exit end of the Manatee Coast building.

• A team of planning, facilities and animal care staff worked on improvements to several primate exhibits in African Forest and Australia & The Islands, creating new aerial pathways for the orangutans in their outdoor habitat and remodeling one of the two indoor bonobo habitats with the intent of increasing their enrichment activity and their group interactions.

• The approach to the Animals on Safari show at the Activity Pavilion was redesigned and opened up to provide better views to the shows; this improvement included a second marquee sign.

(PLANNING AND DESIGN CONTINUES ON THE NEXT PAGE)
Design/build services were contracted for significant signage components to identify and recognize the Zoo’s Platinum Experience partners in key locations throughout Zoo grounds, new way-finding signage was designed for the Zoo grounds for phasing in the next several years to replace an outdated and failing campus directional system, and the internal sign shop responded to an additional 5,500 signage requests.

Updated food and retail carts appeared on grounds with more cohesive designed facades in keeping with the Zoo’s more upscale aesthetic.

Many other miscellaneous signage, site and exhibit upgrades occurred including the installation of several donated bronze sculptures, new video monitors and content in interpretive areas on grounds, assistance with special events props including the Character Caravan and themed fencing, enrichment items for various species, and exhibit, artificial rockwork and propping enhancements and repairs to buildings and habitats in every region of the Zoo.

Green Energy Ohio held their annual meeting “Wild about Green Zoos” at the Columbus Zoo and we were one of four zoos to win an Ohio Clean Energy Community of the Year award.

The Zoo received a Community Development Grant from the Ohio Department of Natural Resources Division of Recycling and Litter Prevention to support the goal of replacing all existing trash cans with a combination of trash and recycling cans.

Planning staff assisted in various other strategic initiatives including research into the feasibility of hotel development at the Zoo and a study on the feasibility of a large solar panel array installation.

FACILITIES AND CONSTRUCTION

- Constructed new network server data room
- Replaced boiler at Asian otter exhibit
- Added an addition to the train tunnel for the new train engine
- Expanded tiger keeper talk area
- Renovated Pheasant Aviary
- Enclosed markor outdoor habitat with mesh
- Constructed a yurt for Jack Hanna’s base camp set
- Renovated transfer door and floors in sun bear habitat
- Installed new glass at the carousel
- Renovated gorilla exhibit transfer chute
- Renovated bonobo indoor playroom
- Installed penguin pool in Animal Encounters Village
- Completed asphalt paving enhancements
- Purchased emergency generators
- Completed lighting enhancement at the education and pachyderm buildings, business office and parking lot to reduce energy costs
- Replaced trash can and recycling containers Zoo-wide
- Installed flux drive pumps at Manatee Coast and Discovery Reef to reduce energy costs
- Constructed a penguin area in Animal Programs building
- Constructed waterslide complex at Zoombezi Bay
Zoombezi Bay's fourth operating season was once again a successful contributor to the Zoo's bottom line by contributing a record $4.1 million operating net income before activity with the Zoo.

Two new waterslides, Big Boa Falls and Python Plunge, were the basis for our marketing campaign and the related increase in attendance of 25,000 guests.

Zoombezi Bay brought the Zoo to the waterpark with the addition of macaws just inside the Zoombezi Bay entrance and daily visits from other Zoo animals.

Zoombezi Bay on-grounds per capita spending set a new record at $6.27, beating the previous year and budget by over 33¢.

Two new food and beverage locations were opened at the Congo River Market: Fresh Creations and Jalapeño Mexicana. Both locations offer fresh product and healthier choices for our guests.

The first phase of an organic garden was implemented, with product being used at Zoo food and beverage locations.

The use of recycled and compostable products increased over 20%. The department remains on track to be 80% compostable within two years.

Kids’ meals were revamped to offer a healthier package that eliminates fries and carbonated drinks, and reduces sugar and calories.

Over 30 new menu items were introduced; 15 of these were healthy choices and vegetarian options including new salads, deli sandwiches, fruit smoothies and grilled vegetarian options.

Total revenue from on-grounds spending (Zoo, Zoombezi Bay, Safari Golf Club) finished at $14,613,000 and was $774,000 above budget. This revenue was $514,000 above prior year and marked the fourth straight year of record sales and increased revenue.

