



# The Oregon Zoo

2011-2012

ANNUAL REPORT

MAKING A  
GREAT  
PLACE







# the wildest place in the state

Situated on 64 acres at the heart of a metropolitan area of 2.26 million people, the Oregon Zoo is one of the state's most cherished and visited places. The proof is in the numbers: Attendance at the zoo in 2011 reached nearly 1.6 million, including a record-setting year from the winter's ZooLights extravaganza. ■ Beyond the inspiring experiences visitors gain as they tour the award-winning exhibits,

## About the Oregon Zoo

the Oregon Zoo is renowned across the globe for its leadership in conservation research, education programs and transformational animal care and welfare ethic. The Oregon Zoo is also a significant contributor to the region's tourism economy. ■ The FY 2011-12 Annual Report provides the economic and fiscal impact data attributed to zoo operations, attractions, events and educational programs during the year. Key milestones and achievements are also highlighted in this report. ■ Owned by Metro – which crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate – the Oregon Zoo serves residents throughout the region and visitors from around the globe. Support for the zoo has been unwavering. In 2008, nearly two-thirds of the voters supported a \$125 million bond measure to expand, modernize and support the facilities at the Oregon Zoo.



# SUSTAINABLE RESULTS

When the region's voters entrusted the Oregon Zoo with \$125 million for upgrades and renovations, they expected results and got them.

In January 2012, the Oregon Zoo unveiled its new Veterinary Medical Center, the first part of a multiyear improvement project. The building, certified Gold in LEED (Leadership in Energy and Environmental Design) standards, includes a climate-controlled intensive care unit that allows staff to manage humidity and temperature levels. Zoo vets worked with the architectural and construction teams to develop a facility that keeps animals calm and reduces their stress.

These capital improvements resulted in a \$34.3 million injection into the region's economy.

The Oregon Zoo's commitment to sustainability extends beyond new buildings and to its greatest treasures: its animals.

Whenever the animal members of the Oregon Zoo family need medical attention, the Portland region has graciously supported the finest medical care for them. This shows the strong commitment the Portland community has to the zoo and animal welfare.

The medical center is just one facet of the commitment to create a better future for wildlife around the world. The zoo's long-standing California condor breeding program at the Jonsson Center for Wildlife Conservation enjoyed another successful year with four eggs hatching from this critically endangered species, the largest land bird in North America.



## A BETTER FUTURE FOR WILDLIFE

The Oregon Zoo partners with federal, state and local government and nonprofit organizations to bring a variety of species at home and far away back from the brink of extinction.

The Oregon Zoo is involved in species recovery programs for the Oregon spotted frog, western pond turtle, Oregon silverspot and Taylor's checkerspot butterflies, Columbia Basin pygmy rabbit and California condor.

The team also participates in research studies to save black rhinos, Asian elephants and polar bears across the globe.

The Oregon Zoo Foundation provides support for these conservation programs through its fundraising efforts.

Portland-based Peck Smiley Ettlin Architects designed the Oregon Zoo's new 15,000-square-foot Veterinary Medical Center, which includes spacious treatment and surgery rooms as well as temperature-controlled pools and primate climbing structures.



## From the Director



**Kim Smith**  
EXECUTIVE DIRECTOR

It's been a year of transformative growth at the Oregon Zoo, marked by the completion of major bond projects, successes in wildlife and habitat conservation locally and abroad, and new attendance records.

Through these accomplishments, the Oregon Zoo also generated significant consumer spending and tax revenues for our local economy. More than 700 jobs in our community were supported by the zoo's operations, including suppliers and contractors, and the people who create the products procured by the zoo, as well as workers in restaurants, hotels and retail establishments. Regional economic spending totaled more than \$72 million, producing \$1.2 million in state and local taxes.

We have our community to thank for our successes. Our 700 employees, including 18 at the Oregon Zoo Foundation and 2,000 volunteers, are our strongest advocates, translating our vision of creating a better future for wildlife into action. Guided by

the Oregon Zoo Foundation, our members and donors provide a solid system of support for the important work we do. Without the generous charitable contributions secured by the Foundation, many of our achievements in habitat and wildlife conservation would not be possible.

