

2017 ANNUAL REPORT



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Cover photo by Jennifer Godwin.  
Back cover photo by Karen Caster.

## WELCOME FROM THE DIRECTOR

2017 was a very exciting year for the Little Rock Zoo. We started work on new habitats and developed new educational programs for your Zoo. We renewed our accreditation with the prestigious Association of Zoos and Aquariums (AZA) and continued our commitment to excellence in animal care and conservation.

Your Zoo is a fun, educational experience that inspires a passion for animals and a respect for all living things. That's why we are accredited by AZA and participate in important conservation projects. The money you spend at the Little Rock Zoo goes directly to care for the more than 700 animals here at the Zoo and to help the Zoo save animals in the wild.

Thank you for your continued support and participation.

Sincerely,



Susan Altrui,  
Director Little Rock Zoo



### MISSION STATEMENT

We create engaging experiences that inspire people to value and conserve our natural world.

## BOARDS & MANAGEMENT

### ZOO BOARD OF GOVERNORS

Brad Cazort, Chair  
Capi Peck, City Board of Directors Liaison  
Gabe Malloy  
Chris McCall  
Blake Perry  
Wally Waller  
Wendie Weare  
Shana Woodard  
\*Ben Hollowell, Kimara Randolph (2017)

### CITY BOARD OF DIRECTORS

Mark Stodola, Mayor  
Bruce Moore, City Manager  
Tom Carpenter, City Attorney  
Erma Hendrix, Ward 1  
Ken Richardson, Ward 2  
Kathy Webb, Ward 3, Vice Mayor  
Capi Peck, Ward 4  
Lance Hines, Ward 5  
Doris Wright, Ward 6  
B.J. (Brenda) Wyrick, Ward 7  
Dr. Dean Kumpuris, At-large  
Gene Fortson, At-large  
Joan Adcock, At-large

### ZOO MANAGEMENT

Susan Altrui, Zoo Director  
Fran Lyon, Assistant Zoo Director  
Brian Kutsch, Conservation Education  
Tony Dawson, Facilities Operations  
Terri Branson, Group Sales/Catering  
Latricia Allen, Guest Services/Special Events  
Dr. Sarah Kline, Veterinarian Services  
Christy Garrett, Marketing/Development



## NEW AT THE ZOO

We began in 1926 with an abandoned timber wolf and a retired circus-trained bear and have grown from there. We now have 700-plus animals including more than 200 endangered species in our care.

In 2017, we added a variety of animals which were born at our Zoo. Summer was a busy time with the addition of our Yellow-backed duiker, two Pygmy Slow Loris, two African penguins, and a Grant's zebra. Many of these animals are listed as endangered or have a vulnerable conservation status with decreasing populations.

Along with the animals born at our Zoo, we also added multiple animals from zoos worldwide as a coordinated effort with the Association of Zoos & Aquariums Species Survival Plan (AZA, SSP). We added an Abyssinian Ground Hornbill from Denver, two African Lions from Sacramento, two American Alligators, a Black-and-White Colobus from Lake Superior, two Black-Billed Whistling Ducks from San Antonio and Rosamond Gifford, a Black-tailed Prairie Dog, a Bush Dog from France, a Caracal Lynx, two Crested Wood Partridges from Seneca Park and Minnesota, an Eastern Black Rhinoceros from Miami, a Frilled Lizard, a Goeldi's Monkey from San Antonio, two Grant's Zebras from Idaho Falls, a Greater Kudu from Tampa, a

Hadada Ibis from San Antonio, a Jaguar from Omaha, a Mindanao Bleeding-heart Dove from Houston, two Mission Golden-eyed Tree Frogs, two Servals from Gladys Porter and Capron Park, a Speckled Kingsnake, a Timber Rattlesnake, a Turquoise Dwarf Gecko from Chicago, a White's Tree Frog and five Yellow-headed Poison Frogs from Seneca Park zoo.

In addition to new animals, we began work on two new Zoo enhancements:

**COLOBUS/SERVAL EXHIBIT** The dual Colobus/Serval exhibit will feature multiple indoor and outdoor areas for the animals as well as several viewing areas. These enhancements provide enriching environments for the animals while giving Zoo guests a beautiful new way to view the animals.

**CONSERVATION LEARNING CENTER** This will be a space for guests of all ages to explore and learn about conservation. There will be two indoor areas and an outdoor prairie for hands-on, high-impact learning through nature play, starting with the youngest learners. The Nature Nook is designed for toddlers, preschoolers and parents/guardians and is geared toward the theme of caring. The Susan Jones Citizen Science Center is geared toward school-age children and their mentors and set up like a

field lab complete with microscopes, laptops and other science tools. The outdoor space will be home to the Arkansas Prairie Exhibit. This exhibit will allow guests to discover the importance of prairie land in Arkansas and learn about the diverse plants and wild life found in the ecosystem.



