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Message from the Zoo Director

As you read through Cosley Zoo's 2013 annual report, you will see many new and exciting things that were accomplished during the past year. Among these is the creation of a Nature Play Area. There is mounting evidence that the incorporation of unstructured nature play in children's lives profoundly enhances their emotional, physical and mental development. Besides advancing child development, nature play will cultivate better stewards of the environment by creating a long term connection with nature.

In addition to the Nature Play Area, the zoo undertook many other ventures including:

- A new type of program, "Bobcats Backstage", which encouraged drop-in participation
- An increase in admission fees, generating more than \$215,000, almost double the revenue earned in 2012
- Expanded facility rental options, increasing revenue 60% to \$25,907
- A significant growth in the value of Junior Zookeeper, volunteer and intern service from \$67,348 in 2012 to \$94,028

While some accomplishments yield important financial rewards or have a positive impact on the environment, others produce priceless moments like those when a child touches a hedgehog for the first time. These moments, when children's eyes light up with wonder and their fingers tremble in anticipation, will remain with them for a lifetime, serving as the beginning of a profound connection with nature and animals. All of these moments whether about finances, conservation or making connections, are important as we pursue our mission:

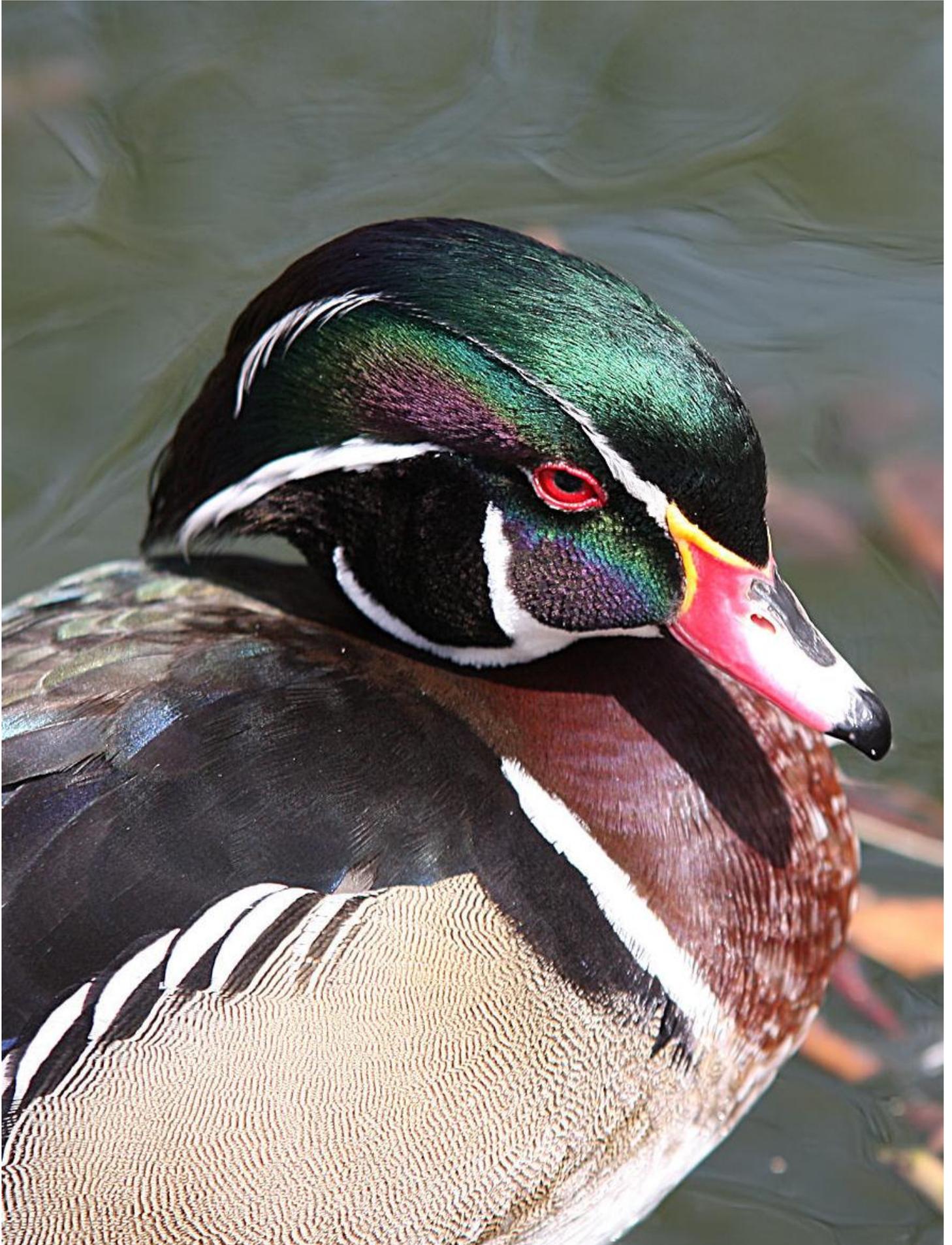
To promote understanding of the relationship among humans, animals and the environment through recreation, education, and wildlife conservation.

I invite you to share in Cosley Zoo's many accomplishments in the following pages of the 2013 annual report.



Susan L. Wahlgren
Cosley Zoo Director





Animal Welfare our primary focus

Managing the zoo's animal collection, planning special events and educational opportunities, keeping the facility clean and well-maintained, and providing revenue-generating activities are just a few of the activities zoo staff participates in on a daily basis. The guiding force behind all of these activities is our dedication to the welfare of the animals in our collection.

Taking care of a collection of animals is a huge responsibility, and one that Cosley Zoo takes very seriously. The field of animal welfare is a complex, evolving science which includes nutrition, health care, training, enrichment, and exhibit design. It also affects the visitor experience; research shows that the main reason people return to zoos and aquariums is seeing well-cared for animals in facilities whose concern for the animals' well-being is obvious. Cosley Zoo's staff is dedicated to constantly learning about best practices for animal care and continually providing the best possible environment for the animals that depend upon us.

In June 2013, Zoo Director Susan Wahlgren and Animal Collection Supervisor Angie Dosch attended the 2nd International Symposium on Zoo Animal Welfare, which was held at Brookfield Zoo. Animal welfare researchers presented on a variety of topics which included the effect of human-animal relationships on animal welfare, how to build and re-invent engaging exhibit spaces, and how to use animal behavioral assessments to determine the state of the animal's well-being. The 40 speakers were experts from around the world, hailing from countries including Australia, England, Argentina, and Scotland.

Training

Conducting animal training sessions is a major component of each zookeeper's day, and directly impacts animal welfare. 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. Examples of significant training accomplishments in 2013 included the following:

- Training the bobcats to open their mouths on cue so keepers can view their teeth
- Training a Great Horned Owl to voluntarily participate in a medical exam without being restrained
- Training the American Kestrel and Great Horned Owl to participate in off-site programs
- Training one of the Red Foxes to voluntarily stand on a scale and enter a crate
- Training the sheep to come inside their barn stall on cue, greatly decreasing their stress during times when the sheep need to be locked indoors, as well as staff time needed to move the sheep.



Zookeeper Jenny Rudnick-Volz trained Jake, the Red Fox, to enter a crate on cue.

Health

Zoo staff monitors the health of our collection animals throughout every day, 365 days per year. Additionally, animals receive regular health exams from our consulting veterinarians. The veterinarians also review our preventative health care program annually to ensure compliance with industry standards.

Another aspect of animal health care is being prepared to respond in the event of a disease outbreak. Zoo Director Susan Wahlgren, along with the zoo's veterinarians, attended "Flu at the Zoo II", a workshop hosted by the US Department of Agriculture at the Illinois Farm Bureau in Bloomington, Illinois. The exercise focused on using the Incident Command System developed by the Federal Emergency Management Agency to respond to a potential outbreak of highly pathogenic avian influenza, which could quickly decimate a facility's bird population and put humans at risk of serious illness.

In addition to the workshop, Cosley Zoo participated in an internet-based tabletop exercise simulating an avian influenza outbreak at our own facility. These experiences, which involved participation from all Association of Zoos and Aquariums (AZA) accredited zoos and aquariums in Illinois, not only helped to formulate a response in the event of an actual disease situation, but also to develop an understanding of the ICS.

