

001690

MINNESOTA ZOOLOGICAL GARDEN

ANNUAL REPORT

FISCAL YEAR 1979

4 - 1 - 7

01 - 1 - 15

Z 11

date ->



Legislative Reference Library

111 State Capitol

April 18, 1980

Received ten copies

1979 ANNUAL REPORT MN ZOOLOGICAL GARDEN/BD

(Note: 1979 Laws, ch 333, sec 75 changed the date for the Minn. Zoological Garden to make a report from biennial to annual and directly to the legislature-it was formerly submitted to the Economic Dev. Dept.)
Report was due January 1, 1980

Pursuant to MS 85A.02, subd 12

St. Paul, Minnesota 55155 • (612) 296-3398

TABLE OF CONTENTS

	<u>page #</u>
Statement of the General Director.....	1
Board Chairman's Statement.....	4
Division Reports	
Biological Programs.....	6
Animal Management	6
Animal Health.....	7
Horticulture.....	8
ISIS.....	9
Visitor Programs.....	10
Volunteer Services.....	10
Education Services.....	11
Visual Arts.....	12
Visitor Services.....	13
Physical Facilities and Construction.....	15
Management Services.....	17
Statement of Receipts and Disbursements...	18
Attendance and Revenue Summary.....	19
Minnesota Zoological Society	
President's Statement.....	20
Summary of Financial Information.....	21
Minnesota Zoological Garden Foundation	
President's Statement.....	22
Summary of Financial Information.....	23

THE FIRST YEAR

Statement of the General Director

The first endeavor of a public zoo is that it be enjoyable. Unless we succeed in that endeavor, we can afford no others. One feature that is fundamental to our business is that the Zoo is a voluntary experience.

Responsible zoos today work in the service of a simple cause--people's discovery, understanding, love and thus commitment to our wild animal and plant co-inhabitants on this planet. There is no other justification for captivity, in a zoo. The Minnesota Zoo excels in providing enjoyably an awareness of the interrelated life of the near reaches of our own woodlands and waters, of the northlands of the planet, and of that continent remotest from us, Asia. If discovery is our product then the pure capital on which we build is personal enjoyment. And at year's end our accounts were strong with those proceeds. Forty percent of our visitors had already repeated their visit. We counted 1,060,000 visits for the year--by national standards an excellent level--but for Minnesota just a fine start with good growth ahead.

When the Zoo first opened, many visitors were uneasy in not finding all the animals instantly and with conventional ease. Compounding the problem, many of the animals were wary of the people on the edges of their yet unfamiliar territory and sought every out-of-sight option.

As the year progressed, the animals became more at peace with the "safe distance" at which visitors remained and made freer use of their exhibit habitats. Many tenant improvements were negotiated on behalf of the animals and their visitors. The people used longer visiting hours and the Zoo ceased promoting heavily crowded days, with the result that nearly all could be accommodated in a more leisurely manner; one that best assured each visitor an enjoyable experience--the building block of this Zoo.

In administering the Zoo, we found many ways to improve visitor enjoyment, and focused our promotions, and thus people's expectations, on the extraordinarily fine features of this progressive Zoo.

We gained by far the strongest winter attendance of any northern zoo and we conducted satisfactory pilot studies that show, for example, that fresh new visitors will come to the Zoo in winter for cross-country skiing and other participation activities (including the arts).

Our school-visit program was stronger than any zoo in the country (except for San Diego's long-established program). From 80 percent of the State's counties came 120,000 students--an extraordinary opening year accomplishment. The success was possible only because the efforts of our core staff could be magnified through the dedicated and effective services of 350 trained volunteers--a great corps that

contributed 45,000 hours of work in the first year. As a result, the American Association of Zoological Parks and Aquariums honored the Minnesota Zoo with its 1979 Institutional Commitment to Education Award. The learning experience gained by the students was the primary and sufficient product of the program. But the investment made good business sense as well, as many thousands of enthusiastic young people brought back families and friends from throughout the state to share their discovery of the new Zoo. This contributed to the outstanding levels of out-state attendance in the summer.

On the animal and plant front, the fundamental achievement was one of successful transition from planning to presentation of our fine collection. We gained full operation of our technically efficient animal support facilities and of the overall finest habitat representational exhibits in the zoo world. A sound clinical health program was instituted with successful treatments predominating. Baseline information techniques were established in order to assure continuing advances in the understanding and care of our diverse exotic charge. Notable breeding successes with the Malayan tapir, Siberian tiger, Nilgiri tahr and Japanese macaques demonstrated the Zoo's commitment to effective long-term genetic custodianship and the success of the management plan for animal support. The interdependence of the exhibition and breeding objectives of the Zoo produced tangible benefits to the visitor experience.

As never before zoos must respect the fact that they can no longer afford boundaries between them. The task of genetic custodianship in lieu of and for the vanishing wilds mandates that zoos share both genetic stock and responsibility. Zoos are increasingly sharing their capabilities with one another. The unique contribution of the Minnesota Zoo has been to create the International Species Inventory System (ISIS)--a captive data animal bank in the service of sustained reproduction of captive species at our and other zoos worldwide. By year's end, the program's costs were sustained entirely by its users and its 115 participating zoos.

