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Dedication to Excellence

Whether small changes like the development of a service animal protocol or large changes such as the addition of the long-awaited bobcat exhibit, 2012 was a year of substantial transformation for the zoo. It is through these continuous changes that the zoo is able to meet and exceed the expectations of our visitors and the needs of our animals. Public knowledge and therefore expectations are constantly evolving as is our knowledge of animal welfare. These variables make it necessary for us to constantly evaluate and alter our operations to continue to accomplish our mission.



Zoo and park district staff, foundation and park board members, volunteers and supporters came together in 2012 to bring about wonderful achievements including:

- Bobcat exhibit
- Aviary exterior renovation
- Butterfly garden
- Blanding's Turtle rearing area
- Wild Side Gift Shop facelift
- Balanced budget
- Acquisition of the Hofner building
- Updates to signs
- Summer teen volunteer program
- Nature Play based program
- Additional partners and sponsors providing financial or product support
- World Turtle Day
- Updated format for the Grazing Fest (Bobcat Bash)
- Hosting a wedding ceremony and two wedding receptions
- Requesting donations during animal training demonstrations

I invite you to share in the many changes and accomplishments of the past year that are outlined in the following pages. Embracing change is one of the ways in which Cosley Zoo clearly demonstrates its dedication to excellence on a daily basis.

Susan L. Wahlgren
Cosley Zoo Director





Dedication to Animals

Animal Births and Acquisitions

In 2012, Cosley Zoo welcomed a number of new animals, which included:

- Bobcats (2) – to exhibit a new native species which is an Illinois conservation success story.
- Miniature Donkeys (2) – to maintain the population goal in this exhibit.
- Norwegian Fjord Draft Horse (1) – to exhibit a breed of draft horse.
- Montadale Sheep (3) – Two sheep were obtained to maintain the population goal in this exhibit. One was born at Cosley Zoo and is the offspring of a current collection animal.
- Nubian Goat (1) – to provide the goat exhibit with a breeding female.
- Guernsey Dairy Cow (1) – to exhibit a rare breed of dairy cow and maintain the population goal in this exhibit.
- Tennessee Warbler (1) – to meet the goal of improving aviary exhibits.
- Great Horned Owl (1) – to maintain the population goal in this exhibit and provide the zoo with an additional raptor for use in educational programming.
- Desert Walking Sticks (1 group) – to maintain a consistent supply of insects for use in educational programming.
- Chickens (8) – to maintain the population goal in the chicken coop.

Numbers and Types of Animals in Cosley Zoo's Collection			
Animal Group	Number of species	Number of specimens	Number of groups*
Amphibians	2	5	0
Birds	25	88	0
Invertebrates	4	1	3
Mammals	15	29	0
Reptiles	9	27	0
Total	55	150	3

**A group defines a population of animals that is too numerous to count.*

Animal Training Accomplishments

Conducting animal training sessions is a major component of each zookeeper's day. Zoo staff works with our collection animals to teach them behaviors that encourage physical activity, are mentally stimulating, and reduce their stress during routine medical procedures. Significant training

accomplishments in 2012 included the following:

- Zookeepers worked closely with both of the zoo's Great Horned Owls to prepare them for use in education programs. Zookeeper Melanie Kuse offered numerous amphitheater programs using one of the owls throughout the summer,

while Zookeeper Jenny Theuman worked to acclimate the zoo's new owl to being removed from his enclosure.

- In preparation for surgery that was performed on the zoo's American Guinea Hogs, zookeepers trained the pigs to separate from each other, allow their temperatures to be taken, and to lie down to receive injections. This training made the entire surgery process much easier for the animals, zookeepers, and veterinarians.
- Staff worked extensively with the new bobcats in order to get the cats used to their living space. They also taught the bobcats to voluntarily step on a scale in order to monitor their weight, which was especially crucial to ensure that the bobcats were eating properly when they first arrived at Cosley Zoo. Zookeepers will continue to perform operant conditioning with the bobcats in order to enrich them and encourage them to participate in their own health care.
- Keeper staff trained one of the zoo's White-tailed Deer to stand still and allow a trainer to listen to her heart with a stethoscope.
- Zookeeper Caryn Johnson trained one of the zoo's raccoons to voluntarily allow her ears and face to be touched by staff, in order to assist with routine medical care. She also taught the raccoon to stand in position so another keeper could apply preventative flea and tick medication.

- Zookeeper Diana Kotche trained one of the zoo's llamas to stand still while she removed and replaced his halter.
- Wheaton College chicken trainers and Animal Care intern Heather Johnson taught several of the zoo's chickens to voluntarily step onto a scale to be weighed.
- Other Animal Care interns trained several of the zoo's animals that had never before been exposed to training, including a Blanding's Turtle, the hedgehog, and the goats. This helped the interns to learn valuable training skills while also exposing these animals to operant conditioning.



Zookeeper Kristi Sampiller asks Norwegian Fjord Horse Gretchen to step onto a scale.

Flu at the Zoo Workshop

Zoo Director Sue Wahlgren, Animal Collection Supervisor Angie Dosch, and veterinarian Dr. Elise Ciribassi travelled to Bloomington, Illinois to attend the Flu at the Zoo workshop. Those in attendance at this workshop participated in tabletop exercises

dealing with agency responses in the event of an avian influenza outbreak. The 85 participants in the workshop included representatives from AZA (Association of Zoos and Aquariums) accredited zoos in 10 states, as well as individuals from FEMA (Federal Emergency Management Agency), USDA (U.S. Department of Agriculture), USFWS (U.S. Fish and Wildlife Service), IDNR (Illinois Department of Natural Resources), IDA (Illinois Department of Agriculture), and AZA, among others.



As a result of the exercises, the group learned that one of the biggest difficulties in the event of any animal disease outbreak would be gaps in communication amongst agencies. The state and federal agencies involved gained a new appreciation for how capable zoos are in dealing with such crises, and returned to their organizations determined to involve zoo officials in the response to potential animal-related emergencies such as avian influenza. The workshop was so valuable that USDA is funding a new conference, Flu at the Zoo II, to explore resolutions to some of the questions that came up in 2012. Cosley Zoo will be participating in this workshop in June 2013.

Improved Animal Record Keeping

Thorough record keeping is essential for proper animal care. Each zookeeper completes daily logs detailing the behaviors and medical conditions for the animals they are caring for that day. This information is part of each animal's permanent record and helps to keep all staff informed about each individual animal's needs.

On July 2nd, record-keeping changed when the globally based system ZIMS (Zoological Information Management System) was deployed to Cosley Zoo, replacing ARKS (Animal Record Keeping Software). Zoological institutions throughout the world are participating in this new record keeping system, which allows organizations to track information needed by animal care staff as well as easily exchange that data with other institutions. Zookeeper staff received training in order to become familiar with this new program.



Leadership in Animal Management

The Association of Zoos and Aquariums (AZA) oversees Taxon Advisory Groups (TAGs) for 46 different groups of animals. Each TAG investigates the conservation needs of the pertinent animal group and develops recommendations for the management of the animals they are representing. Cosley Zoo has an institutional representative on each TAG.

Because of her years of experience working with great apes, zookeeper Jennifer Rudnick-Volz expressed a desire to serve as Cosley Zoo's representative on the Great Ape TAG. After becoming Cosley Zoo's institutional representative, Jen was elected to the Great Ape TAG steering committee. In her new position, Jen will be able to help guide the TAG as the group makes decisions involving the breeding and conservation of these animals.

Research Projects

Zoo Director Susan Wahlgren serves on Wheaton College's Animal Care and Use Committee, which reviews and approves all research projects involving the use of live animals. Onsite, Cosley Zoo staff also participates in research projects when they support the zoo's mission and increase learning about the species we exhibit.

Kayla Hornafius, as part of her Environmental Stewardship class at Miami University of Ohio, completed a study entitled "A Head Start at Cosley: An Analysis of UV, Appetite, and Other Captive Condition Factors for Blanding's Turtle (*Emydoidea blandingii*) Growth". She focused primarily on the effects of UV light on the growth rates of Cosley Zoo's Blanding's Turtles. Because the turtles were, at the time, housed in such a manner that half were housed under UV lights and

half were not, Kayla was able to compare the two groups without changing the care they had been receiving. Her study showed no noticeable effects between exposure to UV light and the turtles' appetite and growth rate.

A second study was conducted by Brande Redfield, also from Miami University of Ohio. This study was entitled "Wild Cat Conservation Needs: A Comparative Analysis of Public Perception". The goal of Brande's research was to determine whether zoo visitors were better-educated regarding the conservation needs of large exotic cat species or small native species. She found this research to be especially timely as it coincided with the opening of the zoo's new bobcat exhibit. Using a written survey to collect data, Brande determined that guests possessed a greater knowledge of large exotic cat species and their conservation needs, causing her to conclude that visitors need access to more information about small local species such as bobcats.

In March, Cosley Zoo also collected and donated animal hair samples to Lake Park High School in Roselle. The hair samples were used by forensic science students who studied the differences in the hair properties of various animal species.





Dedication to Conservation

Blanding's Turtle Head Start Program

This program, in which state endangered Blanding's Turtles are raised in captivity and released into the wild, is Cosley Zoo's largest conservation effort. Zoo staff is constantly evaluating our efforts to ensure that the turtles are being raised in optimal conditions.

Early in 2012, keepers began recording more detailed measurements of the Blanding's Turtles in our care. In addition to the monthly weights and carapace (top part of shell) lengths they were recording previously, they now began recording carapace width, plastron (lower part of shell) length and width, and total height. These new measurements give the keepers a more accurate idea of how well the turtles are growing.

In December, Zoo Director Susan Wahlgren and Zookeeper Chuck Lindquist attended a meeting at Lincoln Park Zoo's Population Management Center regarding the Blanding's Turtle Recovery Project. Other project partners in attendance included the Forest Preserve District of DuPage County, Peggy Notebaert Nature Museum, Brookfield Zoo, and St. Charles Park District. Partners discussed the development of a Blanding's Turtle studbook, a zoo population management tool, which will be created by Lincoln Park Zoo and the Forest Preserve District. By developing a studbook, we should be able to begin a captive breeding program (based on the genetics of turtles found in the wild) in about two years. Some of the turtles in the program are beginning to show signs of

maturity, making the studbook a crucial component in preparing for this next step in the program.

The zoo also helped to prepare for the future of the Blanding's Turtle program by constructing a new room to house the turtles in the Vern Kiebler Learning Center (see Dedication to Growth). As well as providing a more suitable environment for the turtles, this area also provides additional space to house a greater number of juvenile turtles. Zoo staff anticipates exciting new developments in the Head Start program in the next several years.



The new Blanding's Turtle room allows zookeepers to more easily care for the turtles and provides additional housing space.

Party for the Planet

Cosley Zoo hosted this conservation-themed event on April 28th in conjunction with an annual initiative by the Association of Zoos and Aquariums (AZA) to promote Earth Day. Several local conservation-based organizations set up exhibits to teach visitors about the importance of preserving natural resources. Exhibits at this year's event, sponsored by Veolia Environmental

Services, included a survey distributed by ComEd to determine visitors' energy usage and an energy-producing bicycle exhibited by SCARCE (School & Community Assistance for Recycling and Composting Education). Seed packets were distributed to visitors for planting in their own homes.