Environment

In 2012, the Parks Department renovated the exterior aviary cages, combining smaller cages together to give the birds more room and providing additional opportunities for perching. In 2013, Cosley Zoo's maintenance staff did the same with the aviary's holding cages in which the birds reside when they are off exhibit. Because several of our collection birds are migratory and therefore spend the winter in these holding cages, this renovation greatly improved the birds' daily living space. The

larger spaces allow for more social interactions as well as the addition of larger "furniture" such as branches and planters.

Enrichment

Providing enrichment to the animals is another part of our zookeepers' daily routine, and an important component of animal welfare. By placing new items in our animals' environment, we are encouraging them to exhibit species-specific behavior and providing them with opportunities for exercise and sensory stimulation. An enrichment item can be as simple as a spice sprinkled in an exhibit or as complex as a large puzzle feeder.



One of Cosley Zoo's Turkey Vultures examines the jack-o'-lantern it was given for enrichment.

Animal care staff regularly submits ideas for new enrichment items. Animal care interns are also required to submit proposals for enrichment items as part of their final project. In order to reduce costs, staff and interns are encouraged to submit ideas for items that can be constructed onsite for minimal cost or by using repurposed materials.

Zookeeper Melanie Kuse helped to find material for enrichment items by writing an article for the Cosley Tails newsletter entitled "PVC: Not Just for Plumbing". Her article described the different types of enrichment items that can be made from PVC pipe, and asked for donations. Guests donated both PVC fragments and a gift certificate to a home improvement store. In

addition, Peoria Zoo donated retired fire hose, which was also used for making enrichment.



Raccoons investigate enrichment made from fire hose.

Additionally, staff offered visitors an opportunity to make their own enrichment at the zoo's Enrichment Table several times in 2013. For a small fee, guests created an enrichment item for the animal of their choice, and watched while the item was enjoyed by the animals. This activity helps to educate visitors about the importance of enrichment while providing them with an entertaining experience and raising funds for the zoo.

Behavioral Observations Animal Care interns regularly conduct behavioral observations of the zoo's animals. Observations consist of watching an animal for a specified time and recording the behaviors it exhibits. Doing these observations can help zoo staff to determine whether exhibit modifications or certain types of behavioral enrichment need to be provided in order to encourage our animals to behave in as natural a manner as possible.

Notable Acquisitions

Cosley Zoo staff carefully follows an established collection plan when considering the acquisition of new animals in order to ensure appropriate social groupings and space for the animals in our collection. In 2013, we welcomed several new additions, which included:

- Shetland Pony
- Hedgehogs
- Nubian Goat
- Pekin Ducks
- Blue Jay
- Rose-Breasted Grosbeak
- Cedar Waxwing
- Great Blue Heron
- Blue Dart Frogs
- Cobalt Dart Frogs
- Blue Dart Frogs
- Cobalt Dart Frogs

Numbers and Types of Animals in Cosley Zoo's Collection (as of 12/31/13)			
Animal Group	Number of species	Number of specimens	Number of groups (populations too numerous to count)
Amphibians	4	9	0
Birds	30	85	0
Invertebrates	4	1	3
Mammals	15	32	0
Reptiles	9	16	0
Total	62	143	3



Conservation making a difference

Blanding's Turtle Recovery Project

The Blanding's Turtle Recovery Project continues to be the primary focus of Cosley Zoo's conservation efforts. This program is a partnership between multiple organizations including the Forest Preserve District of DuPage County, Peggy Notebaert Nature Museum, Brookfield Zoo, and St. Charles Park District. Cosley Zoo provides the facilities for raising young Blanding's Turtles which will later be released into the wild, and also for holding future breeding stock. We are proud of the role we play in helping to protect this Illinois endangered species.

In 2013, we received the Northeastern Wisconsin Zoological Conservation Grant to improve the habitat for the Blanding's Turtles residing at Cosley Zoo. These funds were used to add more basking areas and provide the turtles with additional enrichment.

Also in 2013, a few of the Blanding's Turtles residing at Cosley Zoo were moved to a new outdoor habitat at Brookfield Zoo, where they will be part of a breeding program.

Party for the Planet

Cosley Zoo hosted Party for the Planet, an annual conservation-themed event held in conjunction with over 120 other AZA (Association of Zoos and Aquariums)-accredited North American zoos and aquariums to celebrate Earth Day. The 2013 event was attended by 766 people (the highest attendance in the past five years).

Turtle Day

Cosley Zoo hosted this event on May 18th to coincide with World Turtle Day. The event was developed to raise awareness of the Blanding's Turtle Recovery Project and to expose visitors to live turtles. As part of this event, we sold turtle-themed merchandise to help provide

financial support for the Blanding's Turtle Head Start Program.

FrogWatch USA

This citizen science program, managed by AZA, provides participants with the training necessary to recognize the calls of local frogs and toads. The participants agree to monitor a location and record their data in a format that can then be compiled and analyzed by AZA for use in amphibian conservation projects. In 2013, 16 people were trained to become FrogWatch USA monitors through Cosley Zoo's training program.

Zoo and Aquarium Partnership for the Great Lakes (ZAPGL)

Zoo Director Susan Wahlgren continues to serve on the steering committee of this organization whose goal is to inspire people to take action to conserve the Great Lakes ecosystem. Through ZAPGL's My Water Footprint (www.mywaterfootprint.com) website, individuals make personal pledges to reduce their water consumption, thereby conserving natural resources.

DuPage Environmental Summit

In January, Cosley Zoo staff attended this event hosted by Benedictine University in Lisle. During the summit, we promoted the zoo's conservation efforts, with a focus on raising awareness of the Blanding's Turtle Recovery Project.

Junior Zookeepers

In February, Cosley Zoo's Junior Zookeepers (JZs) participated in the Great Backyard Bird Count, a citizen science program developed by the National Audubon Society and the Cornell Lab of Ornithology. JZs spent one of their monthly meetings learning how to identify common backyard birds, and then completed a census in their own yards. Data collected by the

JZs was compiled with that of participants throughout the United States and from over 100 additional countries to provide data about the distribution and abundance of birds worldwide.

Eco-Friendly Practices

Throughout the year, Cosley Zoo staff incorporates eco-friendly practices into the workday whenever possible in order to conserve natural resources and set an example for our visitors. Some of these green practices in 2013 included:

- Replacing approximately 2000 Christmas light bulbs with energy-efficient LED lights
- Selling tagua nut carvings in the gift shop. These carvings have the look of ivory, but are made from tree nuts, a renewable resource.



The Wild Side Gift Shop displays some of the tagua nut carvings for sale.

- Using our facebook page and Cosley Tails newsletter to solicit donations of PVC pipe for use in animal enrichment
- Purchasing refillable dry-erase markers
- Creating our own mulch by chipping wood, logs, branches, garland, and unsold Christmas trees
- Repurposing materials such as plastic coffee lids and toilet paper tubes for crafts at special events and for animal enrichment.

Research Projects

Cosley Zoo will occasionally participate in or donate materials for research projects which will contribute to knowledge about animals and their welfare. In 2013, these projects included “Measuring Gas Produced by Biomass Using Various Materials”, a high school student’s exploration of the use of cow manure as a fuel source, and “Data Management and Flow Within American Zoos and Aquariums: Who, Why, and Does it Work?”, a study by university students to determine best practices in zoo and aquarium animal record keeping.

