



2022 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.

VALUES

We are enthusiastically committed to be part of the Tulsa Zoo community.

We will all work together as one Zoo Team to support the Zoo's mission.

We will value and appreciate everyone and create a safe, understanding, and welcoming environment for all.

We will all be accountable for achieving excellence.

We will earn the trust of one another, acting honestly and treating each other with respect.

A ZOO FOR ALL — DIVERSITY, EQUITY, ACCESS & INCLUSION AT TZMI

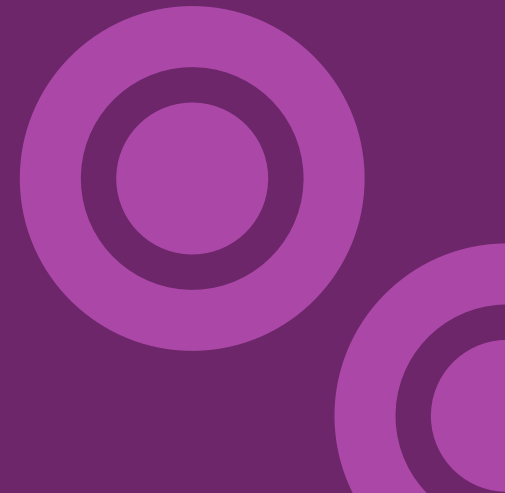
Our mission includes people. Our responsibility as an organization, as reflected in our values, is to create a safe and welcoming environment for all, support a thriving local community, and further our mission in a way that celebrates the power of diverse people working collaboratively for the future of wildlife and wild places. We will accomplish this by creating the people infrastructure, from front-line staff to board of directors, educated about and committed to the zoo's success.

BOARD OF DIRECTORS

- Jeff James, Chair
- Scott Vandergriff, Vice Chair
- Mike Miers, Treasurer/Finance Chair
- Joel-lyn McCormick, Secretary
- Ken Klein, Building and Grounds Chair
- Suzanne Kneale, Capital Campaign Chair
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- Betty Pirnat, Long Range Planning Chair
- Lisa Day
- Meghan Joiner
- Stuart Lamb
- Brad Mueller
- John Stava
- Tom C. Vincent II
- Jamie Wheeler

EXECUTIVE STAFF

- Lindsay Hutchison, President/CEO
- Ellen Averill, VP of Communications and Strategy
- Joe Barkowski, VP of Animal Conservation and Science
- Don Hammons, VP of Finance and Administration
- Megan Meussner, VP of Philanthropy
- Pat Weisz, VP of Guest Experience





LETTER FROM OUR PRESIDENT/CEO

Lindsay Hutchison

What a difference a year makes.

We entered 2022 with lingering attendance limits and shored by Pandemic-related funding, which we used to make vital investments in infrastructure and our people. Though these funds ended with the 2021 fiscal year, the investment paved the way for lasting benefits.

Our attendance has returned to pre-Pandemic levels. We hit an attendance record for the month of May, welcoming 116,605 guests, and ended the year with 685,479 – our third highest annual attendance on record.

We continued investing in your zoo during 2022 with an aggressive schedule that included \$3.5 million in zoo-wide improvements. Stop by the kangaroo exhibit in the Children's Zoo on your next visit to see one example of the difference these investments make.

Our Vision project, the Oxley Family Elephant Experience and Elephant Preserve, broke ground in June. Tulsa soon will be home to one of North America's largest habitats for Asian elephants at all stages. Additionally, the zoo will add 10 acres for the elephants to free roam and will reimagine the Elephant Interpretive Center. The new elephant barn will be completed in 2023 and the rest in 2024.

Ultimately, everything we do is for the animals in our care. This was an exciting year of new additions. We welcomed siamang infant, Pandai, born to mother Boomerang and father Jambi in August. The birth marks the 16th siamang born at Tulsa Zoo. Both mother and infant had access to their public viewable areas at the Anne and Henry Zarrow Foundation Siamang Habitat within the first few days after birth.