Arkansas Zoological Foundation, Inc.

These improvements were paid for through a public and private partnership. The colobus/serval habitat will be paid for with funds from the LRCent tax passed in 2011 that provided funding for new capital projects for the Zoo. The Conservation Learning Center and the Susan Jones Citizen Science Center are funded through private donations made through the Arkansas Zoological Foundation. Thank you for making our Zoo great!



Crowned Pigeon at the Little Rock Zoo. Photo by Karen Caster

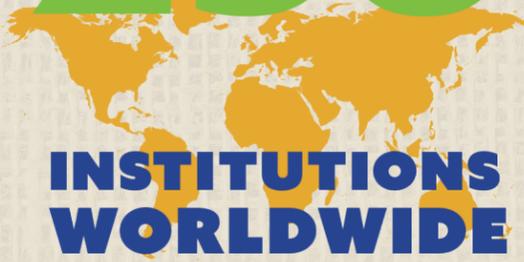


Otter at the Little Rock Zoo. Photo by Jennifer Godwin

Colobus at the Little Rock Zoo. Photo by Karen Caster



# 230



## INSTITUTIONS WORLDWIDE



**10% OF ATTRACTIONS  
NATIONWIDE  
ARE ACCREDITED**  
including the Little Rock Zoo

# 200,000,000



## VISITORS EVERY YEAR

**50,000,000 CHILDREN**  
**40,000 TEACHERS**

## ZOO IMPACT

We are one of the 10 percent of attractions nationwide accredited by the Association of Zoos & Aquariums (AZA) and are also the only accredited Zoo in Arkansas.

AZA is the independent accreditation organization for zoos and aquariums in the world, assuring the public that when they visit an AZA-accredited facility, it meets the highest standards for animal care and conservation.

This means we:

- Meet the highest standards in animal care and conservation
- Provide a fun and engaging educational experience
- Lead conservation by partnering with the Species Survival Plan (SSP) and Saving Animals From Extinction (SAFE) – groups that ensure the long-term survival of endangered species

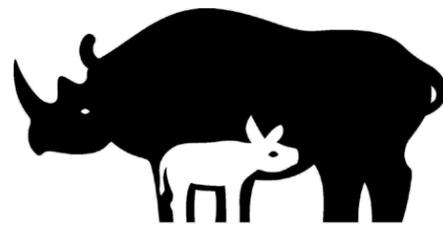
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



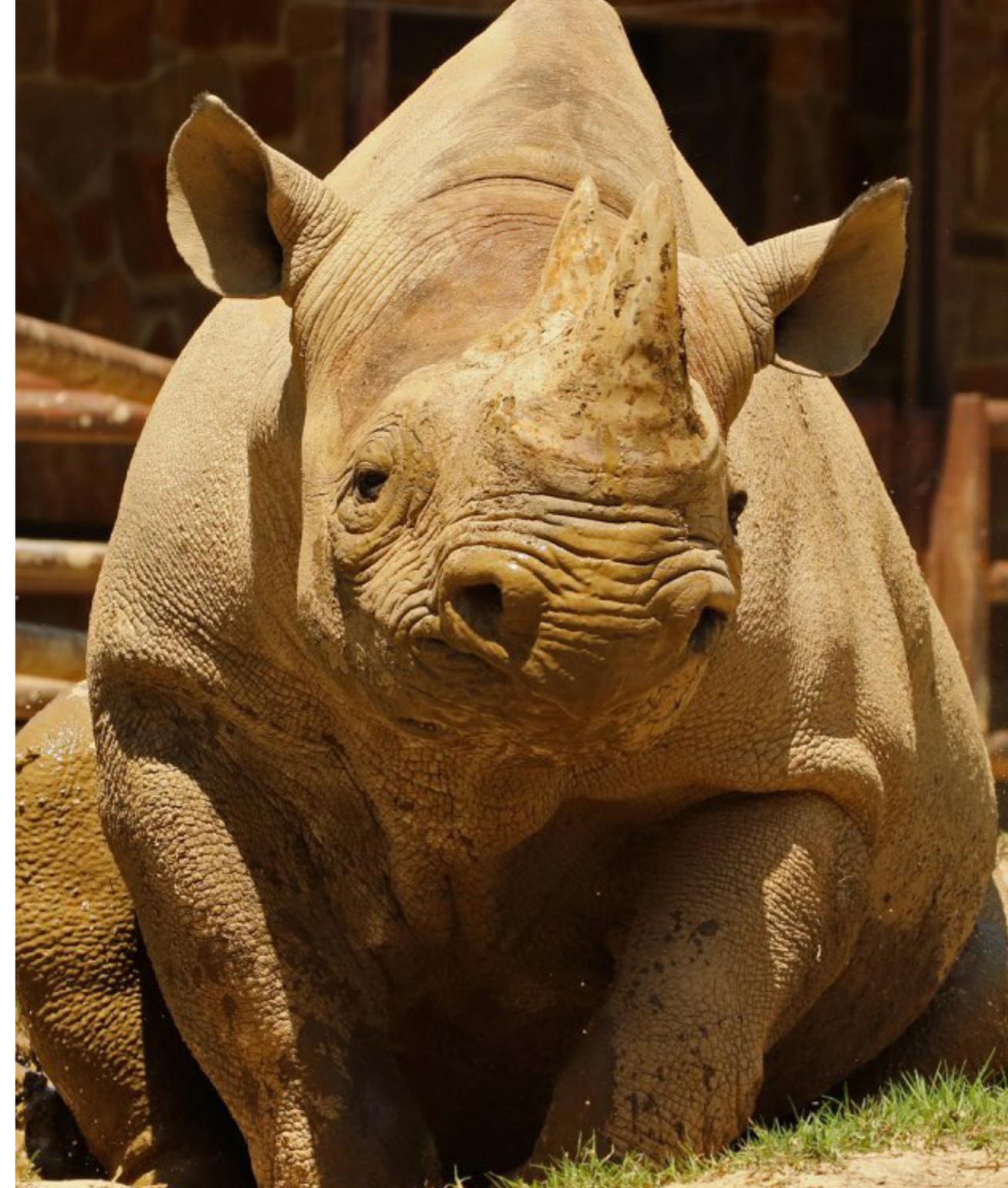
Chimpanzee at the Little Rock Zoo. Photo by Catherine Hopkins