Our facilities engineering staff successfully operated the Zoo world's most complex plant through one of the toughest winters ever. The plant works. Preventive maintenance routines have been charted and must be serviced despite the competition for time from thousands of hours of tasks for continuing growth and improvement. That is our facilities management challenge now.

The monorail reached the 95 percent completion stage at fiscal year's end, within budget and close to contract deadlines, despite a voluntary adjustment by the manufacturer to better assure cost-efficient operation in winters to come. (On September 20, service began and thousands of riders in the first weeks registered substantial approval of the personally narrated program.) With the monorail's completion all 60 of the Zoo's animal exhibits were of the Zoo's animal exhibits were under cover for the visitor--making this indeed the most complete "Zoo for All Seasons."

Very importantly, and after intensive study, the State Legislature awarded the Zoo a secure base operating budget on which our industrious staff will build the long-term programs that genetic custodianship demands. Only one major zoo in this country, and that one in a warm coastal all year vacation location, can claim to be close to self-sufficient. Certainly no northern one is confident of closing the gap in the face of today's climbing costs and obligations. The hidden costs for responsible custodial management of captive life are too great. In that realistic context the Minnesota Zoo compares very favorably. Practically no northern zoo exceeds us in percentage of operating budget produced from on-site revenues, and we are working toward further improvements in this position. Revenues are least predictable, in the zoo industry, in the spring quarter of the fiscal year when cost commitments have the least give. Recognizing these factors, the Legislature awarded us annual appropriations independent of annual revenues but on the basis of our energetic pursuit of the maximum possible revenue returns to State funds. It is a contract in good faith to which we are committed. We also restructured our capital improvement program with a revised and improved delineation of Northern Trail exhibits in the service of expanded peak-season capacity as an important precursor to further substantial attendance and revenue growth.

Solid performance in all departments, a resource base on which to meet today's objectives and to make long-term commitments, constantly improving visitor reactions and effective planning for the future are the highlights of our first year.

The unique strengths of this zoo, so carefully designed into place, have become real. We present pathways for the joyous discovery of the diverse beauty in life of the wild; from the exotic Asian forms to those splendid emissaries from the deep, the Beluga whales, and to our distinguished native species. The goal we are honored to share is a growing commitment worldwide to preserve and protect the remaining natural splendor around us. The Minnesota Zoo is mobilized fully and efficiently in the service of that cause.

Edward Kohn

CHAIRMAN'S STATEMENT

The first year of operation of a major zoological park is an extraordinary experience for all associated with it. It was of particularly gratifying significance to the members of its governing board, and all who had some part in the planning, design, construction, and operation of the facility.

During the Zoo's first year, the Zoological Board's energies were directed primarily toward an evaluation of the year's operation and implementation of actions designed to enhance quality and efficiency of all operational aspects.

A major decision was the selection of a General Director to succeed Donald D. Bridgwater, second General Director of the Zoo, and a significant force in its successful launching.

After thorough review of many applicants and based on a number of carefully selected criteria, Edward Kohn, Deputy Director of the National Zoo, Washington, D.C., was selected as best qualified in experience, talent, and philosophy to carry forward the ideals and goals of the Zoological Board.

Opening Day, May 22, 1978, came after almost two decades of planning, organizing and building. The Minnesota Zoo is one of our nation's most exciting and innovative zoological parks. It has incorporated a variety of unique display concepts providing nature-duplicating habitats which eliminate the stress of confinement for animals as well as exacting observation and learning opportunities for Zoo visitors.

Based upon recommendations from the Metropolitan Council, in 1969 the Minnesota Legislature took the first step toward the Minnesota Zoo becoming a reality. Funds were provided for development of a master plan detailing philosophies, goals, and facilities, which was subsequently submitted to the Legislature for State funding.

Dakota County and the City of Apple Valley made a gift of the site in Apple Valley on which the new zoo has been constructed. The 480 acre zoo is adjacent to a regional park system of more than 2,000 additional acres.

The 1973 Minnesota Legislature provided \$23,025,000 in general obligation bonds for the initial phases of construction of the Minnesota Zoo. An additional \$2,350,000 of general obligation bonds were issued on a matching funds basis. Those funds were matched from non-State sources with the help of the Minnesota Zoological Garden Foundation.

Construction began in 1974 with an initial budget of \$26,036,000. As of June 30, 1979, the construction budget has grown to \$31,164,740. Funds for all of these expenditures have been secured.

The Minnesota Zoological Board consists of 11 voting members appointed by the Governor of the State of Minnesota with the advice and consent of the Senate. The 12th member of the Board is a non-voting member representing Dakota County. Annually, the Board elects a Chairman and other officers. The Board also appoints the General Director, who is in the unclassified services of the State.

The Minnesota Zoological Board has all powers necessary or convenient to discharge the duties imposed upon it by law and to operate the Zoological Garden in a manner which best serves the public. Substantial volunteer assistance has been provided to the Zoo by the Minnesota Zoological Society for many years. The Minnesota Zoological Foundation has provided support with essential dollars for capital projects not covered by State appropriations.

