

SENECA PARK ZOO SOCIETY  
**2007 Annual Report**

50 years of supporting the Seneca Park Zoo





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**2007**

Construction began and was completed for the Elephant Splash Pool and Baboon Exhibit.

**2006**

The 10,000-square-foot Elephant Barn opens.

**2004**

The Animal Health and Education Complex opens showcasing: a Conference Center, classrooms, a state-of-the-art animal hospital and interactive ZOT Zone.

**2003**

The Discovery Center was renamed Kodak ECO Center.

**1998**

The Visiting Animal program was adopted.

**1997**

The Rocky Coasts opened. The Zoo has more than 12,000 member families.

**1993**

The Genesee Trail and Discovery Center opened.

**1991**

The Amur Tiger Exhibit was expanded.

**1989**

Two Snow Leopards, one female and one male, were born at the Zoo.

**1984**

Three Snow Leopards, one female and two males, were born at the Zoo.

**1985**

Penny and Nickel gave birth to their last cub, a female. This was the 14th cub for the pair.

**1977**

The new Polar Bear Exhibit was built.

**1972**

The Docent program began at the Zoo.

**1969**

The Children's Mini-Zoo was set up.

**1962**

The Zoo at Durand Eastman Park closed, remaining animals moved to Seneca Park.

**1961**

Penny and Nickel, one-year-old Polar Bears, arrived at the Zoo.

**1957**

Seneca Zoological Society was formed as a support organization.



2222 St. Paul Street, Rochester, NY 14621-1097  
www.senecaparkzoo.org

## Living up to the hopes of our founders

Dear Friends,

On behalf of the Seneca Park Zoo Society Board of Trustees and staff, it is our pleasure to thank each of you for your continued support of the Seneca Park Zoo.

Publishing an annual report gives us time to reflect on the positives of the previous year.

This past year was unique for the Society as it marked our 50th anniversary.

On April 25, 1957, under a charter granted by the Board of Regents for, and on behalf of the Education Department of New York State, the Society was formed as a 501(c)3 not-for-profit organization.

Excerpted below are several purposes from that Charter for which the Zoo Society was formed:

- Foster, develop and promote interest and civic pride among the citizens of Monroe County in their Zoo and the animals.
- Make available to the children of the community, for their interest, enjoyment and education, clean, attractive and humane surroundings for the housing of animals from all parts of the world.
- Provide in the community an organization dedicated to the advancement of scientific, educational and conservational knowledge in the care, shelter and propagation of members of the animal kingdom.
- Aid in the raising of funds for the benefit of a Zoo.

Even 50 years later, these stated purposes remain crucial and relevant as the Zoo continues to focus on education, conservation and capital improvements. How fortunate

*Continued on next page*

### Our Board of Trustees

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## Our dedicated staff

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*Associate Director*

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*Office Manager/  
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*Events Coordinator*

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*Visitor Services Manager*

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*Education Director*

Amy Zastrocky  
*Database Coordinator*

we were to have community leaders and volunteers who had the foresight and interest in assuring this Zoo would thrive through a solid partnership with a not-for-profit originally made up of only volunteers.

Life certainly was different in 1957 and so was the Zoo facility. Looking at all the photos from years past, we have made huge strides in improving many of the exhibits for our animal collection and visitor amenities.

And 2007 was no exception. We broke ground on the Baboon Exhibit and Splash Pool, along with building state-of-the-art, behind-the-scenes housing for the newly arrived baboons. We reconfigured part of the Main Building to accommodate meerkats and expanded the ZooShop to improve traffic flow and merchandise selection.

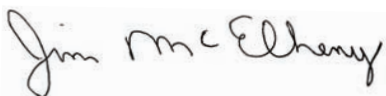
Additionally, the Society ended 2007 for the 11th straight year with a financial surplus that we reinvested back into upgrading our computer system, funding staff training, and soon to be, new signage on grounds and improvements to our stage for educational programs. Through community wide fundraising efforts, we completed the task of raising the \$3.8 million needed for Phase II of *A Step Into Africa*.