In late September, we received a new addition to Helmerich Sea Lion Cove. Cash, a 5-year-old California sea lion, arrived safely from the Oklahoma City Zoo, which is building a new sea lion exhibit. Cash will stay with us while that work is completed. He integrated well with our existing two male sea lions, Cisco and Reyes.

South African penguin chicks River and Mickey hatched to parents Dassen and Ireland, also as part of our participation in the AZA Species Survival Plan®. Our colony of this endangered species of penguins currently numbers 25.

Malayan tiger Batari relocated to our zoo from Cincinnati Zoo in July. There are as few as 250 Malayan tigers in the wild and approximately 50 in AZA zoos. Her arrival is the collaborative work of the Association of Zoos & Aquariums Malayan Tiger Species Survival Plan® to ensure a sustainable population of this species in our care.

In conjunction with Batari's arrival, Jin, our 14-year-old female, moved to the Cincinnati Zoo where she will enjoy her retirement years.

Hodari, the first southern white rhino born to our zoo, turned one in November and now weighs more than 1,000 pounds!

As you will see, TZMI continues to deliver on the commitments made at privatization. The zoo values the support we receive from the community, our owner, the City of Tulsa, our nearly 700,000 annual guests, and each of our generous sponsors and donors. We remain excited by the possibilities offered as we continue to build the zoo you deserve.

Sincerely,

2022 MILESTONES



NEW ADDITIONS

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Siamang infant, Pandai, was born to mother Boomerang and father Jambi in August. The birth marks the 16th siamang born at Tulsa Zoo.

Cash, a 5-year-old California sea lion, joined male sea lions Cisco and Reyes in Helmerich Sea Lion Cove in September. Cash will stay with us while that work is completed on Oklahoma City Zoo's new exhibit.

South African penguin chicks River & Mickey hatched to parents Dassen and Ireland this year. Our colony of endangered species of penguins currently numbers 25.



VISIONARY GROUNDBREAKING

Vision project the Oxley Family Elephant Experience and Elephant Preserve broke ground in June. Barn Construction is under way.



CONSERVATION EFFORTS

Our financial support for conservation initiatives worldwide of \$77,236 was our highest in the past 10 years. This includes more than \$18,000 raised for Wild Nature Institute at Conservation on Tap.



HODARI TURNS 1

Hodari, the first southern white rhino born to our zoo, turned one in November and now weighs more than 1,000 pounds!



SETTING RECORDS

May attendance – 116,605 guests – was our highest ever for the month. Admissions revenue was \$3,118,110; for the first time exceeding \$3 million. Membership revenue, too, achieved a record at \$2,067,835.



Our events, too, set records. HallowZOOeen attendance was a record 26,431. WALTZ on the Wild Side presented by Hardesty Family Foundation received more than \$300,000 in sponsorships, beating the record set in 2021.

WILDLIFE IN OUR CARE



225
BIRDS



382
FISH



139
AMPHIBIANS



228
MAMMALS



327
INVERTEBRATES



265
REPTILES



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Tulsa Zoo is owned by the City of Tulsa and operated by nonprofit Tulsa Zoo Management, Inc. through a public-private partnership.

Management Agreement At A Glance

- City of Tulsa pays TZMI a management fee to operate the zoo (including staffing, benefits, expert animal care, repairs and maintenance, and additional utilities, all of which are the responsibility of TZMI).
- The management fee pays for about 42 percent of operations.
- TZMI relies on tickets sales, memberships, paid educational programming, private events and fundraising events to fully fund operations.
- The City of Tulsa agreed to supplement TZMI's private donor fundraising with access to public funding packages necessary to fund the zoo master plan and other large-scale projects.

During our 12 years of collaboration, TZMI has delivered a 117 percent return on the City of Tulsa management fee.

ADVOCATING FOR WILD PLACES

The Zoo supported 17 different conservation initiatives around the world – many of which we have partnered with for decades. Our 2022 financial support – \$77,236 – for these initiatives was the largest total amount in the past 10 years.