It is the goal of the Minnesota Zoological Board to provide the finest in zoological experiences and opportunities for all individuals in Minnesota. The educational programs have a State-wide outreach and appeal to all ages and groups. The best available technology, facilities and management have been incorporated into the Zoo program. The Zoo is a year-round facility designed around the Minnesota climate-controlled exhibits as well as outdoor exhibits that are at home in our State's climatic environment.

Heartfelt thanks are due to many people in our community for the leadership and strength they have given to development of the Minnesota Zoo. Their foresight and commitment have helped bring about a truly exciting educational opportunity for Minnesota.

James L. Hetland, Jr.

BIOLOGICAL PROGRAMS

Biological Programs Division is responsible for the care and propagation of the animal and plant inhabitants of the Minnesota Zoological Garden. Fiscal year 1979 is viewed as a year of achievement for the Division. Breeding programs, including those for endangered species, were established. Research using the Minnesota Zoo's animal collection was begun. Additional program species of animals and plants became available and were acquired. The equipment needed to use the coaxial system and communication centers in animal management and health were acquired.

Animal Management

The first full year of animal exhibition demonstrated the success of the Minnesota Zoological Garden's unique blend of indoor and outdoor all-season animal habitats. Exciting and interesting exhibits were developed and maintained during fiscal year 1979.

Many initially shy animals became accustomed to their exhibits, holding areas, visitors, and management routines within a few months of Zoo opening. Consequently, they began spending increasing periods of time throughout the day in areas of exhibits more visible to visitors. Animals housed and managed in exhibits allowing them areas of security and privacy, as found here, are better exhibit specimens. Seasonal animal behavioral and physical changes were apparent to repeat visitors, as Northern Trek and Minnesota exhibit species grew dense undercoats, changed color, came into breeding condition, reared young, and demonstrated many other characteristics unique to northern climate wildlife.

Births and hatchings of non-domestic wildlife occurred in 12 species of mammals (60 births), 19 species of birds (148 hatchings), and one species of reptile (1 hatching) during this past fiscal year. In addition, more than 90 domestic animals were born or hatched in the Children's Zoo.

Rare or endangered animals are very important for zoos to propagate, and although the majority of our specimens were not yet of breeding age, we did have several significant births: 1 Malayan tapir, 5 Japanese macaques, 3 Siberian tigers, 4 Nilgiri tahr (one did not survive), and 1 white-checked gibbon (stillborn). Hatchings of wild, captive rare, or difficult to fledge birds included: 21 crested wood partridges, 39 grey junglefowl, 2 Victoria-crowned pigeons (one did not survive). The plains pocket gopher, which is not yet an exhibit species, reproduced one offspring. To our knowledge, this is the first birth and rearing in captivity for this species.

There are 35 breeding loan agreements with animals being maintained at the Minnesota Zoo, involving 25 different zoological institutions and 52 specimens of 16 species. The Minnesota Zoo has 4 breeding loan agreements with our animals in two other institutions, involving 13 specimens of 2 species.

The total animal inventory for fiscal year 1979 consisted of 1200 specimens of 238 species.

Animal Health

During the past year the animal and public health services at the Minnesota Zoological Garden were improved. Primarily, this was the result of a gradual shift from activities associated with zoo opening and break-in procedures to activities associated with maintenance and normal health procedures of a zoological garden.

With fewer animals in quarantine, more individuals were subject to various illnesses and required diagnostic work-ups. The basic diagnostic work-up was a blood and serum analysis, a physical examination, and a series of radiographs. All diagnostic procedures were accomplished while the exotic animal was anesthetized. Routine laboratory procedures such as identification of bacteria, water quality testing, and examinations for internal parasites were also performed by animal health staff.

The Minnesota seasons had an effect on animal health procedures. Vaccinations were given in the early spring to provide maximum protection to the animal throughout the summer. Internal parasite control was also an important task during the summer months when animals housed in outdoor exhibits were likely to pick up parasitic larvae as they grazed.

The accumulation of individual medical records for most of the MZG animals formed an extensive medical and necropsy records system that was maintained by staff. This information contributed directly to health care rendered to specific animals, as well as current knowledge of exotic animal medicine.

Fiscal year 1979 also saw the organization of educational programs in exotic animal medicine for professional and technical students. The first senior veterinary student who completed the program was from Iowa State University. Students involved in the technical aspects of animal medicine were from the University of Minnesota, Waseca, and the Minnesota Institute of Medicine.

The animal health department began cooperating with other institutions for scientific study during the year: For one project, animal health staff collected the primary feathers of large birds and made these feathers available to a scientist involved in the study of aerodynamics.

Another study in which the zoo participated is being conducted at the University of Minnesota, and involves study of the characteristics of red blood cells and the clotting mechanism of camel blood. The results of this study may eventually shed some light on the camel's ability to tolerate desert environments.

As animal health procedures become increasingly normalized during the next year, it is hoped that more staff time will be available to improve services in the pathology and histology areas.

