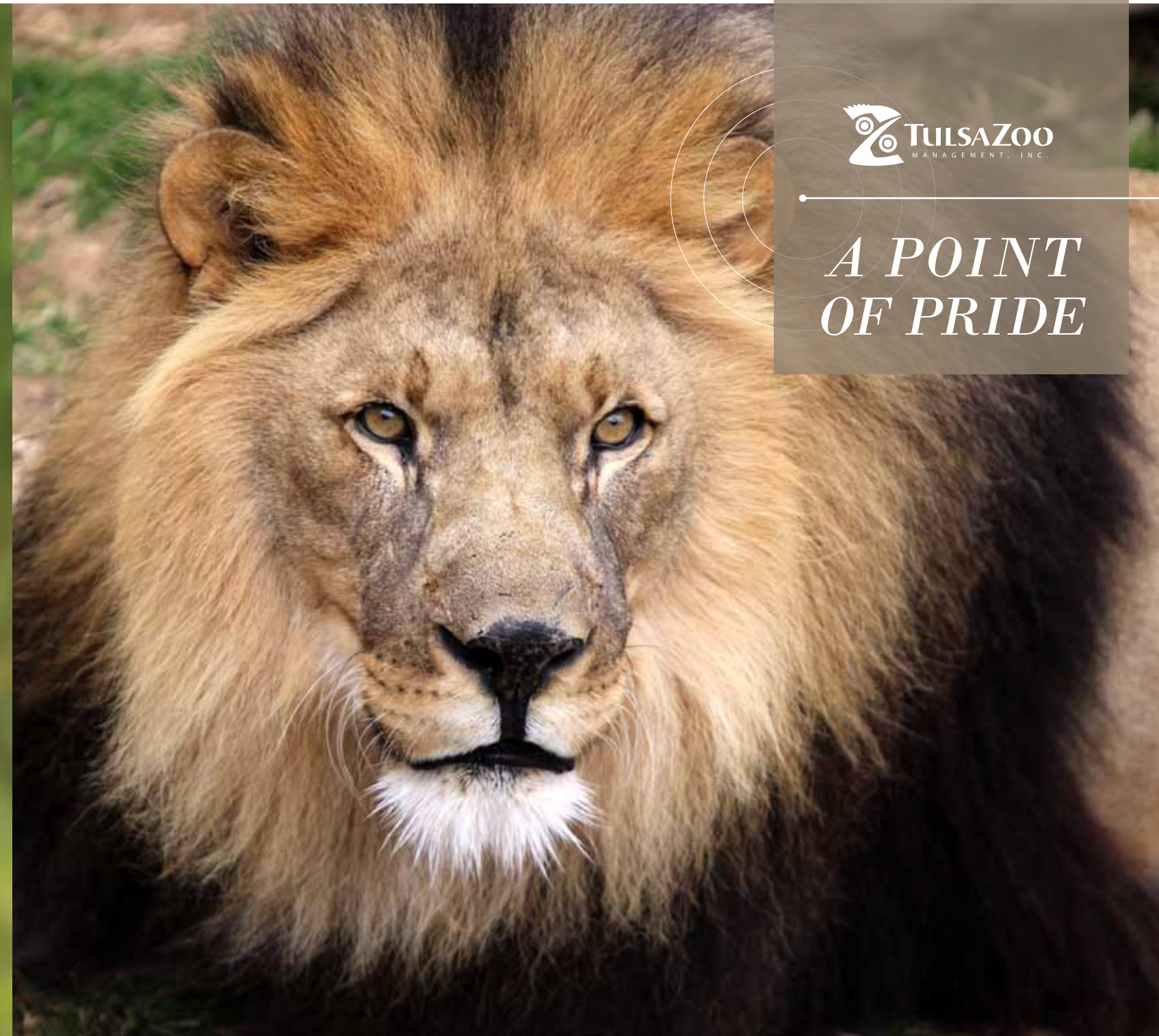




6421 East 36<sup>th</sup> Street North  
Tulsa, Oklahoma 74115



# *A POINT OF PRIDE*



ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

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**ANNUAL REPORT 2012-13**



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## A NOTE FROM OUR PRESIDENT

*“A well managed zoo is one of the most wonderful gifts that society can make to itself.”*

– Walter Robert Corti, Swiss writer

What a difference 36 months can make. I think all of you can remember the plea for help several years ago as your Tulsa Zoo faced unprecedented challenges, the likes of which had not been encountered in its 85-year history. As we celebrate our 85<sup>th</sup> year, the mounting challenges we encountered three years ago have strengthened the resolve of our zoo staff, our board members and our community partners to ensure that the largest daily attraction in our region has a long-lasting and positive future.

The turnaround of the Tulsa Zoo is something I am immensely proud of as President and CEO. The work that was done by our dedicated board members, staff, volunteers and city leaders has allowed us to once again be on track to become a world-class zoo and source of pride for our entire community. Right now, the Tulsa Zoo is undergoing a rebirth and we are more committed than ever to our mission of inspiring passion for wildlife in every guest, every day.

I hope you enjoy reading through our first ever annual report and share our pride in the progress we have made as Tulsa Zoo Management, Inc.

Terrie Correll  
President and CEO  
Tulsa Zoo Management, Inc.



## ANIMAL CONSERVATION AND SCIENCE

*As an accredited member of the Association of Zoos and Aquariums (AZA), the Tulsa Zoo is among only 222 facilities to meet its rigorous standards in animal care and management. We participate in numerous Species Survival Plan® (SSP) Programs, AZA's flagship conservation program. This past year saw changes and additions to our animal collection, the continuation and expansion of our conservation and research initiatives, and major renovations and upgrades of animal facilities.*

### MEET OUR NEW GIRLS

Our African painted dogs arrived in November from the Sedgwick County Zoo in Wichita, Kansas. The three sisters, born in 2011, were brought here as part of the SSP for this endangered species.

