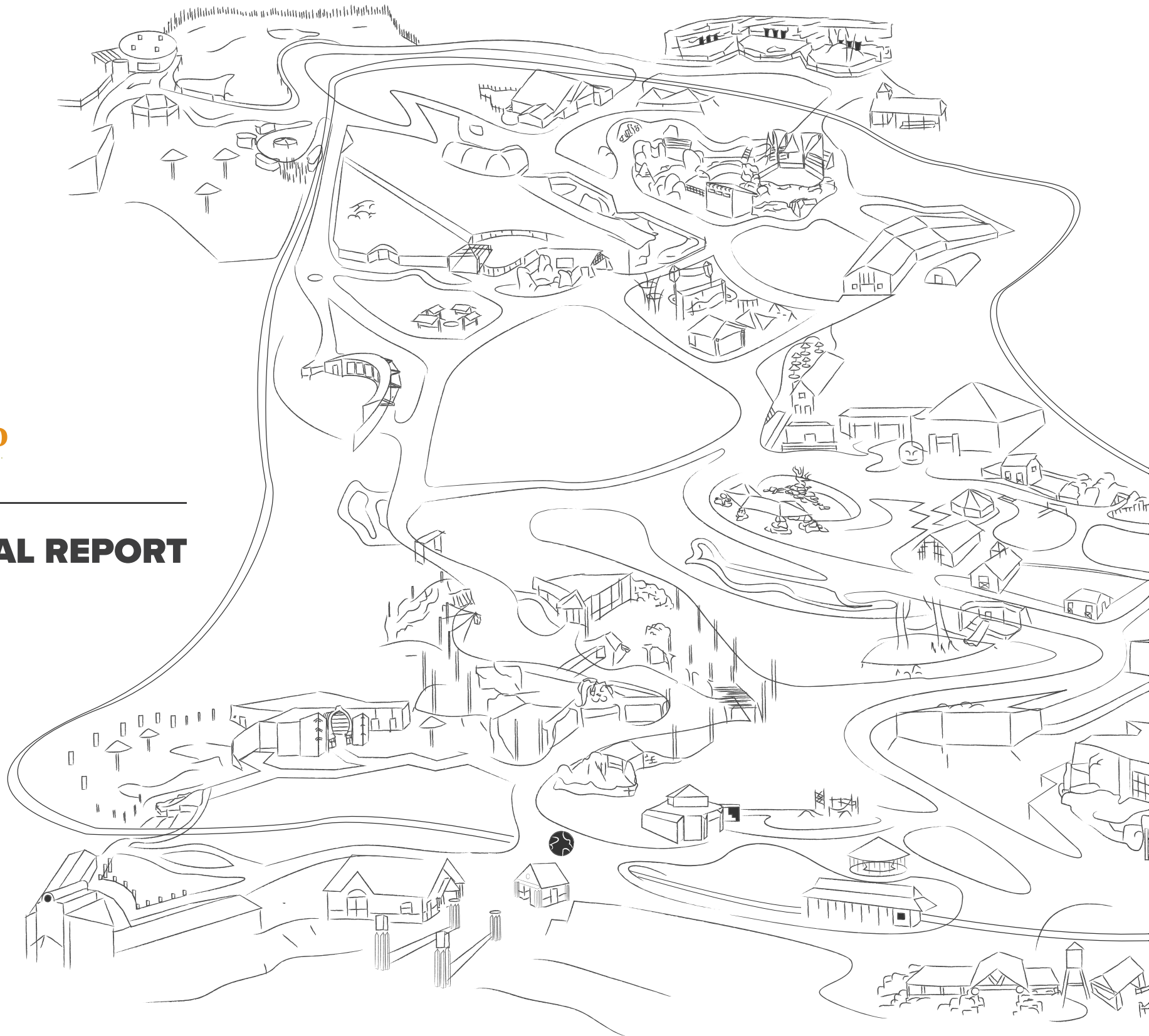




2021 **ANNUAL REPORT**



MISSION

Connecting, Caring, Advocating for Wildlife, People, and Wild Places.

VISION

The Tulsa Zoo will, working with our community, drive change for a future where wildlife and wild places thrive.