Big changes are on the horizon for the Oregon Zoo as we continue implementing the Oregon Zoo 20-Year Master Plan and complete important bond construction projects. We are on our way to becoming a world-class zoo. I look forward to working together to achieve these goals.

1 million  
NUMBER OF LED LIGHTS  
IN USE DURING ZOOLIGHTS

NUMBER OF YEARS ZOOTEENS  
PROGRAM IN OPERATION

twenty

6,000  
TOTAL NUMBER OF TEENS SERVED  
IN ZOOTEEN PROGRAM

2,200  
TOTAL NUMBER OF ANIMALS

172

NUMBER OF FULL-TIME  
EQUIVALENT EMPLOYEES

71%

PERCENTAGE OF EARNED OPERATIONAL INCOME

730  
NUMBER OF JOBS SUPPORTED

TOTAL NUMBER  
OF VISITORS

1,597,475



**ESTIMATED  
ECONOMIC BENEFITS  
FROM OREGON ZOO  
OPERATIONS  
FY 2012**

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

CATEGORY AMOUNT

**Spending**

Direct Spending	\$43,211,000
Indirect/Induced Spending	29,077,000
Total Spending	<u>\$72,288,000</u>

**Total Jobs** 730

**Total Earnings** \$30,604,000

**Metro contracts with Crossroads**

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







# COMMUNITY TRADITIONS

**Attendance at the zoo in 2011 reached nearly 1.6 million, including a record-setting year for the winter's ZooLights extravaganza.**

Few places in Portland are as steeped in history and tradition as the Oregon Zoo. From train rides to Washington Park to summer evenings on the lawn listening to great music, the Oregon Zoo is woven into the region's cultural and economic fabric.

Think of winter nights and what comes to mind is ZooLights, the magical light display that fills the Oregon Zoo on chilly December evenings. In FY 2011-12, a record 193,000 people strolled through the zoo, enjoying more than a million colorful lights with dazzling life-sized animal silhouettes, moving

sculptures, forests of lighted trees and a light-bedecked train.

There's more to the Oregon Zoo, however. In the summer of 2011, dozens of musicians performed before many thousands as part of the Oregon Zoo's summer concert series, including Chris Isaak, the Indigo Girls, the Carolina Chocolate Drops and Huey Lewis & the News.

Along with its other programs, ZooLights and the summer concert series have helped the Oregon Zoo impact the region's economy and create about 730 jobs. All of these efforts have brought visitors from the area and beyond, and generated taxes that pay for teachers, police, parks and other services in the region.





From the Royal Rosarians to Travel Portland, everyone, it seems, is recognizing the Oregon Zoo's contribution to our region and its economy.

The Rosarians bestowed ceremonial knighthood upon Packy, the Oregon Zoo's famous Asian elephant, at a ceremony honoring the pachyderm's 50th birthday. Born in 1962, Packy was the first Asian elephant born in zoo care in the Western Hemisphere in 44 years and has been visited by millions at the zoo.

Many of those visitors came from beyond the region. Economists estimate that each zoo visitor from outside the region spends \$90 a day, resulting in a \$6.85 million windfall for the Portland region's economy.

That's why Travel Portland bestowed its prestigious Portland Award upon the Oregon Zoo at its 2012 awards ceremony. The award recognizes the top overall contribution to the region's visitor profile during the previous year. The Oregon Zoo also took home the Daily Journal of Commerce's Top Project award for the design and construction of the zoo's new veterinary center.

## PUBLIC RECOGNITION



### NAVIGATING THE ZOO

Sometimes you'll notice that Oregon Zoo visitors are looking down at their GPS devices instead of up at the animals.

There's a reason for that.

Four caches were placed on grounds and their GPS coordinates posted online this year. Since then, a number of geocachers have found the containers and posted about their experiences on the website, writing comments like: "Another great zoo cache for my grandson," and "In good condition, thanks."

"The zoo's caches are designed to be fun and family-friendly," said Lorrie Strawn, the zoo's admissions supervisor and a geocaching enthusiast. "They are hidden in public spaces to make it safe and exciting for children to participate. But it's also fun for adults, and a great place for beginners to gain experience."