Shiyane and Nyika are very close, playing together and often sleeping near one another. Kasama is more independent and curious when it comes to her keepers. All three are vocal when it's time to eat and they will yip, chirp and bark at anything new until it has been figured out.

Shiyane, Nyika and Kasama are a welcome addition to the expanding African Plains area of the zoo, and all three appear to be warming up nicely to their new home.



### SIGNIFICANT BIRTHS

#### Malayan Tiger, Berani

The zoo's first Malayan tiger cub was born in August 2012 to first-time mother, Jin. Because of Jin's inexperience in maternal care, the cub was removed for hand-rearing by staff. At 8 weeks of age Berani was sent to the Point Defiance Zoo and Aquarium in Tacoma, Washington, where a Sumatran tiger cub also was being hand-reared. Berani and the other cub, Dumai, can now grow up together as foster brothers learning what it means to be tigers.

Malayan tigers are endangered, with fewer than 500 remaining in the wild, making Berani's birth significant to not only the Tulsa Zoo, but to the entire Tiger SSP breeding program.

#### Snow Leopard, Niko

The Tulsa Zoo welcomed the birth of an endangered snow leopard cub, Niko, in May 2013. Niko's birth was a result of the Snow Leopard SSP recommendation to breed our female Sherab and male Rajan.

Ranging in mountainous areas of Central Asia from Afghanistan to Kazakhstan and Russia to northern India and China, there are only 4,000-6,500 snow leopards left in the wild as a result of poaching and habitat loss. Niko will remain at the Tulsa Zoo until his own SSP recommendation is received.



Top: Berani rests under the close watch of our veterinary staff.

Bottom: One-month old Niko stalks fallen leaves.



A 360 degree seahorse tank was added in our renovated Life in the Water building.

### NEW RESIDENTS

#### African Painted Dogs

Our former cheetah exhibit was renovated to house African painted dogs, a new species for our zoo. Extensive upgrades to the viewing areas and exhibit were completed in-house by our Horticulture and Operations departments.

Three female African painted dogs were acquired for this exhibit as part of the SSP program. In the future we hope to have a breeding group of this highly endangered species.

#### ROBERT J. LAFORTUNE WILDLIFE TREK

The Robert J. LaFortune North American Living Museum complex was renamed the Robert J. LaFortune WildLIFE Trek. The updated theme of this complex now highlights adaptations of animals from all areas of the globe in four unique buildings,

renamed Life in the Cold, Desert, Forest and Water.

Many departments spent several months designing, renovating and building exhibits for the new and unique animals that now call WildLIFE Trek home. The opening of this exhibit in March 2013 signified the first time in five years that all four buildings were open to the public. The new exhibits have been a huge hit with guests. Standouts include a new aquatic tank showcasing our seahorses, and our renovated grizzly bear exhibit, featuring Rainey and Akoiah.

#### SEA LIONS

We welcomed two juvenile male sea lions from a marine mammal rehabilitation facility in California. They were deemed non-releasable back into the wild – one because of an eye injury that led to the eventual loss of the eye, and the other because of a shark bite near a rear flipper.



## LIFE IN THE COLD

One of our female grizzly bears, Akoiah, ventures out in the snow. Her exhibit was renovated and she is now one of the most popular animals in the complex.



Cisco and Reyes are being acclimated to their new home at the Helmerich Sea Lion Cove, spending time in the holding areas before public viewing. Mrs. Peggy Helmerich selected the name for Cisco, while staff picked the name for Reyes. Both boys have been acclimating well to the keepers and their new home.

## ANIMAL HEALTH

The Animal Health department was equally busy with the renovation and opening of WildLIFE Trek. Several hundred animals – from invertebrates to mammals – were acquired and processed through quarantine to ensure their overall good health prior to moving into the new exhibits. This was in addition to relocating the two female grizzly bears from the bear grottos to a newly renovated exhibit.

The department hosted the second annual elephant tuberculosis stakeholders' workshop in early July. Approximately 30 veterinarians, researchers, U.S. Department of Agriculture officials, and elephant professionals from zoos and major private elephant herd owners from around the United States attended this two-day workshop.

A new veterinary technician internship training program began in July. The internship is supported by a donation from Fred and Randi Wightman, both significant supporters of the veterinary department and educational programs. Jayne Hutcheson was selected for this internship and went on to take a job as a veterinary technician at the Knoxville Zoo soon after.

Three of our six chimpanzees received routine health exams, which included blood work, x-rays, vaccinations, dental cleaning, and cardiac ultrasound



exams. Morris, our adult male, had an experimental first of its kind, a unilateral vasectomy reversal attempt. He was vasectomized in 2005 per SSP recommendations that he not breed at that time. Morris is healing well and there are hopes that he will be able to sire offspring in the near future, as he is currently our only male chimp of breeding age.

## COMMISSARY

Nutrition plays a big role in keeping our 3,500 plus animals physically and mentally healthy. Our Commissary team works with several departments to plan animal diets and unique enrichment items. Enrichment highlights this year include frozen treats in the hot summer, a special Enrichment Day event, three weekends of Holiday enrichment in the winter, and birthday "cakes" for several animals. For regular diets, the Commissary orders and distributes over 1,640 pounds of produce and 1,825 pounds of grains each week, along with several other foods like meat, insects, and hay.



*Top: Reyes was unreleasable because of a lost eye.*

*Bottom: The Tulsa Zoo became one of only four zoos in the United States to house Siberian cranes.*

*Top right: Veterinary technician intern Jayne Hutcheson examines a bird in quarantine.*





### CONSERVATION

A new position, Conservation and Research Manager, was created to oversee and develop the zoo's conservation, research and green practices programs. This position was filled by long-term employee Ric Kotarsky. Ric is excited to step into his new role to further our efforts in conservation at the zoo and in the field.

