



**The Oregon Zoo**

2012-2013

ANNUAL REPORT

**MAKING A  
GREAT  
PLACE**





# a gorgeous, wild microcosm of Oregon

## About the Oregon Zoo

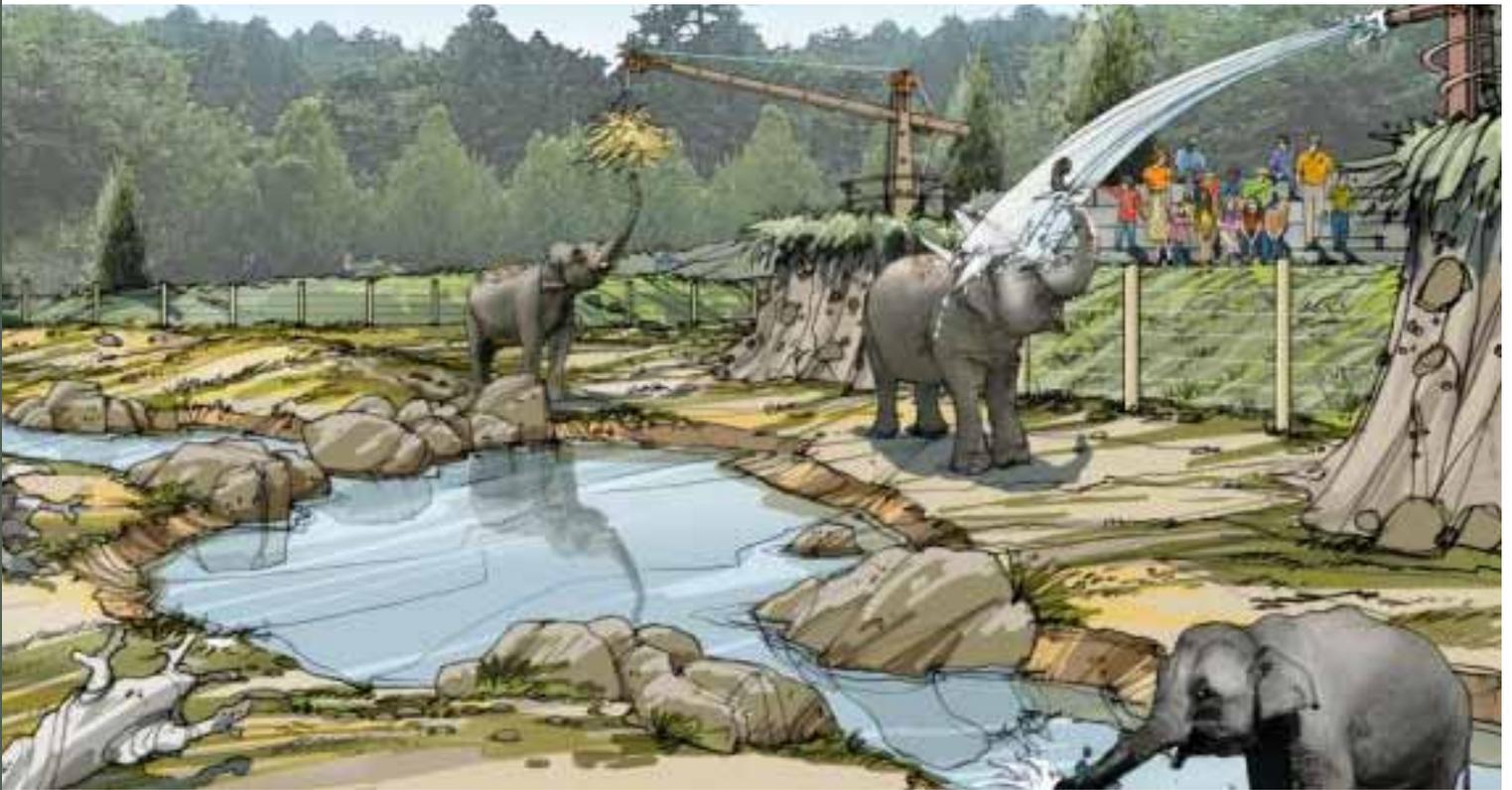
The Oregon Zoo is a gorgeous, wild microcosm of Oregon. Its 64 acres include greenery of uncommon natural beauty tucked inside an urban setting. Amid vast water pools, mud wallows and lush gardens, more than 2,200 animals comprising 260 species reside peacefully. Some have just recently joined the Oregon Zoo family; others have thrived for decades.