BOARD OF DIRECTORS

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Monty Butts
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President/CEO

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VP of Communications and Strategy

Joe Barkowski
VP of Animal Conservation and Science

Don Hammons
VP of Finance and Administration

Pat Weisz
VP of Guest Experience

LETTER FROM OUR PRESIDENT

Lindsay Hutchison

Your Tulsa Zoo in 2011 made a promise. Invest in us, and we will deliver the kind of zoo our community deserves. We’ve kept that promise by completing more than \$36 million in master plan and infrastructure projects zoo-wide. We’ve increased staffing by 51 percent and continued to modernize outdated staff facilities. And we’ve proven not even a global pandemic can keep us from success.

The improvements made to animal habitats have resulted in the necessary infrastructure to both staff- and guest-facing areas, which allow us to elevate animal management, boost breeding programs and provide guests greater visibility to the animals they love. Guests this year were treated to views of Malayan tiger cub Dara interacting with mom Ava within weeks of birth instead of months, and of our baby white rhino, Hodari exploring outdoors guided by mom Sally within days. This change alone brings more guests to our zoo excited to engage with more of the life stages of our animal ambassadors. Guest reactions demonstrate the power of seeing these endangered and threatened species in person and validate the value of our mission.

In the face of visitor limits as we work to keep all within our gates safe, we saw attendance rebound to more than 550,000 in 2021, bringing us closer to our typical attendance figure of more than 650,000. Household memberships, too, returned to more than 17,000, putting our pre-pandemic number of 18,000 within reach in the upcoming year.

We continue to invest in our aging infrastructure and have put to good use the Shuttered Venue Operators Grant funds throughout this year. We have been able to replace equipment throughout the zoo, update our HVAC systems and will now look to replace several roofs in 2022.

We intend to invest almost \$60 million for the master plan’s second phase in the next four years at your zoo. The Helmerich Playground: Behaving Like Animals is complete and open to the delight of our guests. Design is under way for African Wilds: Carnivores and our new elephants preserve, both of which could break ground within the next year.

I’m encouraged as we wrap up the 10th year as a public-private partnership. By all measures, we’re returning to the success we’d achieved prior to the pandemic thanks in part to our dedicated staff who pivoted, and found new ways to offer a safe, fun and educational zoo experience. We're also grateful to those of you who, despite global uncertainty, maintained a zoo membership while we were closed to the public; supported our emergency operating fund; chose to visit us once we reopened, and continued to invest in our master plan to rebuild the zoo. We would not be here without all of you!

Sincerely,

Lindsay Hutchison

2021 MILESTONES

EVENTS RETURN

Conservation on Tap kicks off the return of events as pandemic restrictions lessen.



SUSIE TURNS 50

Special enrichment celebrations recognize chimpanzee Susie's 50th birthday.



RENEWED PARTNERSHIPS

Conservation funding for partners returns after pandemic budget limits.



MEDIA SUCCESS

Malayan tiger cub, Dara, broke our earned media records reaching more than 1 billion people.



WALTZ 30

Special signage highlights 17 previous WALTZ funded projects for the 30th anniversary of the event.



COVID-19 RESTRICTIONS LESSEN

Prepurchased tickets and attendance limits end.



FIRST RHINO BORN

After 40+ years of exhibiting white rhinos, Hodari marked the first to be born in Tulsa!



MEMBERSHIP RECORD

Nearly \$2 million in revenue breaks membership annual record.



BIRD HATCHLINGS

The year began with welcoming 28 hatchlings representing five species.



FLEET EXPANDS

Four new Nissans, three trucks and a cargo van, replace our aging fleet of vehicles.



END OF AN ERA

Oscar the blue and yellow macaw passes away from renal cancer. Oscar has been a zoo icon since 1976.



SVOG GRANT AWARDED

TZMI receives nearly \$5 million for pandemic relief funding.



SUSTAINABILITY AWARD

TZMI is the recipient of the prestigious Henry Bellmon Award for Sustainability.



INFRASTRUCTURE UPGRADES

LED lighting upgrades and facility improvements continue zoo wide.



Q1

Q2

Q3

Q4



\$345,000+ RAISED

CONSERVATION ON TAP

Our third Conservation on Tap raised more than \$15,000 for the American Burying Beetle Project. Nearly 575 guests sipped to save species thanks to 28 participating breweries.

WALTZ ON THE WILD SIDE

Our 30th annual WALTZ on the Wild Side presented by Hardesty Family Foundation changed dates to Sep.17, 2021. More than 750 guests enjoyed cuisine from 27 local establishments, animal experiences, live entertainment and more. More than \$220,000 was raised towards African Wilds: Carnivores.

