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*Financial Review*



DENVER ZOO

# Building a Brighter Future



Denver Zoo has a lot to be proud of. Over a century of service to an increasingly dynamic community. Decades of leading the industry in animal care excellence. But most of all: an unflinching fluency in the world's most important common language: wonder. Now, as we enter a new decade, we wanted to celebrate what we accomplished in 2019—and how it's creating the foundation for an even brighter future.



[Click here to see our 2019 Year in Review](#)

## COMMUNITY CORNERSTONE //

As the city's most beloved gathering place, Denver Zoo continues to be a vital source for community connection. In 2019, we were honored to:

- Welcome over a million guests, with free and discounted admission
- Open the doors of knowledge with \$230,000 in Access to Awe scholarships
- Spark imagination for more than 85,000 kids with our education programs
- Bring the wild to 45,000 citizens with our Zoo to You outreach programs
- Make the magic of Zoo Lights more inclusive with a special Low-Sensory Night

## WILDER WONDERS //

We continue to look for inspiring new ways to foster meaningful connections between animals and humankind. Some of our important 2019 innovations and events included:

- Opening of Harmony Hill, our authentic and enriching new grizzly bear habitat
- Opening of the inclusive and interactive Zofnass Barclay Family Nature Play Trail
- Groundbreaking for the state-of-the-art Helen and Arthur E. Johnson Animal Hospital
- Construction of our new Stingray Cove™ Experience with partner Living Exhibits
- Our first-ever Force of Nature Gala, which raised over \$500,000 to support Animal Care + other innovations throughout our 80-acre campus

## CONSERVATION CHAMPION //

We're proud to be the city's most passionate advocate for the natural world. Our involvement in this area is both diverse and global. Our recent efforts, to name just a few:

- Ongoing AZA Species Survival Program collaboration
- Active Field Conservation programs in Mongolia, Botswana, Vietnam, Peru and the Rocky Mountain Region
- Captive breeding and release of 600 endangered boreal toads
- \$90,000 donation to Zoos Victoria for Australian Wildfire relief
- Hands-on rescue response and financial aid for lesser flamingos in South Africa, as well as Asian small-clawed otters in Vietnam

## BABIES ON BOARD //

Each new addition to our animal family represents an opportunity to raise awareness (and funding) to protect their wild counterparts. We hope you joined us in welcoming these 2019 zoo babies, along with the exciting news of greater one-horned rhino Tensing's successful pregnancy, via artificial insemination!

- African lion cub Tatu
- Two-toed sloth Wookiee
- Calvin the bongo
- Agnes the gerenuk
- Lesser kudu Eleanor

And, just like our beloved zoo babies, we've got an incredible season of growth ahead. We spent much of 2019 crafting a brand-new mission: Inspiring communities to save wildlife for future generations.

Co-created by Denver Zoo's staff, volunteers, board and leadership council members, this mission will guide us over the next five years—and each one of you plays an absolutely indispensable part.

On behalf of everyone here at Denver Zoo, thank you ALL for your support.