Each zoo cache is a small locked box with a logbook inside. Its GPS location and lock combination are posted on the website [geocaching.com](http://geocaching.com) for players to find and use to open the cache. Decorations on each cache reflect the environment in which it is placed: for example, a picture of silverware is found on the cache near the commissary.



## Delivering on Community Promises

In 2008, the region's voters approved a \$125 million capital bond with an eye toward transforming the entire Oregon Zoo campus into a world-class zoo. It is moving forward with a new vision that has animal welfare as a guiding principle and gives animals choices during their daily lives.

### Penguinarium

One of the first bond projects was officially completed in December 2011, following a

comprehensive master planning process to guide construction, redevelopment and revitalization projects funded by the voters. A new water filtration system in the Penguinarium replaced an outdated system that required refreshing the tank with a constant flow of clean water and weekly tank drainings, dumping millions of gallons of water into the city's sewer system each year. Now, nearly 7 million gallons of water are saved each year.

### ANIMAL-INSPIRED ART

Locally crafted tiles and mosaics adorn the Veterinary Medical Center's interior and exterior, showcasing the artful designs found within animal blood cells, internal microorganisms and skeletons. Through the One Percent for Art Program, Pacific Northwest artists Steven Gardner and Margaret Kuhn created these stunning art pieces that illustrate bones, muscles, feathers and fur.





### Donors Enhance Bond Project's Excellence

While the community-supported bond measure funded the construction of the innovative Veterinary Medical Center (see page 3), donors provided support for state-of-the-art medical equipment. More than 500 individuals, businesses and foundations graciously donated to the Oregon Zoo Foundation so that the zoo could purchase the best medical technology available. Through a contribution of \$460,000, the Oregon Zoo Foundation helped to ensure that staff at the visionary medical facility are able to provide the highest level of care possible.



**ESTIMATED FISCAL  
BENEFITS FROM  
OREGON ZOO  
OPERATIONS  
FY 2012**

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

MUNICIPALITY/TAX

AMOUNT

**State of Oregon**

Personal Income Tax	\$840,000
Corporate Excise & Income Tax	88,000
Transient Lodging Tax	25,000
Total	<u>\$953,000</u>

**Multnomah County**

Transient Lodging Tax	\$289,000
Business Income Tax	19,000
Total	\$1,261,000

**Grand Total** **\$1,872,000**





**SUMMARY OF KEY  
COMPARATIVE DATA**

CATEGORY	FY 2010	FY 2011	FY 2012
<b>Admissions</b>			
Paid	719,307	700,877	761,436
Members	751,087	682,256	680,820
Free	164,584	153,170	155,219
Total Admissions	1,634,978	1,536,303	1,597,475
<b>Zoo Financial Operations</b>			
Operating Revenues	\$19,084,000	\$19,654,000	\$20,819,000
Operating Expenses	24,695,000	25,075,000	27,064,000
Net Operating Results	(\$5,611,000)	(\$5,421,000)	(\$6,245,000)
<b>Zoo Capital Improvements</b>	\$4,795,000	\$9,559,000	\$7,265,000

Each year, the Oregon Zoo Foundation provides funds to support the operation of the zoo. In FY 2012, the foundation contributed \$2,723,000 toward zoo programs. Through the generosity of donors and members, the Oregon Zoo Foundation was able to fund improvements to two aviaries, making it possible for the zoo to upgrade habitats for many of the zoo's feathered residents.

NUMBER OF POUNDS 3-YEAR-OLD  
ELEPHANT SAMUDRA ESTIMATED TO WEIGH

3,000

22

NUMBER OF CALIFORNIA CONDORS  
REMAINING IN WILD IN 1982

NUMBER OF  
CALIFORNIA CONDORS  
ALIVE IN WILD IN 2012

390

NUMBER OF SPECIES  
OF BIRDS, MAMMALS,  
REPTILES, AMPHIBIANS  
AND INVERTEBRATES  
AT THE ZOO

260

64  
acres

FOOTPRINT OF OREGON ZOO

400  
acres

TOTAL FOOTPRINT OF  
WASHINGTON PARK

\$2.7 million

AMOUNT CONTRIBUTED BY  
OREGON ZOO FOUNDATION

ESTIMATED NUMBER OF PEOPLE  
SERVED BY EDUCATION PROGRAMS

700,000

# a better future for wildlife



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



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

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