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Message from the Zoo Director

The year 2014 marked the 40th anniversary of Cosley Zoo, with the zoo opening to the public in August 1974. Throughout those 40 years the only constant has been change. Change is what has brought the zoo from a facility with a handful of farm animals and only two staff to a comprehensive collection of native wildlife and farm animals, twenty-four year round staff and a nationally recognized facility that impacts 150,000 people each year. The key elements of growth and adaptability are what keep Cosley Zoo relevant and viable.

The zoo endeavored to grow and adapt in 2014 with the following accomplishments and changes:

- Resurfacing of the parking lot with permeable pavers and adding a sidewalk to provide safe access
- The construction of a new coyote viewing deck, complete with additional educational signage
- The replacement of fox and coyote exhibit fencing, including expansion of the coyote yard
- New revenue generating strategies such as a public chicken feeding program, a wind machine and carnival rides during Fall Fest, which raised a combined total of more than \$10,000
- The expansion of the zoo's recycling program with new recycling receptacles for visitor use
- The development of Discovery Boxes for use by educators in their classrooms
- The use of teen Visitor Engagement Guides to increase public contact
- The introduction of a "point person" system for zookeepers to give them ownership and oversight of assigned areas and tasks to improve operations and provide professional growth
- The initiation of several inter-departmental zoo teams including the Emergency Preparedness Team, the Conservation Team and the Education Animal Handling Team

These continued advances to the zoo's operations led to many notable records in 2014. These included:

- The highest historical attendance (149,934 visitors)
- The greatest number of program participants (74,772 attendees)
- The most revenue earned through admissions (\$224,264)
- The highest involvement in our Junior Zookeeper program (41 participants)
- The largest revenue earned through sales in the Wild Side Gift Shop (\$47,847)
- The greatest revenue earned through programs and rentals (\$112,827)

As you peruse the zoo's 2014 annual report, you will see the many efforts and accomplishments we have made for continued growth in pursuit of our mission which is:

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

Susan L. Wahlgren
Cosley Zoo Director



Animal Welfare

our primary focus

Ensuring the welfare of our animal collection is the primary responsibility of every zoo staff member, from the zookeepers who interact with the animals on a daily basis to the maintenance staff who help to guarantee the safety and security of the exhibits to the educators who handle the animals for programming. Exhibiting animals that are healthy and well-cared for is necessary not only for the animals' well-being, but also helps to give our visitors an outstanding experience and a positive perception of the zoo.

Animal Training

Each day, zookeepers conduct operant conditioning training sessions with many of the zoo's resident animals. These sessions utilize positive reinforcement and are an important component of animal welfare. Not only does training provide exercise and mental stimulation for the animals, it also encourages the animals to participate in their own medical care, reducing stress and opportunities for injury for both the animals and the zookeepers. Several animals are also trained for use in education programs. Some of our major training accomplishments in 2014 included the following:

- A Great Horned Owl and an American Kestrel participated in voluntary physical exams without having to be restrained.
- A Guinea Hog was trained to accept injections, which allowed a veterinarian to complete x-rays and a detailed physical exam.
- Bobcats and White-tailed Deer were also successfully trained to voluntarily accept injections which will assist in their medical care.
- Animal Care staff initiated an operant conditioning program with the zoo's two Red-tailed Hawks for future use in education programs.

- A llama was trained to allow hoof trims without restraint and participates in voluntary blood draws.
- The zoo continued to work with Wheaton College psychology students, providing them a forum in which they learn about operant conditioning by training chickens. The chickens' overall welfare is improved by the physical and mental exercise they experience through learning a variety of enriching behaviors.

Health



Zookeeper Chuck Lindquist works with Echo, a Great Horned Owl, who has been trained to voluntarily sit on a staff member's gloved hand for medical procedures and education programs.