This past year the interpretive educational messages regarding conservation increased around the Zoo. Whether it is about the use of rhino horns, butterfly garden planting, bees pollinating or the declining numbers of Amur leopards, we continue to create a platform for learning about conservation initiatives and how we can make a difference.

We thank our founders who had foresight and high expectations to create a Society that has remained true to its goals for the past 50 years. The Society looks forward to another exceptional year. We couldn't do it without you and for that we are grateful.

We also thank County Executive Maggie Brooks for continuing to care so deeply about this important educational institution.

Sincerely,



James McElheny, Esq.  
President, Board of Trustees  
Seneca Park Zoo Society



Rachel Baker August  
Executive Director  
Seneca Park Zoo Society

## Record numbers of camp kids create memories, share stories and meet animals



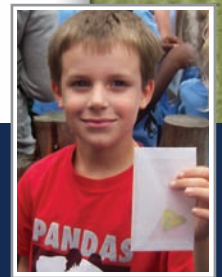
Cassandra, left, and Samantha Bitter get ready to release butterflies during camp at the Zoo.

Our Education Department spearheaded 12 weeks of camp – one during winter break, one during spring break and 10 during the summer months. Summer break camps in particular, offered to children from preschool age through eighth grade, were filled to capacity! In total, 285 campers attended Zoo camp in 2007.

Veronika Hyte, whose daughter has attended camp at the Zoo, had the following to say: “Every measure is taken to ensure that a child enrolled in a camp program at Seneca Park Zoo gets a tour, visits with the animals, learns something about the animals and all while having fun! The counselors are warm and caring. The camp programs are a great bonus to the Zoo. My daughter had a wonderful time and can’t wait to enroll again!”

### *Other notable education achievements:*

- Family Fun Nights – 440 total participants attended the monthly event
- Family Overnights – 6 overnights with 168 participants
- Scout Overnights – 52 overnights with nearly 1,000 participants
- 40 of our 84 ZooTeens volunteered more than 100 hours during the 8-week program
- The number of Wegmans ZooMobile programs increased



“

My son is absolutely wild about animals and he has been a Zoo camper the last three summers.

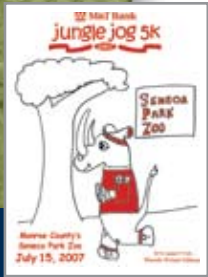
He loves the special animal presentations, the crafts and learning the Zoo inside and out. My husband and I have been delighted by the quality of his experiences as well as the enthusiasm and knowledge of the staff.

Three cheers for  
Zoo Camp!

~ **Linda Tabit**

whose son, Jason, attended  
Summer Camp '05, '06 and '07

”



With their sneakers laced, participants were runnin'!

The 17th annual Jungle Jog 5k and Seneca Park Mile broke all records with a total of 768 runners and walkers.

Jeffery Beck from Fairport was once again the top overall finisher with a time of 15:24 and Katie Sanders of Rochester was the top overall female finisher with a time of 20:11.

For a second year in a row, Georgia Tuttle of Rochester was the top female finisher in the Seneca Park Mile with a time of 6:48 and Donovan Glavin of Rochester was the overall male finisher with a time of 6:25.

The event raised 40% more than 2006, netting \$15,288 for the Zoo.

We are grateful to our sponsor M&T Bank and our co-sponsor, Woods Oviatt Gilman, LLP, for their continued generosity in supporting Jungle Jog.

## Becoming a leader in conservation education

The Zoo invested a great deal of time and effort into green practices this year and the *Go Green! Recycle Rallies* were a leading success. These events grew in frequency, popularity and variety of items we collected, all the while protecting wildlife habitat.

We collected approximately 15,000 pounds of electronics; 9,000 drink containers; 1,000 pounds of textiles; 400 ink cartridges; 300 pounds of sneakers; 200 cell phones; and 25 pounds of batteries between the three rallies. We now collect cell phones, ink cartridges, audio-visual electronics, microwaves, all types of batteries, sneakers, shoes, textiles and refundable containers.