All of them were visited by the more than 1.68 million people who attended the zoo this year, a record-setting figure. ■ Fiscal Year 2012-13

contained many highlights at the Oregon Zoo. Strides in animal care, welfare and research led to greater outcomes in species conservation and recovery, and the community was engaged through education and volunteer programs in new and exciting ways. Many individuals and institutions were impacted alike. ■ The zoo's

footprint on Oregon – and the Portland area in particular – could be felt economically, too. The FY 2012-13 Annual Report relays key economic data regarding the zoo and all facets of its operations while sharing unique stories from the past year. ■ Owned and operated by

Metro, the Oregon Zoo once again did its part to make the region and state a great place.



### **An aww-inspiring year**

The Oregon Zoo has many responsibilities. Foremost is the welfare and care of the animals that inspire, beguile and awe visitors every year.

In that regard, FY 2012-13 provided moments well beyond the usual, captivating the public and bringing deeper attention to the zoo's internationally renowned Asian elephant program.

On Nov. 30, at 2:17 a.m., 18-year-old elephant Rose-Tu ended her 22-month pregnancy by delivering a 300-pound female calf. The new calf instantly attracted public and media curiosity; more than 50,000 voters helped name her – Lily, inspired by the floral-theme of her mother's name.



### **A FUTURE FOR ELEPHANTS**

At a June 10 groundbreaking ceremony, construction of the 6.25-acre Elephant Lands habitat – the most ambitious project in Oregon Zoo history – officially kicked off with a massive displacement of earth, making way for a new era of animal welfare. ■ Elephant Lands, planned to open in 2015, is part of a \$125 million bond measure to fund exhibit and facility improvements as well as steps to advance animal welfare, increase sustainability and create opportunities for people to take action for wildlife. Learn more about this expanded and enriched home for the zoo's 8-member elephant family on page 6.



**Kim Smith**  
EXECUTIVE DIRECTOR

## From the director

The mission of the Oregon Zoo is to inspire the community to respect animals and take action on behalf of the natural world. We do this by creating engaging experiences and advancing the highest level of animal welfare, environmental literacy and conservation science.

Our work translates to significant economic impact for the Portland metropolitan region and beyond, too. In FY 2012-13, a record number of visitors came through our doors, resulting in direct spending on zoo grounds and indirect spending through the local businesses with which we contract. In total, the zoo's operations accounted for \$82.4 million in visitor spending, 820 jobs created and supported, and nearly \$1.4 million in tax revenues generated for important state and local programs.

We couldn't have achieved the successes of the past year without the community's support. Our patrons, members, volunteers, employees and donors deserve recognition for helping us reach our goals together.

Through the support of voters who approved the \$125 million bond measure in 2008 and generous contributions from the Oregon Zoo Foundation, we continue to accomplish new and exciting endeavors in animal care and welfare, conservation research and education outreach.

As we enter our 125th year of operation, we are well on our way to realizing our vision as a world-class zoo and leader in species recovery and wildlife protection. I look forward to building upon this great work in the coming years with our community.

\$9.2  
million

AMOUNT SPENT ON ALL ZOO  
CAPITAL PROJECTS FOR THE YEAR

AMOUNT OF TAX REVENUES GENERATED BY OPERATIONS

\$1,399,000

69%

AMOUNT OF TOTAL REVENUE  
GENERATED FROM OPERATIONS

AMOUNT CONTRIBUTED BY  
ZOO FOUNDATION

2.5 million

820

NUMBER OF JOBS SUPPORTED  
BY ZOO OPERATIONS

\$34,915,000

PERSONAL EARNINGS RELATED  
TO JOBS SUPPORTED

1,638,442

NUMBER OF VISITORS IN FISCAL YEAR

ESTIMATED  
ECONOMIC BENEFITS  
FROM OREGON ZOO  
OPERATIONS  
FY 2013

*Earnings represent the wages and salaries earned by employees of businesses associated with or impacted by the zoo.*

CATEGORY	AMOUNT
<b>Spending</b>	
Direct Spending	\$ 49,249,000
Indirect/Induced Spending	33,161,000
Total Spending	<u>\$ 82,410,000</u>
<b>Total Jobs</b>	820
<b>Total Earnings</b>	\$ 34,915,000



**Metro contracts with Crossroads**

Consulting Services to conduct the annual economic and fiscal impact analysis of its visitor venues.