Our conservation efforts this past year include direct support to wildlife conservation and research based in Africa, Asia and North America. These initiatives aim to protect wildlife and their habitats, positively impact local people and create opportunities for capacity building.

Highlights from our conservation projects include:

- Health initiatives for elephants in human care.
- Support of the Snow Leopard Trust for its ongoing studies of wild populations of snow leopards in range countries.

- West African Primate Conservation Action supporting park rangers and community outreach programs with the aim of developing sustainable livelihoods and raising awareness about the issues affecting wildlife with local peoples in both Ghana and the Ivory Coast. The focus is primates threatened by extinction in the rainforest.
- Support of Tiger SSP for monitoring wild Malayan tiger populations and their prey to determine the population densities.
- Staff worked with the Oklahoma Department of Wildlife Conservation and Missouri State University in habitat assessment and reintroduction of nearly 280 alligator snapping turtles to river systems of the Verdigris and Caney rivers in northeastern Oklahoma.
- Staff also provided assistance to the U.S. Fish and Wildlife Service and Missouri State University in radio tracking of several turtle species at the Sequoyah Wildlife Refuge in eastern Oklahoma. A recent decline in turtle populations during the past few years could be the result of the ranavirus. By tracking and locating sick animals, biologists can better evaluate the cause.

### IN MEMORY

Our 21-year old giraffe bull Sam was humanely euthanized in June 2013 as a result of chronic arthritis and a fracture to his foot. Because of the size and weight of adult male giraffes, such injuries cannot be treated effectively.

He lived longer than average for a male giraffe in human care and will be deeply missed by our staff and our guests.



Above: Samburu, or Sam, was a beautiful and gentle giraffe. We were heartbroken to lose him.

Top left: Guests left notes remembering Sam.

## EDUCATION



Keeper Erik Storjohann assists guests during a Giraffe Encounter, one of our interpretive programs.

Each year our Education staff brings animals and people closer together through educational experiences, ranging from formal and informal programs to interpretive chats.

### FORMAL PROGRAMS

#### Zoo2U, U2Zoo and Teacher Workshops

This year our Education department introduced our new school-based programming titled Zoo2U and U2Zoo. These offsite and onsite programs are designed to meet various Oklahoma Core Curriculum Testing standards such as PASS and Common CORE. CSI Zoo, Find Your Niche, If I Ran the Zoo and Animal Tales are some of the programs we've designed to prove learning science can be both fun and exciting.

We offered 325 programs to more than 16,000 students in 30 different schools and facilities. Grade levels ranged from pre-kindergarten through college and included special programs for groups like the Oklahoma School for the Blind, TRAICE Academy, and the Juvenile Detention Center.

One exciting addition to our school programming was the integration of iPads as a tool for teaching. Teachers and students can now use Skype to meet keepers, curators and animals without leaving the classroom. We also use the iPads for our CSI Zoo program to teach conservation using science, math and social studies skills.



## CALIFORNIA DREAMING

Our summer camps take students all over the zoo to learn about animals firsthand and even meet with some of the keepers.

This class watches a California sea lion in the Hille Foundation underwater viewing area at Helmerich Sea Lion Cove.



Barry Downer, Curator of Herpetology and Aquatics, helps a student during one of our summer camp sessions.

For the sixth year, the Education department was one of the main organizers and partners of a multi-city, multi-facility, award-winning professional development program for teachers called SENSEsational Science. The other core partners are University of Tulsa, Tulsa Public Schools, Jenks Public Schools, and Tulsa Community College. More than 100 teachers applied for the 65 program openings.

We also created a library outreach program to complement community summer reading programs.

### INFORMAL PROGRAMS

#### Overnights, Classes and Camps

The Education department created two new overnight programs. L.U.N.A. (Learning from Ultimate Nocturnal Adventures) is designed for organized groups that pick their dates and theme – nocturnal animals, endangered species or zoo mysteries – for their

overnight adventure. Snooz-a-pa-Zoo-za is designed specifically for family groups and is offered on specific dates with themes that include My Slimy Valentine and Zoovivor.

This year we hosted 125 participants in overnight programs alone. A new Saturday class, Happy (Feet) Holidays, and a new holiday winter break camp, Squirrel It Away for the Holidays, were added. These programs, along with our Zoo Explorers spring break camp, had 188 participants, ranging in age from 5 to 12.

Summer camp attendance increased by 58 percent with 401 attendees enjoying topics like Junior Vet Camp, ZOombie Hunters, Call of Dooty and Zoo Tweets. We also offered popular specialized camps such as Sibling Camp, Grandparent Camp, and Critter Tales for Toddlers/ Parents. The Osage Nation Foundation participated by funding summer camp for 16 tribal students.

### INTERPRETIVE PROGRAMS

#### Guest Programs

This past year the popular Cox Communications Nature Exchange completed nearly 800 natural history artifact trades with hundreds of new traders joining the program.

More than 120 participants learned about giraffes through our educational interactive encounters during the fall season of Giraffe Encounters. Many of the participants were repeat attendees and/or came from surrounding communities and states. These up-close encounters allow guests to feed our giraffes while learning about the animals from keepers and docents.

The Education department introduced two new tools for interpretive education in the newly renovated WildLIFE Trek buildings – WildLIFE Trek collector cards and iPads. The collector cards are given to all children as they enter the zoo. These cards are used as an interactive educational tool during the visit and as an educational information card after the visit. The iPads are used by staff and docents to enhance the visitors'



understanding of animals and their various adaptations.

This past year we shared our education message with more than 2,000 guests through Animal Chats during birthday parties, corporate parties and even weddings.