SAFARI GOLF CLUB

The entrance was improved including sign improvements, upgraded landscaping and installation of irrigation.

41,000 rounds of golf were played.

The pro shop, retail and counter areas were remodeled.

Zoo memberships were sold at the golf club for the first time.

Hosted the 2011 “Conservation Cup” an 18-hole scramble with an appearance by Jungle Jack Hanna.

Hosted the first Polar Bear Open in early February which added a new element to the Wendy's Chili Open at the Columbus Zoo.

Hosted a Junior Golf Clinic in conjunction with the Memorial Tournament.

The two new waterslides reduced lines and better distributed guests around the park and Zoombezi Bay had the third highest attendance in park history on August 20 (9,842 guests).

The waterpark had it’s second highest attendance year with 372,241 guests; only the opening year had higher visitation.

In-park revenue (food and beverage, gift shop, locker and cabana rentals) of approximately $2,340,000 broke records; exceeding even the first season on an apples to apples comparison by $200,000.

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

15 cabanas were sold out almost every day late June through Labor Day.
Animal Management

- Staff, interns, and WildeCampers helped to release 160 endangered American burying beetles at the Wilds in July. This marks the first time our beetles have been released on Wilds property as part of the state reintroduction efforts to support the federal endangered species recovery plan for this species. We have been working with the United States Fish and Wildlife Service, the Ohio Department of Natural Resources, the Ohio State University, the Saint Louis Zoo and the Cincinnati Zoo & Botanical Garden on this project since 2004.

- Four southern white rhinoceros were born to the Wilds rhino herd in 2011, another Wilds “first.” More importantly, three of the new calves represent the fourth generation born in human care. We do not know of any white rhino herds being managed outside of Africa that have had this kind of success.

- Two more cheetahs were born in October. The female did not care for her first litter born in 2010 but she proved to be an excellent mother to this litter.

- Other animal programs saw over 50 births in 2011 including the first giraffe born at the Wilds since 2006.

- Wilds staff worked with the Columbus and Franklin County Metroparks, providing expertise and eventually animals to establish a display group of bison at their Darby Creek facility.

Conservation Education

- Education programs reached 8,630 participants in 2011

- WildeCamp engaged 199 campers, including 24 high school students specifically focusing on conservation careers

- Scout sleepovers were added as a year-round addition to the department’s programming

- Area schools were afforded the opportunity to experience field trips at the Wilds through a grant funded by Columbia Gas

- The department began assisting in the care of the Wilds’ new program animals

Conservation Medicine

- A grant was received from the Ohio Department of Natural Resources to develop a mobile laboratory for investigation of health parameters in wild populations of freshwater mussels and eastern hellbenders. The laboratory is currently being completed and will be ready for use during the 2012 summer season.

Projects:

- Conducted three original research projects aimed at advancing our knowledge of greater one-horned rhino medicine. These projects investigated standing sedation protocols for improving the ease of clinical procedures, ophthalmic parameters, and serum vitamin and mineral levels in rhinos on fresh pasture as compared to those housed in barns for the winter. The results of the research will be analyzed and published in 2012.

- The Ohio State College of Veterinary Medicine Summer Research Program sponsored three students to conduct research in 2011.

- Worked with the Ohio Department of Agriculture to investigate the potential for freshwater mussels, both invasive and native, to harbor viral hemorrhagic septicemia (VHS), a fish disease threatening to affect Ohio’s aquaculture industry. If mussels are able to transmit VHS, translocation of mussels for their protection from environmental hazards could pose a health risk to fish. Alternatively, the use of invasive mussels as sentinels may provide a useful method of detection.
Publications:

**Book chapters** -

**Journal articles** -

**Abstracts/Presentations**: Freshwater Mollusk Conservation Society Annual Conference in Louisville KY and three separate presentations at the Ohio State University College of Veterinary Medicine Student Research Conference.