**Bert Vescolani, President and CEO /**



2019 YEAR END

# Statement Of Activities

## DENVER ZOO

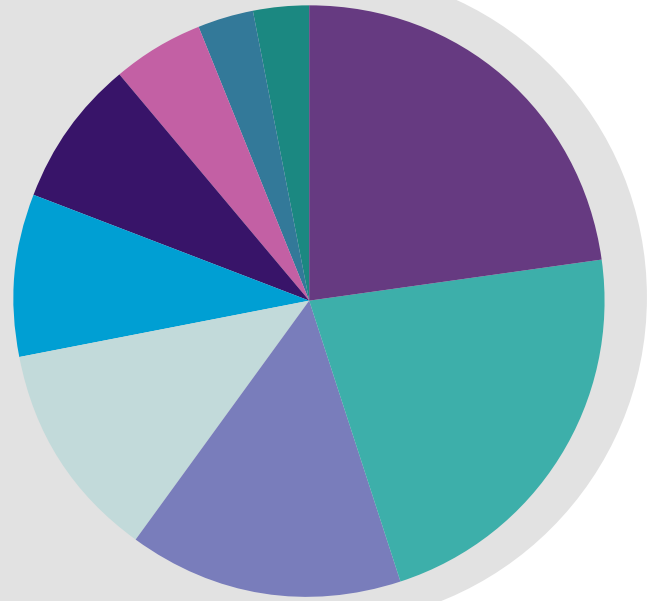
## COLORADO ZOOLOGICAL TRUST

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	2019 TOTAL
<b>SUPPORT AND REVENUE</b>							
Admission revenue	\$ 9,915,487	\$ -	\$ 9,915,487	\$ -	\$ -	\$ -	\$ 9,915,487
Scientific and Cultural Facilities District revenue	9,498,830	-	9,498,830	-	-	-	9,498,830
Memberships	6,373,680	-	6,373,680	-	-	-	6,373,680
Concessions commission	3,847,198	-	3,847,198	-	-	-	3,847,198
Donations, gifts and grants	725,080	1,613,573	2,338,653	805,648	125,000	930,648	3,269,301
Sponsorships and corporate events	2,565,858	-	2,565,858	-	-	-	2,565,858
Zoo Lights	2,520,736	-	2,520,736	-	-	-	2,520,736
City and County of Denver support	2,276,858	-	2,276,858	-	-	-	2,276,858
Learning experiences revenue	1,519,094	-	1,519,094	-	-	-	1,519,094
Attractions	1,392,483	-	1,392,483	-	-	-	1,392,483
A Force of Nature Gala, net	262,006	-	262,006	-	-	-	262,006
Transfer from CZT to Denver Zoo	827,400	-	827,400	(827,400)	-	(827,400)	-
Net assets released from restrictions	14,228,459	(14,228,459)	-	669,400	(669,400)	-	-
<b>Total support and revenue</b>	<b>55,953,169</b>	<b>(12,614,886)</b>	<b>43,338,283</b>	<b>647,648</b>	<b>(544,400)</b>	<b>103,248</b>	<b>43,441,531</b>
<b>EXPENDITURES</b>							
Program expenses:							
Animal sciences	18,909,014	-	18,909,014	-	-	-	18,909,014
Guest experiences	9,355,224	-	9,355,224	-	-	-	9,355,224
Learning experiences	3,298,901	-	3,298,901	-	-	-	3,298,901
Field conservation	2,271,431	-	2,271,431	-	-	-	2,271,431
Total program expenses	33,834,570	-	33,834,570	-	-	-	33,834,570
Support services:							
Management and general	6,267,802	-	6,267,802	131,447	-	131,447	6,399,249
Fundraising	2,270,337	-	2,270,337	-	-	-	2,270,337
Total support services	8,538,139	-	8,538,139	131,447	-	131,447	8,669,586
Total expenses	42,372,709	-	42,372,709	131,447	-	131,447	42,504,156
<b>CHANGE IN NET ASSETS FROM OPERATING ACTIVITIES</b>	<b>13,580,460</b>	<b>(12,614,886)</b>	<b>965,574</b>	<b>516,201</b>	<b>(544,400)</b>	<b>(28,199)</b>	<b>937,375</b>
<b>NON-OPERATING ACTIVITIES</b>							
Capital campaign contributions	-	580,420	580,420	-	-	-	580,420
Bond proceeds	-	8,523,376	8,523,376	-	-	-	8,523,376
Investment return	331,176	-	331,176	2,263,082	2,379,118	4,642,200	4,973,376
Master Plan design and construction costs	(13,652,483)	-	(13,652,483)	-	-	-	(13,652,483)
<b>CHANGE IN NET ASSETS FROM NON-OPERATING ACTIVITIES</b>	<b>(13,321,307)</b>	<b>9,103,796</b>	<b>(4,217,511)</b>	<b>2,263,082</b>	<b>2,379,118</b>	<b>4,642,200</b>	<b>424,689</b>
<b>CHANGE IN NET ASSETS</b>	<b>259,153</b>	<b>(3,511,090)</b>	<b>(3,251,937)</b>	<b>2,779,283</b>	<b>1,834,718</b>	<b>4,614,001</b>	<b>1,362,064</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>13,486,013</b>	<b>7,065,845</b>	<b>20,551,858</b>	<b>10,324,729</b>	<b>10,858,689</b>	<b>21,183,418</b>	<b>41,735,276</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$ 13,745,166</b>	<b>\$ 3,554,755</b>	<b>\$ 17,299,921</b>	<b>\$ 13,104,012</b>	<b>\$ 12,693,407</b>	<b>\$ 25,797,419</b>	<b>\$ 43,097,340</b>

## OPERATING

**SUPPORT AND REVENUE: \$43,441,531**

<b>23%</b>	<b>Admissions</b>
<b>22%</b>	<b>SCFD</b>
<b>15%</b>	<b>Memberships</b>
<b>11%</b>	<b>Contributions</b>
<b>9%</b>	<b>Events</b>
<b>9%</b>	<b>Concessions</b>
<b>5%</b>	<b>City &amp; County of Denver</b>
<b>3%</b>	<b>Attractions</b>
<b>3%</b>	<b>Learning Experiences</b>



**OPERATING EXPENSES:  
\$42,504,156**

<b>45%</b>	<b>Animal Sciences</b>
<b>22%</b>	<b>Guest Experiences</b>
<b>15%</b>	<b>Management &amp; General</b>
<b>8%</b>	<b>Learning Experiences</b>
<b>5%</b>	<b>Field Conservation</b>
<b>5%</b>	<b>Fundraising</b>



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