#### Zoo Teens

More than 63 teens (ages 13-17) applied to take part in our Zoo Teen program this past year. After completing the interview, selection and training process, 23 teens participated. Our Zoo Teens represented nine different cities and volunteered a total of 3,500 hours as camp counselors, zookeeper or horticulture aides, Cox Communications Nature Exchange aides, and interpretive educators for our guests.

*325 formal programs reached  
16,000 students across 30 schools*

Right: Campers made new friends during our summer camp sessions.

Top right: The Cox Communications Nature Exchange.





## GUEST EXPERIENCE

*The Tulsa Zoo has several departments dedicated to improving the guest experience. From cleaning restrooms to maintaining the ONEOK Safari Train, these departments work tirelessly to ensure guests have a positive experience, whether they are here for a regular visit or a private party.*



*Zoo guest Josh Kampf and his daughter, Eleanor Ruby, enjoy seeing giraffes up close thanks to the Mary K. Chapman Giraffe Experience.*

This past year, 576,458 guests came our through our gates. That's nearly 15,000 more visitors than we projected in attendance.

### MEMBERSHIP

Membership held steady with 15,400 member households providing \$1.1 million in earned revenue for zoo operations. Our highest onsite sales day ever for memberships was during spring break, averaging one sale per minute that day. We ultimately sold \$30,500 onsite and an additional \$8,000 online in one very busy day.

### PRIVATE EVENTS

When a guest comes to the zoo to celebrate a birthday, plan a wedding or even host a corporate meeting, the Private Events team can make it happen. Our Private Events department had a very successful year with 92 private events and birthday parties, exceeding our sales goal by 38 percent and earning in excess of \$500,000. A new general manager for concessions and retail helped improve both operations and revenue, ending the year 15 percent above projected food sales revenue and 6 percent above the projected gift sales budget.

### ATTRACTIONS

Our Attractions department met its per capita sales goal for the year, and fared even better on its net per capita goal. Attractions added many safety features, such as additional crossing arms for the train and a rear conductor to narrate the ride during peak seasons. This lets the driver concentrate on driving and provides a set of eyes on the passengers, ensuring a safer ride.

The department kept costs down by repurposing old electronics, golf cart parts and building materials, allowing them to improve workspaces and build props for events without spending additional money.

Attractions also incorporated green practices into their department by replacing wooden railroad ties in our train track with reusable composite plastic ties made from recycled milk cartons, and installed solar panels to power the railroad crossing arms.



### ENVIRONMENTAL SERVICES

Our Environmental Services crew is responsible for keeping our buildings clean for guests and staff, and for trash removal on grounds. They also log many hours providing support for events to ensure proper set up and tear down.

This year, the department received the Governor's Disability Award of Excellence for our partnership with Bios, a company dedicated to ensuring that people living with developmental disabilities are treated with respect and dignity.

*Private Events had 92 events and parties, exceeding the sales goal by 38 percent and earning in excess of \$500,000*

*Right: The Mary K. Chapman Giraffe Experience is one of several unique photo and wedding spots at the Tulsa Zoo.*

*Top Right: Solar panels were added to power railroad crossing arms.*





## COMMUNITY RELATIONS

*Being an active partner in our community serves to better our zoo as well as our region.*



*Our annual Aldabra tortoise race, promoting the St. John ZooRun presented by New Balance Tulsa, drew roughly \$26,000 in publicity value.*

### PUBLIC RELATIONS AND MARKETING

Public Relations and Marketing is responsible for supporting all departments at the zoo. This team makes sure word gets out about our animals, events, camps and more. They also organize smaller events and promotions to benefit the community and our members.

The zoo retained high visibility in the community through recurring special events, promotions and feature stories. We received approximately \$845,000 in publicity value from coverage of our major events and more than \$2.4 million in total publicity value.

Our top stories included Niko the endangered snow leopard cub, Berani the endangered Malayan tiger cub, and Rocket the 600-pound Aldabra tortoise, who transferred to the Bronx Zoo. We also added several new promotions, like Dog Days of Summer, to raise attendance despite the heat, and a partnership with Tulsa Reads.

We appreciate our promotional sponsors, including the BOK Center, Celebrity Attractions and the Tulsa Performing Arts Center for the Lion King scavenger hunt, Oklahoma Blood Institute's summer blood drives, and Wendy's summer enrichment and Free Frosty Fridays.

## TRICKS, TREATS AND TEAMWORK

HallowZOOeen is organized by Development and requires work from several departments. To the right, guests enjoy the Haunted Train ride, which requires months of preparation by the Attractions team. Other event highlights include corporate-sponsored candy goblin stops and educational presentations.



*The St. John ZooRun presented by New Balance Tulsa requires placement of more than 220 signs, plus the creation of nearly 40 marketing and other collateral pieces.*

### DEVELOPMENT

#### St. John ZooRun Presented by New Balance Tulsa

The St. John ZooRun presented by New Balance Tulsa was once again a success. We hosted more than 2,900 runners – the most ever in the event's 43-year history. We had great participation from Tulsa Public Schools, including Superintendent Keith Ballard serving as our celebrity runner. Best of all, the run earned more than \$56,000 for the Lost Kingdom exhibit complex.

