



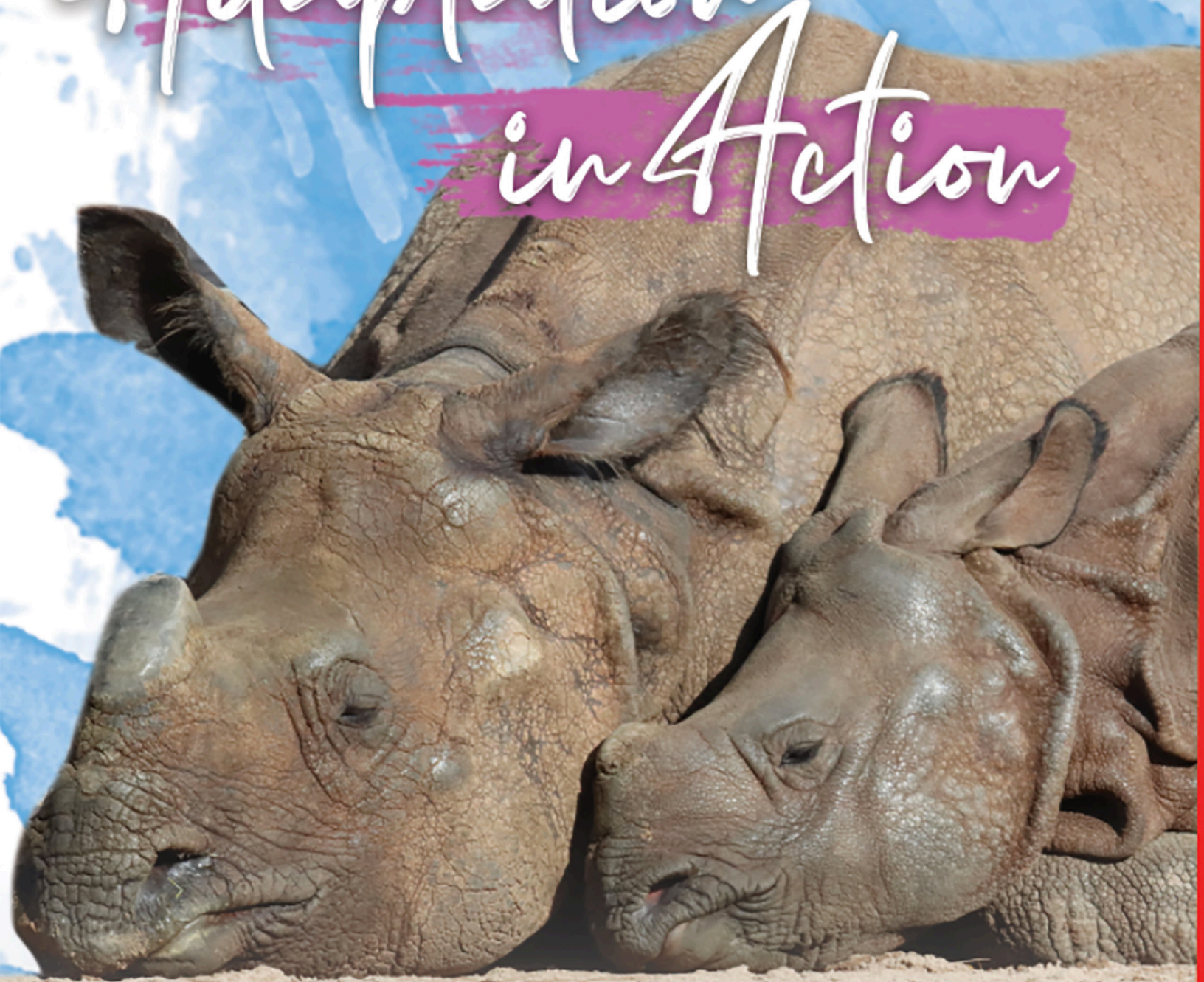
DENVER ZOO

# *Year in Review*

20  
20



# Adaptation in Action



To look at Joona, the sweet and spirited greater one-horned rhino calf born here last February, you'd never know that her species is so vulnerable. It's a hard lesson that humankind learned in 2020, too. But if we've absorbed any

wisdom from our animals in more than a century of service to our community, it's that adaptation is the key to survival. Here are a few ways Denver Zoo has done just that.

## SUPERLATIVE SUPPORT //

On March 16, Denver Zoo made the difficult decision to close our gates to help slow the spread of the COVID-19 virus. If there was a single ray of sunshine during our 87-day closure, it was the incredible generosity of our community. Our emergency support efforts raised nearly \$1M and welcomed 5,000 new donors to the Denver Zoo family. We will forever be grateful to each and every one.