These efforts include local programs, like the American burying beetle project and Okies for Monarchs campaign, as well as projects

across the globe, like the Snow Leopard Trust and International Rhino Foundation. We added a new conservation program and partner, allowing us to increase our Asian elephant conservation footprint.

Conservation On Tap, our annual fundraiser to support conservation of a designated species, raised \$18,235 for giraffe conservation in Tanzania.





GREEN PRACTICES

Tulsa Zoo was again honored as the winner of the Bellmon Sustainability Award – Medium Sized Organization through Sustainable Tulsa. This is the fourth time Tulsa Zoo has been recognized; twice as an overall winner and twice as winner of the medium sized business category.

Tulsa Zoo continues to find creative ways to reduce our environmental impact. In 2022, we identified six buildings on campus to convert from high energy use lighting to high efficiency LED systems and fixtures, reducing our energy consumption by 135,964 (kWh) by removing 871 fluorescent fixtures. This equates to an annual cost reduction of \$18,465 and removal of 223,1000 Co2. We also implemented an automated system to shut down computers and monitors of non-essential units at the end of the day to further reduce energy use and costs.



CONNECTING TO OUR MISSION

Our Education team offered expansive education experiences on site, in the Tulsa community, and across the state in 2022. While much of this programming has returned to primarily in-person opportunities, virtual programs are available when requested.

Of the 323 programs the Education team delivered, 114 were grant funded through Expanded Learning Initiative via The Opportunity Project to support Tulsa Public Schools Ready, Set, Summer! July programming. Another 24 of these programs were presented to 1,262 participants through Eastern Oklahoma Library System locations across the region as part of their June summer reading program.

Our summer and fall break camps offered scholarship opportunities for Tulsa Public Schools students for the first time in our zoo camp history.



PRIVATE/PUBLIC EVENT ANIMAL CHATS

32,877 visitors experienced an education ambassador animal encounter during zoo public and private events



NATURE EXCHANGE

52,000 visitors and 2,639 trades



RESERVED PROGRAMS

Outreach Programs (Zoo2U, U2Zoo, After school/OST programs)

323 programs to 10,350 participants

- 114 of these programs were grant funded through the Expanded Learning Initiative via The Opportunity Project to support Tulsa Public Schools Ready, Set, Summer! July programming

- 24 of these programs were presented to 1,262 participants at various Eastern Oklahoma Library System locations across the region as part of their June summer reading program



CAMPS

44 camps/640 campers

Summer and fall break camps offered scholarship opportunities for Tulsa Public Schools students for the first time in our camp history



STORY TIME

Weekly story times totaled 892 visitors



TRAINING

4 trainings for 56 Docents and Zoo Teens



VISITOR PROGRAMS

(on-grounds Education Interpreter Interactions and Walking Tours)

37,021 visitor interactions

97 guests attended Interpreter led Walking Tours.



VOLUNTEERS

583 volunteers gave 12,584.92 hours

CARING FOR EACH GUEST

Tulsa Zoo maintained our place as the region's largest paid daily attraction by welcoming 685,479 guests – our third highest annual attendance on record. Although our annual attendance record didn't fall, we did see a record month of May crowd of 116,605 guests.

In an effort to keep the zoo financially accessible, we joined Museums For All. As a program participant, Tulsa Zoo offers \$3, or less than half-price, tickets to guests utilizing SNAP or WIC benefits, and we've extended the same discount to Oklahoma foster families. These qualifying guests also have the option of purchasing a steeply discounted family membership with no difference in member benefits.

During 2022, the first full year of availability, the discount was used 12,761 times for zoo admission; 798 families took advantage of the membership discount.



OUR GUESTS



ATTENDANCE

685,479

Record May – 116,605



MEMBERSHIP

18,883 Households

\$2,067,835 Membership Revenue
(all-time record)



ZOORASSIC WORLD

More than 300,000 guests enjoyed a close-up experience through seasonal exhibit, Zoorassic World. This temporary exhibit provided guests of all ages the opportunity to walk through the Triassic, Jurassic and Cretaceous periods while coming face-to-face with 30 life-sized animatronic dinosaurs. The five-month run included a fossil dig experience, retail and concession options and themed birthday parties. Guests even had the opportunity to meet some of the zoo's ambassador animals during daily animal chats within the exhibit.