Expenditures generated from facility operations from items such as personal services, food and beverage, goods and services, marketing, administration and capital outlay are included as the initial measure of economic impact in the marketplace. So, too, is spending by attendees, sponsoring organizations, event producers and exhibitors outside the facility on items such as lodging, restaurants, retail, entertainment and transportation. A calculated multiplier is applied to the amount attributed to direct spending in order to generate indirect and induced effects. The sum of direct, indirect and induced effects equals the total economic impact, expressed in terms of spending, employment and jobs.

1,955

NUMBER OF INDIVIDUAL ANIMALS AT THE ZOO

\$57 million  
TOTAL BUDGET FOR ELEPHANT LANDS EXHIBIT

1.5  
acres

CURRENT SIZE OF ELEPHANT HABITAT

6.25  
acres

SIZE OF FUTURE ELEPHANT LANDS HABITAT



# Oregon Zoo Foundation

The Oregon Zoo Foundation is a nonprofit organization whose mission is to foster community pride and involvement in the Oregon Zoo and to secure financial support for the zoo’s conservation, education and animal welfare programs. ■ Through the generosity of individuals, families and corporate and foundation partners, the Oregon Zoo Foundation advances the zoo’s mission of inspiring the

community to create a better future for wildlife. Support comes from nearly 45,000 member households, as well as contributions from donors, corporations and foundations. ■ The Oregon Zoo Foundation helps make many of the zoo’s visionary ideas a reality. For example, in 2003, it secured more than \$2 million for the Jonsson Center for Wildlife Conservation, the zoo’s breeding partner facility for the endangered California condor. Donors were also crucial in the zoo’s efforts to return condors to Oregon, and voters helped realize the zoo’s vision of creating a condor habitat at the zoo. Bringing these majestic birds to the zoo’s visitors will inspire the community to help protect the vulnerable species.

Elephant Lands will create a new benchmark for elephant health and well-being.

### Visionary new exhibits

After Packy made headlines in 1962 as the world’s first pachyderm born in a zoo in 44 years, the Oregon Zoo has been considered the foremost expert on elephant care and breeding.

This year, the world witnessed the zoo’s 28th elephant birth when baby Lily was born to Rose-Tu. Timing couldn’t have been more

perfect as design plans were completed for the zoo’s expanded new habitat, Elephant Lands.

Funded in part through a \$125 million construction bond approved by voters in 2008 and

with generous support of the Oregon Zoo Foundation, Elephant Lands will create a new benchmark for elephant health and well-being by mirroring what life would be like for them in the wild. From hilly corridors and time-released feeders to shade structures and pools, the 6.25 acre habitat will “let elephants be elephants” by giving them choices on how they spend their days and nights and with whom.

To fully realize the zoo’s ambitious vision for elephants, this year the Oregon Zoo Foundation launched the Campaign for Elephants with a goal of raising \$3 million.

In addition to a natural environment that encourages 14-16 hours a day of physical exercise and play, the new Elephant Building and Forest Hall will form one of the world’s largest indoor elephant facilities. Visitors to





Elephant Lands will enjoy up-close, panoramic viewing opportunities and will be able to explore interpretive displays and interactive technology. The goal is to inspire everyone to take action to improve the lives of elephants in zoos and in the wild.

#### **Advances in research and care**

In September, the Oregon Zoo reached another milestone in animal welfare. Zoo staff successfully drew blood from polar bear

siblings Tasul and Conrad without anesthetics, a first for zoos.

The development isn't merely a convenience for animal care staff; it serves as a proven way to remedy stress on polar bears during a routine, blood-drawing

procedure. This breakthrough standard of care is an example of how the Oregon Zoo works to continually improve the lives of animals in its care and will inspire other zoos to do the same.

Like Asian elephants, polar bears will receive a new community-funded habitat in the coming years when a space for bears breaks ground in 2016. The area will be more than a habitat: it promises to help researchers better comprehend how polar bears cope with climate change.