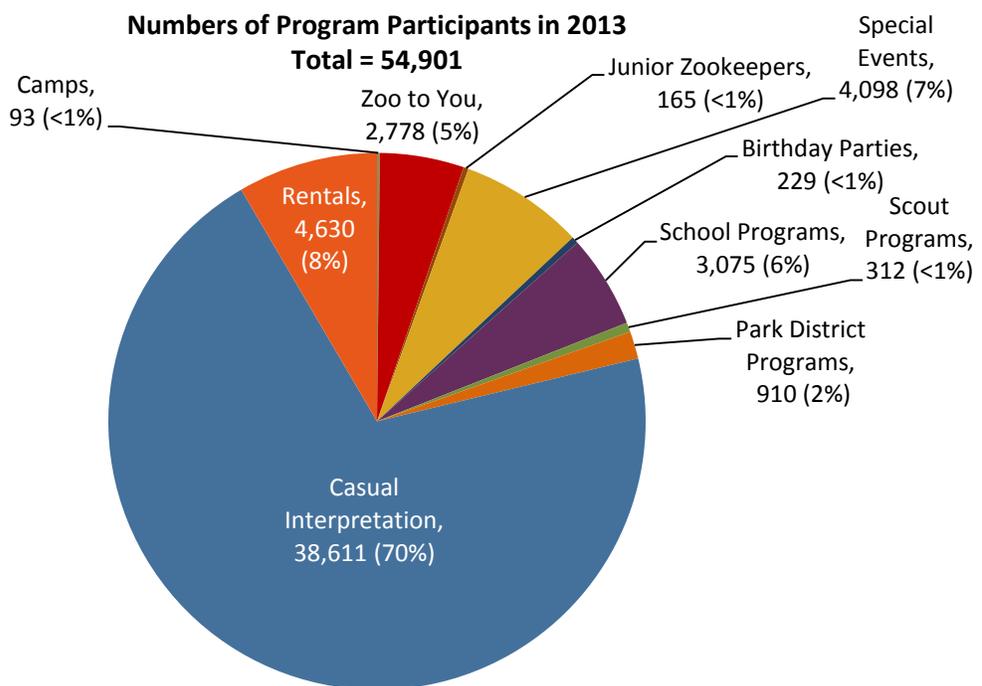
In 2012, Animal Care volunteer Brande Redfield conducted a survey at Cosley Zoo to assess public knowledge of small cat species compared to large cat species and the impacts of this knowledge on the species’ conservation. In early 2013, her article “Wild Cat Conservation Needs: An Examination of Public Perception”, featuring Cosley Zoo’s bobcats, was published in [Small Cat Conservation](#) and the American Association of Zookeepers’ [Animal Keepers Forum](#).



Education sharing the message

Education Program Numbers

Cosley Zoo’s education department continues to expand its programming to reach new audiences. In 2013, almost 55,000 zoo visitors participated in an educational activity during their visit. This number is an 18% increase from the 46,618 people participating in education programming in 2012. Not only are we providing our program participants with valuable conservation-themed messages, we are offering them a personal experience with a staff member or volunteer. These experiences have been shown to increase the likelihood that a guest will come back for a return visit.



Nature Play

In an increasingly digital age, research shows that children who are allowed unstructured time to play in nature reap a variety of benefits, including better classroom behavior and performance, increased creativity, reduced symptoms of Attention Deficit Hyperactivity Disorder, and improved physical and mental health. Cosley Zoo’s education department strives to add nature play opportunities to programs and events wherever possible. In 2013, zoo staff designed and built a dedicated

nature play area that could be used by all zoo guests during their visits.

The nature play area, located just inside the zoo’s entrance, contains natural elements such as rocks, logs, and stumps. Many of the elements are movable to encourage interaction. In addition, Girl Scout Troop 50638 from St. Michael Parish School in Wheaton installed a Little Free Library, and stocked it with animal-themed books. Zoo visitors are welcome to read the books at the zoo, or to take a book

with them, replacing it with another book the next time they visit the zoo.

Nature play also continues to be an important component of staff-facilitated programming at Cosley Zoo. In January, Education Supervisor Tami Romejko was asked by the education department at Brookfield Zoo to be part of a panel presentation at the Chicago Wilderness Leave No Child Inside Conference. Tami prepared and presented information in regards to the influence that Brookfield's NatureStart training has had on Cosley Zoo programming.

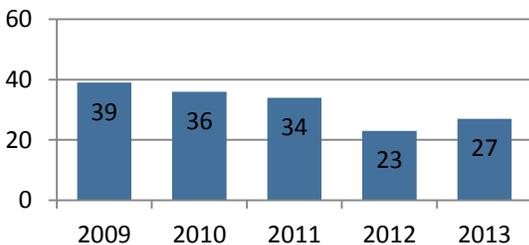


Visitors used their imagination to create a teeter totter in the Nature Play area.

Scout Programs

In 2013, we raised program fees for the first time in several years in order to cover increasing costs and maintain our profit margin. We also developed new scout program brochures to highlight programs which were re-written in 2012.

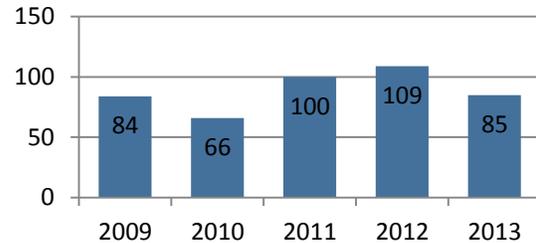
**Numbers of scout programs
2009-2013**



Zoo to You Programs

Cosley Zoo's outreach programs also experienced a fee increase in 2013. A Zoo to You outreach program continues to be a good option for teachers who are prohibited by time or bus fees from taking a field trip to the zoo.

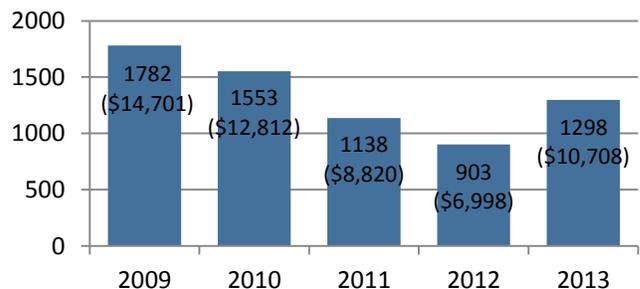
**Numbers of Zoo to You programs
2009-2013**



Junior Zookeepers Club (JZs)

Jackie Boquist, who joined Cosley Zoo's education staff in early 2013, took over the role of coordinator of our year-round Junior Zookeeper program. She has worked to get the teens more involved in zoo activities, and her dedication has paid off in a 44% increase in the number of JZ volunteer hours under her supervision.

**Service learning hours (and their value at
\$8.25/hour) donated by Junior Zookeepers
2009-2013**

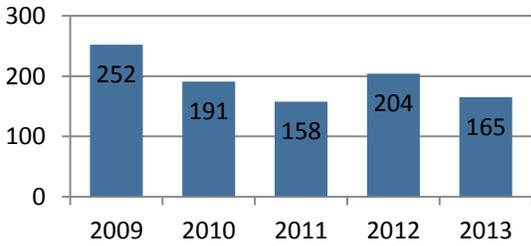


School Programs

Cosley Zoo continues to offer a variety of programs for school groups which support their curricula as well as state standards in reading, math, and science. As we did with our scout programs, we raised school program fees to

increase the revenue earned from these programs. We also initiated a unique marketing strategy by sending a Cosley Zoo bobcat poster to area teachers. The poster contained information on both the bobcats themselves and the education programs offered by Cosley Zoo.

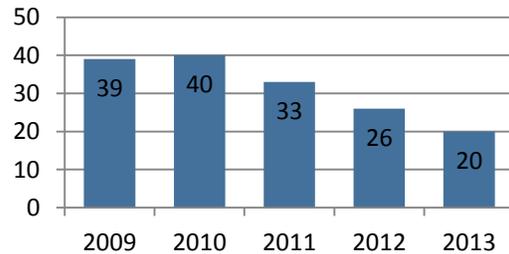
**Numbers of school programs
2009-2013**



Birthday Parties

While the number of instructor-facilitated birthday parties continues to experience a decrease, this decrease is more than made up for by the large increase in zoo rentals, the majority of which are for children’s birthday parties.

**Numbers of birthday parties
2009-2013**

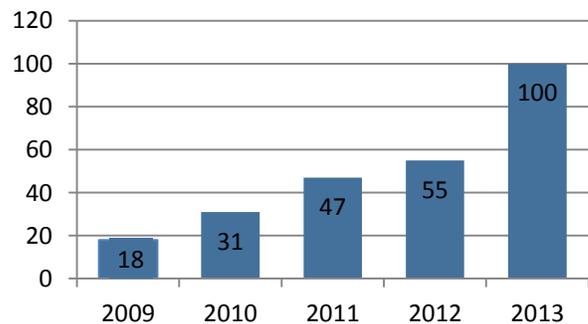


This bobcat poster promoting Cosley Zoo and our education programs was sent to area teachers in 2013.