## RESILIENT REOPENING //

Denver Zoo received an approval from the Colorado Department of Public Health and Environment to reopen on June 12 at 25% of average guest capacity. Our dedicated One Zoo Team worked tirelessly to put new safety policies and practices into place—including required masks, all-online ticketing, a one-way path, food service requirements and a host of new cleaning procedures. Our success with these changes quickly allowed us to increase our capacity from the 25% limit about a month later.





## HEALING HERITAGE //

Open to our animal care team since June 2020 and opening to the public Summer of 2021, the new 22,000-square-foot Helen and Arthur E. Johnson Animal Hospital is supported by the most technologically advanced equipment in the industry. From the tiniest tree frog to a full-grown grizzly, every one of our animals is able to receive the care they need. Denver Zoo is grateful to the Johnson Family Foundation for their generous donation, as well as the citizens of Denver, who approved the GO Bond in 2017.



## IMMERSIVE EXHIBITRY //

Summer guests experienced our new Stingray Cove™ experience, which brought a little bit of Baja California to the Mile-High City! The 15,000-gallon pool enables guests to touch and feed five friendly, free-swimming saltwater species—including two kinds of ray and three varieties of small shark. The new seasonal exhibit enchanted more than 75,000 guests in its successful first season.





## FLOCKING AWESOME //

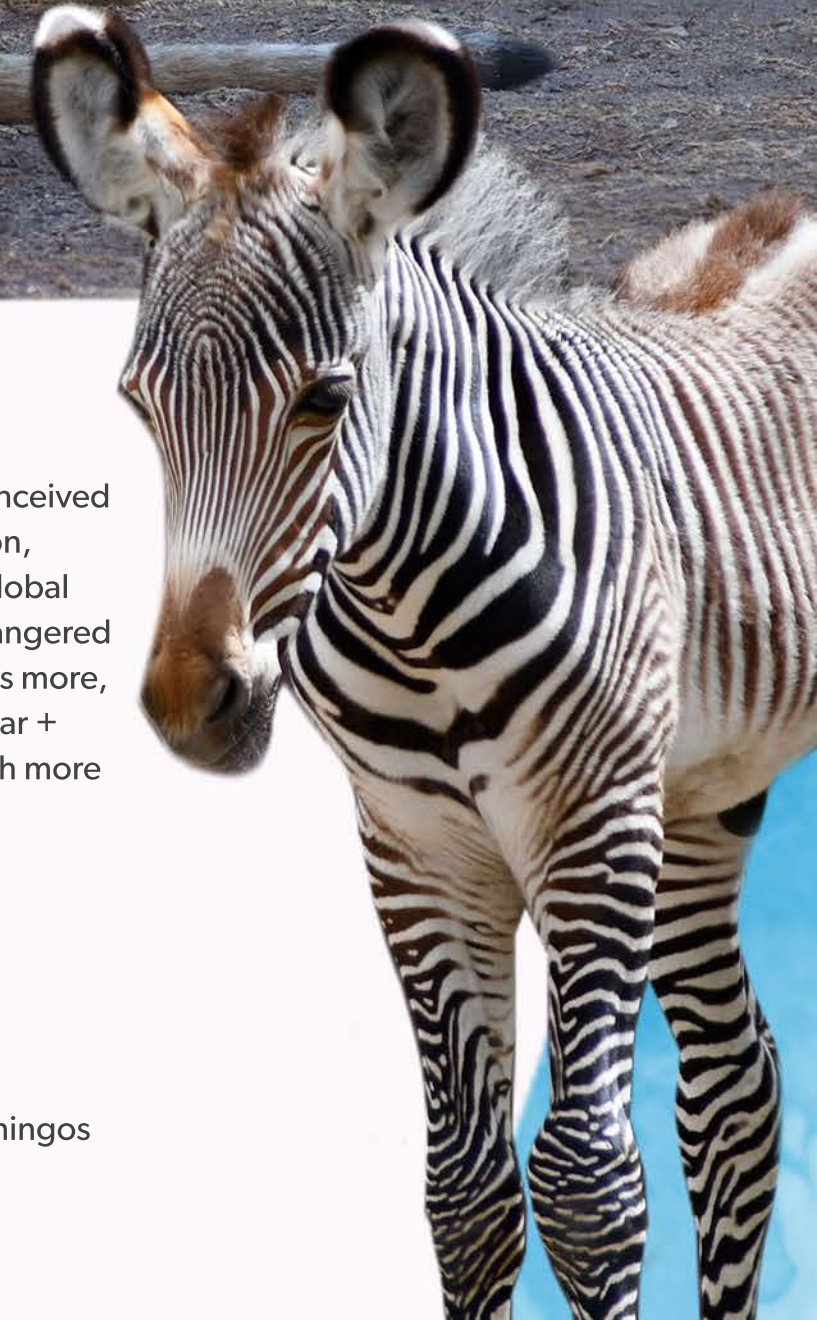
Nearly all 2020 Metro Denver events were cancelled, postponed or virtual, leaving most attendees all dressed up with nowhere to go. Instead of following suit, Denver Zoo decided to take advantage of our spacious outdoor campus with our first-ever Flock Party—a colorful, casual and socially distanced event that set a new standard for COVID-safe events and raised almost \$100,000 for Denver Zoo.