## Flock this way: Flamingos arrive

**In March, the Oregon Zoo's Africa Rainforest aviary welcomed 21 lesser flamingos, marking a return to Oregon after more than sixty years. In the early 1950s, three flamingos were given to the Oregon Zoo by the Meier & Frank Co. The sleek, pink-feathered creatures known as lesser flamingos – so called because they are the smallest of the flamingo species – stand nearly three feet high with wingspans of about 41 inches. ■ Their new home, thanks to generous donors, includes a renovated lagoon with a specially-designed pool and nesting area that resembles the species' native lake habitat of eastern Africa. ■ Visitors to the exhibit are reminded of the poignant fact that these flamboyant newcomers, while invoking images of Miami vacations and spring break destinations, are at risk in their natural range. Some of the birds' main breeding sites face threats due to industrial pollution and human encroachment.**

# conservation and sustainability



Conservation staff partnered with the Audubon Society and U.S. Fish and Wildlife Service (USFWS) to raise awareness about the harm to condors and other raptors from accumulated lead poisoning.

Responsibility for 2,200 animals requires planning – for the long term.

That's why the zoo spends a great deal of time and resources thinking about the future of animal care, welfare and habitat conservation.

This year, conservation staff worked to raise awareness about the harm to condors and other raptors from accumulated lead poisoning. Considered the most severe obstacle to the California condor's recovery as a species, consumption of lead – unintentionally ingested from bullet fragments when feeding on carrion and other animal carcasses – causes paralysis of the digestive tract and results in slow death by starvation.

The zoo's offsite condor breeding facility currently houses 42 California condors. Six breeding pairs laid eggs, and four chicks were hatched during the year. The zoo also hosted

the USFWS Condor Partners Planning meeting which attracted more than 80 attendees from across the country and resulted in a five-year action plan for condor reintroduction and recovery.

Though native to the region, and commonly seen here during the time of Lewis and Clark, California condors haven't soared through Northwest skies for more than a century. At a May groundbreaking ceremony for its new "Condors of the Columbia" exhibit – funded by the community supported 2008 bond measure – the zoo announced plans to give visitors an up-close look at these highly endangered birds in 2014, while also advocating for the eventual return of free-flying condors to the region.

Conservation efforts at the Oregon Zoo aren't exclusively directed at animals, however.

Like any institution with layers of activity, staff and internal systems, the zoo is a complicated network of operations and each layer must incorporate environmentally sound and sustainable practices. Through these careful efforts, the zoo is committed to stewardship of the entire planet.

For instance, the Penguinarium water-filtration system was upgraded to save an estimated 7 million gallons of water annually. The upgrade, another project funded by the zoo bond measure, now eliminates millions of gallons of fresh water that would have otherwise been used to keep the pool clean and operating.

These efforts attracted the attention of the Association of Zoos and Aquariums (AZA), which awarded the Oregon Zoo a Green Award for taking measures to reduce the environmental impact on its daily operations.



A cornerstone of the zoo's programs has been its wide-ranging conservation efforts. More than 2,000 Oregon silverspot butterfly pupae and larvae were released in an effort to revive their presence in wild populations after being reduced to four geographic locations by the 1990s. ■ Twenty-one Oregon spotted frogs and 35 pygmy rabbits were released for similar reasons. The spotted frog has suffered because of the loss of its wetland habitat, as well as predation by non-native bullfrogs and bass; while rabbits have been on the brink of extinction since the conversion of sagebrush lands for agriculture. ■ Separately, about 6,600 caterpillars were also placed back into the wild as part of the zoo's breeding and recovery program for the Taylor checkerspot butterflies. ■ These collective efforts were not ignored by the public or the national zoo community. The energy behind the extensive frog and silverspot butterfly programs resulted in two prestigious AZA North American Conservation Awards. The annual awards are considered the "Oscars" of the zoo and aquarium world, and like winning an Academy Award, winning two of these is a rare happening.