**Conservation Science Training**
- Made campus visits to The Ohio State University Department of Evolution, Ecology, and Organismal Biology; Miami University; California University of PA; Muskingum University; West Liberty University; University of Tennessee; Hocking College; and the University of Akron Department of Ecology for networking purposes.
- Hosted West Liberty University, Ohio Department of Natural Resources, Ohio's Division of Soil and Water, Environmental Protection Service, the U.S. Forest Service, Southeast Ohio Watershed Council, California University of PA, Marietta University, Ohio State University Media Tour, Ohio State University Extension, Ohio State University Environmental Science and Natural Resources, Ohio State University Center for Science Education, The Ohio Chapter of American Chestnut, Greater Columbus Council of Garden Clubs, American Municipal Power, Texas A&M, Denison University, and the Miami University Botany Club
- Created the Wilds Scholar Internship Program, a 10-week intensive training program designed to mentor the professional growth of undergraduate students. Mentored directly by our research staff, undergraduate interns will be responsible for an independent study in one of three areas of emphasis: restoration ecology, conservation education, and field conservation. The program supported 10 student researchers in growing careers.
- Received research funding from the National Fish and Wildlife Five Star Restoration Grant, Butterfly Conservation Initiative and in-kind support from the U.S. Forest Service.

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- Conducted ground-breaking research on cryopreservation, or freezing, of snake semen. The study found that the salt concentration of the freezing medium has a significant effect on viability of spermatozoa following cold storage. The research has the potential to provide new methods for assisted reproduction of endangered species of snakes.
- With the help of the United States Fish and Wildlife Service, freshwater mussel larvae, called glochidia, were collected soon after being released by female mussels. These glochidia usually parasitize fish in order to mature to the juvenile stage. Through this research, we are one step closer to successfully supporting the glochidia to transform into juveniles without the fish host

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Restoration Ecology
- **Prairie Habitat**: Planted 160 acres of new prairie habitat, with plans to bring the total prairie restoration to 685 acres over the next few years. Once complete, nearly 7% of the Wilds land base will be restored to healthy prairie grasslands.
- **Forest Restoration**: Removed 32 acres of the invasive Tree of Heaven from the original remnant woodlands, preserving one of the most valuable biological areas on the property.
- **Pollinator Research**: Through partnerships with Ohio State University, a professional video and online article was produced describing the pollinator research underway at the Wilds.
- **Wetland Recovery**: Restored 40 acres of wetland, planting 13,000 native flowering plants and 2,500 tree saplings.
- **Sustainable Land Management**: Hosted a land-use demonstration workshop for farmers with more than 30 participants in attendance.
- **Publications and Presentations**: Submitted manuscript describing the vegetation of reclaimed surface mine land to The American Midland Naturalist Journal and management techniques to the American Society of Mining and Reclamation Proceedings Journal. Presented invasive plant research at the Joint Meeting of the 2nd Kentucky Invasive Species Conference and the 13th Annual Southeast Exotic Pest Plant Council Conference.
- **Visitor Operations**: Attendance projections were well exceeded and we saw a record attendance year with nearly 100,000 visitors coming to experience the Wilds.
- **Hours were extended to be open seven days a week into September and October.**
- **Zipline tours were added which allows visitors to experience the Wilds from an aerial perspective.** The 2 ½ hour tour consists of 10 ziplines and a rappel built on a series of platforms overlooking the animal species in natural settings. Over 5,000 visitors zipped in 2011.
- **Additional new attractions included Horseback Riding and Fishing Safari tours.**
- **Implemented the Wilds Animal Encounter tours.** This tour is slightly shortened for the younger guests and includes an opportunity to meet some animals up-close while learning about ways to support conservation.
- **Added Open-air Safari tours as a choice for members which resulted in significant ‘day of visit’ membership sales to increase.** Record membership revenue was 180% over budget.
- **Two Lakeside Cabins, which accommodate up to six guests per cabin, became available.**
- **Once again received accreditation from the Association of Zoos and Aquariums (AZA).**

Tour and lodging revenue (The Lodge and Nomad Ridge) were above budget along with record food service and gift shop sales (40% and 33% respectively over last year and 15% and 14% over budget).