## BABY BOOM //

Led by Joona, a true miracle baby conceived after 12 rounds of Artificial Insemination, our 2020 baby boom contributed to global populations of several threatened, endangered and critically endangered species. What's more, our baby naming contests for Joona, Oskar + Araali actively engaged our community with more than \$60,000 in donations.

- **Joona** the greater one-horned rhino
- **Oskar + Araali** the African lion cubs
- **Kylo** the Grevy's zebra
- **Betty** the gerenuk + **Jack** the kudu
- **Swift, Legend + Carino** the American flamingos + many new Tropical Discovery babies, too!





# Statement Of Activities

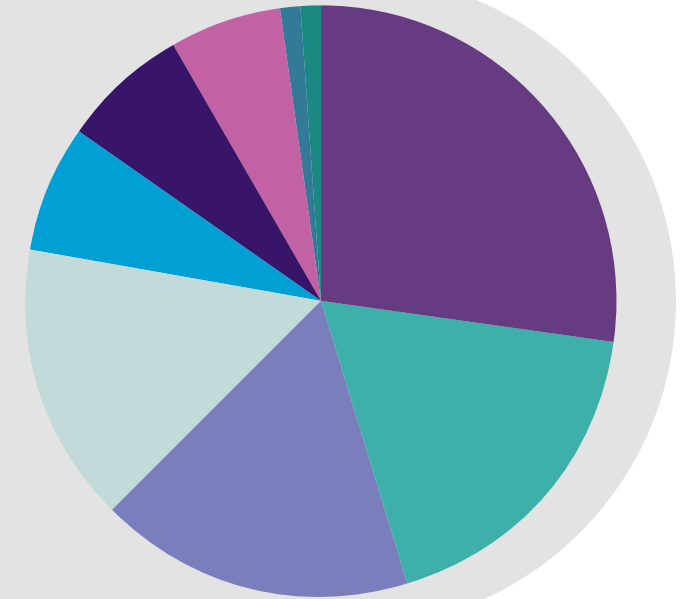
## DENVER ZOO

## COLORADO ZOOLOGICAL TRUST

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	2020 TOTAL
<b>SUPPORT AND REVENUE</b>							
Admission revenue	5,835,993	-	5,835,993	-	-	-	5,835,993
Scientific and Cultural Facilities District revenue	9,237,959	-	9,237,959	-	-	-	9,237,959
Memberships	5,102,174	-	5,102,174	-	-	-	5,102,174
Concessions commission	2,132,585	-	2,132,585	-	-	-	2,132,585
Donations, gifts and grants	3,007,321	2,064,002	5,071,323	35,293	2,813	38,106	5,109,429
Sponsorships and corporate events	1,364,333	-	1,364,333	-	-	-	1,364,333
Zoo Lights	2,058,786	-	2,058,786	-	-	-	2,058,786
City and County of Denver support	2,276,858	-	2,276,858	-	-	-	2,276,858
Learning experiences revenue	272,374	-	272,374	-	-	-	272,374
Attractions and other	740,050	-	740,050	-	-	-	740,050
Fundraising events, net.	88,249	-	88,249	-	-	-	88,249
Transfer from CZT to Denver Zoo	966,600	-	966,600	(966,600)	-	(966,600)	-
Net assets released from restrictions	11,855,417	(11,855,417)	-	801,613	(801,613)	-	-
<b>Total support and revenue</b>	<b>44,938,699</b>	<b>(9,791,415)</b>	<b>35,147,284</b>	<b>(129,694)</b>	<b>(798,800)</b>	<b>(928,494)</b>	<b>34,218,790</b>
<b>EXPENDITURES</b>							
Program expenses:							
Animal sciences	16,656,618	-	16,656,618	-	-	-	16,656,618
Guest experiences	7,604,073	-	7,604,073	-	-	-	7,604,073
Learning experiences	2,093,112	-	2,093,112	-	-	-	2,093,112
Field conservation	1,098,316	-	1,098,316	-	-	-	1,098,316
Total program expenses	27,452,119	-	27,452,119	-	-	-	27,452,119
Support services:							
Management and general	4,943,079	-	4,943,079	131,874	-	131,874	5,074,953
Fundraising	2,032,397	-	2,032,397	-	-	-	2,032,397
Total support services	6,975,476	-	6,975,476	131,874	-	131,874	7,107,350
Total expenses	34,427,595	-	34,427,595	131,874	-	131,874	34,559,469