World Turtle Day

In order to continue educating visitors about the importance of conservation as well as focus on a local conservation project, Cosley Zoo hosted a new event, World Turtle Day, on May 19th. This event was designed to raise awareness of turtles and also raise funds for the zoo's Blanding's Turtle Head Start program. Chicago Herpetological Society member Dick Buckholz brought live turtles to supplement the zoo's collection, and zoo staff sold turtle-themed merchandise as a fundraiser. This event raised \$406 for the Blanding's Turtle program.



Meeting live turtles was the highlight of World Turtle Day for the 932 guests who attended.

FrogWatch USA

In 2012, Cosley Zoo became an official FrogWatch USA chapter. FrogWatch USA is a citizen science program, run by AZA, in which individuals monitor frog calls and collect data which is used to assess frog and toad populations. Knowledge of frog and toad populations is important because these amphibians are environmental indicators, for whom a healthy population reflects the health of the surrounding ecosystem. They have also been vitally important in the field of human medicine. For example, compounds from amphibians' skin are currently being tested for anti-cancer and HIV properties.



Education Supervisor Tami Romejko gives a presentation at the Frogwatch USA Coordinators' Workshop.

Cosley Zoo hosted a regional training for FrogWatch USA coordinators in April. This two-day workshop included participants from Indianapolis Zoo, Northeast Wisconsin Zoo, Peoria Zoo, Lincoln Park Zoo, and Bowling Green University. After the classroom portion of the workshop, participants headed to Lincoln Marsh to practice their frog identification skills.

In June, Cosley Zoo conducted its first FrogWatch training program for individual

volunteers. Fourteen volunteers learned how to collect and record data and identify the calls of frogs and toads through this program.

Special Conservation Programs

Although age-appropriate conservation messages are an important component of all Cosley Zoo classes, Cosley Zoo staff did have the opportunity to present a few uniquely-focused conservation programs to area organizations in 2012. Zoo Director Susan Wahlgren presented a program on Blanding's Turtle Conservation to students in a herpetology class at Aurora University, and Education Supervisor Tami Romejko presented another Blanding's Turtle program to students at Elmhurst Academy. Each of these programs raised \$75 for the zoo's conservation efforts, and the Elmhurst Academy students raised additional funds to "adopt" a Blanding's Turtle.

Junior Zookeepers

The Junior Zookeepers Club continued their annual tradition of participating in the Great Backyard Bird Count in February. This event allows citizens throughout the United States and Canada to become scientists by observing and reporting on the presence of bird species in their own backyards. Results are inputted into a central website and compiled to determine the current status of North American bird populations.

One of the monthly JZ meetings also focused on conservation. The teens learned about and visited the three Illinois endangered species that Cosley Zoo exhibits (Barn Owl, Blanding's Turtle, and Black-crowned Night Heron) and talked about

ways to create wildlife habitats in their own backyards.

Zoo and Aquarium Partnership for the Great Lakes

Zoo Director Susan Wahlgren serves on the steering committee for this organization which focuses on educating people about the health of the Great Lakes ecosystem and what they can do to protect it. Cosley Zoo joined the Chicago Zoological Society (Brookfield Zoo), Seneca Park Zoo, Toronto Zoo, and Akron Zoo in a partnership that resulted in the launch of the My Water Footprint website (www.mywaterfootprint.org) in 2012. This website, made possible with grants from the Institute of Museum and Library Services and Tellabs, encourages individuals to pledge their support for the Great Lakes through three different actions (Keep Water Clean, Use Water Wisely, and Spread the Word).







Dedication to Growth

2012 was a year of unprecedented growth for Cosley Zoo, and this growth was noted enthusiastically by our guests. A visitor posted on our facebook page, "I am blown away at the beautiful improvements to the zoo! My kids and I have always enjoyed visiting, but now you have outdone yourselves! What a wonderful place to visit!"

Bobcat Exhibit

After years of planning and fundraising, Cosley Zoo completed a new exhibit for bobcats in 2012. This exhibit was made possible by donations from Cosley Zoo supporters and the Cosley Foundation and a \$300,000 grant from IDNR (Illinois Department of Natural Resources) through the Illinois Public Museum Capital Grants Program.



The bobcat holding building was covered with a wire frame which fit together like a jigsaw puzzle to support the rockwork that would cover it.

Groundbreaking for the exhibit occurred in June 2012, and staff and visitors watched excitedly as the naturalistic bobcat exhibit was created. Detailed rockwork, native

plants, and a waterfall provide the bobcats with a habitat as much like their native environment as possible, and also provide visual interest for zoo visitors. Signage providing information about bobcats' nocturnal natures, hunting abilities, and other behaviors were created for installation around the exhibit. Our staff was also given the opportunity to put their own creative twists on the exhibit by choosing logs for placement in the exhibit and making leaf and paw prints in the wet concrete of the sidewalk.



Zoo staff decorates the sidewalk around the bobcat exhibit.

As the exhibit was being built, zoo staff did considerable research to find the individual animals that would be the best fit for the exhibit. Two bobcats from California, Salvatore ("Sal") and Valentino ("Val"), were selected. The bobcats are ten-year-old brothers who spent most of their lives at The Fund for Animals after being found in the attic of a private home when they were young. Sal and Val were allowed several weeks to acclimate to their exhibit before

the Bobcat Bash party was held in September to welcome them.

Careful planning and organization has allowed the zoo to maintain this new exhibit without increasing staffing. The only expected cost increases in 2013 are feed, related supplies, and utilities.

The Aviary Gets a Facelift

Thanks to a generous donation from Cosley Zoo supporter Merle Phillips, the aviary received a much-needed upgrade in 2012. Prior to the upgrade, the 30-year-old building was in desperate need of a new roof, the caging needed repair, and the exhibits were visibly dated. Parks Department staff spent several weeks over the summer renovating all of the caging. One notable change was the reduction in the number of enclosures. The old exhibit contained seven small enclosures holding a few birds each while the renovated space contains three large enclosures. This change allows each individual bird more space, increases the birds' visibility, and allows the avians more opportunities to mingle with other bird species.



Educator Natasha Fischer and several zoo visitors check out the animals in the new aviary.

Each exhibit also contains numerous amenities including ponds with running water, more perching and bathing opportunities, and new plants. These elements add visual appeal to the exhibits while greatly improving the habitat for the birds and encouraging them to exhibit natural behaviors. Gabled areas at the top of each exhibit also allow the birds to experience more vertical space. The renovated aviary has been popular with zoo visitors, who have expressed their appreciation through comments to staff.

Perimeter Fence

In November, a crew began replacing the perimeter fence on the north and east sides of the zoo. Our previous fence, which was 6 feet high with three barbed wire strands at the top, was replaced with an 9 foot fence (including one foot buried underground) with three barbed wire strands. This change was made to increase the security of the facility and to comply with a USDA regulation mandating the height of the perimeter fence. During the fence installation, new gates were also installed.

Blanding's Turtle Move

In December, the Blanding's Turtles which are a part of the Head Start program were moved into a new home in the Vern Kiebler Learning Center. This project was a significant undertaking which involved the addition of plumbing, heat and air conditioning, humidity control, extra thick walls for noise and temperature insulation, enhanced electrical service and lighting, stainless steel cabinets, and new equipment. The new housing arrangement offers zookeepers easier access to the turtles and also makes the project more

visible to the public. Although visitors are not able to view the actual turtles, which need to have minimal exposure to humans in preparation for their eventual release into the wild, a series of video cameras has been set up to allow guests an opportunity to view the turtles on a screen located in the barn aisle.



Visitors can view the Blanding's Turtles being raised for release via a video screen.

Hofner Building Acquisition

Cosley Zoo does not have many opportunities to acquire additional space, due to the streets and neighborhoods which surround the facility. Late in 2012, the Cosley Foundation took advantage of a rare opportunity by agreeing to contribute funds towards the purchase of the Hofner & Hofner building at the corner of Gary and Prairie Avenues, just south of the zoo. Several zoo staff that currently inhabit offices in the zoo's train station will move to the Hofner Building, freeing up room on zoo grounds for an additional indoor future public space.

Amphitheater Renovation

In order to create room for the bobcat exhibit, the zoo's amphitheater was relocated to the front lawn. The shade sails

remained the same, but the stage and benches were rebuilt. The attractive brick and wood structure contains a raised stage with a locked box to hold program animals and supplies and movable benches so the space can be customized to fit the needs of any group. Visibility of the amphitheater has been greatly increased, creating an escalation in attendance at casual interpretation programs. The space is also used for school, scout, and individual registration programs, and is also available for rent by individuals or private groups. The zoo's first wedding ceremony took place in the amphitheater on the first weekend in June.



The groom awaits his bride in the amphitheater.

Detention Area

Early in 2012, native plants were added to the detention area near the zoo's front entrance. This area was created in 2011 to accommodate water runoff in preparation for the construction of the bobcat exhibit. The plantings in this area increased its visual appeal and also helped to attract various wildlife. Ducks, dragonflies, tadpoles, and Kildeer were spotted in the area throughout the year. In the summer, educators took their classes into the detention area to hunt for bugs and search

for tadpoles. We plan to continue using this area to educate our visitors about native species.

Butterfly Garden

The generous donation by Merle Phillips which funded the aviary renovation also allowed Cosley Zoo to create a butterfly garden on the north side of the zoo. The garden contains a short walking path and a water feature, and in 2013 native butterfly-attracting plants will be added. Current signage in the garden provides butterfly information, and additional signage to be placed in 2013 will teach visitors about the butterfly life cycle and creating home butterfly gardens.



A young visitor explores the fountain in the zoo's butterfly garden.

Gift Shop

Our retail space was given a face lift when the Wild Side gift shop received a new coat of interior paint in 2012. After the painting was complete, colorful decals in the shapes of animals and animal tracks were added to the ceiling. These improvements, as well as a new sign outside the shop, have improved the space's visual appeal.



A colorful mural was added to the Wild Side Gift shop in 2012.

New Signage

In addition to the larger projects mentioned here, we also installed additional signage around the zoo to better inform and educate our visitors. New signs at the zoo's front entrance, detention area, and gift shop help to direct visitors and provide them with zoo information.

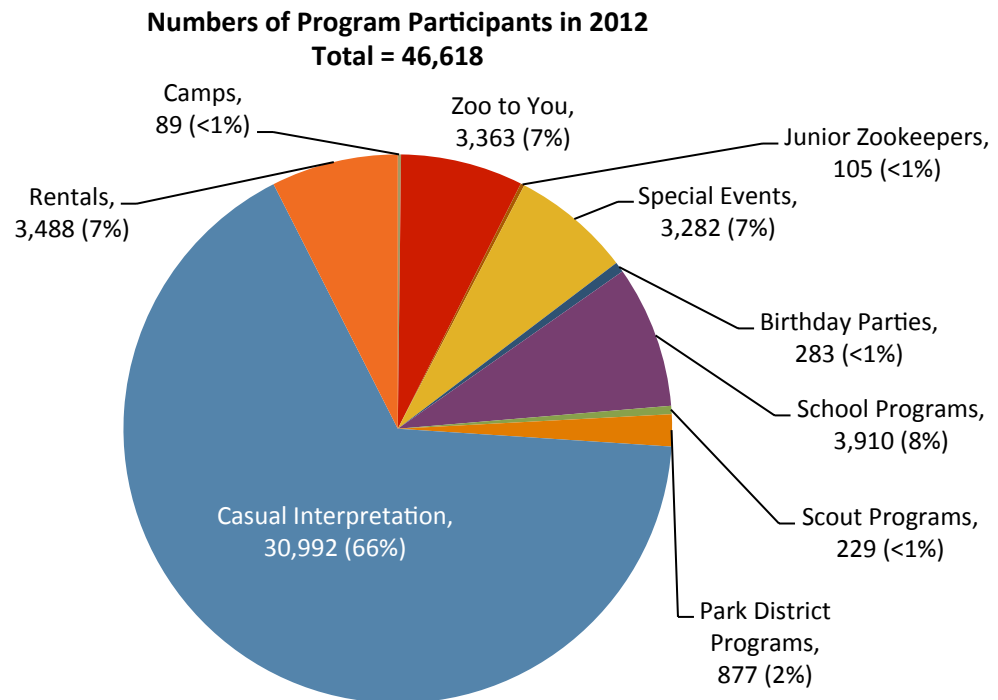




Dedication to Education

Education Program Numbers

2012 was another record-setting year for the education department, which provided opportunities for over 46,000 people to participate in a zoo program (this is a nearly a 10% increase from the 41,958 people who participated in programs in 2011). Whether an animal visit during a birthday party, an organized field trip for a school groups, or a summer camp, each program provides guests with a valuable opportunity to learn about and gain an appreciation for the animals with whom we share our world.