Zookeepers are tasked with constantly assessing each animal's health status. Every animal is observed multiple times per day by our knowledgeable staff members who are experts in signs of animal stress or discomfort. Additionally, each animal is on a rigorous preventative health maintenance schedule, which includes regular veterinary exams, appropriate vaccinations, and husbandry procedures such as nail, hoof, or beak trims. The zoo works with two primary veterinarians, who visit the zoo on a biweekly basis throughout the year. Cosley Zoo also regularly consults veterinarians who specialize in equines

and large domestic farm animals. We also occasionally work with board-certified specialty veterinarians, such as ophthalmologists and avian specialists.

Environment

A major project in 2014 was the renovation of the coyote exhibit in preparation for our new coyote, Wiley, who arrived in December. The exhibit was enlarged and enhanced with plantings and other natural “furniture”. This expanded habitat allows the coyote more space for exercise and also increases zoo visitors’ ability to view the coyote. Other notable changes to animal exhibits included increasing shade and perching opportunities in the chicken yard, digging a trench in the rabbit yard to facilitate drainage, and arranging branches between raptor exhibits to create a visual barrier which reduced stress during the acquisition of a new bird.

Enrichment



Zookeepers added several perching opportunities that are low to the ground to accommodate Cedar Waxwings with limited flight ability.

Providing behavioral and environmental enrichment for the zoo’s animals is important for their physical and mental well-being, and just as important to their welfare as offering them appropriate food items and giving vaccinations. Enrichment includes items such as swinging perches, puzzle feeders, or new scents introduced to the exhibit.

In 2014, Animal Care staff re-evaluated our enrichment philosophy, switching our



A swinging bucket provides exercise and problem-solving opportunities for Loca the Raccoon.

enrichment focus from offering animals something “to do” to concentrating on the diverse natural animal behaviors we want our animals to exhibit. An increased focus on documentation and evaluation of animal enrichment helps us to determine which enrichment items elicit these behaviors, ensuring the highest quality animal welfare. Staff spent many months working on enrichment evaluation procedures and training other staff and interns on our revised enrichment philosophy.

Behavioral Observations

Cosley Zoo interns conduct behavioral observations on some of the zoo’s animals during their time at the zoo. These observations help us to determine which behaviors our animals exhibit, and the percentage of an animal’s time that is spent participating in each activity. By analyzing this data, we can see how an animal is spending most of its time, and then change the animal’s environment or enrichment if there are certain behaviors we want to increase or decrease.

In addition to Cosley Zoo’s Animal Care interns, all 41 of Cosley Zoo’s Junior Zookeepers (JZs) were trained on conducting behavioral

observations, providing us with valuable information on our animals and their behaviors.

Additionally, we entered into a unique program partnership with students from Hadley Junior



Offering an animal's diet in a unique feeder can increase the percentage of time spent foraging.

High School in Glen Ellyn. As part of their Problem-Based Learning (PBL) assignment, small groups of students chose animals to observe and then suggested enrichment items to meet a specific animal need. Over 400 students participated in this project, and their final results were presented to and judged by a

panel of animal experts which included Cosley Zoo staff.

Notable Acquisitions

Careful consideration is given to each new animal that Cosley Zoo obtains. Following the zoo's collection plan, staff researches each animal's diet, social grouping, medical needs, and natural habitat, among other criteria, to determine whether the animal is a good fit for our facility. In 2014, the zoo acquired the following animals.

- Northern Pintail Ducks
- Wood Ducks
- Chickens
- American Robins
- Cedar Waxwings
- Red-tailed Hawk
- Coyote
- Blanding's Turtles (These releasable turtles are not included in the chart below.)

Numbers and Types of Animals in Cosley Zoo's Collection (as of 12/31/14)			
Animal Group	Number of species	Number of specimens	Number of groups (populations too numerous to count)
Amphibians	2	7	0
Birds	26	76	0
Invertebrates	4	1	3
Mammals	14	30	0
Reptiles	8	12	0
Total	54	126	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. As of December 31, 2014, the zoo housed 9 future breeding turtles and 12 female hatchlings being raised for release. We are proud of the role we play in helping to protect this Illinois endangered species.



A young Blanding's Turtle basks under a heat lamp.