ESTIMATED FISCAL  
BENEFITS FROM  
OREGON ZOO  
OPERATIONS  
FY 2013

*Notes: No excise tax is collected from the Oregon Zoo. Although Multnomah County collects the Transient Lodging Tax, a portion of this tax is distributed to the City of Portland's general fund and to Travel Portland.*

MUNICIPALITY/TAX	AMOUNT
<b>State of Oregon</b>	
Personal Income Tax	\$ 919,000
Corporate Excise & Income Tax	101,000
Transient Lodging Tax	29,000
<b>Total</b>	<b>\$ 1,049,000</b>
<b>Multnomah County</b>	
Transient Lodging Tax	\$ 328,000
Business Income Tax	22,000
<b>Total</b>	<b>\$ 350,000</b>
<b>Grand Total</b>	<b>\$ 1,399,000</b>

## Learning through inspiration and experience

The Oregon Zoo goes beyond the classroom to educate and inspire visitors. ■ In conjunction with the Oregon Zoo Foundation and Polar Bears International, the zoo held an important lecture on climate change and polar bear husbandry. Working with Metro naturalists, the zoo ran successful workshops on bird language and animal tracking and incorporated nature awareness activities throughout Zoo Camp. This year, the Oregon Zoo Conservation Action Team was formed to identify new ways to advocate on behalf of animals and the natural world and inspire zoo visitors to take action. ■ Each fall, the zoo works with 30 teenagers from diverse cultural and economic backgrounds in the Portland-area for its Zoo Animal Presenters program. The program is a thrilling opportunity for teenagers wanting a chance to work with animals and children in a professional setting. ZAP teens provide live animal outreach, introduce children to camping, hands-on conservation, field work and more. ■ During the summer months, the ZooTeen program affords more than 300 high school



students a chance to work with animals and zoo visitors. Teens enjoy the real-world experience and many return year after year. ■ Volunteering serves as another form of rewarding, participatory education: More than 2,000 volunteers donated roughly 145,000 hours of their personal time to the zoo over the course of the year. Through them, the zoo was able to further educate the public about animal conservation and welfare.

SUMMARY OF KEY  
COMPARATIVE DATA

CATEGORY	FY 2011	FY 2012	FY 2013
<b>Admissions</b>			
Paid	700,877	761,436	814,228
Members	682,256	680,820	709,128
Free	153,170	155,219	160,086
Total Admissions	1,536,303	1,597,475	1,683,442
<b>Zoo Financial Operations</b>			
Operating Revenues	\$19,654,000	\$20,819,000	\$22,185,000
Operating Expenses	25,075,000	27,064,000	30,499,000
Net Operating Results	(\$5,421,000)	(\$6,245,000)	(\$8,314,000)
<b>Zoo Capital Improvements</b>	\$ 9,559,000	\$ 7,265,000	\$ 9,269,000



## Make A Wish Foundation

Every child deserves to dream, especially a child such as Nikolai Ostrander. At age 3, Nikolai was diagnosed with a brain tumor that required surgery, six rounds of chemotherapy and a full round of radiation treatments.

In remission, the 8-year-old was approaching the 5-year mark of his diagnosis when his wish came true: To be a zookeeper. Courtesy of the Oregon Zoo and Make A Wish Foundation, Nikolai's wish was realized on a warm August day this year. Wearing a zookeeper's outfit that even included a safari hat, Nikolai spent the day visiting the zoo's many exhibits and made nose-to-nose visits with various animals, including giraffes. He ended the day as a conductor on the zoo train.

1

VERY SPECIAL WISH  
FULFILLED WITH  
THE MAKE A WISH  
FOUNDATION

300  
WEIGHT OF LILY AT BIRTH

163

NUMBER OF FULL-TIME  
EQUIVALENT EMPLOYEES  
WORKING AT THE ZOO

16

NUMBER OF FULL-TIME EQUIVALENT  
EMPLOYEES WORKING AT OZF

22 months  
LENGTH OF GESTATION PERIOD

\$29,000

AMOUNT OF STATE TRANSIENT  
LODGING TAXES GENERATED

# a better future for wildlife



The Oregon Zoo inspires the community to respect animals and take action on behalf of the natural world. We do this by creating engaging experiences and advancing the highest level of animal welfare, environmental literacy and conservation science.



The mission of the Oregon Zoo Foundation is to foster community pride and involvement in the Oregon Zoo and to secure financial support for the zoo's conservation, education and animal welfare programs.

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