Changing Educational Philosophy

In 2013, Education Supervisor Tami Romejko and Educator Natasha Fischer completed the 18-month NatureStart training program offered by Brookfield Zoo. This program helped Natasha and Tami to gain a greater understanding of the most effective methods for instructing very young children, who, along with their parents or caregivers, make up Cosley Zoo's primary audience.

In February, Natasha and Tami visited Hobson Cooperative Nursery School in Naperville, which operates under the principle of play-based learning. During their visit, Natasha and Tami made observations on the types of activities the children were engaged in and the language that their teachers used when speaking with them.

Also in February, inspired by an activity they had completed at NatureStart, Natasha and Tami, along with Educator Karen O'Brien, experienced the zoo through a child's eyes when they toured the facility with life-sized cutouts representing a two-year-old and four-year-old child. This experience provided them with greater insights on how children experience the zoo's exhibits and also helped them to discover some minor safety issues to be addressed.



Educator Karen O'Brien views the Great Horned Owl from a child's perspective.

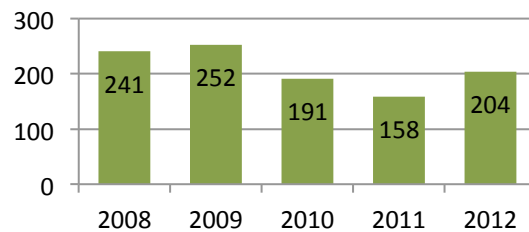
As a result of the Nature Start training, the education staff made several significant programming changes. They created a new program series, Zoo Investigators, for 5-7 year olds, in which the activities were primarily child-led and focused on letting children investigate animals and nature at their own pace. Our Toddler Time series completely changed format, and the children who used to participate in structured group activities now moved freely through a series of stations which encouraged discovery and interactions with

others. Additionally, we incorporated nature play into our popular Santa's Craft Corner event, replacing one of the crafts with opportunities to explore natural materials such as snow, tree cuttings, and pinecones. We look forward to continuing to use the Nature Start principles as we develop new programs and re-evaluate current programming.

School Programs

Cosley Zoo conducts school programs onsite for children in grades preK-high school. In 2012, school program numbers increased for the first time in the last three years. We are unsure as to what factors have contributed to the recent fluctuations in program numbers, but are hopeful that our recent marketing efforts, such as a 7,000 piece postcard mailing to area teachers in the fall of 2012, have been helpful in promoting Cosley Zoo classes.

**Numbers of school programs
2008-2012**



Scout Programs

In 2011, the Girl Scouts of the USA completely revamped their badge books, creating new badges, removing others, and changing requirements for earning a badge. Cosley Zoo staff kept up with these changes in 2012 by writing new programs to correspond with new badge requirements. In addition to these new program offerings,

we are also continuing to offer our former programs for those groups who want to earn badges under the old system during this time of transition for the Girl Scouts.

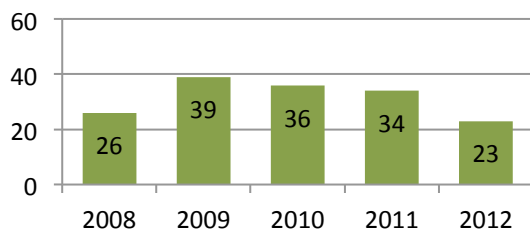


Education Supervisor Tami Romejko leads Daisy Scouts in an activity during a badge program.

Cosley Zoo also conducted an overnight in October for a boy scout troop's mother-son outing. During the overnight, the boys worked to complete their Reptile and Amphibian merit badges while enjoying other activities such as a night time zoo hike.

Despite positive program reviews, participant numbers have continued to decline over the past several years. We continue to look for additional markets in which to promote our scout programs.

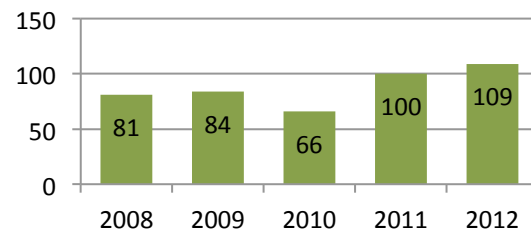
**Numbers of scout programs
2008-2012**



Zoo to You Programs

Our outreach numbers continued to increase in 2012, surpassing the all-time record high number of programs that was conducted in 2011. For groups who do not have the staff or resources to be able to travel to the zoo, conducting a program at their own facility with some of our live animals has proven to be an appealing option.

**Numbers of Zoo to You programs
2008-2012**



Junior Zookeepers Club (JZs)

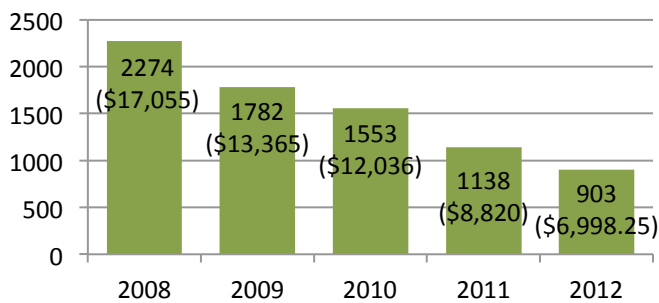
The JZ Club is a year-long commitment and provides an opportunity for teens to gain an in-depth understanding of zoo work through monthly meetings, volunteer opportunities, and hands-on experiences.



Junior Zookeepers participate in a team-building activity at Lincoln Marsh.

In 2012, we decreased the formerly twice-monthly meetings to once a month. We made this change in order to make the program more financially sustainable, since holding fewer meetings decreased the amount of staff time. This change to the program also contributes to the decrease in the number of hours JZs spent at the zoo during 2012.

Service learning hours (and their value at minimum wage) donated by Junior Zookeepers 2008-2012



Even though the number of formal meetings has decreased, there are still numerous opportunities for Junior Zookeepers to spend time at the zoo assisting with programs and events. The importance of the JZ program was emphasized early in 2012, when zoo staff received a letter from a former JZ stating:

“I absolutely loved my experience as a JZ – it was probably one of my favorite parts of high school. I learned so much about interacting with people, education, public speaking, conservation, and so much more... Thank you for such an awesome experience!”

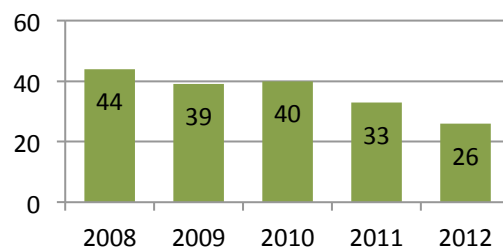
The JZ program offers teens valuable hands-on experience that they cannot gain

elsewhere, and although the number of hours contributed has decreased in recent years, the assistance that the Junior Zookeepers give to zoo staff is extremely valuable, and the JZ program continues to be an important part of the zoo’s educational focus.

Birthday Parties

Even though the number of facilitated birthday parties that the zoo has hosted has declined in recent years, zoo staff is still working to keep our birthday party offerings current and profitable. In 2012, we eliminated the fully-facilitated birthday party option, which included a staff member who stayed with the party the entire time and refreshments provided by the zoo. This option was chosen infrequently and the net profit was lower than other party options due to staffing time and higher supply costs. We still offer staff-facilitated parties, but the instructor stays with the party for only 45 minutes to present an educational program, and then leaves the group to enjoy their own activities and any refreshments they choose to provide. The zoo continues to offer cake, table settings, beverages, and goody bags on an a la carte fee basis to families who desire these amenities.

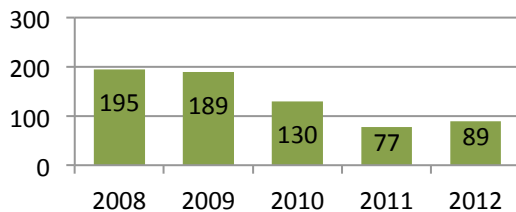
Numbers of birthday parties 2008-2012



Summer Camps

Summer camps underwent changes to both format and schedule in 2012 in an attempt to boost registration and lower expenses. We changed the sessions for our youngest campers from two to three hours long to meet parent needs and began offering more camps during the mornings (8:45 AM-11:45 AM), when our registration has traditionally been higher. After three years of decreasing participation, we did see a slight increase in camp registration in 2012.

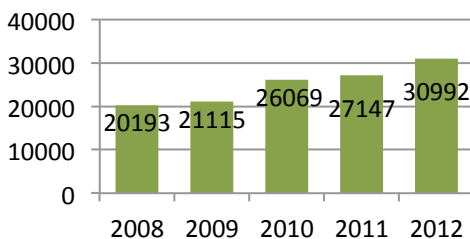
Numbers of participants in summer camps 2008-2012



Casual Interpretation

2012 saw a large increase in the number of visitors participating in casual interpretation, or informal education opportunities. Examples of casual interpretation include live animal encounters, amphitheater programs, critter carts with biofacts, animal training demonstrations, and duck feeding. With the exception of duck feeding, there is no charge for casual interpretation programs.

Participants in casual interpretation 2008-2012



Zookeeper Jenny Theuman introduces a visitor to an Eastern Blue-tongued Skink during a Casual Interpretation program.

The increase in casual interpretation participation numbers in 2013 was due in large part to the creation of a new Summer Teen Volunteer program (*see below*).

Summer Teen Volunteer Program

Education staff created this new volunteer opportunity in 2012 as a result of hearing from teens who expressed an interest in volunteering at the zoo but were not able to commit to the full year that the Junior Zookeeper Club required. Teens were trained on presenting casual interpretation opportunities in the form of critter carts (moveable carts with biofacts and interactives for guests to engage with) and each teen committed to a 2.5 hour shift each week, for a total of 25 hours of service during the summer. The program proved to be very successful, and several of the teens

enjoyed their experience so much that they applied to be Junior Zookeepers for the 2012-2013 season.