**AZA SSP: Species Survival Plan** is a cooperative animal management, breeding, and conservation effort that works to ensure genetically diverse, self-sustaining populations of more than 500 species of animals.

The Little Rock Zoo is home to nearly 30 species that are part of this program, including orangutans, chimpanzees, cheetahs and servals, to name a few.



**Species Survival Plan**



**AZA SAFE: Saving Animals From Extinction** was created to harness the collective power of AZA and its members to lessen species decline around the world in a more impactful way. Together, these organizations also leverage their massive audiences to help save species.

**VISION** Together we are saving the most vulnerable species from extinction and protecting them for future generations.

**MISSION** The mission of SAFE: Saving Animals From Extinction is to combine the power of zoo and aquarium visitors with the resources and collective expertise of AZA members and partners to save animals from extinction.



The Little Rock Zoo and the Arkansas Zoological Foundation are Protector Level Members of the Founders Circle for SAFE, supporting the efforts to protect our most critically endangered species.

The Zoo works with several SAFE species:

- African Penguin
- Asian Elephant
- Black Rhinoceros
- Cheetah
- Western Lowlands Gorilla

Rhino at the Little Rock Zoo. Photo by Karen Caster

# CONSERVATION AROUND THE WORLD

THE LITTLE ROCK ZOO SUPPORTS SEVERAL CONSERVATION ORGANIZATIONS AT HOME AND ABROAD.

- Arkansas Monarch Conservation Plan in Arkansas
- Arkansas Natural Heritage Commission in-kind labor in Arkansas
- Asian Elephant Support Southeast Asia & India
- AZA APE TAG for Conservation initiative in Africa, Borneo & Sumatra
- Cheetah Conservation Fund in Namibia
- Clouded Leopard Project in Southeast Asia & Taiwan
- Conservation Grands Fund in Washington, D.C.
- Conservation Planning Specialist Group in Minnesota
- Dian Fossey Gorilla Fund International Rwanda Congo
- Eco Health Alliance - Redae Teclai Tesfar's Somali Wild Ass research in Ethiopia
- International Association for Bear Research & Management Worldwide
- International Elephant Foundation in Myanmar
- International Rhino Foundation in Asia & Africa
- Jaguar SSP - Cockscomb Basin Wildlife Sanctuary in Belize
- Karen DeMatteo, PhD South America
- Lemur Love, Inc. for Lemur Rescue Center in Reniala, Madagascar
- Oriante Society in Florida, Georgia Coast & South Carolina Coast
- Red Cockaded Woodpeckers, dry lab work and removal of non-native invasive plants in Arkansas
- SANCCOB in South Africa
- Tiger Conservation Campaign in Russia, Malaysia & Sumatra
- Turtle Survival Alliance Worldwide
- Vaquita Rescue Project - AZA SAFE Species Emergency Initiative on Mexican Coast
- Wildlife SOS in India

# CONSERVATION EDUCATION OUTREACH

Zoo personnel and docents serve as educators and advocates in the community to promote awareness about animals, conservation and science.