During 2014, changes in turtle management included:

- Implementation of an exercise program for the future breeding males. Several Junior Zookeepers were taught to exercise the turtles on a rotating schedule by taking them for "walks" in a secluded non-public area of the zoo.
- Testing a brumation (hibernation) program with three of the future

breeding males, in an effort to provide the most natural environment for the turtles.

- Adding new environmental enrichment items to the turtle habitats to make them more mentally and physically interesting.

Party for the Planet

This conservation-themed event is part of an initiative by the Association of Zoos and Aquariums (AZA) to hold the largest combined Earth Day celebration in North America. Member institutions across the country host April events which help visitors to connect with nature and celebrate the planet. Party for the Planet guests participated in a variety of conservation-themed activities and spoke with a variety of vendors regarding their conservation efforts.

FrogWatch USA

Cosley Zoo hosts a chapter of FrogWatch USA, a citizen science program sponsored by AZA. Cosley Zoo provides training for volunteers, who then observe and record data on populations of frogs and toads in their local areas. This information is critically important for researchers as they work to develop methods by which to help revive declining amphibian populations.



In 2014, Cosley Zoo hosted two FrogWatch USA volunteer training sessions. Participants

included several staff members from Lincoln Park Zoo in Chicago.

Turtle Day

Cosley Zoo hosts Turtle Day each May to promote awareness of turtles and particularly, our Blanding's Turtle Recovery Project. Guests visit with live turtles while learning about the turtles that call Illinois home and how they can help our conservation efforts.

Bowling for Rhinos support

Bowling for Rhinos is a national fundraiser sponsored by the American Association of Zookeepers (AAZK). Chapters host fundraising events at local bowling alleys, with the proceeds supporting rhinoceros sanctuaries in Kenya and Indonesia. These fundraisers bring in over \$500,000 per year on a national level, and all funds raised go directly towards wildlife conservation. All five species of rhinoceros in the world are currently endangered, making this an important undertaking for the survival of these animals.



Although Cosley Zoo does not have its own AAZK chapter, we were proud to be supporters of Brookfield Zoo's event with a raffle donation of free passes to our popular Bobcats Backstage program.

Teacher Institute Day

In February, Cosley Zoo Education Supervisor Tami Romejko presented a DuPage County Institute Day workshop entitled "Animals, Kids, and Conservation" for 40 DuPage County educators. The workshop focused on age-appropriate conservation messages for

children, and included packets filled with activities that educators could use in their own classrooms.

Junior Zookeepers (JZ) Club

One focus of our JZ Club curriculum is developing a strong conservation ethic among our teen participants. In 2014, 18 JZs participated in a citizen science project by taking part in the Great Backyard Bird Count, where they collected data which scientists will use to help assess populations of local backyard birds. They also helped us to educate visitors about the natural world at Party for the Planet and Turtle Day.

JZ coordinator Jackie Boquist also focused on conservation during two of the teens' monthly meetings. One meeting was spent discussing the illegal wildlife trade, and how individuals can help by making educated purchasing decisions. On a trip to Peoria Zoo, the JZs learned about Species Survival Plans (SSPs), selective breeding programs in place in many AZA zoos and aquaria which focus on helping to ensure a healthy, genetically diverse population of animal species which are in desperate need of protection.

Conservation Team

In 2014, Cosley Zoo formed a Conservation Team composed of four staff members with a special interest in promoting conservation activities at Cosley Zoo. One of the team's major projects in 2014 was to create signage for the thirteen new combination garbage and recycling bins which were placed throughout Cosley Zoo. These bins were made possible by a grant from the Illinois Department of Commerce and Economic Opportunity. The interpretive signage will educate visitors about the importance of recycling and the effect that individuals' actions can have on the environment.

Eco-Friendly Practices

A major zoo project in 2014 was the re-paving of the parking lot. The asphalt, which was in need of replacement, was removed and permeable brick pavers were laid in its place. Not only do brick pavers last longer than traditional asphalt, but they are also environmentally friendly because they allow rainwater to drain through them, reducing the volume of storm water runoff and minimizing the transportation of pollutants through rainwater.