<b>CHANGE IN NET ASSETS FROM OPERATING ACTIVITIES</b>	<b>10,511,104</b>	<b>(9,791,415)</b>	<b>719,689</b>	<b>(261,568)</b>	<b>(798,800)</b>	<b>(1,060,368)</b>	<b>(340,679)</b>
<b>NON-OPERATING ACTIVITIES</b>							
Capital campaign contributions	-	1,559,500	1,559,500	-	-	-	1,559,500
Bond proceeds	-	9,447,583	9,447,583	-	-	-	9,447,583
Investment return	166,536	-	166,536	2,138,749	2,070,692	4,209,441	4,375,977
Master Plan design and construction costs	(13,387,139)	-	(13,387,139)	-	-	-	(13,387,139)
<b>CHANGE IN NET ASSETS FROM NON-OPERATING ACTIVITIES</b>	<b>(13,220,603)</b>	<b>11,007,083</b>	<b>(2,213,520)</b>	<b>2,138,749</b>	<b>2,070,692</b>	<b>4,209,441</b>	<b>1,995,921</b>
<b>CHANGE IN NET ASSETS</b>	<b>(2,709,499)</b>	<b>1,215,668</b>	<b>(1,493,831)</b>	<b>1,877,181</b>	<b>1,271,892</b>	<b>3,149,073</b>	<b>1,655,242</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>13,745,165</b>	<b>3,554,756</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>
<b>NET ASSETS AT END OF YEAR</b>	<b>11,035,666</b>	<b>4,770,424</b>	<b>15,806,090</b>	<b>14,981,193</b>	<b>13,965,299</b>	<b>28,946,492</b>	<b>44,752,582</b>

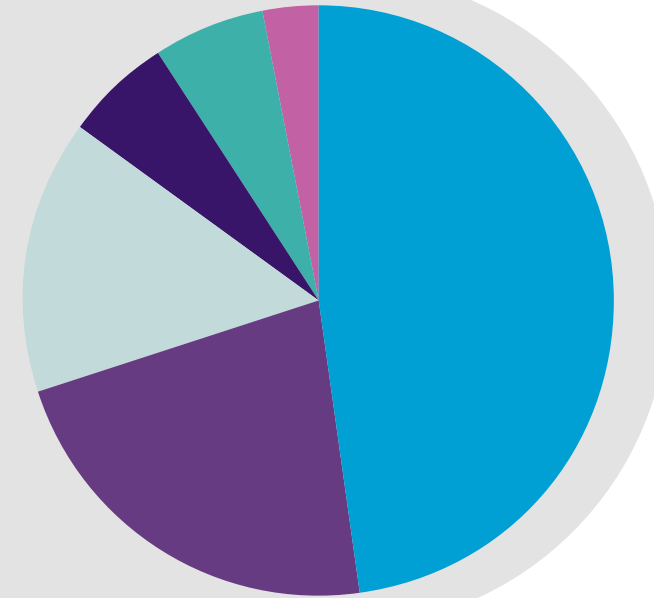
## OPERATING SUPPORT AND REVENUE: \$34,218,790

- 27% SCFD Contributions
- 18% Admissions
- 17% Memberships
- 7% Events
- 7% City & County of Denver
- 6% Concessions
- 2% Attractions + Other
- 1% Learning Experiences



## OPERATING EXPENSES: \$34,559,469

- 48% Animal Sciences
- 22% Guest Experiences
- 15% Management & General
- 6% Learning Experiences
- 6% Fundraising
- 3% Field Conservation





[Click here to see our 2020 Year in Review](#)

## SERVING ALL STRIPES //

On World Wildlife Day (March 3), we launched our new mission: *Inspiring Communities to Save Wildlife for Future Generations*. We continue working at all levels to find new ways to live this mission each and every day. Later in the year, in the interest of building a Zoo that reflects the communities we serve, we launched our first Diversity, Equity and Inclusion (DEI) Steering Committee. Comprised of entry-level to executive staff and guided by external experts, the committee is working to transform the Zoo's culture.

On behalf of everyone here at Denver Zoo, thank you for your unfailing support. We're currently working on a variety of wonderful new ways to enrich our offerings and engage our constituents—and, like you, we look forward to brighter days ahead.

 // President and CEO



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