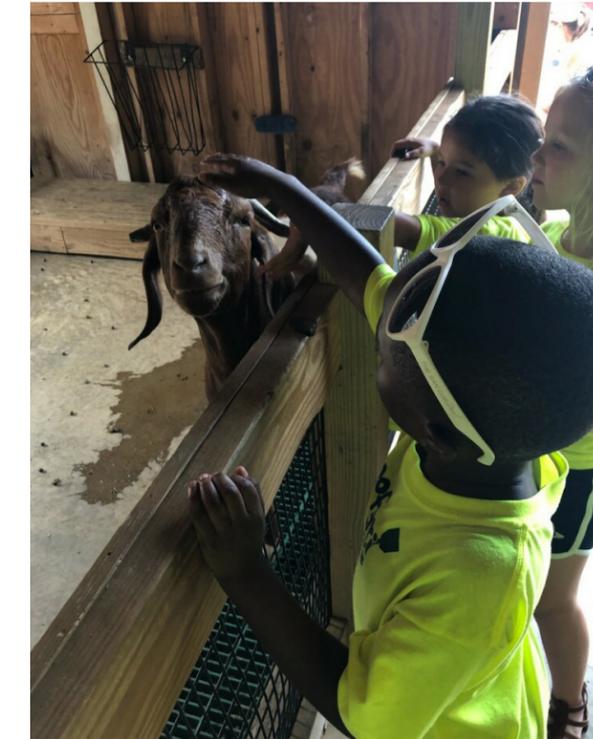
The Zoo's teams take part in dozens of programs each year on Zoo grounds and at parks, schools and other locations throughout the state. In 2017, the Education Department hosted 627 programs, reaching over 43,500 individuals.

This wide variety of programs offers opportunities for learners of all ages to connect with the natural world and the Zoo's conservation message.

Some of the programs include:

**ANIMAL EXPLORATIONS** Students take a deeper look into eight of the Zoo's most popular areas: great apes & primates, reptiles, elephants, big cats, birds of prey, penguins, bears and small carnivores.

**CAREER DAY** Geared toward students interested in pursuing a zoo career field, the Career Day experience give teenagers the opportunity to get information and some light experience in the zoo profession.



Zoofari camp at the Little Rock Zoo.

**CREATURE FEATURE** Usually held at an off-site location, these classroom-style programs are offered to all ages and provide an up-close encounter with the Zoo's ambassador animals.

**ZOOFARI** Young learners explore Zoo grounds and discover our close ties to the natural world, including how our lifestyle choices affect animals both here and abroad.

## FEE-BASED PROGRAMS

**257 PROGRAMS**  
**20,011 PARTICIPANTS**

### FROGWATCH USA



**3 TRAINING DATES**  
**36 FROG 'WATCHERS'**

## ARKANSAS CHILDREN'S NUTRITION CENTER FREE EDUCATION PROGRAMS

**5 PROGRAMS;**  
**126 PARTICIPANTS**

### ZOO FIELD TRIPS

**500**  
**RESERVATIONS**



## NON-FEE BASED PROGRAMS

**370 PROGRAMS**  
**21,546 PARTICIPANTS**

# ANIMAL CARE PROFESSIONALS & EXPERTS IN OUR INDUSTRY

Zoo keepers wear many hats to manage the daily activities of each animal in their care: trainer, dietitian, observer, medical assistant, enricher, maintenance operator, educator and conservationist. Some even serve as surrogate parents. And although the keepers love the animals in their care, Zoo animals are still wild, and keepers follow safety standards that determine whether they have direct or protected contact with them.

**TRAINER** Keepers use positive reinforcement techniques to train the animals to help with management and medical care such as moving from one cage to another or allowing ultrasounds or injections.

**DIETITIAN** Keepers manage the daily activities of each animal including exercise programs, meals and dietary needs. Diet preparation can be complex for some animals such as orangutans, and must be carefully measured. In order to mimic the orangutans' eating habits in the wild, their diet is fed out in small increments throughout the day.

**OBSERVER** Keepers observe and chart the behavior and activity of each animal on a daily basis. They chart weights as well as inputs and outputs to track the health of each animal. These records help track trends and may help



Keeper with penguin at the Little Rock Zoo.

determine ways to help their wild counterparts. This might be one of the reasons animals in zoos often outlive their relatives in the wild.

**MEDICAL ASSISTANT** If a keeper observes an issue such as lack of appetite or activity that needs medical attention, they consult with the on-site veterinarian and may have to provide medication and/or treatment to the animal.

**ENRICHER** Keepers provide enrichment to their animals regularly. Enrichment can be items such as the animal's favorite food hidden in a manner that mimics how they would find food in the wild. Fruit hanging high or treats found in a log allow an animal to perform the same tasks as its wild



Keeper with elephants at Little Rock Zoo.