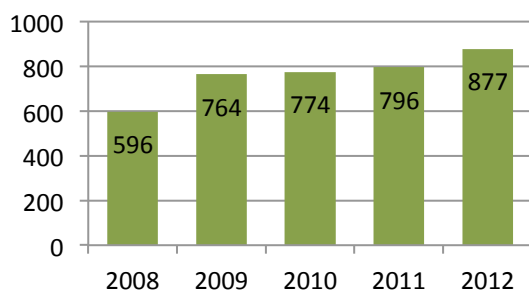
Park District Programs

In 2012, zoo staff introduced the new play-based Zoo Investigators series as a result of the NatureStart program completed by Tami Romejko and Natasha Fischer. Activities completed during this class included exploring the detention area to search for insects, examining water samples under a microscope, and dissecting owl pellets.



Educator Karen O'Brien and a Zoo Investigators participant investigate the tadpole they found during a class.

Numbers of participants in Park District programs 2008-2012



Our Toddler Time and Bookworms program series have continued to gain loyal followers, and participation numbers for park district programs are at the highest level we have seen in the past ten years.

Rentals

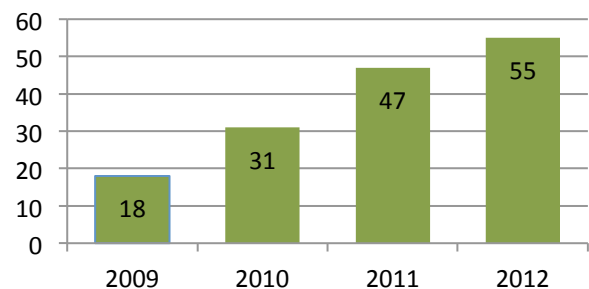
2012 was a profitable year for rentals at Cosley Zoo, with staff hosting a record number of rentals. In addition to our classroom and Duck Pond Pavilion rental spaces, we expanded our rental options to allow groups to rent the zoo's new amphitheater or a section of the front lawn. A preferred vendor list was established and the pricing structure was reworked for optional amenities to make our events more profitable.



The Duck Pond Pavilion is ready for a party!

Numbers of rentals 2009-2012

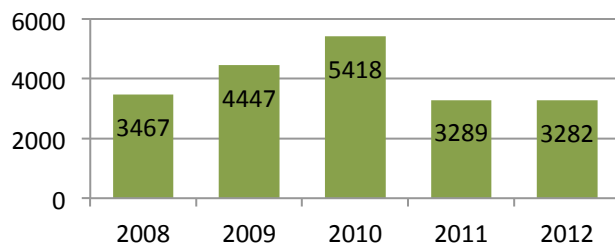
(no data collected prior to 2009)



Special Events

Attendance at the zoo's special events is quite difficult to predict, as weather plays such a large role in our attendance numbers. As always, our staff works hard to provide a variety of fun and educational opportunities to attend special events throughout the year. Some of these events (Pumpkin Fest, Party for the Planet, Santa's Craft Corner) are events we have hosted for years and have become family traditions for many. Others, such as 2012's brand-new World Turtle Day, change from year to year to provide visitors with new experiences.

Numbers of participants in special events and members' programs 2008-2012



Cosley Zoo Uncorked, Spooktacular, and Santa's Craft Corner all experienced record-setting attendance in 2012, while others such as Party for the Planet saw attendance suffer due to inclement weather. Overall attendance was remarkably consistent with event attendance in 2011.

Special Programs

In addition to Cosley Zoo's typical program offerings, Cosley Zoo staff provided groups and individuals with several unique program experiences in 2012.

- In March, Education Supervisor Tami Romejko conducted a teacher in-service workshop which focused on how teachers could use classroom

activities to foster knowledge of and appreciation for animals with their students. This workshop corresponded with a county-wide teacher institute day. As usual, the workshop filled quickly and a total of 31 teachers participated.

Participants rated the workshop as one of the best and most useful they had attended. Comments from evaluations included: "Very fun! My favorite workshop to date!", "Best training I have been to in a long time", and "This was one of the best teacher institutes that I've been to."

- Cosley Zoo participated in AZA's FrogWatch USA program for the first time in 2012 by hosting a coordinator training in April and a volunteer training session in June (see *We Value Conservation*).



Volunteers learned to identify the call of the American Bullfrog and other Illinois frogs and toads during the FrogWatch USA volunteer training session.

- Zoo Director Susan Wahlgren hosted a small group of veterinary assistant students from Sanford Brown College who came to the zoo to learn about various aspects of domestic farm animal care including behavior, nutrition, health care, and handling.

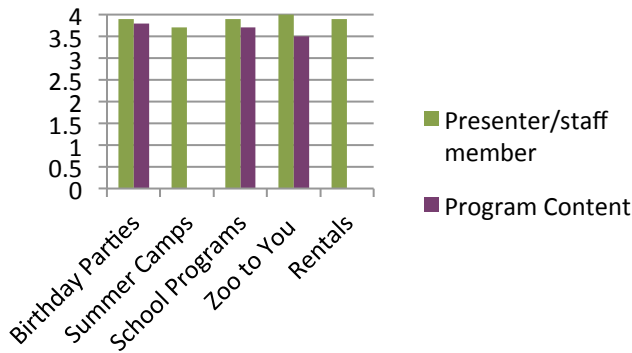
- In May, Sue Wahlgren also conducted a special class for Aurora University herpetology students about the Blanding’s Turtle Recovery Program.

Program Evaluations

Each group participating in an education program, birthday party, or rental is asked to fill out an evaluation, which is sent via email. The information from these evaluations is extremely valuable to zoo staff as we plan new programming and

assess our current offerings for quality and effectiveness. Evaluators are asked to rate programs on a scale of 1-4, with 1 being “poor” and 4 being “excellent”. Scores relating to staff and program content are compiled for each type of program, with the exception of rentals, which do not involve a program, and camps. (Program content for camps is evaluated on a series of yes or no questions rather than a 1-4 scale.) Average ratings for each type of program are shown in the following chart.

Ratings for education programs 2012
1-4 scale, (1=Poor, 4=Excellent)







Dedication to People

Staff Updates

Cosley Zoo was lucky to have several exceptional staff members join our team in 2012. These included:

- Jennifer Rudnick-Volz – Jen joined Cosley Zoo’s keeper staff in March of 2012. Jen has had a life-long passion for being an animal keeper, and brings to Cosley Zoo extensive zookeeping and animal training experience. She completed internships at Disney’s Animal Kingdom and Lincoln Park Zoo and has been employed as a zookeeper at Animal Kingdom, where she worked with elephants, and at Lincoln Park Zoo, where she worked with Great Apes, hoofstock, small mammals and reptiles, and primates. She has also volunteered with exotic cats, domestic cats and dogs, and in Brookfield Zoo’s Hamill Family Play Zoo.
- Ginny Christensen – Ginny is the newest member of Cosley Zoo’s Guest Services staff. Ginny was born and raised in Wheaton and has enjoyed the amenities that the Wheaton Park District offers for her entire life. Prior to joining the Cosley Zoo staff, Ginny was a staff accountant at a golf course and served as a Carol Stream Park District Commissioner for 18 years.
- Ben Sibenaller – Ben joined Cosley Zoo’s maintenance staff in June. Before arriving at Cosley Zoo, Ben held a wide variety of jobs. He was

a shift manager and projectionist at a movie theater, detailed vehicles, and worked with his father in a handyman business. Most recently, Ben did maintenance work at a hotel in Steamboat Springs, Colorado. Ben enjoys the fun people and work atmosphere at Cosley Zoo.

- Armando Tejada – Armando came to Cosley Zoo’s education staff from Lincoln Park Zoo in October, where he served for three years as Education Coordinator, Guest Engagement Leader, and Guest Engagement Ambassador. He also worked as an animal keeper at the Klipkop Wildlife Center in South Africa and an animal care intern at Potawatomi Zoo in South Bend, Indiana.



New staff members Ben Sibenaller, Jennifer Rudnick-Volz and Ginny Christensen have been valuable assets to Cosley Zoo.

In 2013, Cosley Zoo also had to say goodbye to several valuable staff members who moved on from the zoo to pursue other opportunities. Michelle Rood, a zookeeper at Cosley Zoo for four years, left the zoo to accept a full-time position as a Veterinary

Assistant at Bethany Animal Hospital. Amanda Villacreses, an Admissions Attendant for one year, moved on to Brookfield Zoo to pursue her passion for birds by working as a Temporary Keeper. Finally, Karen O' Brien, a Cosley Zoo educator for the past four years, left Cosley Zoo for full-time employment at Kensington School in Western Springs.

We also celebrated a significant staff anniversary in 2012. On October 18th, zookeeper Chuck Lindquist celebrated his 20th anniversary at Cosley Zoo. Chuck has demonstrated his dedication to Cosley Zoo on numerous occasions. He is always the first one to volunteer when someone has to come and check on an animal after hours, even staying all night at the zoo during a blizzard to ensure that someone would be onsite to care for the animals the following day.



Zookeeper Chuck Lindquist trains Tank, an American Guinea Hog.

Chuck is also known amongst staff for his determination to maintain the exhibit ponds, keeping them clean all year round

and free of ice in the winter. Chuck brings a positive attitude and a great sense of humor to work with him every day, and other staff looks forward to his “Chuckisms” (bad jokes). Thank you, Chuck, for your service to Cosley Zoo!

Staff Recognition

Throughout the year, Cosley Zoo recognizes staff and volunteers for the hard work they do with various incentives and celebrations. April 15th-21st was National Volunteer Appreciation Week, and zookeeper Tammy Janik oversaw the recognition of volunteers in an Olympic-themed manner by providing them with personalized Cosley Zoo medals celebrating their service to the zoo. Tammy also provided volunteers with pumpkin turkeys during the week of Thanksgiving. We celebrated National Zookeeper Appreciation Week from July 15th-21st by hanging a banner, hosting a staff lunch, and posting “Ask A Zookeeper” features on our facebook page. Supervisors were also presented with certificates for National Boss’ Day on October 16th.

Demonstrating Commitment

On July 1st, a severe storm blew through Wheaton causing major damage to the community. Even though the storm appeared quickly, staff was able to get visitors to safety in an efficient manner and spent the duration of the storm safely indoors. Overall, the zoo was extremely lucky, suffering only minor damage including tree loss, the destruction of several picnic tables, and a hole in the shade sails covering the amphitheater. The zoo and surrounding areas were also left completely without power during some of the hottest days of the summer.



It took several days for the zoo to recover from the aftermath of July's summer storm.

Although damages from the storm were minimal, clean up required an enormous effort on the part of zoo staff and the Parks Department. The zoo closed after the storm passed on July 1st and remained closed all day on the 2nd. The zoo re-opened on July 3rd, still with no power, and zoo staff worked to complete their assigned tasks with no relief from the hot temperatures. Although staff kept a close eye on the animals, our mostly native Illinois species had no problem with the heat. Finally, on July 4th, power was restored after a three-day outage. Thanks to everyone's hard work and dedication, we were able to pull through a difficult situation with minimal disruption to zoo operations.

Continuing Education

Throughout the year, staff is trained or re-trained on over 40 different in-service topics. The list of training topics is continuously being updated and added to as circumstances warrant. New topics in 2012 included Methods for Animal Behavior Research, a Donation Request Protocol, a Service Animal Protocol, and a Protocol for

Admitting Power-Driven Mobility Assistive Devices.