Rentals

Cosley Zoo’s education staff oversees space and facility rentals taking place at the zoo. These rentals have become increasingly popular and have been an important source of revenue, as well as a way to introduce new people to the zoo and our programs. An animal visit is added to 66% of rentals, providing additional income for the zoo and an educational opportunity for our guests.

**Numbers of rentals
2009-2013**

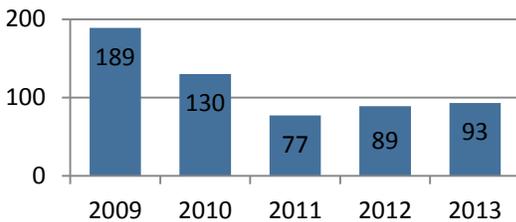


Summer Camps

In 2013, we reduced our camp offerings, eliminating the half-day afternoon camps that

suffered from low enrollment in order to focus on our more popular morning offerings. Having fewer camp offerings allowed us to run these camps at capacity rather than at minimum participation levels. Eliminating the afternoon camps also allowed us to greatly reduce expenses by hiring camp staff to work half days rather than full days.

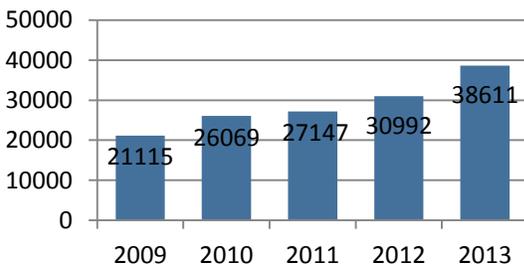
Numbers of participants in summer camps 2009-2013



Casual Interpretation

Casual interpretation programs do not involve pre-registration, and in many cases are free of charge. These programs are meant to engage zoo visitors who are looking for a way to enhance their visit and might involve a training demonstration, a live animal encounter, or a visit to the zoo's Critter Cart.

Participants in casual interpretation 2009-2013



In an effort to generate additional revenue, Cosley Zoo offers a few fee-based casual interpretation opportunities, including our popular duck feeding program. In 2013, we also introduced our Bobcats Backstage program. Capitalizing on the popularity of the recently constructed bobcat exhibit, this program offers

visitors the opportunity to visit with zookeepers, get a behind-the-scenes look at the cats, and observe a training session. This program was launched in late May, and in its first year, was enjoyed by 99 participants and raised \$1,000.

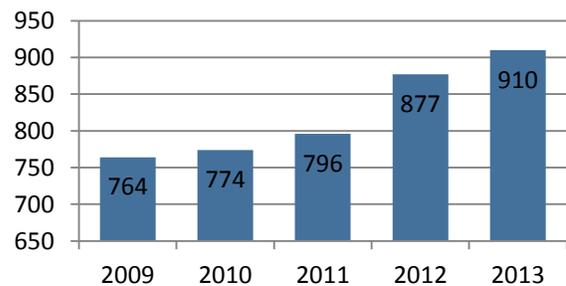


The Bobcats Backstage program provides visitors with an up-close look at these popular felines.

Park District Programs

Park District program participation thrived in 2013 as our popular Bookworms and Toddler Time programs continued to gain loyal followers. In 2013, we introduced a new program, Family Fun at Cosley Zoo. Additional sessions of this program are being offered in early 2014. We continue to introduce new programs such as these in an effort to broaden our range and appeal to a wide variety of participants.

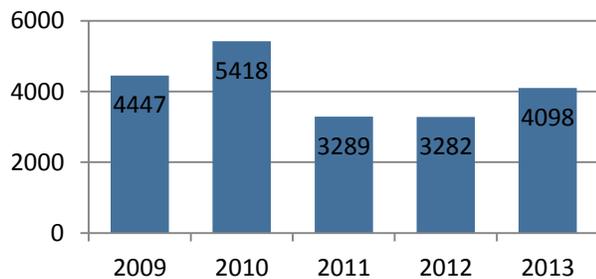
Numbers of participants in park district programs 2009-2013



Special Events

Cosley Zoo offered a variety of special events throughout the year. New in 2013, a visit with Curious George delighted children and adults alike. Traditional favorites that returned in 2013 included Cosley Zoo Uncorked, Spooktacular, and Party for the Planet. These three events all experienced record-setting attendance levels in 2013.

Numbers of participants in special events 2009-2013



Special Programs

In addition to Cosley Zoo’s typical program offerings, staff provided groups and individuals with several unique program experiences in 2013. These included:

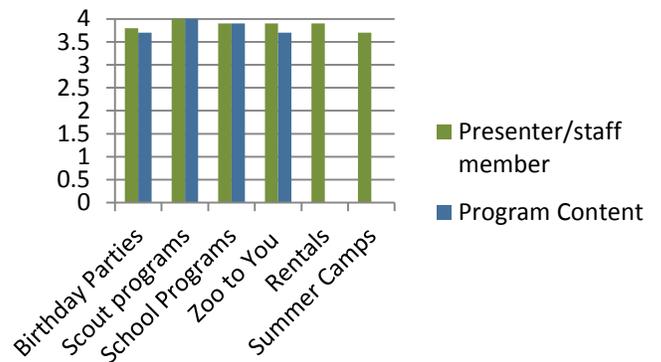
- Presenting a program on zoo design for students from Illinois Institute of Technology
- Conducting a tour of Cosley Zoo’s wildlife exhibits to a group of women from the Philanthropic Educational Organization (PEO)
- Taking a chicken to Bosch Tools’ corporate office to participate in the filming of a promotional training video
- Providing students from local high schools with the opportunity to job shadow the zookeepers

- Presenting a Zoo to You program at Home Depot during a birdhouse-building activity they were conducting

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. Average ratings for each type of program are shown in the following chart. Evaluations for rentals and summer camps do not include specific questions regarding program content. These ratings show an overall high satisfaction rating for the zoo’s educational programming.

**Ratings for education programs 2013
1-4 scale, (1=Poor, 4=Excellent)**





People making the connection

Staff Updates

Three staff members joined the Cosley Zoo team in 2013. Jackie Boquist is a new educator, Nick Umamo is a recent addition to the zoo's maintenance department, and Cheryl Gramm is our newest admissions attendant. Each of these staff members brings a unique and valuable set of talents and skills to their position.

Professional Growth

In order to help stay current in the field, Cosley Zoo staff frequently seeks out opportunities for professional development, particularly opportunities that are either offered at low or no cost or for which a scholarship can be pursued. Some of the workshops attended by our staff in 2013 included The Shape of Enrichment Workshop, the International Animal Welfare Symposium, AZA's Managing Animal Enrichment and Training Programs, the Federal Emergency Management Agency's Active Shooter Training, National Incident Management System training, Incident Command System training, and the From Good Care to Animal Welfare symposium.

Additionally, Cosley Zoo is affiliated with numerous professional organizations including the Association of Zoos and Aquariums (AZA), Chicago Wilderness, DuPage Association of Volunteer Administration (DAVA), Animal Behavior Management Alliance (ABMA), Zoo Registrars Association (ZRA), and Wheaton College's Animal Care and Use Committee.

Volunteers and Interns

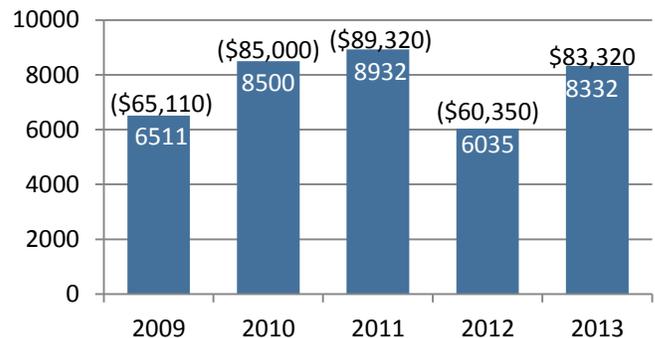
Volunteers make up an important component of Cosley Zoo's operations. Cosley Zoo accepts long-term volunteers, interns, Summer Teen Volunteers, and Junior Zookeepers.