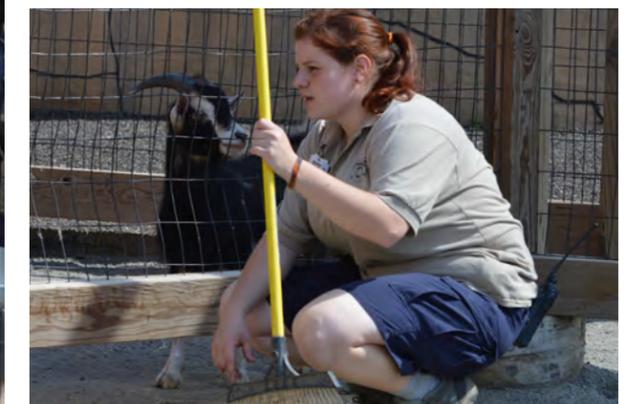
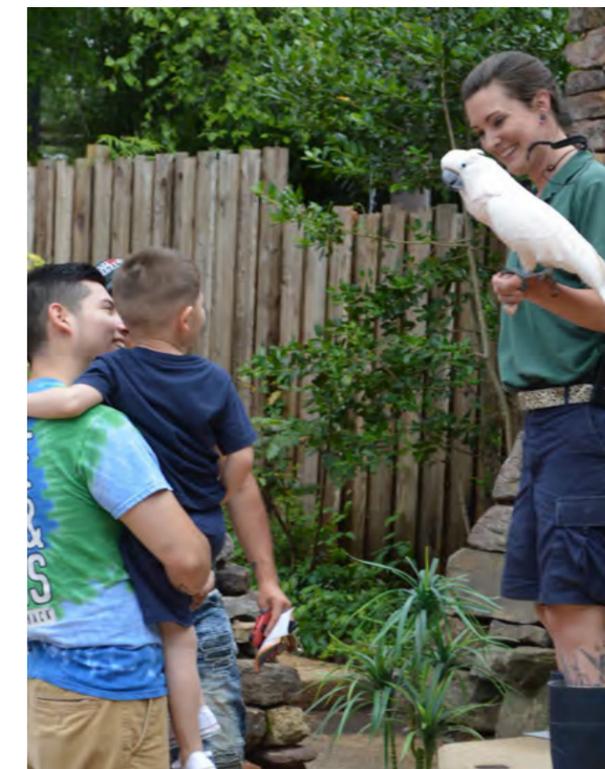


counterparts. Enrichment engages the animals mind and body while giving them choices and control in their environment.

**MAINTENANCE OPERATOR** Keepers also have the responsibility to check all areas of the exhibit daily to ensure that the animal habitat is kept clean, comfortable and safe. They mow the grass, wash the floors, paint and do minor maintenance repairs. They monitor the heating and air conditioning, water flow and drainage to make sure it is all in proper working order. For bigger jobs, they rely on the facilities maintenance team.

**EDUCATOR** Keepers provide educational chats, demonstrations, and tours that inspire guests to feel the same compassion for the animals that they do. With a staff of experts on hand, we are a trusted partner to many community organizations and are leaders in the field of conservation.

**CONSERVATIONIST** When they are not working in their exhibits, keepers can often be found working on research or conservation projects that promote public awareness about the protection of animals around the world.





Lioness at the Little Rock Zoo. Photo by Karen Caster

## GRANTS/COMMUNITY PARTNERS

Gate revenue is what we live by, but it is the philanthropic support that helps us grow. Thank you to the many grantors who have helped fund growth at the Little Rock Zoo. During 2017, we received support from the following:

- Arkansas State Parks & Tourism Outdoor Recreation Grant
- Arkansas Zoological Foundation
- Blue & You Foundation for a Healthier Arkansas
- Centennial Bank
- Dr. Jerry Jones for Susan Jones Citizen Science Center
- Hiland Dairy
- Jayne & Fletcher Jackson Foundation
- Lynn French Trust
- Snell Prosthetic
- Stanley & Lucy Lopata Charitable Foundation Endowment for the Little Rock Zoo



Director Susan Altrui with Mike Flagg of Hiland Dairy at the Little Rock Zoo. Photo by Jennifer Godwin

## AWARDS & RECOGNITION



Tony Dawson with City Manager Bruce Moore.



Wild Wines



# ZOO MEMBER HOUSEHOLDS



## FAMILY

53%

## FAMILY PLUS

23%

## INDIVIDUAL

7%

## GRANDPARENT PLUS

7%

## GRANDPARENT

5%

## DUAL

4%

# MEMBERSHIP & WILD CLUB

The Zoo operates thanks to the continuous support of nearly 5,500 member households. Every time you visit the Zoo the money you spend helps support animal care, conservation and important education programs. That revenue, along with a supplement from the City of Little Rock, is used to cover operating expenses to maintain the Zoo.

Still, it takes additional funding to build new exhibits and renovate old Zoo facilities. The Arkansas Zoological Foundation helps raise private donations to grow and develop the Zoo.