Horticulture

Horticulture is distinctly affected by Minnesota's seasonal changes. Horticultural activities during the fall and winter of 1978 were primarily focused on installation of plantings in the Tropics. With the lengthening days of late winter, some of the specimens in the collection were coming into bloom for the first time and many of the rare plants grown from fall 1978 greenhouse seedlings were moved to the Tropics and planted. After six months of exhibit animal use, it became evident which plants could survive the wear and tear of exhibited animals, and which plants would not. Many of the winter months were utilized by readjusting plant placements and species choices within exhibits. By April, activity shifted to the installation of trees and shrubs in the Exterior Minnesota wildlife exhibits. Approximately 7,000 trees and shrubs native to Minnesota were installed in a continuing effort to provide natural environments for the animals.

In late May, the first grasses of the Minnesota Zoo's short grass prairie began greening. Shortly thereafter a number of the wildflowers transplanted last season began their seasonal growth. The alumroot bloomed for the first time in late May, followed shortly by the yellow Prairie Coreopsis. The Black-eyed Susans in July and the Butterfly Weed in August provided just a part of the continuing color evident on the short grass prairie. The tall grass prairie was overseeded in June. With the development that occurred this past growing season, and a possible fall controlled burning, this prairie should show substantial progress in the next few years.

With the addition in June of part-time Young Adult Conservation Corps employees, the greenhouse plant collection was renovated and old specimen plants normally used for the Children's Zoo and Interior Minnesota exhibits were air-layered and propagated. The additional employees also allowed completion of other projects, such as installing vines over the gibbon island, providing perching branches for vultures in the Horse/Camel exhibit, and collecting native tree and shrub stock for exhibit use.

This past year, the Horticulture Department concentrated on the further development and maintenance of programmed goals. Additional maintenance and supplemental planting will be required for growth and development of these projects. The commitment to these plantings means that the Minnesota Zoo will continue to exhibit a very diverse and unique collection of plant life.

ISIS

As wild populations of many species decline, captive populations become more important as sources of knowledge, sources of animals for study, sources of stock for re-introduction to the wild, and simply as the last survivors of their kind. Whatever the case, it is vital that up-to-date information be available for the captive population.

This task is carried out by a captive animal data bank called ISIS (International Species Inventory System), with headquarters at the Minnesota Zoological Garden. ISIS collection information about 115 participating institutions, and processed data forms which record 30,000 transactions relating to 45,000 living animals entered into the data bank.

ISIS collected data and issued reports throughout fiscal year 1979, using the computer facilities of the Bureau of Information Services, a division of the State of Minnesota and the University Computer Center at the University of Minnesota. During the year, medical information from a dozen pilot-project participants was entered into the system. These zoos submitted nearly 2,000 sets of laboratory test results to ISIS, where it was compiled so that holders of captive animals could use the information as a medical diagnostic tool. Only in this way can normal blood chemistry values for animals, such as elephants and camels, be known. When these normal values are determined, abnormal values can be recognized, and the disease or nutritional problems corrected.

ISIS also experimented with new types of reports which resulted in the capability of providing detailed information on the captive population of any species held by ISIS participating institutions. These reports make it easy to identify reproductive success or failure, forecast populations growth or decline and trace relatives so that potentially risky matings between near-relatives can be avoided.

ISIS also provided a directory of all known captive animal holding facilities in the world, which will be updated as needed. In addition, ISIS directories list the world's species of mammals and birds. Similar listing for reptiles and amphibians are now in preparation. Such lists have many important uses in inventorying the world's captive animals and in examining trade and sale of endangered species. The ISIS mammal directory is the most comprehensive list of the world's mammals ever prepared.

Only by collecting and sharing such information can we take full advantage of the learning opportunities provided by animals in captivity, and only with such information can we do a proper job of managing their populations.

VISITOR PROGRAMS

The Visitor Programs Division is responsible for providing the vehicles by which Minnesota Zoo visitors may interact with, enjoy and understand the zoo environment and philosophy. Any success in delivering such programs during fiscal year 1979 was dependent on each staff member in the Division as well as the cooperation and participation of all divisions at the zoo.

Some essential elements of the total program were: cost effective revenue production, the provision of quality merchandise by the gift shops, cordial and efficient service by admissions staff, caring assistance to visitors through the public safety program, and graciously presented information through the many programs and services of the Marketing, Group Sales, Visual Arts, Education and Volunteer Services activities.

All activities contributed to attracting nearly 1.1 million visitors through the turnstiles in 1979 and generating revenue to significantly offset a large portion of the Zoo's operating expense.

Volunteer Services

How has the Minnesota Zoo implemented all the programs needed to create a positive experience for visitors every season of the year? A major resource has been the time and talents of 350 individual members of the volunteer corps. The volunteer program drew its participants from all parts of the Minneapolis/St. Paul Metropolitan area as well as from a wide variety of occupational backgrounds. Each volunteer received 30 hours of training after which a variety of work options was offered.