A big thank you to all of our sponsors: St. John Health System, New Balance Tulsa, Brookside Cleaners, Linda

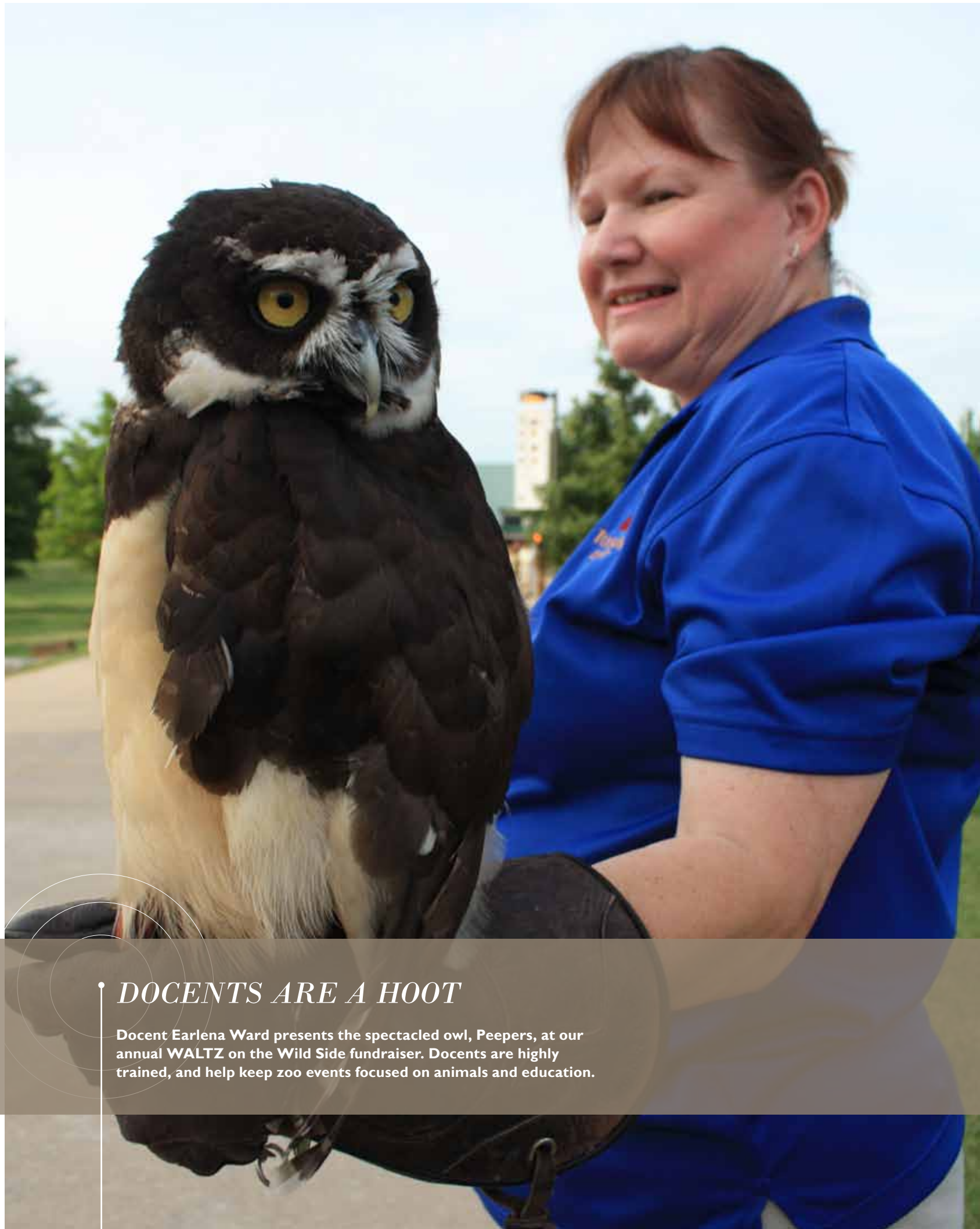
Brown Real Estate, R.E. Patterson and American Services, Inc.

#### HallowZOOeen

In its 23<sup>rd</sup> year HallowZOOeen was as popular as ever with nearly 16,000 guests coming out to trick or treat over five spooktacular nights. This event raised more than \$62,000 for the Tulsa Zoo and would not have been possible without our sponsors: Great Plains Coca-Cola Bottling Company, American Airlines, Burger King, CommunityCare, Subway, Spirit AeroSystems, BP America, Inc., Helmerich & Payne, Inc., QuikTrip, Tulsa County Sherriff's Office, and Whirlpool.

*HallowZOOeen brings its nearly 16,000 guests three tons of candy.*





*Volunteers and Docents provide invaluable assistance to visitors, zoo staff, zoo events and the animals in our care.*

## DOCENTS AND VOLUNTEERS



Each year the zoo receives thousands of hours of support from our dedicated docents and volunteers. This past year our nearly 300 volunteers worked more than 23,000 hours helping us with events such as WALTZ on the Wild Side and HallowZOOeen; serving as Rainforest guides; working as zookeeper aides; teaching educational outreach programs; and providing on-grounds programs with animals and bio-facts.



Our restructured docent program includes new training opportunities for our experienced docents as well as extensive training for new docents. The new docent class was the first in several years and included 46 hours of classroom training and a minimum of 20 hours of hands-on practical training.

With the help of more than 100 docents, the Education department was able to teach a much larger, more diverse audience about the wildlife and the wild places they live.

### DOCENTS ARE A HOOT

**Docent Earlena Ward presents the spectacled owl, Peepers, at our annual WALTZ on the Wild Side fundraiser. Docents are highly trained, and help keep zoo events focused on animals and education.**

*Top: Tulsa Mayor Dewey Bartlett and his wife, Victoria, greet a volunteer at WALTZ on the Wild Side.*

*Bottom: Left to right, volunteers Sharon Cairns, Kim Tatro-Smith, and Hailee Serafin staff interactive stations at the WALTZ Patron Party.*



## FLORA AND FAUNA

In 1978, the North American Living Museum opened, blending a zoo, natural history museum and botanical garden together in one complex. Since then, horticulture has been an integral component as we strive to achieve our mission: Inspiring passion for wildlife in every guest, every day.