Cosley Zoo leads by example by replacing our parking lot with environmentally friendly permeable pavers.

Other green initiatives in 2014 included:

- Ordering staff uniform shirts made from recycled polyester.
- Recycling the metal from old, unusable chairs, drain covers, and ballasts.
- Continuing to change out light bulbs on our Christmas light fixtures, replacing them with LED lights.
- Selling fair trade items, such as Ocean Sole products, in the Wild Side gift shop. Ocean Sole's animal sculptures are created from flip flops found washed up on beaches in Kenya, truly turning trash into treasure.
- Repurposing old wood instead of purchasing new boards for minor construction projects.

In 2014, Cosley Zoo volunteer Barbara Sherwood conducted a study to determine which species were utilizing the zoo's butterfly garden. Barbara recruited over 90 zoo visitors to serve as citizen scientists, reporting on the species that they observed. In addition to numerous butterfly species, various birds, bees, and other insects were observed utilizing the garden's food, water, and shelter, showing us that our garden is attracting a wide variety of beneficial pollinators.



A Monarch Butterfly visits the Butterfly Weed in the garden at Cosley Zoo.

Cosley Zoo also provided information on captive care of raccoons to Dr. Sarah Benson-Amram and Ariel Vichi from the University of Wyoming. This information will be utilized in a study on raccoon cognition.