HALLOWZOOEEN

Our 39th annual HallowZOOeen combined our traditional spooky evening offerings with new not-too-scary daytime fun. The result was a record 25,697 guests and more than \$95,000 raised for the zoo's operating budget.



FUNDRAISING

Thanks to our zoo fans, TZMI raised more than \$345,000 for zoo operations, improvements and conservation causes through our four main fundraising events.

ZOORUN

Our virtual version of Ascension St. John ZooRun Presented by CommunityCare included 434 runners and raised \$11,868 for African Wilds: Carnivores. Based on positive feedback, we'll continue to provide a virtual component when on grounds racing returns in 2022.

BUILDING BEYOND

In 2021, TZMI shifted focus from raising emergency operating funds during the pandemic to resuming fundraising for Phase 2 of our 20-year Master Plan, Building Beyond Your Wildest Dreams.

HELMERICH PLAYGROUND Complete

The Helmerich Playground re-imagines play at Tulsa Zoo. Children have a fun-filled time playing and exploring, they also gain a new level of engagement with the animals that they encounter during their visit.

ELEPHANT PRESERVE 92% Funded

The Oxley Family Elephant Experience and Elephant Preserve will add 13 acres of outdoor space and 35,000 square feet of indoor space for our Asian elephants to roam. Guest amenities will include additional restrooms and interpretive opportunities.

This Vision Tulsa project is expected to break ground in 2022.

AFRICA WILDS: CARNIVORES 53% Funded

This 7 acre complex replaces outdated 1960s-era cat grottos with a new, naturalistic habitat for our African lions, African painted dogs, Diana monkeys, return zebras to the zoo and introduce new species, including pygmy hippos and vultures. Guest amenities will be added including food service and restrooms.

Expected to break ground late 2022.



UNPRECEDENTED
CONNECTION

Weighing in just under 3 pounds, our sixth Malayan Tiger cub was born on July 11, 2021, to mother, Ava, and father, Tahan. Inside Lost Kingdom, guests watched as Dara, received her first vet checkup, began to crawl, and eventually look guests eye to eye between inches of glass, something our previous facility wouldn't have offered. These exhibit improvements allow us to enhance our care at all stages of life and share never before seen moments with our guests.

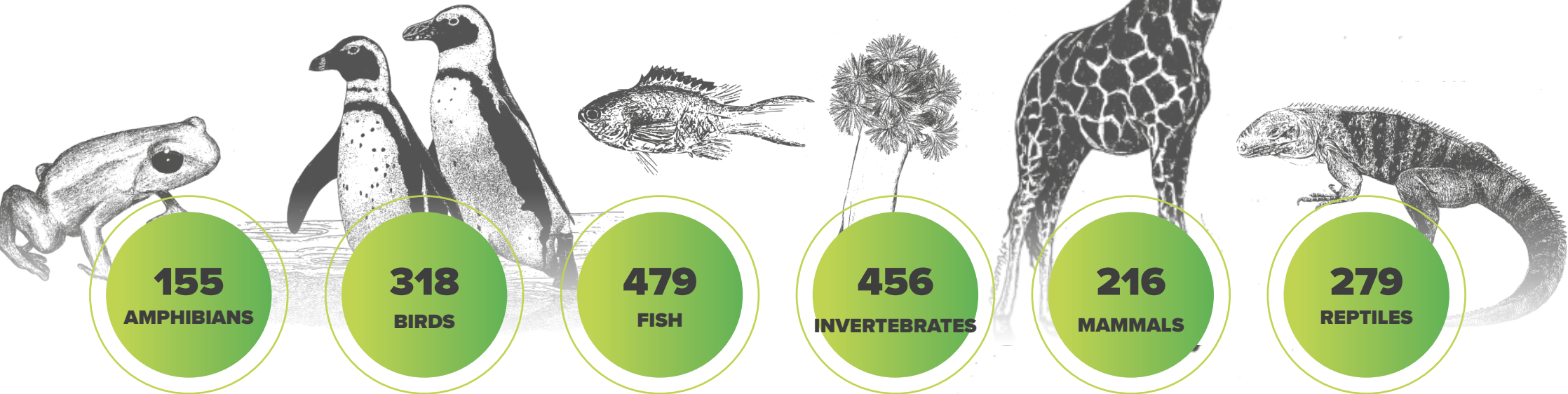


HISTORIC BIRTH

Before her arrival to Tulsa in late 2021, female white rhino, Sally, became pregnant at her previous zoo. After much anticipation, our first white rhino was born at 12:24 p.m. on Nov. 7, 2021. Within an hour, Hodari, the 127 pound male calf, was taking his first steps and nursing after two hours, both healthy signs. Hodari, was named by the trustees of Chapman Foundations Management, LLC, whose donation made the Mary K. Chapman Rhino Reserve possible. Hodari, which is pronounced Ha-Dar-ee, is a Swahili name meaning brave or courageous.