In addition to training conducted in-house, Cosley Zoo staff participates in important continuing education opportunities offered by outside organizations, including the Association of Zoos and Aquariums (AZA) national conference. Whenever possible, we seek low or no cost training opportunities in order to reduce the expenses associated with continuing education. Examples include the "Flu at the Zoo" workshop, which Zoo Director Susan Wahlgren and Animal Collection Supervisor Angie Dosch received a travel award to attend, and the 18 month-long NatureStart program offered by Brookfield Zoo, which Education Supervisor Tami Romejko and Educator Natasha Fischer received a scholarship to attend.

Professional Affiliations

Cosley Zoo has institutional representatives on all 135 of AZA's Institutional Animal Programs, including SSPs (Species Survival Plans), studbooks, and TAGs (Taxon Advisory Groups). Additionally, Cosley Zoo is affiliated with the following organizations:

- American Association of Zookeepers (AAZK)
- American Zoo and Aquarium Volunteer Administrators (AZAVA)
- Animal Behavior Management Alliance (ABMA)
- Association of Zoological Horticulturists, Inc. (AZH)
- Association of Zoos and Aquariums (AZA)
- Chicago Wilderness

- DuPage Association of Volunteer Administration (DAVA)
- Environmental Education Association of Illinois (EEAI)
- Illinois Association of Museums (IAM)
- International Marine Animal Trainers' Association (IMATA)
- International Species Information System (ISIS)
- Illinois Zoo Association (IZA)
- Informal Educators' Round Table
- Kane-DuPage Regional Museum Association (KDRMA)
- Montadale Sheep Breeders Association
- Norwegian Fjord Horse Registry
- Wheaton College Animal Care and Use Committee
- Zoo and Aquarium Partnership for the Great Lakes (ZAPGL)
- Zoo Registrars' Association (ZRA)

Volunteers and Interns

Each year, volunteers and unpaid interns dedicate their time and talents to Cosley Zoo, allowing us to accomplish much more than we could using paid staff alone. Volunteers and interns donated 6,035 hours of their time to Cosley Zoo in 2012. Cosley Zoo staff is constantly working to make the volunteer program more efficient for the zoo and rewarding for our volunteers. Changes and additions to our volunteer program in 2012 included the following:

- In 2012, Animal Collection Supervisor Angie Dosch began conducting group interviews, rather than individual interviews, for animal care volunteers. Since Angie was formerly conducting about 40

volunteer interviews per year, this new process saves a significant amount of time while still ensuring that the position is a good fit for both the zoo and the volunteers.

- In 2012, the zoo also launched a new program for teen volunteers. For many years, the zoo has hosted a Junior Zookeepers program enabling teens to volunteer on a year-round basis, but after receiving many requests from teens who were looking for volunteer opportunities during their summer break, the education department began offering a Summer Teen Volunteer Program, which capitalized on the teens' desire to volunteer during a period of high zoo visitorship.
- The zoo worked with the Bloomingdale Chamber of Commerce's Student to Business Partnership to provide an opportunity for a high school student to gain an understanding of what a zoo career would involve.

Significant accomplishments of volunteers and interns in 2012 included the following:

- Animal Care volunteer Heather Johnson reached her two-year anniversary as a Cosley Zoo volunteer. She took on further duties by completing an animal care internship, and in 2013 she will complete another internship with the zoo's education department.
- Wheaton College student Joel Peterson completed his second internship with Cosley Zoo's education staff.

- Education volunteers Sue Rogers and Lorraine Pachankis each completed 250 hours of service to Cosley Zoo.



Education Volunteer Lorraine Pachankis preps craft supplies with assistance from Zachary the cat.

- Animal Care interns completed behavioral observations on the zoo's Sandhill Crane, continued observations on the American Guinea Hogs, and began observations on the raccoons and bobcats. These observations help the Animal Care staff to determine how best to care for and enrich the zoo's animals.
- Animal Care intern Ryan Smith designed and created a sleep sack for our African Pygmy Hedgehog, who is seen almost daily putting the sack to good use.
- Eagle Scout Colin Ferris repainted the exterior of Cosley Zoo's popular caboose.
- Young adults who were part of the new Summer Teen Volunteer program provided casual interpretation to 4,700 zoo visitors between June and August 2012.

Michael T. Williams Memorial Scholarship

This is the third year that Cosley Zoo has awarded a college scholarship to a past or present Junior Zookeeper, intern, or volunteer in memory of longtime Cosley Zoo supporter Mike Williams. Typically, an award in the amount of \$2000 is split between one or more deserving candidates. This year, however, the committee received applications from two candidates who were so exceptional that the board voted to double the award, giving a \$2,000 scholarship to each candidate.



Michael T. Williams scholarship recipients David Solberg and Laura Hagen pose with Zoo Director Susan Wahlgren.

David Solberg and Laura Hagen are both former Junior Zookeepers who graduated from high school and entered college in 2012. During his junior high and high school years, David donated 375 hours of his time to Cosley Zoo in addition to the 522 hours of volunteer service he completed at Brookfield Zoo. David is currently a freshman at DePaul University where he plans to prepare for a zoo or aquarium career. Laura Hagen, who donated 364 hours to the zoo during her time as a Junior Zookeeper, as well as volunteering at the Naperville Humane Society and working at Danada Veterinary Clinic, is currently a

freshman at the University of Missouri, where she is studying for a career in animal conservation.

Visitor Services

Cosley Zoo values visitors of all ages and ability levels and in 2012 developed new protocols to help ensure that visitors with additional needs are well-served. A written service animal protocol was created, along with a protocol for admitting power-driven mobility devices. These protocols ensure that our admissions staff is aware of the regulations involved with admitting guests under these circumstances.

Zookeeper Jenny Theuman, working for credit towards her Master's Degree at George Mason University, is working on a project to improve the visitor experience by creating informative signs for some of the zoo's birds and developing education resources on animal enrichment for volunteers and visitors.

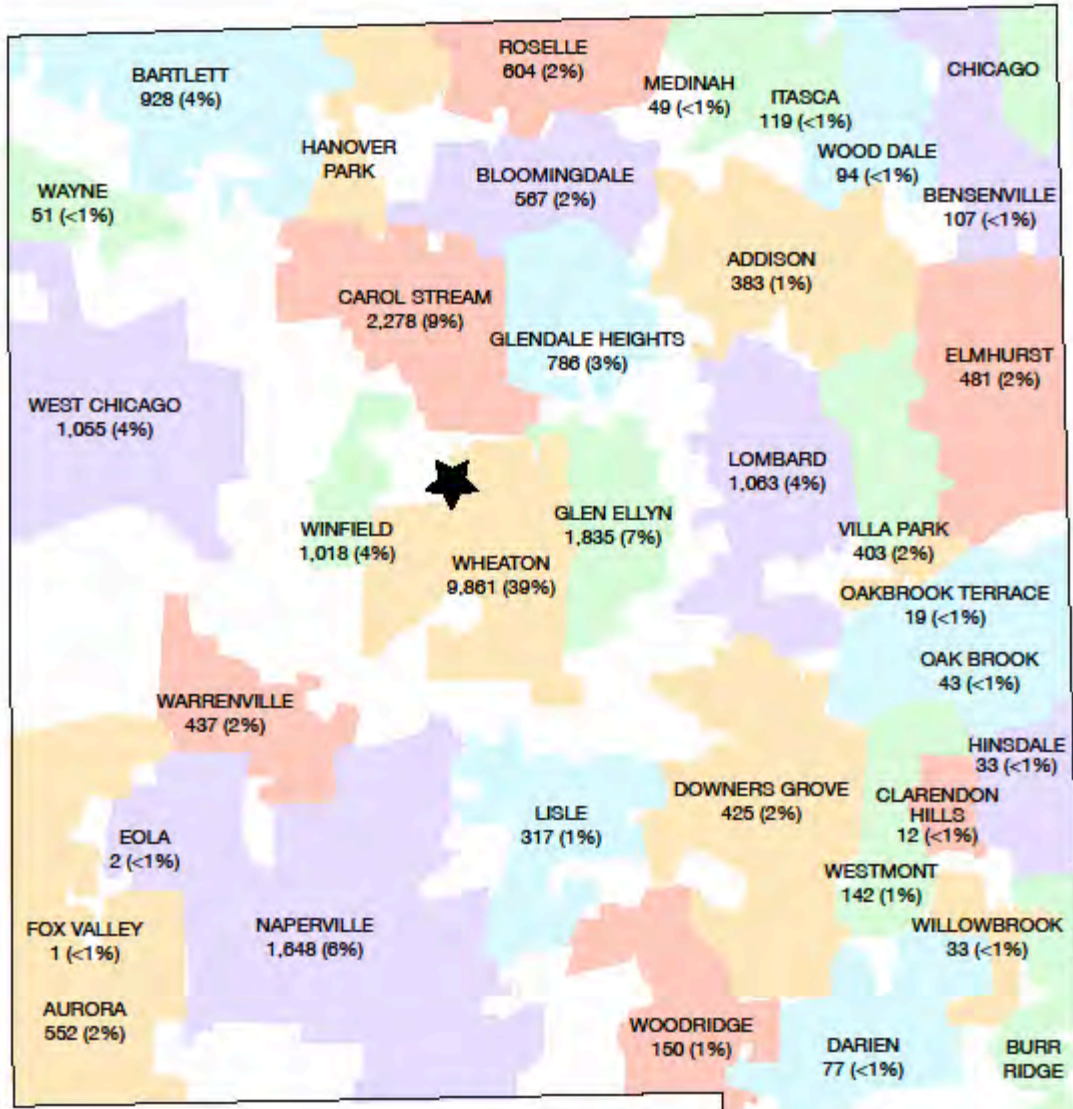
Visitor Data

Cosley Zoo staff collects zip code data from our visitors as they enter the zoo. We then create yearly visitor maps showing the residence of our visitors. In 2012, we collected data from 34,366 families entering Cosley Zoo. Of these families, 97.7% were from Illinois, 74.4% were from DuPage County, and 28.7% were from Wheaton. Zoo visitors came from 47 states and 8 countries outside the United States.

The maps on the following pages present more detailed information regarding zoo visitorship in 2012.

2012 COSLEY ZOO VISITORSHIP BY STATE (TOTAL OF 34,352 HOUSEHOLDS FROM U.S.)





2012 COSLEY ZOO VISITORSHIP BY TOWN IN DUPAGE COUNTY

(TOTAL HOUSEHOLDS: 25,573)
 Percentages are based on DuPage County visitation only.





Dedication to Fun

Throughout the year, Cosley Zoo hosted several special events, which provided our visitors with recreational opportunities while also educating them about animals and the environment. Although some events require advance registration, we also offer many drop-in style events at no or low cost to zoo visitors, making these programs accessible to a wide audience.

The Great Egg Scramble (March 31st)

This annual event is held each year around Easter. Visitors participate in an egg scramble for candy and prize-filled eggs as well as joining in other activities that help them learn about oviparous (egg-laying) animals. Activities this year included various crafts, an egg-bouncing experiment, and an oviparous animal memory game. In 2012, we obtained an event sponsor for the first time, and also shortened the length of the event to accommodate patron wishes and decrease staff time spent on the event, therefore increasing revenue.



A Junior Zookeeper teaches a family about birds' eggs at The Great Egg Scramble.