## WILD CLUB

The Wild Club was developed as an annual giving circle where anyone can join in this effort. There are many different Wild Club donor levels that allow our members additional experiences while donating funds to help the Zoo.



Depending on the donor level, Wild Club members will receive additional ride tickets, Wild Wines tickets, donor board recognition and behind the scenes tour opportunities. For more information about the different levels,

please call our Development Department at 501-349-1859 or visit [WildClub.org](http://WildClub.org)



Little Rock Zoo entry plaza.

## ZOO MEMBERSHIP

- Free general admission to the Little Rock Zoo for one year
- Free parking at the Little Rock Zoo
- Discounted admission to more than 150 other zoos and aquariums in our Reciprocal Program
- Member's gate for service and faster admission
- 15% discount at Café Africa and Safari Trader Gift Shop
- Discounts to many Zoo events and programs
- Invitations to special member events
- Email newsletter updates for events and Zoo news
- Four free ride tickets per year

# LITTLE ROCK CENT ACCOMPLISHMENTS

The Little Rock Zoo completed several projects in 2017 using allocated funding from the capital portion of the LR Cent tax passed in 2011 for city improvements. This provides annual funding for the Zoo upgrades. Thank you to the citizens of Little Rock for investing in your Zoo!



## 2017 PROJECTS

**LION EXHIBIT** Installation of new fencing and training windows which allowed the Zoo to acquire two new female lions.

**COLOBUS/SERVAL EXHIBIT** The dual Colobus/Serval exhibit will feature multiple indoor and outdoor areas for the animals as well as several viewing areas. These enhancements provide enriching environments for the animals while giving zoo guests a beautiful new way to view the animals. (coming spring 2019)



Two new female lions at the Little Rock Zoo. Photo by Karen Caster

**POINT OF SALE SYSTEM** The new system will increase efficiency and assist with sales volume by handling all of the zoo's processing needs including admission, education, food sales, ride tickets and special events. (coming fall 2018)

**ADA PATHWAYS** New pathways throughout the Zoo will be compliant with the Americans with Disabilities Act and provide overall ease of walking for all Zoo guests.

# ARKANSAS ZOOLOGICAL FOUNDATION

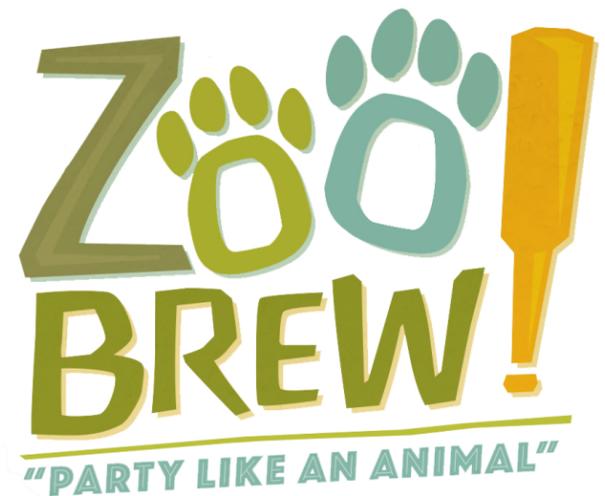
The Arkansas Zoological Foundation is a 501©(3) nonprofit that provides an avenue for donations and fundraising to the Little Rock Zoo. AZF hosts events such as Wild Wines, Zoo Brew and Craw'n at the Zoo to fund the growth and development of the Little Rock Zoo.

**WILD WINES** One of central Arkansas's premiere wine and culinary experiences, Wild Wines has grown to two events with a VIP night with higher end food and wines and the "Mane" event with tastings of wine and food pairings from more than 50 of Little Rock's best restaurants. Both nights feature live entertainment and several chances for animal encounters. Thanks to our 2017 beverage sponsor O'Looney's Wine & Liquor.



**ZOO BREW** Zoo Brew is a fun-filled evening at the Zoo held each fall where guests enjoy mingling and sampling a variety of craft brews. The event includes live music and food trucks serving up local cuisine.

**CRAW'N AT THE ZOO** One of our newer events which features sustainably raised crawfish, Craw'N for the Zoo also includes catfish, local breweries and live entertainment.



# VALUABLE VOLUNTEERS

Volunteers are what make so much of what we do at the Zoo possible. From helping out with special events and becoming a docent to being a member of the Zoo Crew or even beautifying our Zoo, there are several ways to contribute. Nearly 727 volunteers donated a total of 2,913 hours in 2017 to special events, while 756 Education Department volunteers gave nearly 4,200 hours last year.

Visit our website to learn more on how to volunteer: [littlerockzoo.com/volunteer](http://littlerockzoo.com/volunteer)

**LANDSCAPE VOLUNTEERS** Perform many tasks that beautify the Zoo grounds including planting trees, shrubs and flower beds. Volunteers are utilized year-round on the grounds and in the greenhouses.