MILESTONES IN
ANIMAL CARE



WILDLIFE IN OUR CARE

ADVOCATING FOR WILD PLACES

TZMI kept our commitment to support vital conservation partnerships. This provides much-needed funding not only for the success of the conservation initiative, but also for the individuals who depend on such resources for their livelihoods.

1. SCARLET MACAWS
Wildlife Conservation Society



2. CHINCHILLAS
Save the Wild Chinchillas



3. PRIMATES
West African Primate Conservation Action



4. GIRAFFES
Wild Nature Institute



5. SOUTHERN GROUND HORN BILLS
Mabula Ground-Hornbill Project



6. RHINOCEROS
International Rhino Foundation



7. SNOW LEOPARDS
Snow Leopard Trust



8. MALAYAN TIGERS
Wildlife Conservation Society



9. ELEPHANTS
International Elephant Foundation & Wildlife Conservation Society





PROGRAMS



SUMMER CAMP



NATURE EXCHANGE

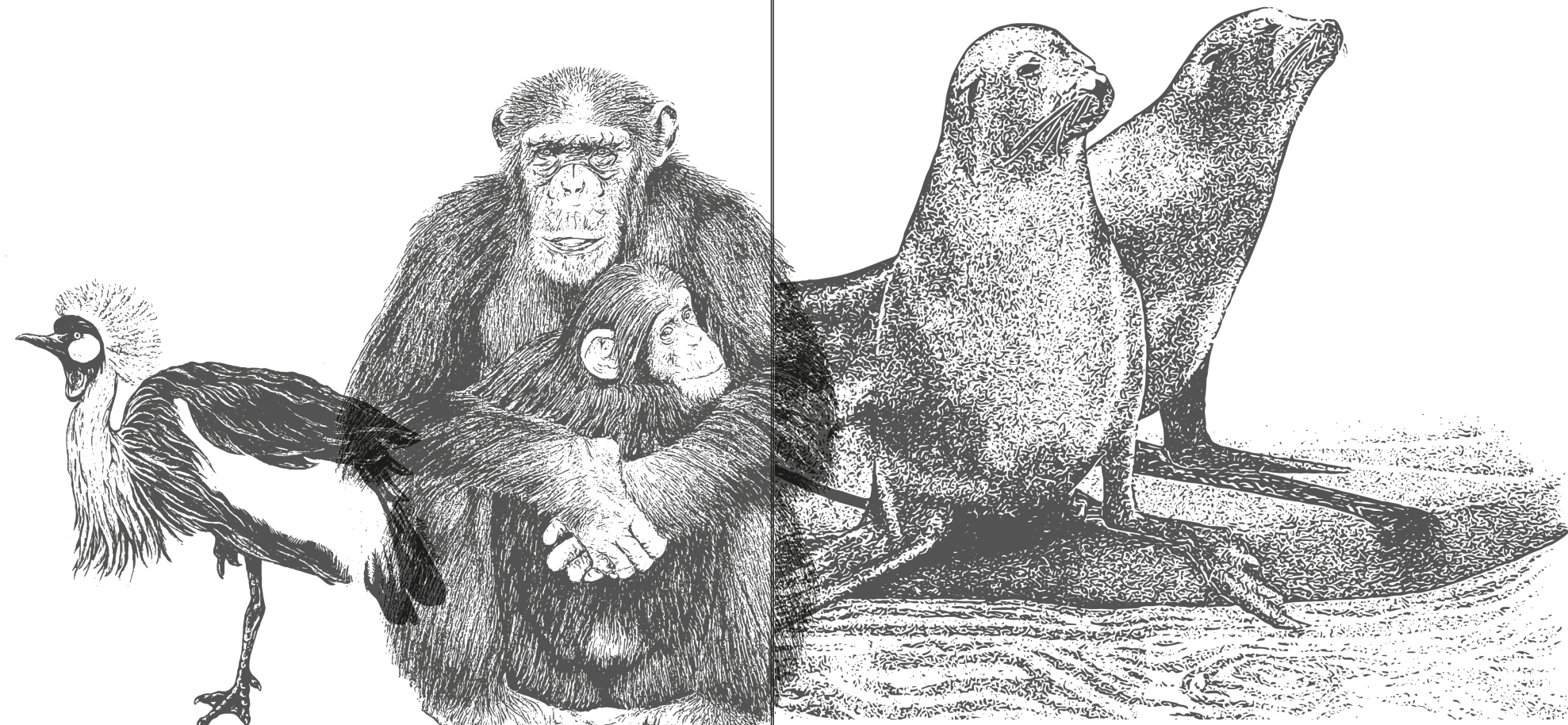


VOLUNTEERS

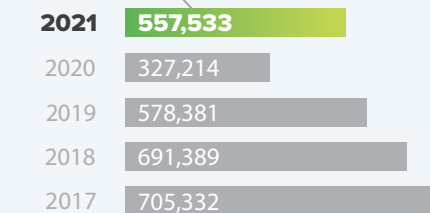


CONNECTING TO OUR MISSION

TZMI's Education Department welcomed new staff members to offset vacancies created by the pandemic. Our new team members included a Director of Education identified to lead TZMI toward more expansive educational offerings for guests and students of all ages. While much of the virtual programming created as a safe alternative to in-person opportunities remained in place, we were able to increase educational opportunities for zoo guests during their visit through dedicated educational interpretive staff. These individuals provide on-site information and interpretation about the animals and their habitats. In addition, they will work with the Animal Care teams to provide increased interaction as Meet-the-Keeper chats resume.