Many became involved in programs offered to school groups visiting the Zoo. Trained volunteers provided a general orientation for every group, and were also the experts who led in-depth tours for children involved in the "Learning Excursion" program.

Volunteers provided that person-to-person contact which enhanced the visitor's Zoo experience. Animal demonstrations were offered on a daily basis. The public was given the opportunity to see, touch, and learn about animals such as porcupines, ferrets, snakes, and rabbits.

Visitors were also able to tour the exhibit areas twice daily with trained volunteers. Information booths were staffed by volunteers who acted as a communication link to the visitor by handing out maps and answering questions.

Volunteers were also active in less visible ways during fiscal year 1979. They aided Biological Programs staff in record-keeping tasks, assisted Visitor Services staff in surveys, participated in special events, helped shelve and maintain the library collection, presented Zoo slide shows through the Speaker's Bureau, and produced a monthly newsletter for the volunteer corps.

All these activities and programs are the result of the 45,000 hours donated to the Zoo by the volunteers during fiscal year 1979. It is hoped that this valuable program will continue to provide visitors and volunteers with an appreciation for all seasons at the Minnesota Zoo.

Education Services

A coveted top award from the AAZPA highlighted the Education Services program for fiscal year 1979. The award recognized the many achievements of its first year--activities for school children, teacher in-services, public tours, daily animal demonstrations, monthly lecture series for volunteers and society members, curriculum development workshops, an animal behavior class for teachers, and several special classes for students.

120,627 students were attracted to these educational services on-site while the Zoomobile, volunteer Speaker's Bureau, and numerous media presentations reached countless others. The Zoomobile focused on seven outstate urban areas and their surrounding rural communities along with the metro area where a total of 20,000 people were reached with "The Hunter and the Hunted" and "Everybody Needs a Home" topics.

The Speaker's Bureau was transferred to the Zoo from the Minnesota Zoological Society in September 1978. In its first year under the supervision of the Outreach Coordinator and Zoo Scheduler, the program grew an impressive 36%, serving 27,822 people with 219 programs. In addition to an updated orientation program, specialized programs were developed, entitled "Whale Expedition '77," "Behind the Scenes with the MZG Belugas," and "Bamboos and You; the Plants of the MZG Tropics."

ZooLab successfully opened its doors at the end of fiscal year 1979 and by the initial response, the new facility will enrich visitors experience tremendously.

Animal demonstrations and public tours, both dependent on dedicated volunteers who participated in training sessions by staff, proved to be extremely popular and reached up to 1,000 visitors per day.

Two other programs were favorably launched: 1) six curriculum units written by naturalists and teachers that were sold to more than 1,000 Minnesota teachers, and 2) a grant of \$2,900, which enables the Zoo to conduct two animal behavior classes to Breck school and the Twin Cities Talented Youth Institute. Both organizations have asked for a repeat class.

The Zoo library supported staff activities throughout the year by providing information needed to effectively meet the Zoo's goals. The needs were varied and ranged from requests for literature on the breeding and behavior of clouded leopards to requests for classroom materials on training goldfish.

Consistent use of the service by staff in fiscal year 1979 resulted in the processing of 1130 interlibrary loan requests and 196 computer literature searches.

A limited information service was also available to the public. From September through May, the library supplemented school and public librarians by responding to the requests of students who needed information on exotic animal species such as false gaviáls and binturongs. As the weather warmed, questions from the public on animal identification and care greatly increased. A total of 849 requests from students and the public were handled by the Zoo library during fiscal year 1979.

Visual Arts

The creative talents of the visual arts staff have been focused upon enhancing the Zoo visitor experience through numerous visual and auditory avenues. The five-faceted program of audio-visual, exhibits, graphics, and photography presented important information about the Zoo and its philosophy to visitors and potential visitors through representative animal exhibits, slide shows, attractive signage, video monitor programs, and in-house produced radio spots and TV commercials.

The major accomplishments of the audio-visual unit include the production of an eighty frame filmstrip entitled "It's Your Zoo", for sale in the gift store to educational groups, a seven projector multi-image slide orientation show entitled "Zoo View: A Look Inside Your Minnesota Zoological Garden," and more than twelve other slide shows that were produced for special groups and the 120-seat Orientation Theater.

The exhibits unit renovated 14 existing exhibits, designed the exhibits for the Slow Loris and special exhibits barn, and maintained and modified numerous other enclosures after extensive research was conducted with the animal and plant management and physical facilities divisions so that each exhibit is representational of the animal's native habitat.

Effectively guiding the viewing public through the Zoo is the main goal of the graphic unit. Development and placement of new visual directional signage for the Zoo and monorail was a major project accomplished this past year. New hand-painted bird identifiers were produced and placed along the Tropics and Minnesota trails. Other visual communications that were developed include newsletters, brochures, posters, group sales and marketing publications, and trail maps.

More than 8,000 slides were shot and processed by the photo unit. These are available for use by various Zoo groups and numerous outside sources. These efforts bring the total of color slides to the master file to more than 12,000. Photos were marketed for reproduction rights to publishers and ad agencies.