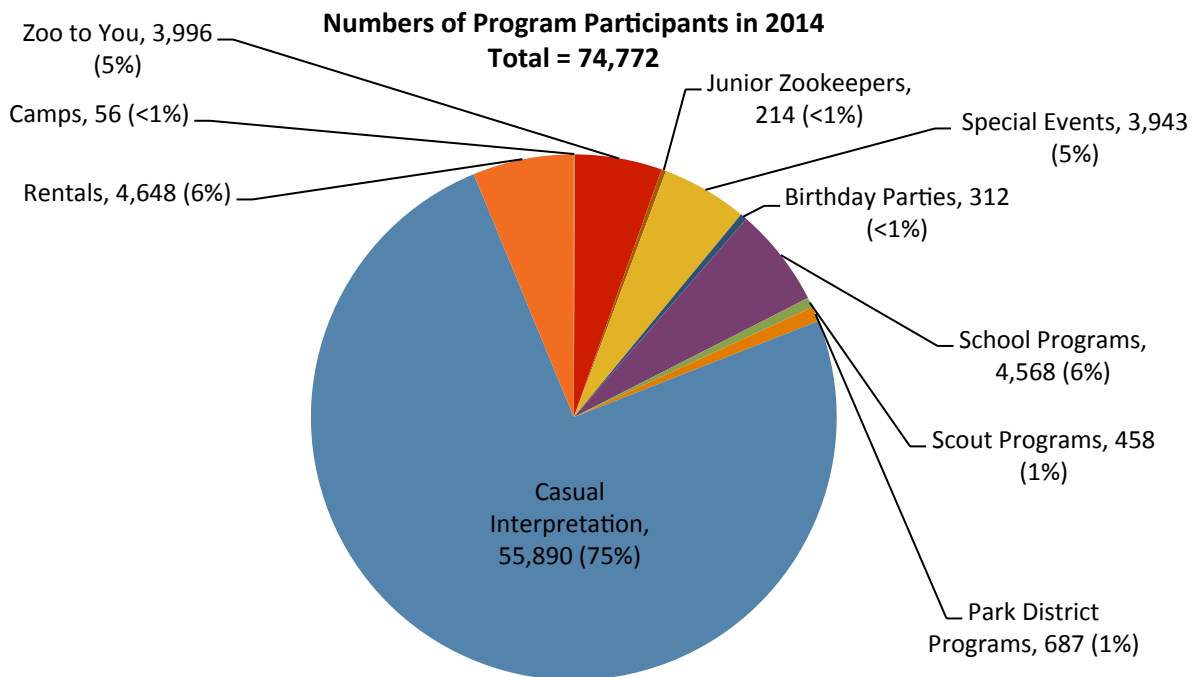
Research Projects



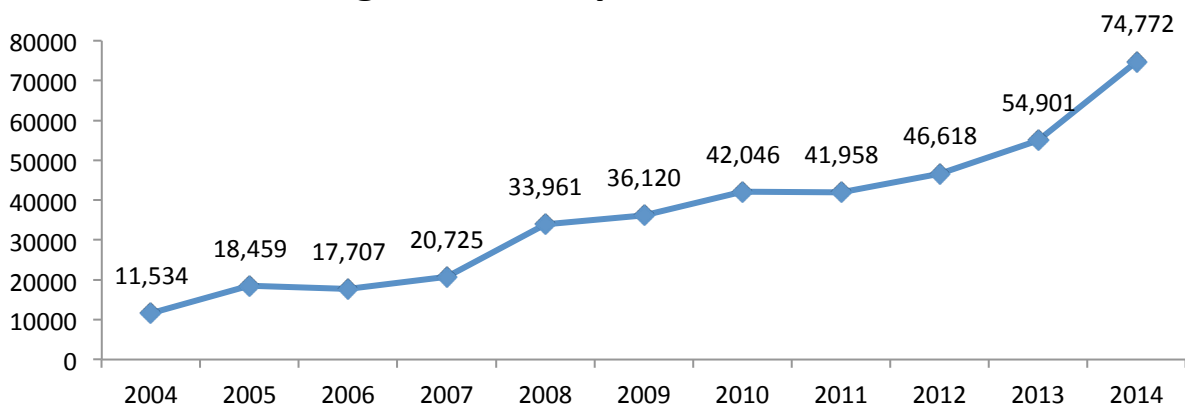
Education sharing the message

Education Program Numbers

2014 was another record-setting year for Cosley Zoo's education department. Program participant numbers, which have steadily increased over the past ten years, reached an all-time high in 2014. This was made possible, in part, by two summer education interns and the receipt of a grant which allowed us to hire two summer Visitor Engagement Guides to conduct casual interpretation programs.



Program Participants 2004-2014

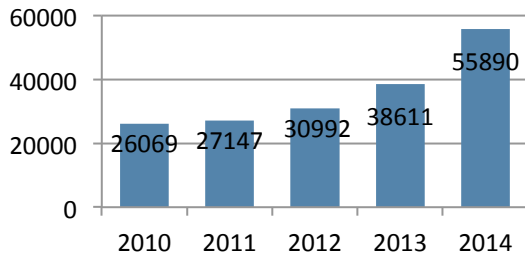


Casual Interpretation

Casual interpretation programs do not involve pre-registration, and in many cases are free of charge. Because of the informal nature of these programs, they allow us to interact with a large number of visitors in a short amount of time. Recognizing the need to generate some revenue from these programs, we also offer some fee-based opportunities such as duck feeding and Bobcats Backstage.

In 2014, we introduced a new public chicken feeding program whose structure mirrors that of our extremely popular duck feeding program. Visitors who pay \$1 are given a long-handled food cup which is inserted into the chicken exhibit through small doors in the cage. This program raised over \$1,000 in just two months in the fall of 2014, and will run twice daily from late March through October in 2015.

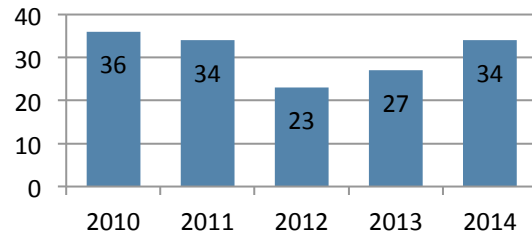
Participants in casual interpretation 2010-2014



Scout Programs

We saw an increase in popularity of our Scout overnights in 2014, offering four Wild Nights programs throughout the year. Overnight programs are good revenue generators which also help scout groups to build lasting connections with the zoo. In addition, we saw an increase in our scout badge programs, which are offered during the zoo's regular operating hours.