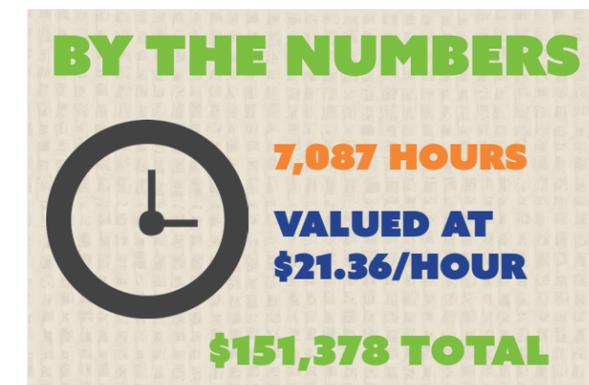
**SPECIAL EVENT VOLUNTEERS** Assist with set-up, guest check-in and activities at special events like Wild Wines and Boo at the Zoo.

**DOCENT EDUCATION VOLUNTEERS** Docents don't only serve as guides to orientate and inform guests about the Zoo but also function as teachers and interpreters, delivering interpretive talks and education programs. Their work helps to further our mission to create engaging experiences that inspire people to value and conserve our natural world.



Little Rock Zoo Docent Education Volunteer.

**ANIMAL DEPARTMENT** These volunteers assist at the Arkansas Heritage Farm exhibit with grooming and petting animals. Volunteers work with staff with their daily tasks.