In 2013, 16 of our dedicated volunteers reached major milestones, each having contributed at

least 250 hours of service to Cosley Zoo. One of these volunteers, Heather Johnson, reached 1,000 hours of service. Heather has been an animal care volunteer and has completed internships with both the education and animal care departments.

Volunteer and Intern Hours 2009-2013

(and their value at \$10/hour)



Michael T. Williams Memorial Scholarship

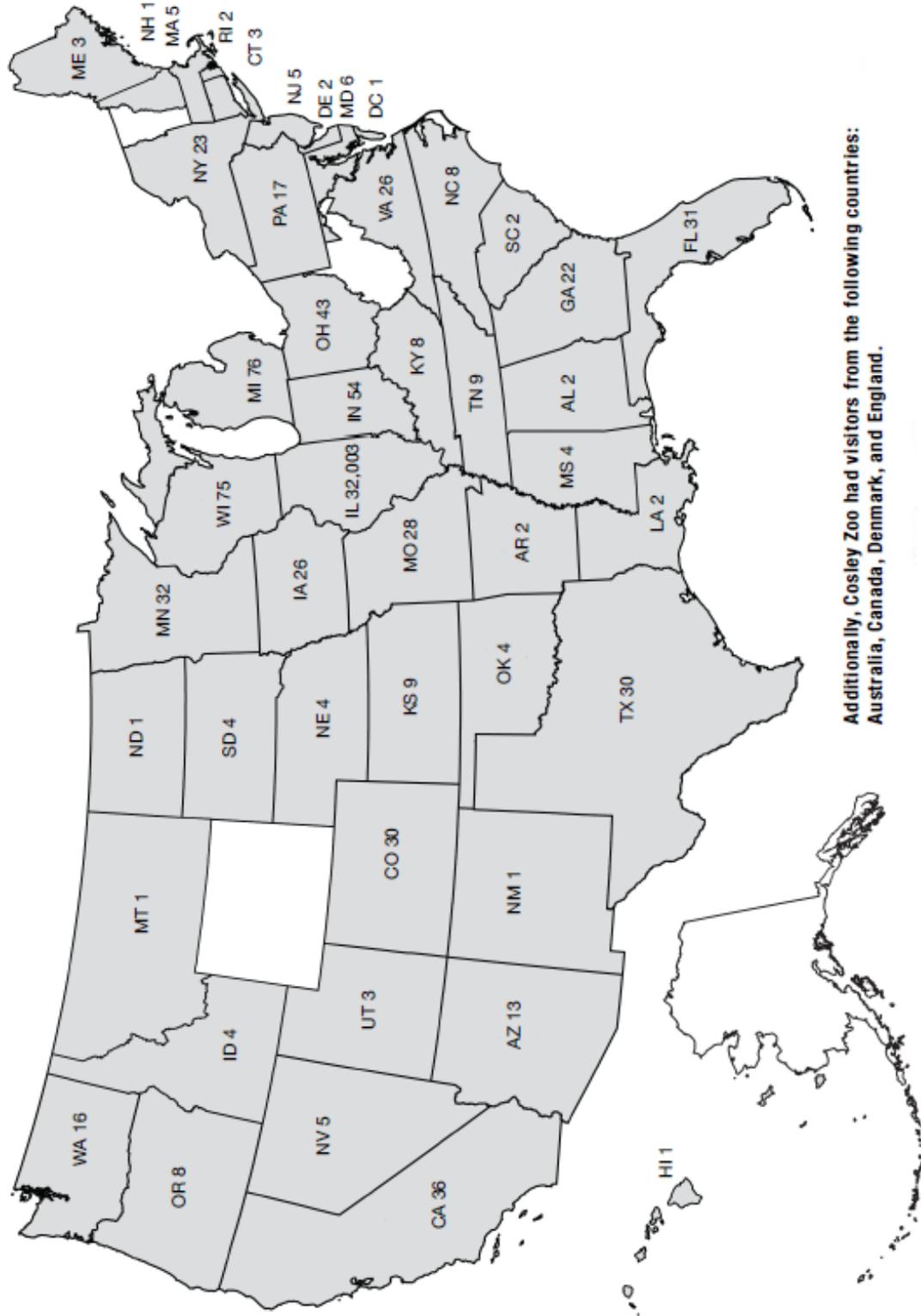
For the fourth consecutive year, Cosley Zoo awarded a college scholarship to a past or present Junior Zookeeper, intern, or volunteer. This scholarship is funded by Williams Architects in memory of longtime Cosley Zoo supporter Mike Williams. In 2013, the \$2000 award was split between David Solberg and Laura Hagen, two former Junior Zookeepers who are pursuing careers in conservation.

Visitor Data

Cosley Zoo staff collects zip code data from visitors as they enter the zoo. In 2013, we collected data from 32,699 families. Of these families, 97.9% were from Illinois, 78.2% were from DuPage County, and 31.6% were from Wheaton. Zoo visitors came from 46 states and 4 countries outside the United States. The maps on the following pages present detailed information regarding zoo visitorship in 2013.

2013 COSLEY ZOO VISITORSHIP BY STATE

(TOTAL OF 32,691 HOUSEHOLDS FROM U.S.)

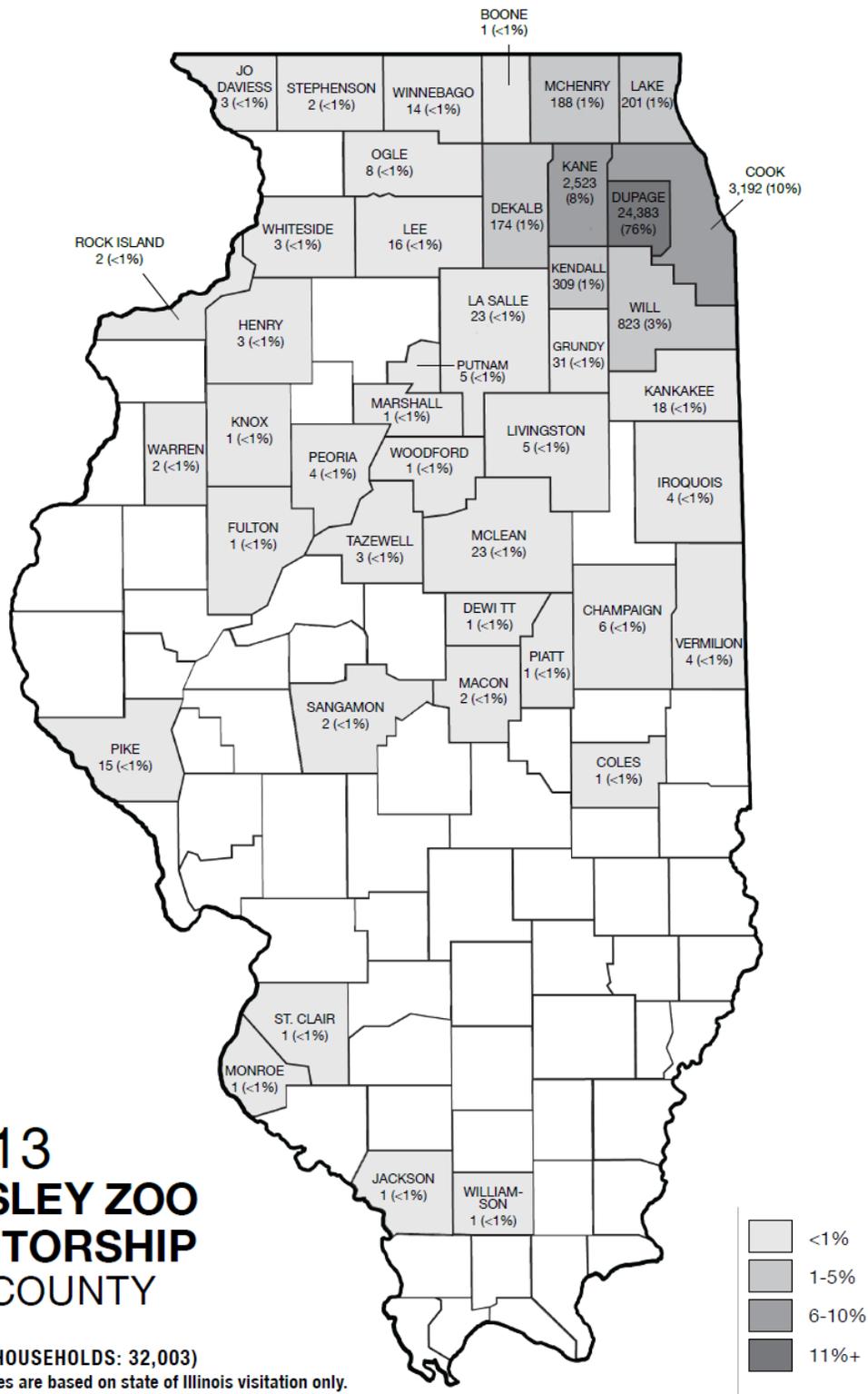


Additionally, Cosley Zoo had visitors from the following countries:
Australia, Canada, Denmark, and England.