Party for the Planet (April 28th)

As a fun, conservation-themed event, Party for the Planet fulfills all three of the core components of Cosley Zoo's mission (conservation, education, and recreation). This event takes place in conjunction with an initiative by the Association of Zoos and Aquariums to host conservation-themed events promoting Earth Day. The event was sponsored by Veolia Environmental Services and several vendors and organizations brought environmentally-themed displays. Guests made newspaper party hats and enjoyed cake provided by Costco, and received seed packets donated by Ball Seed. Although vendors and attendees seemed to enjoy themselves, visitorship was down considerably from past years due to the cold and damp weather during this outdoor event. Many vendors expressed interest in participating in Party for the Planet next year.

World Turtle Day (May 19th)

This new event in 2012 highlighted Cosley Zoo's commitment to the conservation of the Illinois endangered Blanding's Turtle and helped to raise awareness of turtles and tortoises by exposing visitors to live animals. Dick Buckholz from the Chicago Herpetological Society brought live turtles to supplement Cosley Zoo's collection, and we also offered a craft and turtle merchandise for sale. World Turtle Day, sponsored by MB Financial, hosted 932 visitors and generated \$406 in net revenue through the sale of turtle merchandise and animal adoption packages and the acquisition of an event sponsor.

Family Night at the Zoo (June 21st)

This event provides families with an evening recreational opportunity in the hopes of building long-term relationships within the community and creating a greater understanding of the zoo and what we do. For the normal admission fee, guests toured the entire zoo, took behind-the-scenes tours, met Bentley (the zoo's bobcat mascot) and were treated to magic shows graciously provided by Junior Zookeeper "Magic Matt" Sandleback. Community School of the Arts participated in this event as a paid vendor.



Educator Karen O'Brien prepares to show families around the zoo's clinic during Family Night at the Zoo.

Cosley Zoo Uncorked (July 19th)

This annual after-hours wine tasting event is an opportunity for the zoo to host an adults-only audience in order to raise funds and potentially gain new zoo supporters. Attendance was at an all-time high in 2012 with 210 participants, and it was also a record-breaking revenue-producing year as well. Net revenue from this event was

\$5,036.17, a 188% increase from 2011 net revenue. This increase was due to the acquisition of a second event sponsor (BMO Harris and DuPage Boomers), the addition of a Topsy Turtle raffle which earned \$300, and the substantial increase in admission revenue.

Campin' at Cosley (July 27th-28th)

This event was rescheduled from July 13th-14th due to a power outage at the zoo on the evening for which the event was originally scheduled. We hosted 10 families, losing 4 due to the date change. Visitors camped out in their own tents on the zoo's front lawn and enjoyed activities such as a night hike, assisting keepers with morning chores, and making animal-themed crafts. Cosley Zoo provided s'mores and a hearty morning breakfast for the participants, who gave the event rave reviews.



Campers help with chores by giving water to the chickens.

Bobcat Bash (September 20th)

Cosley Zoo has traditionally held a fall fundraiser, the Western and Grazing Fest, for Cosley Zoo supporters each year. In 2012, the event was re-named The Bobcat Bash and completely re-formatted to highlight the opening of the zoo's new bobcat exhibit, as well as showcase the butterfly garden which will open in Spring 2013. The event was given a more upscale feel with the addition of a larger tent obtained from a rental company and food provided by several area restaurants. A wine pull, in which guests paid a fee to choose a bottle of wine from a large wall, was added as a fundraising opportunity in addition to the traditional silent auction.



Cosley Foundation Board Member Betty Bradshaw and zoo supporter Merle Phillips cut the ribbon to officially open the bobcat exhibit at the Bobcat Bash.

Pumpkin Fest (month of October)

October is a popular time to visit Cosley Zoo. A straw pyramid, cornstalk tunnel, and hundreds of pumpkins beckoned visitors to the zoo's front lawn to experience the sights, sounds, and smells of fall. Seasonal produce such as gourds, apples, and straw bales were also available for purchase.

Spooktacular (October 26th)

This annual Halloween event was by all accounts a great success in 2012. The event was attended by 432 participants, a 21% increase over the previous year's attendance of 357. Guests approached staff throughout the evening to compliment and thank them for a well-done event. Visitors arriving for Spooktacular were greeted by costumed staff members who directed them to the various activities offered, which included crafts, games, pumpkin decorating, a straw maze, animal visits, and a trick or treat trek staffed by paid sponsors.



The face painting station was a popular attraction during Spooktacular.

Festival of Lights (November 23rd-December 31st)

A family tradition for many, the Festival of Lights runs every year from the day after Thanksgiving through December 30th in conjunction with the zoo's Christmas tree sales. The zoo is open late and guests wander through the zoo each evening, sipping hot chocolate and enjoying the animal-themed light displays.

2012 was an extraordinary year for tree sales at Cosley Zoo. We surpassed 2011's record-setting sales total of \$86,699 (net) by an astonishing 17%, earning \$101,306 in

net revenue in 2012. Staff sold the last tree on the lot two days before Christmas, leaving us with no unsold stock. We are very grateful to the zoo supporters who chose Cosley Zoo for their Christmas trees, and to the seasonal and full-time staff who worked hard to make the experience so pleasurable for our guests.

Santa's Craft Corner (November 24th, December 1st, and December 8th)

This annual event has long been popular with visitors. In 2012, however, we were amazed to see an unexpected huge increase

in attendance. Visitation for the event hit an all-time high, with a total of 1,422 people coming to the event over three days to make crafts and visit with Santa. This was well over the 527 individuals who attended in 2011. Unseasonably warm weather is likely to have contributed a large role in this attendance increase. Guests gave the event positive reviews, praising Santa's friendliness and the eco-friendly nature of the crafts which were made using recycled materials.



2012 was a record-setting year for Cosley Zoo's Festival of Lights and Christmas Tree Sales.



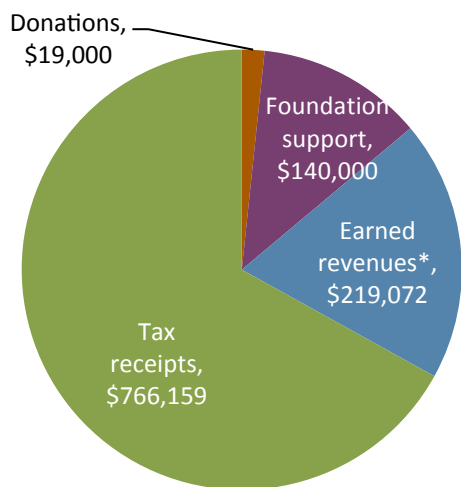


Dedication to Fiscal Responsibility

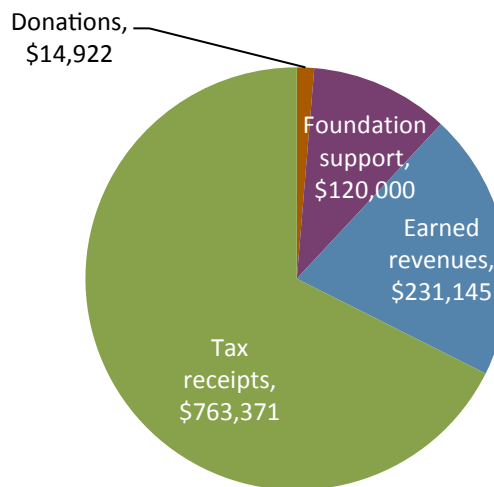
Budgeted and Actual Revenue

The zoo's budgeted revenue for 2012 totaled \$1,144,231 with actual revenue of \$1,129,438.

Budgeted Revenue, Fiscal Year 2012



Actual Revenue, Fiscal Year 2012

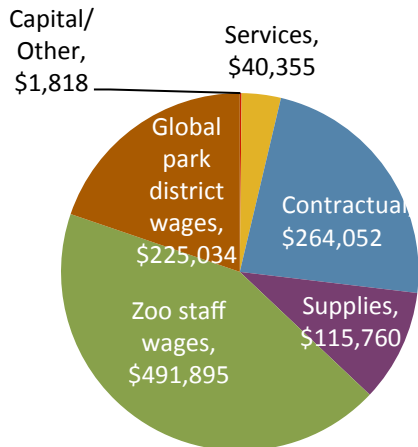


**Earned revenues include admission fees, penny machine income, animal adoptions, facility rentals, program revenue, and interest.*

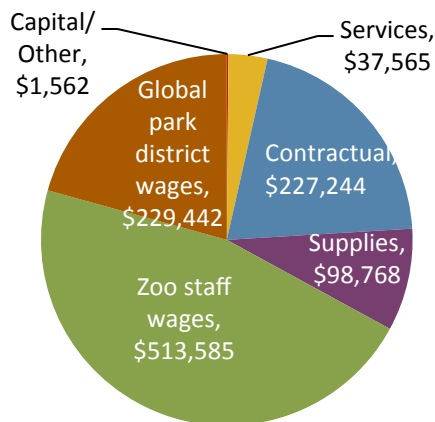
Budgeted and Actual Expenses

Budgeted expenses for 2012 totaled \$1,138,914 with actual expenses of \$1,108,166. Budgeted 2012 surplus was \$5,317, with an actual surplus of \$21,272. This is the first time in its history that Cosley Zoo has experienced a budget surplus.

**Budgeted Expenses
Fiscal Year 2012**



**Actual Expenses
Fiscal Year 2012**



To ensure that our spending is consistent with industry standards, Cosley Zoo participated in several studies through the Association of Zoos and Aquariums, including the State of the Industry study, Member Compensation Survey, and Small Zoo Benchmarks Survey. Participating in these studies allows us to compare our practices and money spent with that of other facilities.

Revenue Sources

Cosley Zoo receives revenue from a variety of sources, including both Wheaton Park District and Cosley Foundation activities. The following data is for Wheaton Park District revenue only.

Wheaton Park District Net Revenue Sources, 2009-2012				
Revenue Source	2009	2010	2011	2012
Food service	\$21,332	_*	_*	_*
Donations/sponsorships	\$25,890	\$17,701	\$8,659	\$11,922
Penny machine	\$561	\$558	\$387	\$614
Animal adoptions	\$1,554	\$2,045	\$2,003	\$2,347
General admission	\$9,840	\$53,547**	\$95,535**	\$109,058**
Holiday wish tree	\$1,139	\$1,165	\$1,675	\$2,036
Programs, Events and Rentals	\$47,602	\$57,242	\$52,908	\$63,484***
Cosley Foundation Support	\$100,000	\$140,000	\$140,000	\$120,000
Total	\$207,918	\$272,258	\$301,167	\$309,461

**Since 2012, food service revenue has been credited to the Cosley Foundation, and accounts for the increase in foundation support during those years.*

***In July 2010, the zoo began charging admission for non-resident adults, which greatly increased general admission revenue (previously charged to groups only). 2011 was the first full year in which an admission fee was charged.*

****Please see "Programs, Events, and Rentals" (below) for a detailed explanation of the increase in net revenue for programs.*

Programs, Events and Rentals

The education department connects children and families with nature through a variety of programs. In 2012, we saw a significant increase in revenue in some program areas, and decreased revenue in others. Items of note include:

- Casual Interpretation – More gross revenue was brought in through fees collected from Morning Chores programs (in which participants help the keepers work in the barn in the morning), Eco-Exploration backpack tours, and animal training demonstrations. We also saw the

twice-daily duck feeding sessions, the greatest source of casual interpretation income, continue to become more popular. Additionally, wages spent on casual interpretation decreased in 2012 due to an increase in the number of interns, volunteers, and zookeepers who assisted the educators with conducting these sessions.