Visitor Services

The Visitor Services cluster is responsible for services ranging from advertising, public relations and sales to admissions, concessions, and public safety.

The Special Events program was designed to boost zoo attendance and awareness during the winter months by enhancing the winter zoo experience in the first year. Special events included...

attendance boosting joint promotions, such as the Dilly Bar promotion with Dairy Queen during the October Teachers' Conventions...

Minnesota Zoological Society members' activities such as "Trim the Family Tree" and behind-the-scenes tours...

Arts events including the presentation of "Noah" by Mixed Blood Theatre in February...

Visitor enhancements events, such as the Native American arts and crafts demonstrations during Thanksgiving...

Community involvement events such as the 4-H mural project in July.

The program has been successful both in boosting attendance and awareness and will continue in 1979-80 with promotions, visitor enhancements and Society and Foundation activities in addition to the Arts Program funded jointly by the Minnesota Arts Board and Dayton Hudson Corporation.

The Group Sales activity was chartered to increase Zoo attendance of organized groups. In its first year of operation, accomplishments include:

Attracting 130,000 visitors or close to 15% of total Zoo attendance.

Development of a picnic area which served both individual and group arrivals.

Development of promotional programs with many business concerns which created a great deal of community interest and involvement.

Coordination of publicity with the electronic media which gave the Zoo significant public awareness.

Concessions

The Zoo gift stores provide Zoo visitors with the opportunity to obtain mementos of their visits. This function collected more than one-half million dollars in its first year of operation, through the operation of four gift stores, pony cart rides, and stroller rental.

It tested the future by providing movable flower carts for sale of high moving merchandise, sale of education material to school groups, and in mail order for expanded merchandise marketing.

A print and picture shop concession was tested during the summer to see if finer, higher price arts and crafts merchandise might be profitable for the Zoo.

The food concession, operated by International Dairy Queen, expanded its menu in the newly remodeled Lake Plaza Store and included home-made pizza, soft drinks, and sandwiches.

With the addition of a lakeside picnic area, Dairy Queen added a picnic basket lunch program.

Public Safety

The Public Safety Department operates 24 hours a day, seven days a week in the service of providing assistance to visitors and protection of site, equipment, animals, employees and visitors.

Daily activities have included: first aid, motorist assistance, traffic control, parking, lost children, lost and found property, visitor information, security surveillance, employee-visitor safety, fire prevention procedures, night patrol of the complex and appropriate after-hours entry and exit. One ranger on each shift serves as dispatcher, maintaining an essential communication link among employees working throughout the site as well as with emergency services offsite.

PHYSICAL FACILITIES AND CONSTRUCTION

The nature of the Minnesota climate makes the provision of an all-season facility a complicated task. Maintaining the environmental conditions necessary for proper animal care and visitor comfort was a main concern of the Physical Facilities division during fiscal year 1979. The division's primary goal was to establish and operate an effective facilities maintenance and construction program for all property and equipment of the Minnesota Zoological Garden. In accomplishing this goal the division provided five primary services: (1) engineering, (2) maintenance shop, (3) building and grounds service, (4) buildings maintenance, and (5) vehicle maintenance.

The efforts of the engineering department has been focused on the operations and coordination of the engineering aspect of the facilities. This department provides the technical and maintenance skills required to ensure that heating, ventilation and air conditioning systems function properly.

The facilities are heated from a central heating plant consisting of two 25 million BTU/hr. boilers operating at 360°F at a pressure of 230 p.s.i., capable of burning a maximum of 230 gal/hr. No. 6 fuel oil at 100 p.s.i. each. When gas is available, each unit's maximum capacity will be 31,384 cu. ft./hr. The high temperature hot water is piped through 3,500 linear feet of underground piping to the buildings at Internal Services and the Main Building Complex.

The zoo's deep well, which is on the Jordan vane, pumps at a capacity of 1,000 gallons a minute through an iron remover filter media consisting of anthracite and silica sand into a 650,000 gallon reservoir. The water treatment plant has a total of 12 pumps and motors ranging in size from 100 h.p. down to 1/3 h.p.

All environmental controls, life support systems, servicing of electrical power, lights, etc. are handled through the engineering department which also maintains the two cooling towers providing 100 tons of cooling. The aquatic system consists of a whale tank (400,000 gallons), a dolphin tank (80,000 gallons), three 2,000-gallon tanks, and six 200-gallon small aquaria tanks.

One electrician was assigned to the entire zoo for installation, alterations, repairs and maintenance of the electrical equipment.

The maintenance shop has engaged in preventive maintenance throughout the zoo. Also, the maintenance shop provides fabrication and welding and metal repairs of the exhibit shift doors and gates throughout the site. All metal containment elements for animal management operation are fabricated in the shop.

The building and grounds department provide site maintenance together with all waste collection. The department provided and maintained existing and new ground cover throughout the site. The department was

responsible for providing equipment and manpower for snow removal and road maintenance; and repairs to exhibit and perimeter fencing. Approximately 20 acres of paved parking lots, 54,000 square yards of paved roadway (approximately 6 miles), and 37,000 square feet of public walkways are maintained on a continued basis. The cleanliness of the facilities bear witness to the efforts of the janitorial staff.