2013 COSLEY ZOO VISITORSHIP BY COUNTY

(TOTAL HOUSEHOLDS: 32,003)

Percentages are based on state of Illinois visitation only.



Marketing Highlights

Marketing the zoo to a wide audience allows us to expand awareness and increase the number of people who are exposed to our conservation messages. In 2013, marketing focused on forming partnerships and recognizing unique opportunities that will ultimately drive visitors to Cosley Zoo.

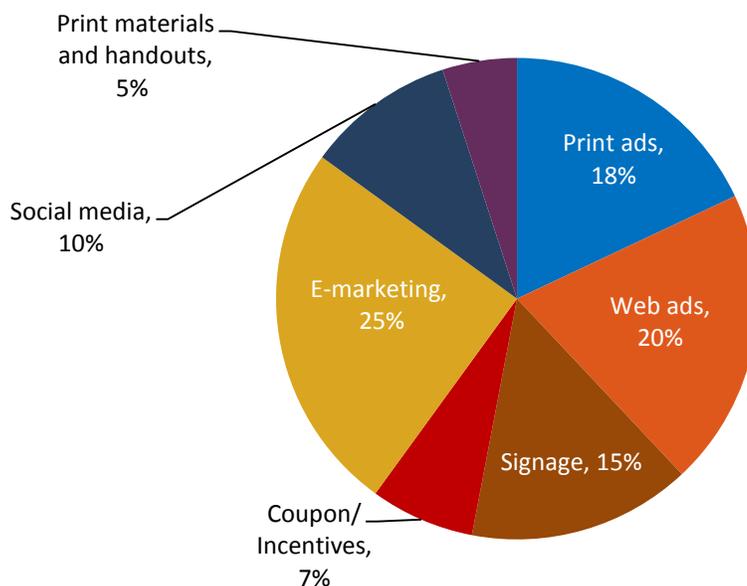
These efforts included the following:

- Partnered with Yorktown Shopping Mall during August-October.
- Participated in an AZA Campaign with the video game Zoo Tycoon to offer a free adult admission with the purchase of another paid admission.
- Participated in the Kid Stuff Savings coupon booklet, which was distributed through 300 schools in Illinois.
- Offered free backpack tours through the DuPage Convention & Visitors Bureau's DuPage Deals Discount Card.
- Participated in a live interview on NC 17 Television.
- Marketed education programs through a direct mailing to K-5 schools in the Wheaton area.

- Marketed zoo offerings and events in publications and websites including Chicago Tribune, Glancer Magazine, Family Time Magazine, Oaklee's Guide, Naperville Chamber of Commerce, and Wheaton Chamber of Commerce.
- Marketed events through e-blasts and e-newsletters to more than 20,000 subscribers.
- Updated the zoo's visitor map to include new features and exhibits.
- Updated the zoo's rack cards and distributed them to local hotels, chambers and visitor bureaus.
- Added a new summer event featuring Curious George and enhanced weekend activities for the annual Pumpkin Fest.
- Increased opening and read rate on electronic e-blasts to 38%.
- Increased visitors to cosleyzoo.org through traffic sources such as discoverdupage.com and familydaysout.com.

Please see the Marketing Appendix for a collage showing our 2013 marketing efforts.

Concentration of marketing efforts in 2013



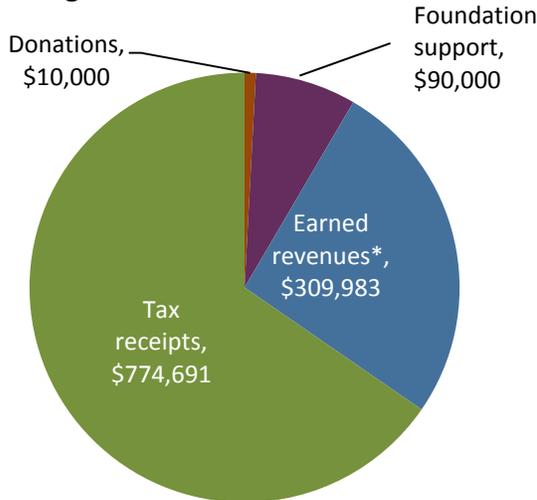


Finance dollars and sense

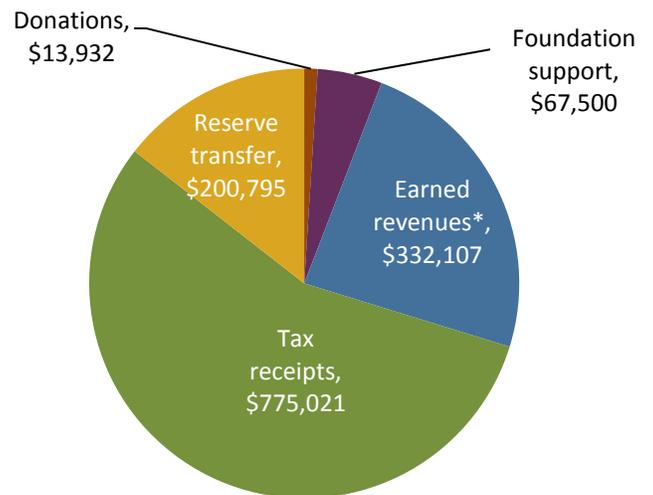
Budgeted and Actual Revenue

The zoo's budgeted revenue for 2013 totaled \$1,184,674 with actual revenue of \$1,389,355.

Budgeted Revenue Fiscal Year 2013



Actual Revenue Fiscal Year 2013

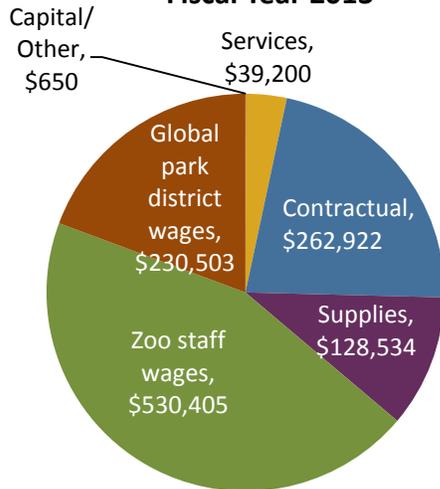


*Earned revenues include admission fees, penny machine income, animal adoptions, facility rentals, program revenue, sponsorships and interest.

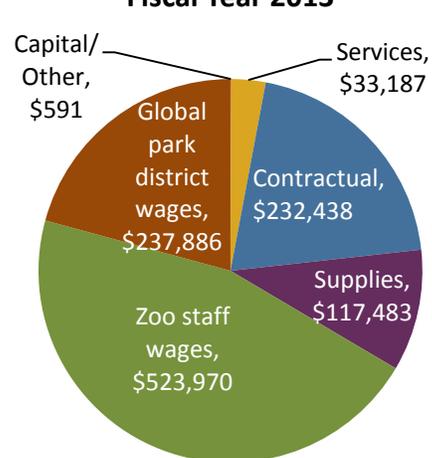
Budgeted and Actual Expenses

Budgeted expenses for 2013 totaled \$1,192,214 with actual expenses of \$1,145,555. We had budgeted for a deficit of \$7,540, with an actual surplus of \$43,005 (not including the \$200,795 reserve transfer). This is only the second year in its history that Cosley Zoo has experienced a budget surplus. The budget surplus in 2012 was \$21,272.