- Birthday Parties – Although interest in staff-facilitated parties has declined, this decrease has been matched by an increase in rentals hosted by guests who prefer to have

more freedom to do their own activities at their children's parties.

- School Programs – The number of school programs conducted by the zoo's education staff increased by 29% in 2012, and contributed to a substantial increase in net revenue. The additional program numbers may be a result of two major marketing efforts (an e-blast and a postcard mailing) that were conducted to help promote the zoo's educational offerings.
- Scout Programs – Between 2011 and 2012, we saw decreases not only in the number of scout programs we conducted, but also in the average number of scouts attending each program (10 in 2012 vs. 11 in 2011). Since troops are charged by the number of individuals attending rather than paying a flat program fee, the combination of fewer programs and fewer participants per program led to a substantial revenue decrease.
- Park District Programs – Although participation in our park district programs is at its highest level in over 10 years, net revenue decreased. This is due to the increased wages of the staff teaching these programs which was

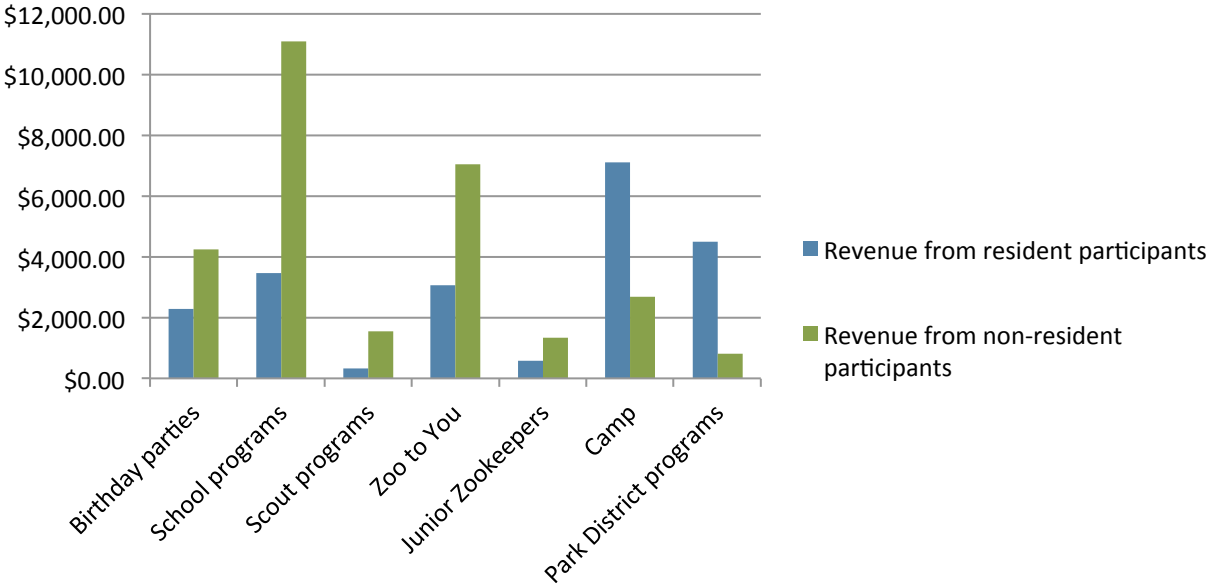
not matched by a corresponding increase in program fees, as well as extra time spent by staff developing new programming. We will be raising fees for our park district programs in 2013 to make up for some of this lost revenue.

- Special Events – Record-setting attendance at Cosley Zoo Uncorked and Santa's Craft Corner helped to contribute to the nearly 23% increase in revenue from special events between 2011 and 2012. Additionally, we obtained more sponsorships and paid vendors for these events.
- Rentals – Rentals continue to increase as Cosley Zoo gains popularity as a venue for hosting events. In addition to the many children's birthday parties we hosted in 2012, we also hosted a bridal shower, and, for the first time, a wedding and two receptions.
- Junior Zookeepers – We reduced the number of JZ club meetings from two per month to one per month. This reduced staff planning expenses significantly. Although this program has never been a revenue-producer, it does result in the recruitment and training of quality teen volunteers who donate their time to the zoo.

Net Revenue from Educational Programs, 2009-2012				
Revenue Source	2009	2010	2011	2012
Casual Interpretation	\$1,578	\$4,605	\$5,221	\$9,645
Birthday Parties	\$8,944	\$8,125	\$6,152	\$5,401
Outreach (Zoo to You)	\$6,172	\$5,832	\$6,393	\$6,296
School Programs	\$9,629	\$7,603	\$7,714	\$12,296
Scout Programs	\$1,201	\$1,189	\$1,109	\$218
Park District Programs	\$3,951	\$2,765	\$3,221	\$2,471
Special Events	\$2,196	\$9,879	\$5,629	\$6,837
Camps	\$9,211	\$7,499	\$5,230	\$4,862
Rentals	\$6,223	\$9,960	\$12,882	\$15,711
Junior Zookeepers	-\$1,503	-\$215	-\$643	-\$253
Total	\$47,602	\$57,242	\$52,908	\$63,484

The majority of program revenue from our summer camps and park district programs comes from Wheaton Park District residents. In former years, this was true for our Junior Zookeepers club as well, but 2012 showed an increase in participation by non-residents. Revenue earned from non-residents far exceeds the revenue earned from park district residents in other program areas including birthday parties and school, scout, and Zoo to You programs. This demonstrates the popularity of Cosley Zoo programs beyond Wheaton’s boundaries.

Gross revenue from Wheaton Park District resident and non-resident participants in 2012 education programs



New Revenue Sources

All members of Cosley Zoo’s staff are continually challenged to find ways to

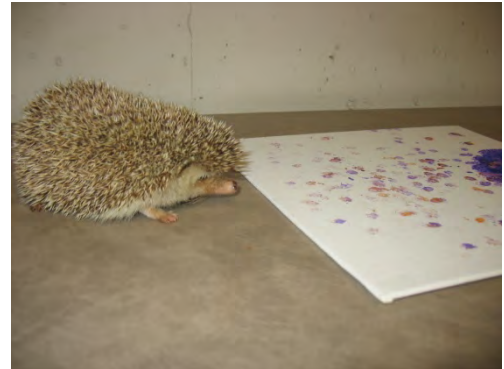
increase revenue throughout the year. Staff members have been instrumental in suggesting and implementing new revenue-

producing activities, such as public duck feeding, the holiday wish tree, and an animal enrichment table. Additional sources of revenue in 2012 included the following:

African Pygmy Hedgehog painting is the zoo's masterpiece which was purchased as a Christmas gift.

- Asking January and February visitors to stop by the gift shop to pay admission. The zoo had not typically charged admission in these months due to low visitorship. Unseasonably warm temperatures in early 2012 brought many visitors to the zoo, and we earned an additional \$1,562 in admissions revenue by asking these guests to pay admission in the gift shop.
- Offering a special 5-day preview of duck feeding during Wheaton's spring break in March, a period of traditionally high attendance. Duck feeding did not officially start for the season until April 15th, but by offering duck feeding for the five days of Spring Break, the zoo earned an additional \$514.
- Hosting our first two weddings. Cosley Zoo hosted an after-hours wedding reception in May and a wedding ceremony in the zoo's amphitheater in June.
- The zoo began to more heavily promote its animal-created paintings as holiday gift items. Zookeepers worked with various animals, including the raccoons, bobcats, hedgehog, cockroaches, skink, and snake. Paintings were sold in the gift shop and promoted on the zoo's website and facebook page. These paintings not only generate revenue, but also provide

an enriching experience for the animals.



- Placing a donation box at the location of animal training demonstrations, encouraging guests to leave a contribution to help support this free programming.

Cost Reduction

Cosley Zoo's staff is constantly thinking about ways to reduce expenses. Cost reduction measures in 2012 included the following:

- Obtaining a donation of fresh trout which was used to feed the Blanding's Turtles for six months, saving the zoo \$900-\$1,000.
- Obtaining a travel award valued at nearly \$400 from the University of Illinois for two staff members to attend the "Flu at the Zoo" workshop in Bloomington, Illinois.
- Creating a hammock for the coyote using retired fire hose.
- Ordering Christmas trees early in the season to receive a 5% cost reduction.

- Ordering Christmas ornaments for the gift shop early in the summer to obtain a discount.
- Purchasing decorations for gift shop displays at the dollar store.
- Obtaining donations of a year's worth of feeder chicks from Lincoln Park Zoo.
- Accepting a donation of venison steaks to feed the bobcats.
- Accepting a donation of an infant warming module from Central DuPage Hospital. This unit was placed in the clinic and will be used for small animals that need intensive care due to illness or injury.
- Accepting a donation of used towels and sheets from Marriott. These items are used daily in all of the animal areas to minimize the use of disposable materials.
- Choosing Valli Produce as our new source for weekly produce purchases, resulting in a substantially lower grocery bill.
- Purchasing food for the bobcats in bulk, which resulted in a cost savings of well over \$500.
- Conducting animal fecal tests onsite to save on veterinary bills.
- Planning crafts for events that involved the use of recycled materials such as egg cartons and toilet paper tubes, in order to cut down supply costs.

Development Director

In 2012, the Cosley Foundation, in partnership with DuPage County Historical Museum Foundation and the Wheaton Park District, created a Director of Development position, which was filled by Sarah.

O'Donnell, CPRP. Since her arrival, Sarah has assisted with a variety of fundraising activities at the zoo, including the Bobcat Bash, Cosley Classic, and sponsorship for the Festival of Lights. With the addition of the Development Director position, the zoo has been able to capitalize on additional financial support from community businesses and families. In 2012, the Bobcat Bash (formerly Grazing Fest) was re-designed as a community collaborative event including multiple restaurants from around the area who participated by providing sample signature tastes of their favorite menu items. This year's event also boasted additional financial support from new corporate partners such as Smash Burger, Providence Bank, Mr. Duct Heating & Air Conditioning, and Bubbles Window Washing. As we move into 2013, the role of the Development Staff will be to increase corporate and membership support for the Zoo.