..... BUILDING A BIGGER, BETTER ZOO

Our 2022 focus was fundraising to pay for funding gaps created by pandemic-related increases to our Phase 2 Master Plan construction costs. The two remaining projects in this phase – our Asian elephants and African species exhibit complexes, faced a combined \$26.8 million in increased costs. That is after value-engineering efforts to reduce costs in areas that would not impact animal care.

As of the end of 2022, the zoo successfully raised \$17.2 million in private donations to support both the Oxley Family Elephant Experience and Elephant Preserve and for the William S. Smith African Wilds complex. In fact, **we achieved our largest private donation to date, \$6 million**, to name our African species exhibit complex.

Additionally,

- **HallowZOOeen**, our annual Halloween fundraiser to support operations, drew a record-setting crowd of 26,431 guests.
- **WALTZ on the Wild Side presented by Hardesty Family Foundation**, our signature fundraiser to support the capital campaign, exceeded the \$300,000 sponsorship record set in 2021.
- **Ascension St. John Zoo Run presented by CommunityCare** returned to an in-person event, after going virtual because of crowd limits necessitated by the pandemic.



An aerial rendering of a proposed zoo development. The plan shows several key areas: the 'OXLEY FAMILY ELEPHANT EXPERIENCE' at the top center, the 'LOST KINGDOM EXHIBIT' on the left, the 'PRESERVE BARN' in the center, the 'PRESERVE YARD' below the barn, the 'GIRAFFE EXPERIENCE' at the bottom left, and a large '10 ACRE YARD' on the right. The rendering includes architectural details of buildings, landscaping with trees and paths, and a parking lot with several cars. The overall style is a realistic aerial view with semi-transparent labels.

OXLEY FAMILY
ELEPHANT EXPERIENCE

LOST KINGDOM
EXHIBIT

PRESERVE
BARN

PRESERVE
YARD

GIRAFFE
EXPERIENCE

10 ACRE YARD

BUILDING BEYOND

The Tulsa Zoo has a successful history of exhibiting and caring for Asian elephants. Driven by our commitment to the species and the individual animals in our care, we developed a plan for expansion and improvements to support a larger, multi-generational Asian elephant herd. Our plans are driven in part by an elephant welfare study and evolving husbandry standards, as well as our desire to care for larger and more varied social groupings. Our vision included indoor and outdoor spaces with maximum flexibility for herd management and care around the clock.

The zoo broke ground on the Oxley Family Elephant Experience and Elephant Preserve on June 22, 2022. When complete, expected in 2024, this reimagined habitat will be one of the largest AZA facilities of its kind in North America and designed for elephants at all stages of life — a true visionary project our community deserves.

We're adding a 10-acre yard for elephants to roam freely, plus a 36,650-square-foot barn with natural substrate flooring, areas for bathing, as well as dedicated areas for staff and visitors alike.

Extensive renovations at the existing Elephant Interpretive Center will include amenities for guests such as new restrooms to allow for both daytime and after hours events.

The Oxley Family Elephant Experience and Elephant Preserve will allow Tulsa Zoo to accommodate a growing herd for decades to come.

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Funded through Vision and private funds, this project will:

- Update existing outdoor exhibit areas and barn
- Add a 36,650 square-foot elephant barn
- Add 10 acres for elephants to roam freely
- Give us the ability to house multiple male elephants
- Add privacy yards for new mothers and calves, as well as geriatric animals
- Add guest amenities



FINANCIAL SUMMARY 2022

REVENUE		
Earned Revenue	\$9,329,780	Includes Admissions, Membership, Attractions, Private Events, Food, Gift Shop and Stroller
Management Fee	\$6,556,135	
General Revenue	\$301,148	Includes Interest Income, Grants, General Donations and Other Revenue
Total Revenue	\$16,187,063	

EXPENDITURES		
Administration	\$2,247,424	
Revenue Generating	\$3,921,511	
Animal Conservation	\$5,793,388	
Facilities & Grounds	\$3,870,623	
Total Expenditures	\$15,832,946	



In 2022,
\$3.5 million
in zoo improvements.