The buildings maintenance department carried out all building repairs and maintained all construction aspects of the facilities at an operational level. Small construction consisted of transportation boxes, nesting boxes, modifications to exhibits, signage, roof repairs, etc. All keying of doors and gates is handled through this department.

Vehicle maintenance staff were responsible for the upkeep of all automotive and associated mechanical equipment operated by the MZG staff and assured that all equipment (50 vehicles: 6 passenger, 2 ramchargers, 1 van, 1 ambulance-type van, 7 electric carts, 15 maintenance vehicles and 18 pickups) was maintained on a regular scheduled basis.

Physical Facilities worked with the contractors and accepted responsibility for the solar plant which consists of 460 panels (8,280 square feet of collectors) which provide the domestic hot water requirements in the summer and space heating for the zoo ride station in the winter. The plant has the capacity for future expansion incorporating the four buildings of the Children's Zoo and the tiger building.

The division had the responsibility of properly representing the zoo's interest with the completion of construction elements described in Phase I construction. The division is in the process of establishing reference files for all documentation prepared by the consultants of Phase I construction, together with as-built drawings.

Modification projects handled by the division in the past fiscal year include:

- Fabrication of signs and inserts
- Planters
- Display boards
- Feeder bars
- Changing of timers
- Installation of cable fence at Moose exhibit
- Fabrication of ticket boxes
- Construction and installation of feeders
- Construction of two ant farms
- Modification and addition of crowd control devices
- Construction of feeding platforms and ladders
- Construction of stock racks
- Modification and construction of animal shifts
- Fabrication of brooders and brooder room
- Construction of animal and bird perches
- Enclosure of lofts in existing buildings
- Construction of nesting boxes.

MANAGEMENT SERVICES

The Management Services Division is responsible for providing the general staff support services for all divisions of the Minnesota Zoological Garden. The functions of this division include personnel, accounting and finance, procurement, inventory control, contract administration, and overall central office management. These functions control, monitor, regulate, and otherwise assure the proper and efficient utilization of the resources of the Minnesota Zoo.

During Fiscal Year 1979, the biggest challenge to the division was to identify and administer the budget and personnel reductions necessary to balance the operating budget. Despite budgeting reductions of approximately 12%, all activities remained within budget.

MINNESOTA ZOOLOGICAL GARDEN
STATEMENT OF RECEIPTS AND DISBURSEMENTS
For The YEAR ENDED JUNE 30, 1979

Receipts

Revenue carryforward from prior year	\$ 675,905
Current year operating revenue	2,389,605
State of Minnesota General Fund Contribution	<u>1,245,000</u>
Total Receipts	<u>\$4,310,510</u>

*Disbursements

<u>Biological Programs</u>	
Animal feeding, care and health	\$ 829,333
Horticultural services	73,567
	<u>\$ 903,400</u>
<u>Visitor Programs</u>	
Education and information services	\$ 334,807
Gift Stores (gross costs including inventory)	361,671
Public Safety	207,587
Marketing	486,102
Admissions	90,467
	<u>\$1,480,634</u>
<u>Physical Facilities</u>	
Operations and maintenance of buildings and grounds, including inventory management	\$1,506,063
Exhibits repair and maintenance	43,890
	<u>\$1,549,953</u>
<u>Administrative and General</u>	
Administration, including personnel, accounting, purchasing and inventory management	\$ 362,946
Total Disbursements	<u>\$4,296,933</u>

*Disbursements figures represent actual expenditures and obligations as of 10/31/79.

gd

11/28/79

MINNESOTA ZOOLOGICAL GARDEN
ATTENDANCE AND REVENUE SUMMARY
For the YEAR ENDED JUNE 30, 1979

ATTENDANCE

Regular	672,606
Group Sales	141,889
Organized School Groups	120,627
Minnesota Zoological Society	56,801
Free Day	<u>75,769</u>
Total Attendance	<u>1,057,692</u>

REVENUE

Regular Admission	\$7,257,631
Group Sales Admission	253,724
Parking	251,076
Food Concessionaire Rental	36,521
Gift Store	500,947
Miscellaneous	<u>89,656</u>
Total Revenue	<u>\$2,329,605</u>

11/28/79

MINNESOTA ZOOLOGICAL SOCIETY

The Minnesota Zoological Society, an independent and non-profit membership organization, was formed in 1961 to enlighten Minnesota citizens about and promote support for a new zoo, incorporating representative animal habitats, in the Metropolitan Twin Cities area. Through its efforts and those of other community-based organizations, interest developed state-wide for the creation of the Minnesota Zoological Garden. The Society has always provided, and intends to continue to provide, enthusiastic, on-going support for the Minnesota Zoological Garden and its programs.

The Society cements a bond between people and the Minnesota Zoo, providing greater understanding of the world's natural systems and wildlife to more than 6,000 members and their families, and through them to the larger community beyond. Publications, programs, promotions and member services are the means used to inform members of the Zoo's programs and involve them with its recreational, educational and enrichment opportunities.