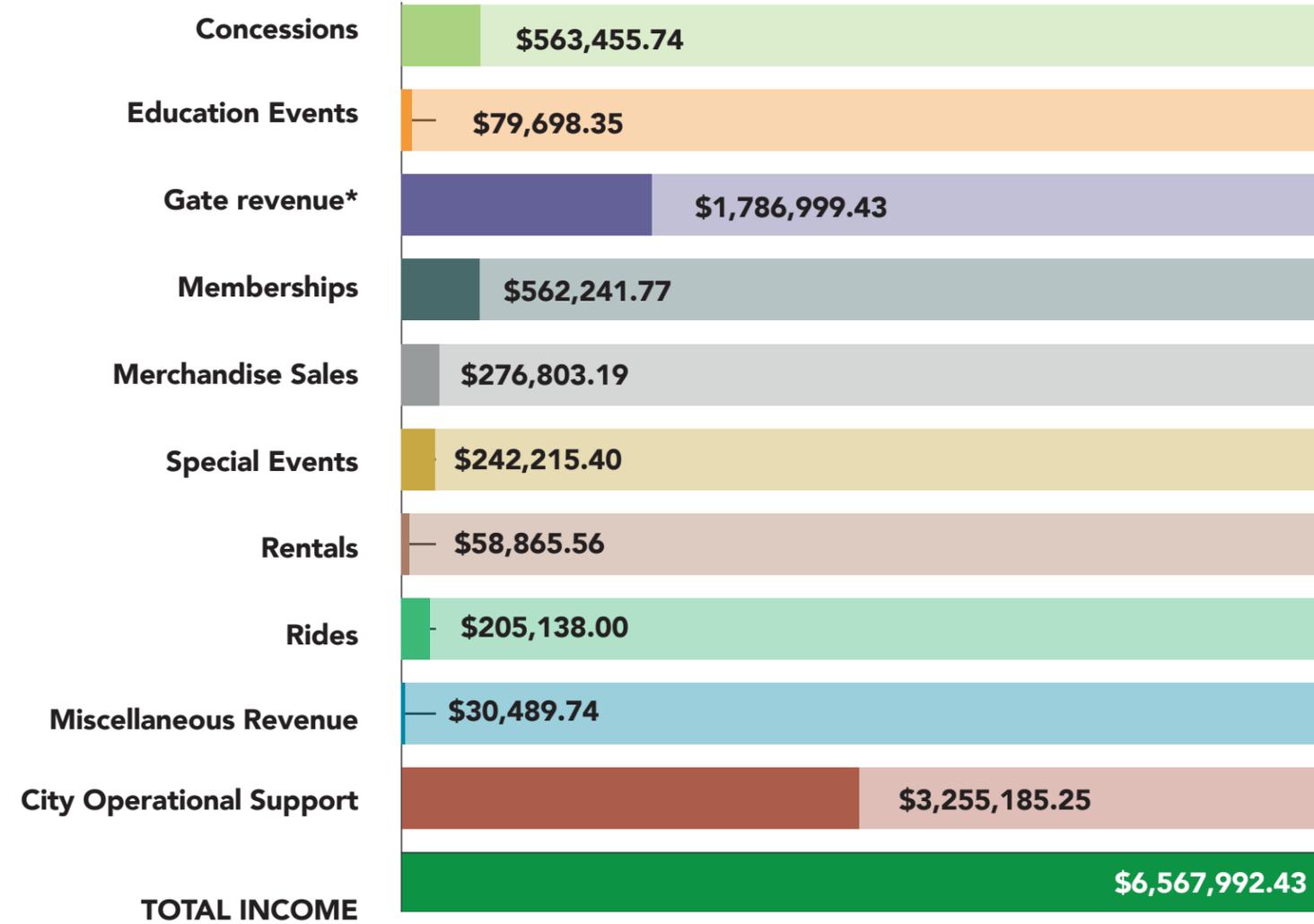


Little Rock Zoo Special Event Volunteer. Photo by Jennifer Godwin

# FINANCIALS

## REVENUE SOURCES

Every dollar collected at the Zoo and from the Little Rock Zoo General Fund budget is used to operate the Zoo. To the right is a recap of the 2017 unaudited revenue sources.

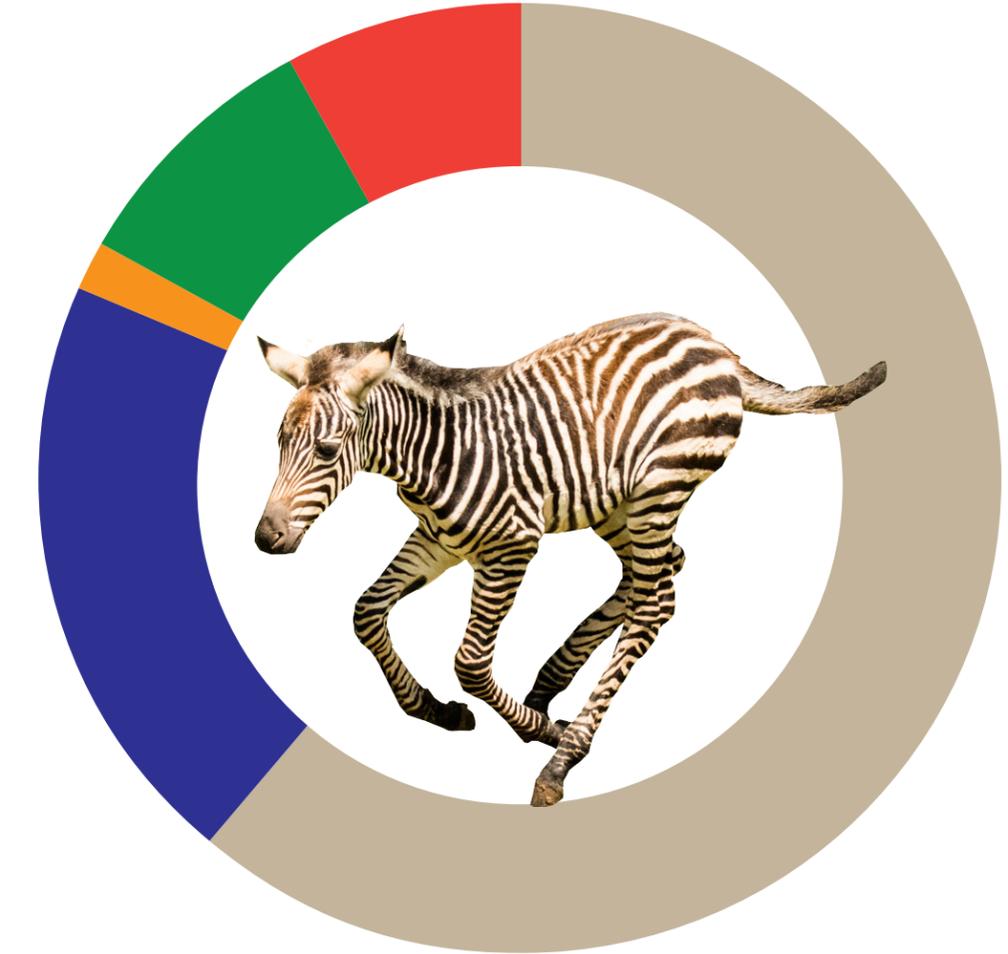


\*Includes parking

## EXPENSES

Salaries, Wages & Benefits	\$4,028,546.65
Contracts & Utilities	\$1,325,669.43
Fleet & fuel charges	\$107,325.92
Supplies & materials	\$590,791.15
Repairs & Maintenance	\$515,659.28

**TOTAL UNAUDITED EXPENSES \$6,567,992.43**





**ENGAGE WITH ANIMALS.  
INSPIRE A BETTER FUTURE  
FOR ALL LIVING THINGS.**

**LITTLE ROCK  
ZOO**

**LITTLE ROCK ZOO  
1 ZOO DRIVE  
LITTLE ROCK, AR**

**[LITTLEROCKZOO.COM](http://LITTLEROCKZOO.COM)**