As of 2022, delivered
117% return
on management fee since privatization.

BOARD DIRECTED INVESTMENT IN THE ZOO

Taking care of a 95-year-old facility takes a lot of work!

African Large Hoof Holding	\$6,000
ATS Install/Replacements	\$16,346
Backflow Repair	\$12,150
Chain link & Privacy Fence	\$32,137
Chimpanzee Day Room Paint	\$29,500
Chimpanzee Enclosure Paint	\$9,850
Chimpanzee Exhibit Roof	\$454,349
Chimps Storage Shed	\$15,000
Commissary Walk in Cooler	\$70,882
Concrete/Paving	\$145,207
Conservation Center HVAC	\$15,860
Conservation Center Roof	\$612,250
Cove Base Replacement Exhibits Building	\$4,500
CZ Fence Replacement	\$26,063
CZ Pressure reducing valve	\$11,522
Delta Fence Purchase	\$89,886
Delta Fence Replacement	\$78,988
Demo gas trunk line Bird Cage Room	\$8,228
Electrical Installation (Dino)	\$108,193
Elephant HVAC	\$40,008
Elephant Water Meter Can Replacement/ Ball valve	\$10,576
Employee Lounge Renovation	\$52,239
Employee Parking Lot Paving	\$22,064
Exhibit Building HVAC Replacement	\$14,357
Flamingo Dayroom and Pool Renovation	\$83,501
Generators	\$161,800

Giraffe HVAC	\$7,419
HDC LED Retrofit	\$18,886
HDC Refresh	\$22,461
Hort HVAC Replacement	\$11,318
HZN Backdrops	\$41,306
Install 50 gallon hot water tank	\$5,630
IT Data Room HVAC	\$8,066
Kangaroo Dutch Doors	\$8,000
Kangaroo Exhibit Yard Repairs	\$123,804
Kangaroo Roof Repair	\$3,350
Kangaroo Storage Shed	\$10,000
LED Lighting Upgrade	\$73,446
Lemur Paving	\$19,161
LK Alligator/Siamang Holding Electrical	\$13,705
LK Bronze Shade Structures	\$18,848
Lock Purchase	\$21,389
Lost Kingdom Reptile Holding Area Water Heater	\$9,777
Macaw Grille HVAC	\$8,162
Operating Shop Liner Panels	\$5,885
Ops Maintenance Shop 200 amp Panel Replacement	\$15,936
Overhead Door Replacement	\$12,950
Penguin Ozone System upgrade	\$20,810
Pirate Island Asphalt Patching	\$17,988
Pirate Island Concrete Replacement	\$9,672
Playground Climbing Tunnel Modifications	\$19,085
Playground Shade Structures	\$72,647

Purchase Lumber for Trek Pathways	\$16,516
Replace 30 gallon hot water tank	\$3,800
Replace 75 gallon hot water tank and 100 gall heat pump	\$12,600
Replace CZ flush valves	\$7,500
Replace Shade Sails	\$15,115
Replumb Pond Drain	\$5,548
Reptile Holding ATS	\$8,510
Security Shed Electrical	\$4,780
Snow Leopard Shade Structures	\$22,319
Stall Tube Heaters and Reznor	\$32,677
Tankless Water Heater/ Circulation Pump Install	\$8,200
TARF Building Automation Upgrade	\$22,135
TARF Concrete	\$71,255
Train Station Restroom HVAC Replacement	\$6,402
Train Track Steel Tie Replacement	\$110,503
Trek Banister Install	\$15,000
TREK Pathway	\$265,000
Ultra Low Freezer- Vet Hospital	\$17,280
Vet Hospital HVAC	\$3,868
Vet Water Heater/ Circulator Replacement	\$20,200
Waste Receptacles Replacement	\$86,603
Water Building Tank Stands	\$20,000
West Chimp HVAC	\$22,574

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



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