Budgeted Expenses Fiscal Year 2013



Actual Expenses Fiscal Year 2013



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, 2009-2013					
Revenue Source	2009	2010	2011	2012	2013
Food service	\$21,332	-*	-*	-*	-*
Donations/sponsorships	\$25,890	\$17,701	\$8,659	\$11,922	\$17,863
Penny machine	\$561	\$558	\$387	\$614	\$510
Animal adoptions	\$1,554	\$2,045	\$2,003	\$2,347	\$741
General admission	\$9,840	\$53,547**	\$95,535**	\$109,058**	\$215,164**
Holiday wish tree	\$1,139	\$1,165	\$1,675	\$2,036	\$1,764
Programs, Events and Rentals	\$47,602	\$57,242	\$52,908	\$63,484	\$79,688***
Cosley Foundation support	\$100,000	\$140,000*	\$140,000*	\$120,000*	\$67,500*
Total net revenue	\$207,918	\$272,258	\$301,167	\$309,461	\$382,230

*Since 2010, food service revenue has been credited to the Cosley Foundation, and a portion of the Cosley Foundation support since 2010 comes from revenue earned by the zoo's food service. In 2013, food service revenue accounted for \$45,230 of the \$67,500 in Cosley Foundation support.

**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. The admission fee increased in 2013 from \$3 to \$5 for non-resident adults and from \$2 to \$4 for non-resident seniors.

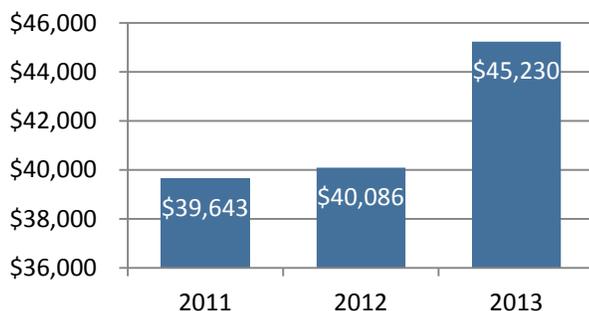
***Please see "Programs, Events, and Rentals" (below) for a detailed explanation of the increase in net revenue for programs.

Food Service

Cosley Zoo's food service includes items purchased in the Coyote Café concession stand and in the Wild Side Gift Shop. The revenue earned through the zoo's food service

comprises a portion of the support given to Cosley Zoo by the Cosley Foundation.

Cosley Zoo Food Service Net Revenue 2011-2013



Cosley Foundation Support

Each year, Cosley Zoo receives operational support from the Cosley Foundation. In 2013, that support was decreased due to the Foundation's assistance with the purchase of the former Hofner Building on Prairie Avenue. Now named 855 Prairie, this office building houses several Cosley Zoo staff as well as other Wheaton Park District employees, freeing up space at the zoo for future endeavors.

Programs, Events and Rentals

Funds earned from educational programming comprise a significant portion of Cosley Zoo's revenue, and our programs achieve an average of 65% profit. 2013 saw some significant

revenue changes in some of our program areas. These changes include:

- Casual Interpretation – Net revenue from casual interpretation increased 55% in 2013. This can be attributed in part to the success of our new Bobcats Backstage program. Our duck feeding revenue also continues to grow each year as feeding the ducks becomes a routine component of guests’ visits.
- Scout programs – Although we did not conduct many more scout programs in 2013 (27) than we did in 2012 (23), we did have more total participants due to larger scout groups registering for programs (312 participants in 2013 vs. 229 in 2012). Because fees for scout programs are charged per participant, our revenue increased significantly.
- Camps – Camp revenue increased due to a change in the times that camps were offered. Prior to 2013, we offered both morning and afternoon camps, hiring camp counselors who worked full days. Because the afternoon camps were typically not well-attended, we decided to offer only morning camps in

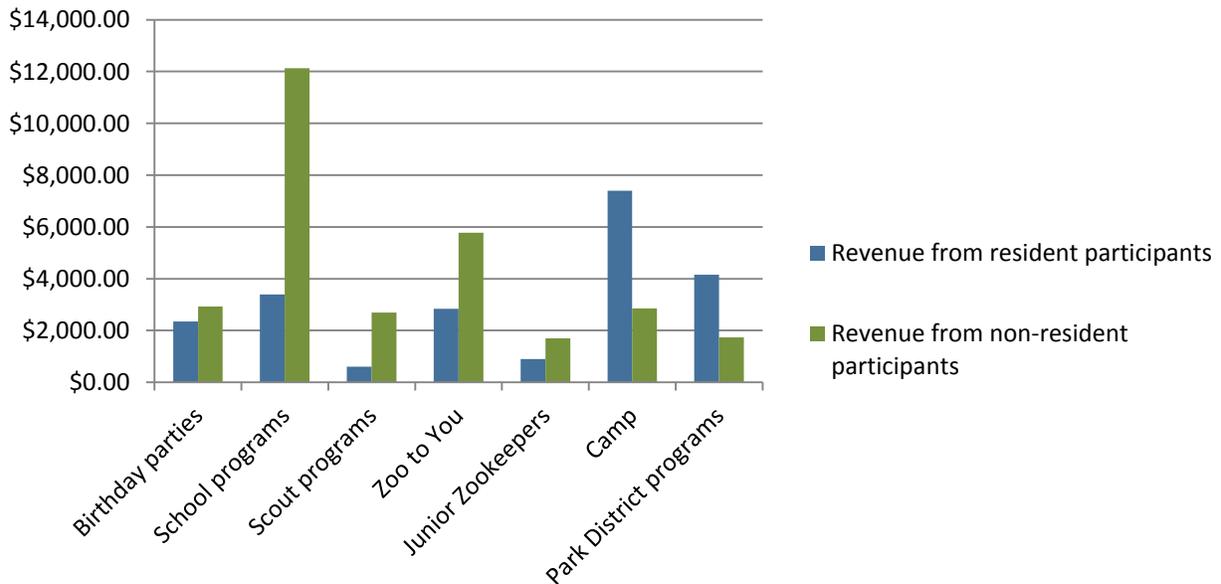
2013. Although we reduced the number of camps offered, registration for these camps was always full or nearly full. This increased attendance, combined with the decrease in staff expenses, caused us to experience a 21% increase in new revenue from camps.

- Junior Zookeepers – In 2013, a new educator was hired and took over the coordination of the Junior Zookeeper volunteer program. Because our educator was new to this position, she needed to put a significant amount of time into planning activities and learning about the program. This caused a decrease in the net revenue. However, under new leadership, we also experienced a large increase in the number of hours of time that these teen volunteers donated to the zoo. The additional 395 hours donated by the teens in 2013, valued at minimum wage, are worth \$3,258.75, more than making up for the \$1,401 decrease in net revenue we experienced.

Net Revenue from Educational Programs, 2009-2013					
Revenue Source	2009	2010	2011	2012	2013
Casual Interpretation	\$1,578	\$4,605	\$5,221	\$9,645	\$14,955
Birthday Parties	\$8,944	\$8,125	\$6,152	\$5,401	\$4,943
Outreach (Zoo to You)	\$6,172	\$5,832	\$6,393	\$6,296	\$6,258
School Programs	\$9,629	\$7,603	\$7,714	\$12,296	\$12,012
Scout Programs	\$1,201	\$1,189	\$1,109	\$218	\$1,955
Park District Programs	\$3,951	\$2,765	\$3,221	\$2,471	\$2,260
Special Events	\$2,196	\$9,879	\$5,629	\$6,837	\$7,167
Camps	\$9,211	\$7,499	\$5,230	\$4,862	\$5,885
Rentals	\$6,223	\$9,960	\$12,882	\$15,711	\$25,907
Junior Zookeepers	-\$1,503	-\$215	-\$643	-\$253	-\$1,654
Total net revenue	\$47,602	\$57,242	\$52,908	\$63,484	\$79,688

The majority of program revenue from our summer camps and park district programs comes from Wheaton Park District residents. Revenue earned from non-residents exceeds the revenue earned from park district residents in other program areas including birthday parties, the Junior Zookeeper program 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 2013 education programs