### *Other notable conservation initiatives:*

- The 13th annual Our Fragile World Environmental Fair saw record attendance in schools, booth participants and general visitors. We had 900 middle school students, 37 booth participants and more than 3,000 visitors learn how and why to “be green” and to protect our local and global environments.
- The Daisy Marquis Jones Foundation Butterfly Beltway Project blossomed from 50 to 66 butterfly garden sites. Each garden provides habitat for butterflies, which help pollinate plants.
- More than 1,500 senior citizens and young people experienced the joy of planting gardens and releasing Monarch butterflies for the annual migration to Mexico.



## Advanced technology allows people to see animals via the Web

In the fall of 2007, visitors off Zoo grounds were able to view the Zoo's three female meerkats thanks to the special "Meerkat Cam" provided by News 10 NBC.



At any time of the day, every day of the week, people were able to log on to News 10 NBC's Web site to see the meerkats in their new home, which was sponsored by ESL Federal Credit Union. Whenever Millie, N'yah, and Susie B. did anything, including racing around the exhibit or warming themselves under their heat lamp, meerkat fans anywhere in the world could tune in.



Three female meerkats, all sisters, arrived at the Zoo in September. These small mammals are members of the mongoose family.

The special Web link went on to break several traffic records on News 10's Web site while giving visitors a whole new way to enjoy the Seneca Park Zoo.

A white rhino named Bill arrived at the Zoo on Friday, Oct. 19. The three-year-old came to us from Knoxville Zoo and joined his half-brother Roscoe.



We have been able to provide our users with a 24-hour-a-day portal into the Zoo. A couple thousand visitors take advantage of this unique opportunity each month, so in our opinion it is a win-win. The community, as well as WHEC-TV, has really embraced this effort and we look forward to continuing this partnership with the Zoo.

~ Arnold Klinsky  
General Manager for WHEC-TV





**We'll Toast To That!**

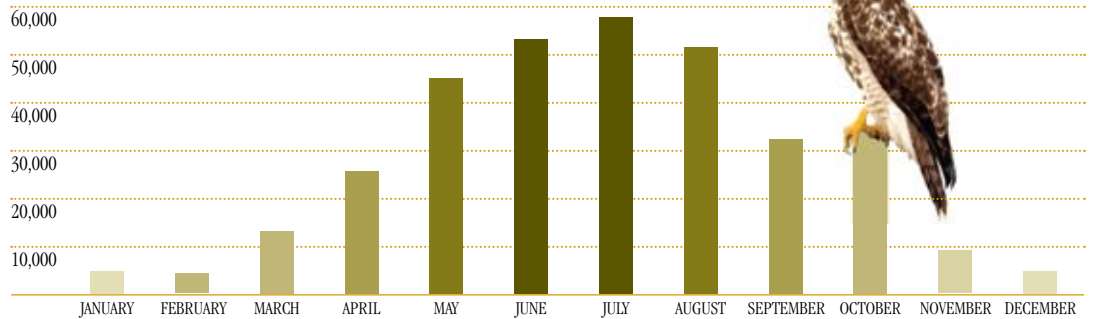
The fun-filled ZooBrew evenings – five in total – proved to be some of the Zoo's most popular events once again this year. Attendance at this adults-only event increased by 46% and food and beverage sales were up 34%. Net profits for admission and food and beverage sales were \$16,034 and \$26,222 respectively.

We want to thank High Falls Brewing Company for their support of the event and we look forward to working with them in the future.

## Members are our heart and soul

The Seneca Park Zoo has the largest member base (more than 17,627 member households) of any local cultural attraction within the seven-county area.

### 2007 Zoo Attendance: 337,597



*Money from the ZooParent program goes toward buying enrichment items for our animals. Puff and Flounder, our two sea lions, along with all of our other animals can be adopted.*

### ZooParents – Reaching out, adopting the animals in our care

ZooParents showed their compassion for the fascinating creatures at their Zoo. The program increased revenue by more than \$5,000 in 2007 with 443 animal adoptions. We would like to thank PetTales for sponsoring this wonderful program.

### Our Special Friends

Special Friends are the only members who get to go behind-the-scenes! In 2007, members at the Special Friends level brought in more than \$72,000 for our Education and Conservation programs. That's 18% more than last year!