- **Began featuring locally grown produce in the restaurant from area farmers and the sustainable garden at the Wilds.**
- **The first annual WildzFest was attended by more than 1,500 visitors.**
- **12th Annual Ecothon event had over 800 runners/walkers.**
- **A special visit was hosted for Jane Goodall, visiting with staff and sharing inspirational stories.**

Pollination in action

Takin below Nomad Ridge

Horseback riding tours
The Columbus Zoological Park Association is a 501(c) (3) not-for-profit corporation. It has a 125-member Association Board that meets quarterly. The 22-member 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 18 members; six members are designated by the City of Columbus, six by the Franklin County Commissioners and six by the Columbus Zoological Park Association.

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**Chairperson**
Timothy R. May - Chase Small Business Financial Services

**Vice Chairperson**
Philip Pikelny - Dispatch Printing Company

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**President and Chief Executive Officer (non-voting)**
Dale Schmidt - Columbus Zoo and Aquarium

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- Joseph Stegmayer - Past President, Ex-Officio, Cavco Industries, Inc.
- William C. Wolfe, Jr. - Past President, Ex-Officio, Community Volunteer

**COLUMBUS ZOO APPOIN TED BOARD**

**Columbus Zoo Appointed Board Officers**

**President**
Timothy R. May - Chase Small Business Financial Services

**Vice President**
Philip Pikelny - Dispatch Printing Company

**Secretary-Treasurer**
James Balthaser - Thompson Hine LLP

**Columbus Zoo Appointed Board Members**

- TaKeysha Sheppard Cheney - Franklin County Representative, The Women’s Book
- Joseph W. Donovan, M.D. - Zoo Association Representative, Riverside Hospital
- William Goldman - City of Columbus Representative, Goldman & Braunstein, LLP Of Counsel, Crabbe, Brown & James, LLP
- Jolene K. Hickman - City of Columbus Representative
- Chad Jester - City of Columbus Representative, Nationwide
- John J. Kulewicz - City of Columbus Representative, Vorys, Sater, Seymour and Pease, LLP
- Siu-Leung Lee, Ph.D. - Franklin County Representative, InTechTra and Asiawind Website
- Bernard F. Master, D.O. - Franklin County Representative
- Tim May - Zoo Association Representative, Chase Small Business Financial Services
- Bonnie Milenthal - Franklin County Representative, The Milenthal Group
- Philip Pikelny - Zoo Association Representative, Dispatch Printing Company
- Susan D. Rector - City of Columbus Representative, Schottenstein Zox & Dunn LPA
- Charles A. Rodenfels, AIA - Zoo Association Representative, Evans, Mechwart, Hambleton & Tilton, Inc.
- Mary Rose - Franklin County Representative, Community Volunteer

(ZOO APPOINTED BOARD LIST CONTINUES ON THE NEXT PAGE)
Keith Shumate - City of Columbus Representative, Squire, Sanders & Dempsey
Ronald D. Townsend - Zoo Association Representative, Battelle Memorial Institute
Connie R. Woodburn - Zoo Association Representative, Cardinal Health

COLUMBUS ZOOLOGICAL PARK
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Nathan P. Wymer - Nationwide

* Also members of Association Board
COLUMBUS ZOO AND AQUARIUM 2011
REVENUE & EXPENSES

2011 EXPENSES
Columbus Zoo and Aquarium

- Human Resources: 43.1%
- Repairs & Maintenance: 29.1%
- Cost of Sales: 11.64%
- Animal Food & Supplies: 7.16%
- Depreciation: 2.68%
- Utilities: 2.24%
- Other Operating Costs: 4.08%

Total expenses = $54,398,732

2011 REVENUE
Columbus Zoo and Aquarium

- Franklin County Levy: 31.47%
- Concessions & Gifts: 18.7%
- Education, Golf Course and Other: 17.6%
- Contribution & Grants: 11.94%
- Admissions & Rides: 10.51%
- Memberships: 9.78%

Total revenue = $57,037,046
WE EXIST TO ENRICH OUR COMMUNITY'S QUALITY OF LIFE AND TO INSPIRE A GREATER APPRECIATION OF WILDLIFE FOR THE ADVANCEMENT OF CONSERVATION ACTION.

COLUMBUS ZOO AND AQUARIUM

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