Attendance



Membership



CARING FOR EACH GUEST

In 2021, Tulsa Zoo has continued to rebound from the initial impact of the pandemic. Our resilience as an organization was recognized in Connect, the Association of Zoos and Aquariums monthly publication. This feature highlighted our response and the community's support to emerge from the shutdown.

With a focus on the health and safety of staff, animals and guests, the zoo restricted attendance and required guests, both members and general admission, to make reservations to visit through June 30, 2021. While these restrictions did have a significant impact on peak season attendance of the spring and early summer, annual attendance rebounded to 557,533 in 2021, an increase of nearly 225,000 from 2020. Thanks to mostly favorable weather conditions throughout the late summer and fall, and the birth of a tiger cub and a rhinoceros calf, the zoo enjoyed higher-than-expected attendance in the months of July through December. December attendance, in fact, was a record for the month at 31,623 guests.

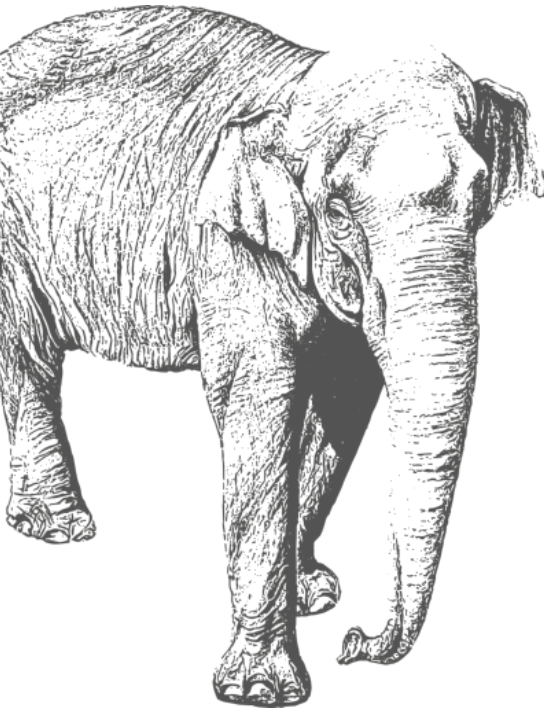
FINANCIAL SUMMARY

REVENUE

Earned Revenue*	\$6,750,089	*Includes Admissions, Membership Attractions, Private Events, Food, Gift Shop and Stroller
Management Fee	\$6,332,157	
General Revenue**	\$6,785,851	**Includes Interest Income, Grants, General Donations, SBA PPP Loan and Other Revenues
TOTAL REVENUE \$19,868,097		