# Enthusiastic people going above and beyond

## ZooTeens – Young people spreading the word on how to save the environment



*Hannah Davis, left, and Hannah Comstock teach Zoo visitors about the importance of recycling.*

During the summer months, students ages 13 to 18 provide an engaging, educational Zoo experience for visitors through interpretive programs such as animal-related artifacts and Conservation Stations. They teach visitors about important issues facing our animals and the environment.

During the summer of 2007, 84 ZooTeens provided 9,082 hours of volunteer service, equivalent to 4.36 full-time staff members.

We would like to thank M&T Bank, AT&T and Paychex for sponsoring the program.

## Sincere thanks to our volunteers who are cherished extensions of our organization.

All of us at the Seneca Park Zoo are grateful for our wonderful volunteers who give freely of their time and hearts.

As part of the Zoo family, these individuals are an integral part of our organization's day-to-day operations. To each and every one of our "helping hands" . . . a heartfelt thank you.

- In 2007, 289 general volunteers donated 11,183 hours of service, equivalent to 5.38 full-time employees. These volunteers worked alongside or in place of our paid event planning and office staff.
- 112 Docents (volunteer adult educators) logged 7,033 hours, equivalent to 3.38 full-time staff members.



## Annual Volunteer Award

In 2007, Lorie Wagner was presented with our third annual "James Grapenstetter Outstanding Volunteerism Award." This special recognition is named in honor of James Grapenstetter, a volunteer who is the epitome of the word "unselfish." To qualify for this award, an individual must show outstanding commitment through their dedication of time and effort to the Zoo. Lorie did this by the many hours she helped at events, in the office and all around the Zoo, always with a friendly, patient attitude.

## We continue to raise the bar



ZooBoo was a spooktacular success!

Unseasonably warm October days brought 5,100 trick-or-treaters to the Zoo for this four-day event. There was every kind of princess, pirate and superhero that you could imagine and they certainly had a “Merry-Not-Scary” good time! This record-setting attendance made for record-setting profits of more than \$30,000.

“Scarecrow Collage,” made by Brockport Girl Scout Troop No. 258, won the Merry-Not-ScaryCrow Contest, which means the troop won an overnight at the Zoo. Congratulations to the troop and all those who participated in the contest.

The Zoo would also like to thank Wal-Mart for their generous support and CW16 for its additional support.

A goal of the Seneca Park Zoo is to operate in a fiscally responsible manner. 2007 marks the 13th straight year that we have reached that goal. Financial reports are prepared by the Associate Director and are reported to the Executive Committee and the Board of Trustees on a monthly basis. The Finance Committee meets to review, in detail, the proposed annual operating budget, and makes its recommendation concerning the budget to the Executive Committee and the Board of Trustees. The Finance Committee also receives the annual report from the independent auditors, Eldredge, Fox & Porretti, LLP, with regard to the audited financial statements. Complete financial statements are available upon request.



In 2007, the Seneca Park Zoo Society became a donor-designated agency of the United Way for the first time. Pledges totaling \$19,203.61 were received by the Society from 98 members of the community in support of our education programs.



Zoobilation 2007 was yet another success for the Zoo. Nearly 700 people attended a beautiful evening of food, dancing and entertainment at our largest fundraiser, netting an astonishing \$112,752 surpassing last year's record numbers by 27%. Thanks to First Niagara Bank for being the presenting sponsor of the event.



Renovation of the ZooShop was completed in 2007. The shop grew in size from 525-square-feet to 1,130-square-feet and sales increased by 28%, which is \$77,000 over last year. The new space allows us to carry a large assortment of items for all budgets and is stocked with a vast variety of plush animals, toys, adult and children's apparel, jewelry, as well as giftware.