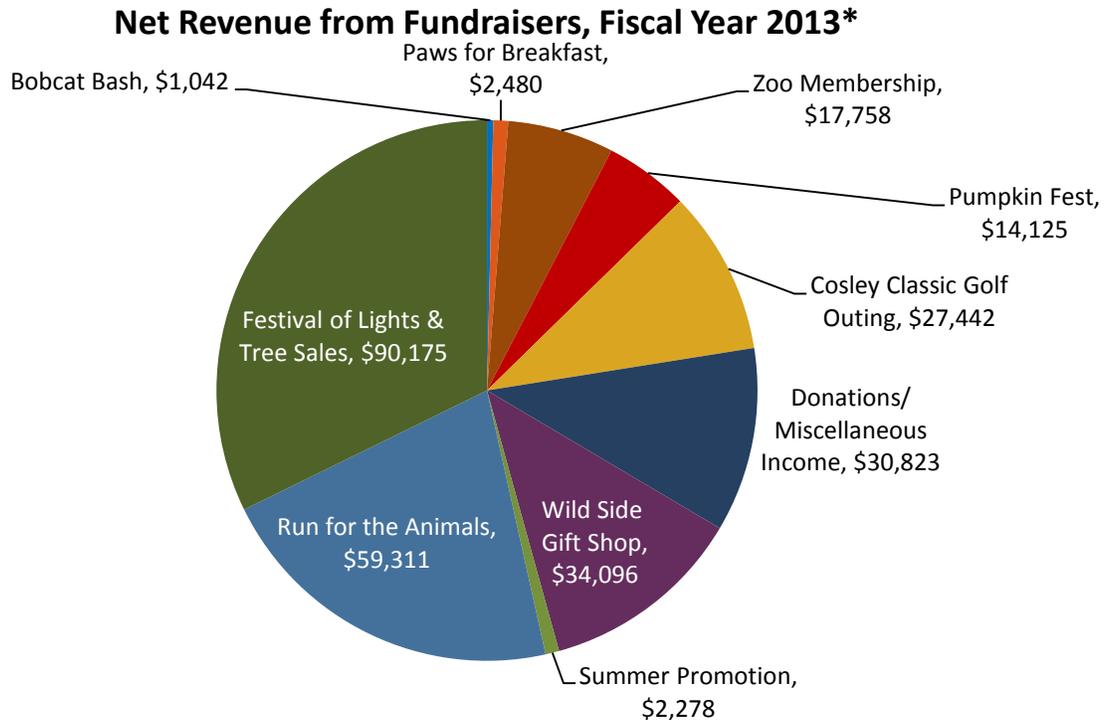
Status of Grant Applications

Zoo staff applied for several grants in 2013, seeking funds for various projects. Those grants included:

- Sophie Danforth Conservation Biology Fund grant and Zoo Miami Conservation and Research Fund grant – We applied for these grants asking for funding for the Blanding’s Turtle Head Start program, but we were not awarded the funds.
- Northeast Wisconsin Zoological Conservation grant – This grant for \$700 was received and used for enrichment for the Blanding’s Turtles.
- DuPage Community Foundation grant – We received a grant for \$2,500 to create bio-boxes that local teachers can check out and use to support their curriculum. This project will be completed in 2014.
- Phoenix Zoo Conservation Grant and Lowe’s Small Grant – We will learn in 2014 whether we have received these grants to build an outdoor habitat for the Blanding’s Turtles and install a hydroponics system in the Blanding’s Turtle room.
- Illinois Recycling Grant – We received this grant for \$17,800 from the Illinois Department of Commerce & Economic Opportunity. The funds will be used to purchase new recycling containers for zoo grounds. This will enable us to increase the availability of these containers to the public, as well as expand on the materials we are able to recycle, which will now include aluminum cans, fiber, plastic, metal, and glass.

Fundraising Revenue

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



Cosley Foundation Net Revenue*, 2009-2013					
Revenue Source	2009	2010	2011	2012	2013
Brick Paver Program**	\$429	\$684	-	-	-
Zoo Membership	\$5,819	\$8,924	\$10,266	\$11,293	\$17,758
Wild Side Gift Shop	\$46,357	\$45,835	\$36,346	\$37,069	\$34,096
Donations/Miscellaneous Income	\$30,063	\$18,164	\$31,506	\$29,515	\$30,823
Summer Promotion	\$8,184	\$3,793	\$2,610	***	\$2,278
Run for the Animals	\$50,260	\$43,759	\$60,611	\$60,484	\$59,311
Paws for Breakfast	\$1,422	\$1,887	\$2,008	\$2,195	\$2,480
Cosley Classic Golf Outing	\$11,855	\$23,035	\$19,944	\$35,254	\$27,442
Pumpkin Fest	\$13,653	\$12,095	\$14,594	\$12,225	\$14,125
Western & Grazing Festival/Bobcat Bash	\$3,237	\$3,376	\$1,070	\$3,873	\$1,042
Festival of Lights & Tree Sales	\$85,502	\$77,349	\$86,699	\$96,023	\$90,175
Total net revenue	\$256,781	\$238,901	\$265,654	\$287,931	\$279,530

*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.

Print

Welcome to Cosley Zoo
 Winter ~ Spring
 Summer ~ Fall
 Your destination for all seasons!



**Thanks for visiting
 Cosley Zoo!**
 Come back soon!



Sign up to receive
 our e-newsletters
 at cosleyzoo.org



Become a Cosley Zoo Member Today!
 Show your support for conservation and
 enjoy free admission to Cosley Zoo as well
 as free and discounted admission to more
 than 160 other zoos nationwide!
 Sign up in the Wild Side Gift Shop!



Party for the Planet
 in celebration of Earth Day
 Saturday, April 27 | 10A-2P
 Free Event
www.cosleyzoo.org



DAY at the RACES
 Vote for your favorite animal
 this summer. Make a donation
 in the Day at the Races kiosk.



Pumpkin Fest
 October 1-31
cosleyzoo.org

Sponsored by


**Cosley Zoo
 Pumpkin Fest**



October 1-31
cosleyzoo.org

Cosley Zoo
 A Pretty Wild Place
 in the heart of DuPage County



Visit the new Nature Play Area!
www.cosleyzoo.org
 A facility of Wheaton Park District

Cosley Tails
 Edition 10 - October 2012

Looking for a New Friend?
 Adopting a pet is a big decision. It's important to do your research and make sure you're getting the right pet for your lifestyle. Cosley Zoo has a variety of animals available for adoption, including dogs, cats, and small mammals. Visit our website for more information.

Cosley Tails
 Edition 11 - November 2012

Winter is a Time to Prepare
 As the weather turns colder, it's important to take steps to protect your pet. Make sure your pet has a warm, dry place to sleep and that they have access to fresh water. Also, be sure to check for ticks and fleas, as they can still be active in the winter months.

Cosley Tails
 Edition 12 - December 2012

The Holiday Season is a Time to Give
 Giving to the animals at Cosley Zoo is a wonderful way to show your love and support. We have a variety of gift options, including memberships, gift certificates, and more. Visit our website for more information.

Cosley Tails
 Edition 13 - January 2013

The Holiday Season is a Time to Give
 Giving to the animals at Cosley Zoo is a wonderful way to show your love and support. We have a variety of gift options, including memberships, gift certificates, and more. Visit our website for more information.



E-Blasts

- Summer Fun
- Cosley Uncorked
- Run for the Animals
- Run for the Animals Survey
- Cosley Classic
- Bobcat Bash
- Pumpkin Fest
- Cosley Tails Quarterly Newsletters
- Festival of Lights
- Annual Appeal

**Festival of Lights
 & Christmas Tree Sale**
 November 29 - December 30
 FREE Admission | Open Daily 9A-9P
cosleyzoo.org

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Holiday Events

- Festival of Lights**
 Cosley Zoo
 November 29-December 30
- Santa's Craft Corner**
 Cosley Zoo
 November 25,
 December 7 & 14
- Lion's Club
 Reindeer Run**
 Downtown Wheaton
 December 7
- Father Christmas
 Event**
 DuPage County
 Historical Museum
 December 12
- Holiday Concert**
 Community Center
 December 14

wheatonparkdistrict.com

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