Volunteer services, Zoo guides, Speaker's Bureau activities, direct cash contributions, special events and community participation programs are some of the major Society contributions which help the general public and the Society's members to obtain the maximum benefits from their Zoo.

The Minnesota Zoo, a most interesting and far-sighted institution, has enormous potential to provide an enhanced opportunity for the public to acquire a deep understanding of, appreciation for and commitment to, preservation of the natural world in which we live. Through the Society's support and dedication, this potential will be realized.

Robert Bonawitz, President

MINNESOTA ZOOLOGICAL SOCIETY
Summary of Financial Information
Year Ended May 31, 1979

Revenues:

Membership Dues	\$155,223
Contributions	103,163
Investment Income	16,988
Other	<u>14,393</u>
Total Revenues (See note 2)	<u>\$289,767</u>

Expenses:

Membership Procurement	\$ 79,330
Membership Activities (principally publications)	55,115
General and Administrative	57,587
Other	<u>5,793</u>
Total Expenses	<u>\$197,826</u>
Excess of Revenues over Expenses	\$ 91,941
Contributions to Zoo	<u>(27,813)</u>
Amount Added to Fund Balance	<u>\$ 64,128</u>

Fund Balance End of Year (accrual basis)	<u>\$228,238</u>
--	------------------

Note 1. Anyone desiring a copy of the audited financial statements may procure one by writing to the Minnesota Zoological Society, 555 Wabasha Street North, St. Paul, Minnesota 55102. The audit was prepared by McGladrey Hendrickson and Company.

Note 2. The Minnesota Zoological Society (the Society) and the Minnesota Zoological Garden (MZG) have a reciprocity agreement, subject to annual review, which stipulates certain benefits for Society members in use of the MZG in return for Society volunteer services, recognized by the Society to the extent of the benefits received by members. For fiscal year 1979, the agreed-upon value of all volunteer hours contributed to the MZG was \$130,164, and is recognized as income to the Society to the extent of \$96,259, representing the benefits received by Society members in the same period. The cumulative year-to-year balance of \$49,191, recorded as of May 31, 1979 under the agreement, is available to off-set future Society obligations to the MZG, but is in no part a cash balance which could be remitted to the Society.

MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

The Minnesota Zoological Garden Foundation, an independent, non-profit corporation was established in 1975 as the principal fund-raising organization for the Minnesota Zoo.

The Zoo Foundation raises money through contributions from non-State sources for use by the Minnesota Zoological Board, the State agency that supervises Zoo operations.

The Minnesota Zoological Board retains primary authority for the identification of needs and design of future Zoo construction and expansion. After careful consideration and approval by the Zoo Board, capital needs are presented to the Zoo Foundation's Board of Directors for their consideration. Through Inter-Board discussions of needs and a review of possible funding sources, decisions are made on the approaches that may best serve the development objectives of the Zoo and operating program of the Foundation.

The Zoo Foundation's initial goal, to help raise \$2.3 million, was successfully accomplished in 1978. That effort enabled the Zoo to collect an equal amount in matching funds from the State of Minnesota for application during the Zoo's initial construction phase.

Present programs coordinated by the Foundation continued to generate additional capital project funds. Future fund-raising activities are directed toward establishing a broad base of state-wide support including--capital campaign, development grants, special events, and the many current, annual and deferred opportunities by which individuals can help build the Minnesota Zoo.

The Zoo Foundation operates with a professional staff, assisted by Board members and many volunteers. The Foundation is dedicated to helping the Minnesota Zoo grow as a valuable educational and recreational experience for all. The Foundation goal is to help insure a permanent capital development program for the Minnesota Zoo.

Connie DeLand, President

MINNESOTA ZOOLOGICAL GARDEN FOUNDATION

Summary of Financial Information

Year Ended June 30, 1979

Receipts:

Contributions	\$367,609
Special Events, Net	39,962
Interest Income	93,794
Other	<u>10,129</u>
Total Receipts	<u>\$511,494</u>

Disbursements:

Fund Raising	\$ 52,026
General and Administrative	<u>30,581</u>
Total Disbursements	<u>\$ 82,607</u>

Excess of Receipts Over Disbursements	\$428,887
---------------------------------------	-----------

Funds Provided to MZG	<u>(158,374)</u>
-----------------------	------------------

Amount Added to Fund Balance	<u>\$270,513</u>
------------------------------	------------------

Fund Balance End of Year (cash basis)*	<u>\$1,224,104</u>
--	--------------------

* (\$1,200,000 dedicated to MZG Development Program, F.Y. 1980)

Note 1. Anyone desiring a copy of the audited financial statements may procure one by writing to the Minnesota Zoological Garden Foundation, 33 East Wentworth Avenue, Suite 218, West St. Paul, Minnesota 55118. The audit was prepared by Peat, Marwick, Mitchell and Company.

Note 2. The Minnesota Zoological Garden Foundation is a tax-exempt organization under Section 501(c)3 of the Internal Revenue Code. The Foundation is the principal fund-raising organization for the Minnesota Zoo.