# Statement of Operating Finances

For the Year Ended December 31, 2007

	2007		2006	
SUPPORT AND REVENUE	Amount	Percent	Amount	Percent
Membership & Admissions	\$1,642,108	41.9%	\$1,577,242	45.2%
Retail Operations	821,184	21.0%	733,454	21.0%
Education Program Fees	197,441	5.0%	184,581	5.3%
Donations & Events	787,978	20.1%	549,247	15.7%
In Kind Contributions	232,361	5.9%	282,241	8.1%
Net Assets Released from Restrictions	212,725	5.4%	144,630	4.1%
Interest Income	11,417	0.3%	9,206	0.3%
Other	11,349	0.3%	10,595	0.3%
	<u>3,916,563</u>	<u>100.0%</u>	<u>3,491,197</u>	<u>100.0%</u>

	2007		2006	
EXPENSES	Amount	Percent	Amount	Percent
Membership & Admission Services	\$402,205	15.8%	\$388,100	16.1%
Retail Services	658,324	25.8%	629,115	26.1%
Education Programs	373,847	14.7%	359,992	14.9%
Public Relations & Marketing	361,211	14.2%	395,335	12.7%
Events & Fundraising	379,100	14.9%	383,832	15.9%
Administration	344,758	13.5%	319,464	13.3%
Depreciation	<u>27,283</u>	<u>1.1%</u>	<u>22,628</u>	<u>0.9%</u>
Increase in Net Assets	\$1,369,836		\$1,082,729	
Net Assets at Beginning of Year	365,970		360,695	
Gifts to Seneca Park Zoo	(1,031,292)		(1,007,455)	
Board Designated Restrictions	<u>(333,000)</u>		<u>(70,000)</u>	
Net Assets at End of Year	<u>\$371,514</u>		<u>\$365,970</u>	

A complete financial statement is available upon request.

## Zoo breaks ground, continues to grow *A Step Into Africa*

May of 2007 ushered in not just the spring but also the groundbreaking for Phase II of the *A Step Into Africa – Ngorongoro Crater Exhibit*. Monroe County Executive Maggie Brooks, Director of Parks Larry Staub Jr., Zoo Director Larry Sorel, Zoo Society Executive Director Rachel Baker August, the Zoo Spokeskids and Zoo Society Trustees all helped to start construction on the Zoo's new Baboon Exhibit and Elephant Splash Pool. Construction continued throughout the summer and was completed in the fall, building excitement for the grand opening in spring 2008.



Opening of new exhibit nears

By November, construction on the Elephant Splash Pool and Baboon Exhibit were nearly complete. We would like to thank Manning Squires Hennig Co. Inc.; O'Connell Electric Company, Inc.; Monroe Piping & Sheet Metal, LLC; and Crosby-Brownlie, Inc. for making that possible.



This is the future home of the Seneca Park Zoo's olive baboons.

# Society of Zoo Supporters

## Contributions for 2007

### ELEPHANT LEVEL

*\$50,000 or more*

Bausch & Lomb Foundation  
The Brown Family Foundation  
Davenport-Hatch Foundation  
The Fielding Family  
Halcyon Hill Foundation  
Mr. and Mrs. Dan Mahar  
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Estate of Eileen Morrell  
The Riedman Foundation  
Schuyler C. Townson  
Charitable Lead Trust

### RHINO LEVEL

*\$25,000 - \$49,999*

Daisy Marquis Jones  
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Jay Advertising  
New York State Grant –  
Senator Joseph Robach  
Wegmans Food Markets, Inc.  
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YellowBook USA

### POLAR BEAR LEVEL

*\$10,000 - \$24,999*

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### EAGLE LEVEL

*\$5,000 - \$9,999*

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*\$2,500 - \$4,999*

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*\$1,000 - \$2,499*

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Paychex Inc.  
Penn Yan Elementary School  
Phoenix Graphics, Inc.  
The Pike Company  
Jacqueline Phipps Polito, Esq. and  
Mr. Thomas Polito  
Mr. and Mrs. Terence Rafferty  
Salvatore's Pizza  
Mr. and Mrs. Steven Sauer

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We have been inspired by the leadership of the Monroe County Executive Maggie Brooks.

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We appreciate the unwavering support of our volunteer educators who help inform the community and Zoo visitors about conservation. Their efforts help us make a profound impact in this community.

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