*Our Operations, Horticulture, Safety, Security and Exhibit teams form the backbone of our zoo, ensuring things run smoothly and look great for guests.*

## FACILITIES AND GROUNDS



*L.J. Wethey installs drywall in the Life in the Cold building. Our Operations crew took care of many major projects in the renovation of this four-building complex, from building walls to updating the plumbing.*

### OPERATIONS

Our Operations department performed or oversaw numerous projects throughout the year ranging from general maintenance to infrastructure improvements. These often go unnoticed by guests, but are critical in our day to day operation – from fixing a broken light to making a repair in an animal exhibit to electrical upgrades. This past year our operations department undertook the impressive task of re-building the Robert J. LaFortune WildLIFE Trek complex. The WildLIFE Trek buildings received numerous updates to existing HVAC, electrical and plumbing systems to accommodate the new exhibits. The redesign ended with new paint throughout and a focus on guest safety and traffic flow.

The Operations staff also took on the conversion of the existing cheetah exhibit to African painted dogs and the demolition of the Cape buffalo and Africa mixed species yards to make way for the Mary K. Chapman Rhino Reserve exhibit.



*Horticulture Supervisor Jim Misel tends to one of several gardens on zoo grounds.*

Other highlights from the Operations department included: replacement of interior chimpanzee doors in their night quarters, replacement of an electrical main service panel to Conservation Center, renovation of the employee lounge and multiple replacements of HVAC units in various locations in the zoo.

### HORTICULTURE

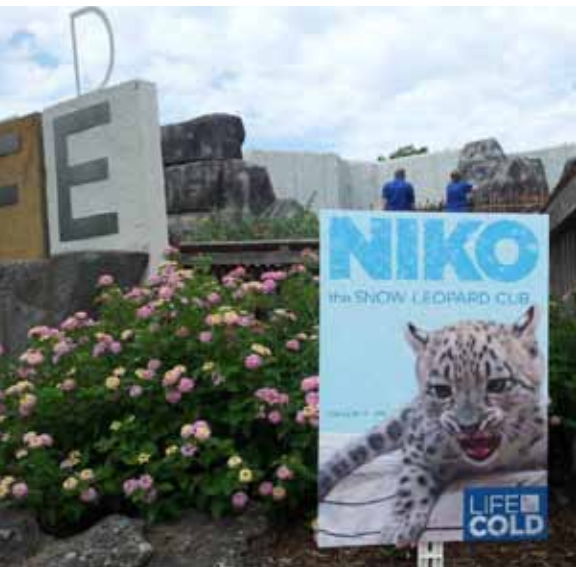
One of the biggest projects Horticulture staff worked on this year was WildLIFE Trek. Not only did they work to identify plants that could be used indoors, they also developed an exhibit in the Desert building that features plants adapted to arid environments. Additionally, they assisted with the renovation of our

cheetah exhibit into the new African painted dog exhibit. Our Horticulture department also focused this year on improving the overall appearance of zoo grounds with numerous colorful landscaped areas added for guest enjoyment as well as “food” for native butterflies.

### SECURITY

Our Security department operates 24/7 providing security for our entire campus. They provide assistance to guests throughout the day giving directions, providing first aid and finding lost children. This past year, our Security department oversaw the implementation of our new radio system as well as trained staff in its use for our on-grounds communication.





*SAFETY*

Our safety manager delivered safety training classes for staff, ensuring we are in compliance with local, state and federal regulations. Classes included fire safety, blood borne pathogens and hazardous materials. He also initiated training and certification for staff that operate heavy equipment on grounds and assisted with developing a Quick Reference Emergency Guide for staff.

*EXHIBITS AND DESIGN*

Our Exhibits and Design department saw a year of renovation, rebuilding and new additions. Outdated exhibits and buildings underwent massive facelifts as the Conservation Center Reptile Nursery was renovated and



the Aldabra tortoise outdoor exhibit was redesigned for both guests and tortoises, and the North American Living Museum building complex was transformed into the WildLIFE Trek.

We worked closely with a specialized construction firm to create naturalistic rock work in the former polar bear exhibit to create a brand new grizzly bear habitat complete with two new pools for the bears.

Hundreds of animal signs were replaced to accompany new and exciting species in WildLIFE Trek, and signage and exhibits in the Tropical American Rainforest were repaired and standardized.

All told, Exhibits and Design crafted in excess of 50,000 pounds of concrete, 1,200 square feet of signage. Years worth of defunct materials, exhibits, and props were replaced with fresh, relevant information and displays. Cutting-edge techniques such as life-molds and walk-on floor graphics were added to our repertoire, as were talented new staff members.

*Exhibits and Design crafted in excess of 50,000 pounds of concrete.*



*Left: Outdated techniques and designs were replaced with modern solutions.*

*Top left: A full suite of signage directed guests to Niko's temporary exhibit.*

*BUILDING BEYOND*



*Decorating the H.A. Chapman Event Lodge for WALTZ on the Wild Side takes days to set up and months to plan.*

*Our Development department lays the foundation for building the zoo our community deserves.*

The Tulsa Zoo has embarked on an ambitious 20-year master plan to transform our zoo. A modern zoo is more than a collection of animals and exhibits, it is a place where families can connect with each other, with animals and the wild places animals live, to learn about the world we share.

Launched in 2012, the Building Beyond Your Wildest Dreams \$20 million campaign is the Tulsa Zoo's largest capital campaign to date. Currently in its silent phase, this campaign will create immersive and dynamic exhibits, modernize facilities and enhance the guest experience. Our plan is to begin with some of our most outdated facilities, including the rhino, tiger and snow leopard exhibits.