Status of Grant Applications

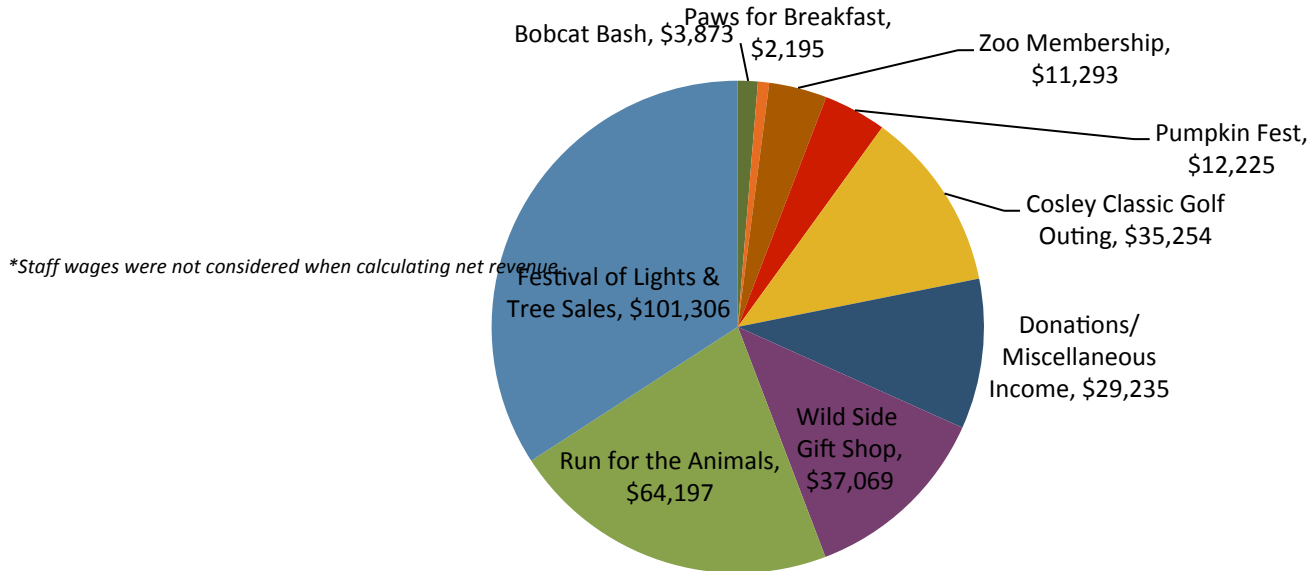
Zoo staff applied for a federal grant from the Institute of Museum and Library Services (IMLS) that would allow us to hire a consultant to design an Interpretive Experience Plan to guide the creation of signage and interactive elements throughout the zoo. Unfortunately, we were not chosen as a recipient of this grant.

A major grant that we applied for in 2012 was for the Blanding's Turtle Recovery Project. We applied for funding from the Sea World & Busch Gardens Conservation fund in the amount of \$14,000 to help support this conservation effort. We will learn whether a grant has been awarded in April 2013.

Fundraising Revenue

The Cosley Foundation sponsors several fundraisers throughout the year to raise money for capital projects. The chart and table which follow show the amount of revenue gained from various fundraisers, as well as a four year comparison of funds earned.

Net Revenue from Fundraisers, Fiscal Year 2012*



Cosley Foundation Net Revenue*, 2009-2012				
Revenue Source	2009	2010	2011	2012
Brick Paver Program**	\$429	\$684	-	-
Zoo Membership	\$5,819	\$8,924	\$10,266	\$11,293
Wild Side Gift Shop	\$46,357	\$45,835	\$36,346	\$37,069
Donations/Miscellaneous Income	\$30,063	\$18,164	\$31,506	\$29,235
Summer Promotion (Day at the Races 2009 and 2011/Play Ball 2010)	\$8,184	\$3,793	\$2,610	***
Run for the Animals	\$50,260	\$43,759	\$60,611	\$64,197
Paws for Breakfast	\$1,422	\$1,887	\$2,008	\$2,195
Cosley Classic Golf Outing	\$11,855	\$23,035	\$19,944	\$35,254
Pumpkin Fest	\$13,653	\$12,095	\$14,594	\$12,225
Western & Grazing Festival/Bobcat Bash (2012)	\$3,237	\$3,376	\$1,070	\$3,873
Festival of Lights & Tree Sales	\$85,502	\$77,349	\$86,699	\$101,306
Total	\$256,781	\$238,901	\$265,654	\$296,647

*Does not include expenses for staff wages.

**The brick paver program was not financially sustainable and was discontinued in 2011.

***No promotion was run in 2012.





Partnerships

Cosley Zoo staff receives support from a number of community organizations, who partner with us by donating money, volunteer time, or products and services.

Partners in 2012 included:

- Akron Zoo
- Animal Medical Clinic of Wheaton
- Arrowhead Golf Club
- Association of Zoos and Aquariums (AZA)
- Bloomingdale Chamber of Commerce
- BMO Harris Bank
- Brookfield Zoo
- Bubbles Window Washing and Gutter Cleaning
- Dick Buckholz, Chicago Herpetological Society
- Cabot Cheese
- Cadence Health
- California Pizza Kitchen
- The Capital Grille
- Caribou Coffee
- Celestina Marie Photography
- Chicago Blackhawks
- Chicago Cubs
- Chicago White Sox
- Chicago Wolves
- Chicago Wilderness
- Chicagoland Transportation Solutions
- Christopher B. Burke Engineering, Ltd.
- Clarice's
- College of DuPage
- The Community School of the Arts
- ComEd
- Community Bank
- Cooper's Hawk
- Corner Bakery Café
- Costco
- Crystal Earth Rock Shop
- Danada Veterinary Hospital
- Dominick's
- DuPage Boomers
- DuPage County Historical Museum
- DuPage Water Commission
- E.P. Doyle & Son, L.L.C.
- Eddie Merlot's
- Edible Arrangements
- Einstein Bros. Bagels
- Entertainment Coupon Book
- Entrée Kitchen
- Firehouse Subs
- Flour Barrel Bakery
- Forest Preserve District of DuPage County
- Genghis Grill
- Glen Prairie Local Flavor Fine Food & Drink
- Graham's Chocolate
- Hampshire High School
- Heritage Hills Golf Course
- Hilton Lisle/Naperville
- Illinois River Winery
- Jewel
- K-LOVE Radio
- Kane County Cougars
- KidSnips
- Kona Grill
- Kramer Tree Service
- Liberty Mutual
- Lincoln Marsh
- Lube Pros
- Lynfred Winery, Roselle and Wheeling
- Maggiano's

- Malloy's Finest Wine & Spirits
- Marcel's Culinary, Inc.
- MB Financial Bank
- Marriott
- Meijer
- Midwest Museum of Natural History
- Mr. Duct Heating & Air Conditioning
- Morton Arboretum
- Naper Settlement
- Naperville Television 17
- Noodles & Company
- Outback Steakhouse
- Palatine Golf Course
- Peggy Notebaert Nature Museum
- Merle Phillips
- Procek's Garden
- Providence Bank
- Qdoba Mexican Grill
- Rejuvenation Therapeutic Massage
- St. Charles Park District
- "Magic Matt" Sandleback



- School and Community Assistance for Recycling and Composting Education (SCARCE)
- Seneca Park Zoo
- Sky High Sports
- Smashburger
- Special Kids Day
- Stir Crazy
- Superior Masonry, Inc.
- Carol Storoce
- Stretch Island Fruit Co.
- Councilman Phil Suess
- Superstar Karate
- Tasting Devine, Wheaton
- Brad Temple, Temple Farms
- Top Golf
- Toronto Zoo
- Trader Joe's
- Turtle Wax
- 2Toots Train Whistle Grill
- Uncle Julio's
- Veolia Environmental Services
- Village Tavern & Grill
- John A. Voltz, CMT
- West Suburban Philanthropic Network
- West Suburban Special Recreation Association (WDSRA)
- Wheaton Bank and Trust
- Wheaton College
- Wheaton North High School
- Wheaton Park District
- Wheaton Park District Green Team
- The Whitaker family and Melissa Whitaker, Junior Zookeeper
- Whole Foods
- Wines for Humanity
- Wok 'n Fire
- Yogen Fruz
- Dr. Tawnia Zollinger, DVM

Marketing Highlights

Our major marketing campaign revolved around the zoo's new bobcat exhibit. A custom bobcat costume was purchased and zookeepers Chuck Lindquist, Caryn Johnson, and Diana Kotche, as well as two community volunteers, agreed to appear in costume. In March, they attended training and orientation arranged by the marketing department. A campaign to name the mascot resulted in "Bentley" being chosen as the winning name. "Flat Bentley" coloring pages were distributed to visitors, who were encouraged to take photographs and post them to the zoo's facebook page. Bentley the Bobcat appeared at various events throughout the summer, including Party for the Planet, Run for the Animals, Cosley Zoo Uncorked, Lincoln Marsh's Walk for Awareness, and the Downtown Wheaton Association Easter Egg Hunt, and was present at the zoo's annual fundraiser, The Bobcat Bash (formerly The Western and Grazing Fest), which also served as the exhibit's grand opening and the public's introduction to bobcats Sal and Val. The zoo enjoyed a great deal of publicity as a result of this opening, including interviews with the Chicago Tribune, Wheaton Leader, Daily Herald, and Naperville Community Television.



Cosley Zoo's other marketing efforts in 2012 included the following:

- Participated in the AZA-affiliated Wild Wednesdays program on facebook. Each week, an AZA-accredited zoo or aquarium is chosen to post a promotional picture, link, or video, which all the participating facilities then share with their own followers. Cosley Zoo staff eagerly anticipates our own turn to share a post.
- Hosted the zoo's first-ever Educators Day for area teachers to learn about the programs we offer to schools. A 7,000 piece mailing was sent to daycares, preschools, and public and private schools serving grades K-5 within a 20 mile radius of Cosley Zoo promoting the event and the zoo's programs. This is the zoo's largest program promotion to date.
- Obtained sponsors for each of the displays during the Festival of Lights. This is the first time that every display has been sponsored.
- Submitted regular updates for the zoo's website (www.cosleyzoo.org), which received 112,417 visitors in 2012, and posted regularly on the zoo's facebook page, which now has over 2,500 "likes".
- Obtained additional refreshment sponsors for Santa's Craft Corner, so that cookies were provided free of charge for all three weeks of the event.
- Zoo staff attended Summer Resource Fairs at Elmhurst District 205 and Naperville/Lisle District 203

to promote educational programs, the Junior Zookeepers club, camps, and special events.

- Zoo staff participated in the Leap Day event at Yorktown Mall. This event provided an opportunity for marketing as well as the chance to educate visitors through games and live animal visits.
- Postcards and an e-blast promoting school and outreach programs were sent to program participants and schools throughout Kane and DuPage counties in spring 2012.
- Zoo staff participated in the Wheaton Park District's Go Fly a Kite! event to promote Party for the Planet and Flat Bentley.
- Staff recorded a segment about Cosley Zoo with Jenny Hannon from Naperville Community Television.
- Cosley Zoo was voted the Best Place for Family Amusement in 2012 as part of the Wheaton Leader's Readers' Choice Awards Program.
- Zookeeper Caryn Johnson participated in an interview with Daily Herald staff member Bev Horne for their Moving Picture Feature.
- Promoted the zoo at the Molex Health Fair in Lisle in August.
- Participated in a promotion with DuPage County Visitors Bureau in which we distributed punch cards for four free zoo backpack tours.
- In September, Zoo Director Susan Wahlgren participated in a Chat with the Mayor that aired on City of Wheaton Channel 10. In this segment, Sue promoted the zoo and the new bobcat exhibit.
- Marketing staff initiated a new partnership with tripadvisor.com to increase traffic to Cosley Zoo's website.
- Continued to publish seasonal Cosley Tails e-newsletters to promote awareness of the zoo and its offerings.
- Advertised in local print and web publications including TribLocal, Chicago Parent, Glancer Magazine, and Family Time Magazine to increase zoo awareness and promote special events.
- Used periodic e-blasts to promote special events.
- Provided information to Microsoft for use in Bing Maps (www.bing.com/maps/) in order to make Cosley Zoo information easier to find on their website.

Photo credits

All photos were taken by Cosley Zoo/Wheaton Park District staff unless otherwise noted.

Cover photo: Edward Durbin Photography

Page 8: Edward Durbin Photography

Page 12: Edward Durbin Photography

Page 16 (girl at butterfly fountain): DuPage Camera Club

Page 34: Solberg family

Page 38: Celestina Maria Photography

Page 41 (ribbon cutting): Celestina Maria Photography

Page 52: Edward Durbin Photography