EXPENDITURES

Administration	\$3,524,703
Revenue Generating	\$1,677,289
Animal Conservation	\$4,681,059
Facilities & Grounds	\$2,963,510
TOTAL EXPENDITURES	\$12,846,561



TZMI INVESTMENT IN THE ZOO

Adtech Siding Replacement	\$3,000	TZMI Operating	R&M
Alligator Bromating Electric	\$11,285	TZMI Operating	R&M
Brick Removal & Concrete Pour Around Globe	\$29,692	TZMI Operating	R&M
Camel Loafing Shed	\$18,227	TZMI Operating	Capital
Children's Zoo Fence Replacement	\$9,000	TZMI Operating	R&M
Chimp Deck Delta Fence Replacement	\$21,300	TZMI Operating	R&M
Chimp Glass Replacement & Reseal	\$7,600	TZMI Operating	R&M
Chimp Roof Kalwall Replacement	\$83,830	TZMI Operating	R&M
Conservation Building Bird HVAC Replacement	\$15,860	TZMI Operating	R&M
Eagles/Children's Zoo Concrete Driveway	\$19,800	TZMI Operating	R&M
Elephant Driveway; Drainage Ditch; VIP Entrance	\$51,195	TZMI Operating	R&M
Fiberglass Door Replacement	\$20,613	TZMI Operating	Capital
Fire Hydrant Replacement (3)	\$13,569	TZMI Operating	R&M
Flamingo Screw Ball Valve	\$2,344	TZMI Operating	R&M
Gift Shop Awning Replacement	\$5,365	TZMI Operating	R&M
Gift Shop Doors Replacement	\$3,500	TZMI Operating	R&M
Golf Cart Paving & Speed Bumps	\$4,800	TZMI Operating	R&M
Guard Shack	\$4,925	TZMI Operating	R&M
HDC Kitchen Remodel	\$6,000	TZMI Operating	R&M
LKT Bronze Softfall	\$5,500	TZMI Operating	R&M
LKT Exhibit Shade Structures	\$6,758	TZMI Operating	R&M
Operations Shop Extension	\$43,000	TZMI Operating	R&M
Otter Exhibit Ball Valve	\$3,546	TZMI Operating	R&M
Playground Delta Fencing	\$11,200	TZMI Operating	R&M
PR & Marketing Flooring	\$13,000	TZMI Operating	R&M
Rhino Exhibit Reserve Yard Fence Upgrade	\$14,900	TZMI Operating	R&M
Sea Lion Valve Replacement	\$12,863	TZMI Operating	R&M
Sea Lion Degasser	\$22,793	TZMI Operating	R&M
Sealion Shade Sail Replacement	\$8,411	TZMI Operating	R&M
Sealion/Chimp Sidewalk	\$10,000	TZMI Operating	R&M
Siberian Crance Holding Fence	\$8,752	TZMI Operating	R&M
Stroller and ECV Rental Awnings	\$10,729	TZMI Operating	R&M
Tree Removal	\$32,000	TZMI Operating	R&M
Tree Removal Phase II	\$18,750	TZMI Operating	R&M
TREK Alligator Snapping Turtle Exhibit	\$42,188	TZMI Operating	Capital
TREK Delta Fencing Replacement	\$98,000	TZMI Operating	R&M
TREK Water Exhibit Renovation	\$34,227	TZMI Operating	Capital
TREK Water HVAC Controls	\$12,037	TZMI Operating	R&M
Valve Replacement at Elephants	\$9,632	TZMI Operating	R&M
Veterinary Hospital HVAC Replacement	\$29,273	TZMI Operating	R&M
Conservation Building Bird HVAC Replacement	\$15,860	TZMI Operating	R&M
Siberian Crane Electric Install	\$1,470	TZMI Operating	R&M
Reptiles Holding Water Heater	\$4,233	TZMI Operating	R&M
Grille Water Heater	\$5,718	TZMI Operating	R&M
Rhino Irrigation System	\$8,200	TZMI Operating	R&M
Train Car Paint	\$4,002	TZMI Operating	R&M
Exhibits Building Concrete Floor Refinishing	\$12,000	TZMI Operating	R&M
Gazebo, Auditorium, Event Lodge Wall Repair & Painting	\$16,250	TZMI Operating	R&M
Veterinary Hospital Floor Replacement	\$1,100	TZM Operating	R&M