*23<sup>RD</sup> ANNUAL WALTZ ON THE WILD SIDE*

WALTZ on the Wild Side was a huge success, raising more than \$200,000 for the new Mary K. Chapman Rhino Reserve and Building Beyond campaign. More than 1,100 people enjoyed great weather, dined on offerings from 43 of Tulsa's finest restaurants, and danced the night away to the music of the ever popular Professor D. Most importantly, the zoo sold out this event for the second consecutive year. Thank you to our sponsors and guests for building a better zoo through your support of WALTZ 2013. Also, thank you to honorary chair Donne Pitman, from the Mary K. Chapman Foundation and John and Sandy Stava, WALTZ Patron chairs, for all their help making this year's event a success.





### MARY K. CHAPMAN RHINO RESERVE

In March of 2013, we broke ground on the first new exhibit of the master plan. Now in the construction phase, the Mary K. Chapman Rhino Reserve is scheduled for completion in 2014.

This \$3.1 million three-acre habitat will replace the existing outdated 38-year-old exhibit with a naturalistic home for the zoo's resident white rhinos, Jeannie and Buzbie.

Some of the highlights of this new exhibit include:

- Year-round up-close viewing into their indoor environment through a 20-foot-wide glass viewing window.
- An 8,925 square-foot modern barn designed for flexibility and advanced animal care, including multiple stalls, a medical stall, portable scale, and soft flooring.
- Additionally, sustainable elements have been incorporated into the design of the barn such as a green roof, the capacity to harvest rainwater, and energy-efficient straw bale walls.

The new Mary K. Chapman Rhino Reserve will be located across from the Mary K. Chapman Giraffe Experience, further transforming the African Plains section of the zoo. This new habitat is designed for additional rhinos so the zoo can participate in SSP breeding programs. There are currently only 190 white rhinoceroses in AZA institutions, while only 20,000 remain in the wild.

The Mary K. Chapman Rhino Reserve is funded through a public-private partnership between the City of Tulsa and Tulsa Zoo Management, Inc., and with the support of generous private donors.

Tulsa Zoo Management, Inc. wishes to thank the donors who made this important project possible: Mary K. Chapman Foundation, Grace and Franklin Bernsen Foundation, City of Tulsa, Founders of Doctors' Hospital, Cuesta Foundation, Great Plains Coca Cola Bottling Company, and Mr. and Mrs. Bob and Kathy West.

*Top left: Rendering of the rhino barn.*

*Below: Rendering of the up-close viewing area in the upcoming Mary K. Chapman Rhino Reserve.*



## LOST KINGDOM: TIGERS

The Helmerich Tiger Exhibit design is inspired by ancient Asian cultures in honor of the animals.

Naturalistic habitats and up-close viewing opportunities will make this an exhibit like no other.



*Top: Rendering of the future siamang exhibit, part of the Lost Kingdom Complex.*

*Bottom: Rendering of the Hardesty Snow Leopard Habitat, another feature of the upcoming complex.*

### LOST KINGDOM EXHIBIT COMPLEX

Almost 50 years ago, the Tulsa Zoological Park opened our existing tiger exhibit. Since that time, children of every age have had the chance to view one of the world's most beautiful and exotic creatures right here in the heart of Green Country.

Constructed in 1964, the big cat grottos are now outdated in design and have succumbed to age, both structurally and aesthetically. As the Tulsa Zoo stands on the cusp of becoming the world class zoo that Tulsa deserves, these outdated exhibits are hindering the guest experience as well as staff and animal welfare. The tiger and snow leopard areas are minimally functional, and do not meet the expectations or needs of a modern zoo.

The zoo is currently in the silent portion of a fundraising campaign

for the first major multi-species exhibit complex, the Lost Kingdom, featuring tigers, snow leopards, Komodo dragons, siamangs, red pandas, binturongs and more. When completed, the new complex will provide state-of-the-art animal care facilities as well as give our guests the opportunity to experience these magnificent cats up-close in an immersive, naturalistic setting by transporting both cats and guests to the jungles of Malaysia and beyond.

A special thank you to the Helmerich Foundation, Hardesty Family Foundation, Lobeck Taylor Family Foundation, and Bank of Oklahoma for their dedicated support of the Lost Kingdom exhibit complex.



# DONORS



One of our many free-roaming peacocks shows off his beautiful plumage.

*The first exhibit of the Tulsa Zoo’s Master Plan was made possible in part by the support of the people of Tulsa who voted to allocate funding through the Third Penny Sales Tax Initiative in 2006, as well as through private contributions. In addition, the zoo relies on donor support to build a better Tulsa Zoo for our citizens.*

*To everyone who donated, the staff and TZMI Board of Directors extends a hearty thanks. You helped bring new exhibits to life for the animals and the 550,000-plus zoo visitors who connect to wildlife each year.*

## TULSA ZOO FRIENDS MEMBER DONORS

**Order of the Lion, \$5,000**  
Mr. and Mrs. Steven Anderson

**Order of the Grizzly Bear, \$2,500 and up**  
Mr. and Mrs. Jim Adelson  
Mr. and Mrs. Lex Anderson  
Mrs. Leigh Cone  
Mr. and Mrs. John Eaton  
Mr. and Mrs. Greg Hughes  
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Mr. and Mrs. Robert Archuleta  
Mr. and Mrs. Kurt Bachmann



Josie the bobcat can be seen exploring and climbing in her new exhibit in the Life in the Forest building, part of the Robert J. LaFortune WildLIFE Trek complex.

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Left: A green crested basilisk is one of many gems in the Tropical American Rainforest. Even among the lush foliage, their bright colors and piercing eyes stand out, giving visitors reason to pause.

BOARD AND STAFF MEMBERS



Chairman Monty Butts and his wife Jane attend WALTZ on the Wild Side.

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Zookeeper

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Zookeeper

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Guest Services Ambassador

Chris Pearce  
Zookeeper

Opposite page: A plush-capped jay admires zoo guests in our Tropical American Rainforest building.

Far left: Zookeeper Jessica Scallan works with white rhinos Jeannie and Buzbie during a media event promoting Rhino Awareness Day.

Left: Zookeeper Nat Burgess tends to one of our Aldabra tortoises.





Peggy Pianalto  
Guest Services Ambassador

Betty Pirnat  
Director of Human Resources

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Vault Manager

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Zookeeper

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Horticulture Curator

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Receptionist

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Attractions Operator

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Zookeeper

David Sexton  
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Rayl Snyder  
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Catering Sales Coordinator

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Zookeeper

Jeremy Stutler  
Zookeeper

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Margarett Zambrano  
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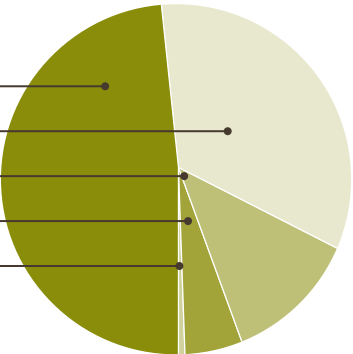
Above: Education Curator Jennifer Arledge (right) and Education Supervisor Anne Grinnan assist guests at Zoobilee.

Top left: Curator of Behavioral Husbandry Marcie Tarvid works with sea lion Briney.

FINANCIAL SUMMARY *Current as of June 30, 2013. Unaudited.*

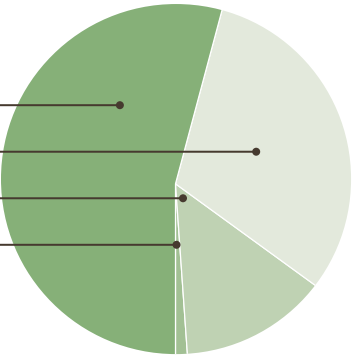
2012-13 Revenue

Management Fee	\$4,527,025	48.5%
Earned Revenue*	3,190,178	34.2%
Memberships	1,110,334	11.9%
Donations, Education and Special Events	468,761	5.0%
Miscellaneous	41,761	0.4%
<b>TOTAL REVENUE</b>	<b>9,338,059</b>	<b>100.0%</b>



2012-13 Expenditures

Earned Revenue**	6,414,326	75.2%
Administration	1,621,009	19.0%
Education and Special Events	370,503	4.3%
Memberships	126,872	1.5%
<b>TOTAL EXPENSES</b>	<b>8,532,710</b>	<b>100.0%</b>



**TOTAL REVENUE OVER  
(UNDER) EXPENDITURES** \$805,349

\* Zoo Operations Revenue includes Admissions, Concessions, Gift Shop, Attractions and Private Events revenue

\*\* Zoo Operations Expenditures include the same categories as Zoo Operations Revenue along with Marketing, Development, Facilities and Grounds and Animal Care expenditures



## MISSION, VISION AND VALUES

*Tulsa Zoo Mission: Inspiring passion for wildlife in every guest, every day.*

*Tulsa Zoo Vision: To be the premier family recreation destination and the leading wildlife education and conservation resource in Oklahoma.*

### TULSA'S ZOO

The Tulsa Zoo opened to the public in 1928 with just 35 animals. Founded as a municipal facility within one of the country's largest municipal parks, the zoo has grown exponentially and transitioned to a public-private partnership in 2011. Now with more than 3,500 animals, we are well on our way to becoming a world-class zoo.



*Top: A juvenile flamingo at the David G. Zucconi Conservation Center.*

*Bottom: Albino alligators were among several additions to our animal collection this past year.*

### TULSA ZOO VALUES

#### Excellence

We have a passion for excellence and continuous improvement. We are encouraged to take initiative to improve the guest experience. We reject the status quo because we value creativity and diversity. We constantly challenge and stretch ourselves to learn new things and to grow both personally and professionally.

#### Integrity

We act with integrity in everything we do. Honesty, ethics, accountability and social responsibility are fundamental to success. Our behavior must consistently reflect the zoo's core values during both good and bad times.

#### Conservation

We believe in a proactive approach to the preservation of the natural world. Animal care and conservation are the heart of our organization.



*As part of a promotional event for the Fourth of July, animals were given red, white and blue enrichment. Our youngest female chimpanzee, Vindi, inspects her fruity frozen treat.*

#### Teamwork

We are an organization that expects collaboration from and within the team in order to achieve the zoo mission and the growth and development of staff and facilities. We approach situations, challenges and new ideas with an open mind. We go above and beyond, together, for every guest every time.

#### Stewardship

We will ensure responsible stewardship of the human and financial resources entrusted to us. We recognize our responsibility to be active participants in our local communities as well as the important part our communities play in supporting our efforts in education, conservation and outreach.

#### Fun

We look for humor, fun and fulfillment in our daily work. We want our organization to have a positive, unique and memorable impact for our guests and employees. We celebrate and embrace our diversity and each person's individuality.





Tulsa Zoo Management, Inc. is a 501(c)(3) not-for-profit organization.

*PRINTING*

This annual report is printed using soy-based ink. The paper is Neenah ENVIRONMENT® PC 100 paper, which is manufactured using 100 percent post consumer fiber, is process chlorine free and certified by the Forest Stewardship Council.

*PHOTO CREDIT*

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Cover photo

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Berani & Niko photos, page 3  
Reyes photo, page 6

Aaron Goodwin, Tulsa Zoo  
African painted dog photo, page 4  
Niko signage photo, page 19

Kalle Larson, Tulsa Zoo  
camp photos pages 9 and 10

Talita Conrad Photography  
Wedding photos, page 12

Artworks Photography  
HallowZOOeen photo, page 14

OneArchitecture  
building rendering, page 21

PGAV Destinations  
exhibit renderings, pages 21 & 22

Point Defiance Zoo & Aquarium  
Berani photo, page 33

*Left: Berani is now grown and loves spending time with his adopted brother, Dumai.*