Numbers of scout programs 2010-2014

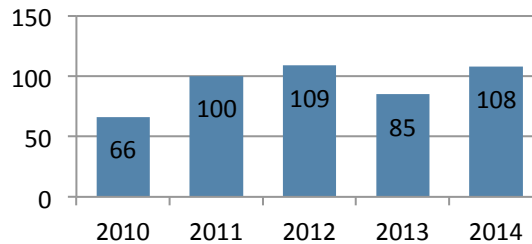


Educator Jackie Boquist talks about animal care with a group of Daisy Girl Scouts.

Zoo to You Programs

In 2014, we sent out two summer mailings to promote our Zoo to You programs. One mailing went to area libraries, promoting our programs as a way to support their animal-themed Paws to Read summer reading programs. We also mailed promotional material to area park districts, focusing on programs we could offer for their summer camps.

Numbers of Zoo to You programs 2010-2014



Junior Zookeepers Club (JZs)

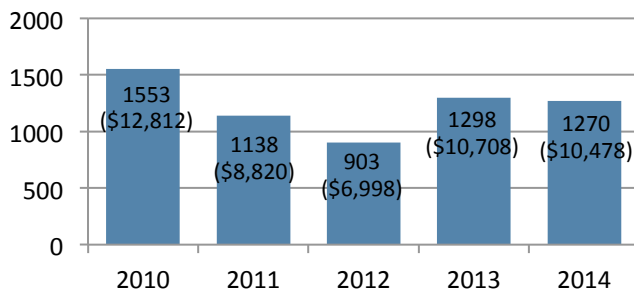
Prior to 2014, we limited the number of participants in our year-round teen volunteer program to thirty. At the beginning of the 2014-2015 JZ year, education staff made the decision to accept forty teens into the program. These teen volunteers have been crucial in our efforts to continue offering low to no cost casual interpretation programs to zoo visitors and have provided invaluable assistance with special events.



Junior Zookeepers take a break from helping children make crafts during Santa's Craft Corner 2014.

A new opportunity offered to the JZs in 2014 was the chance to serve as "tree elves" during our Christmas tree sales. The JZs gave valuable assistance to our staff by greeting guests, answering questions, and writing up tickets for customers.

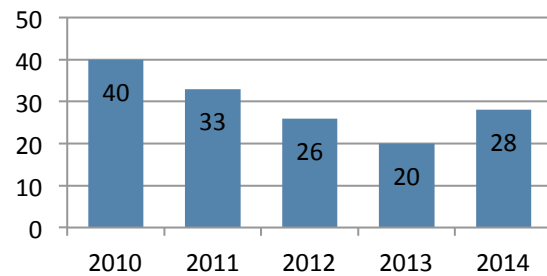
Service learning hours (and their value at \$8.25/hour) donated by Junior Zookeepers 2010-2014



Birthday Parties

Instructor-facilitated parties receive very good reviews from the participants, but are not a major source of revenue for the zoo. The majority of clients opt for facility rentals, which allow them more adult guests and the ability to more closely tailor the party activities to their own preferences.

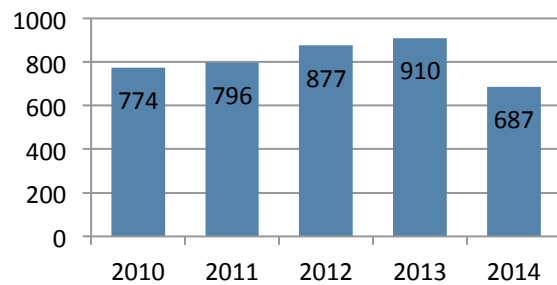
Numbers of birthday parties 2010-2014



Park District Programs

Our Park District program participation historically goes through a series of cyclic ups and downs. In 2014, we saw high registration numbers for our popular Bookworms story time class and our Easter program, the Great Egg Scramble, but other programs, including Toddler Time and Zoo Investigators, failed to thrive. We will continue to explore new avenues for marketing our 2015 programs, as well as assessing our program offerings to ensure that they remain relevant to our clientele.

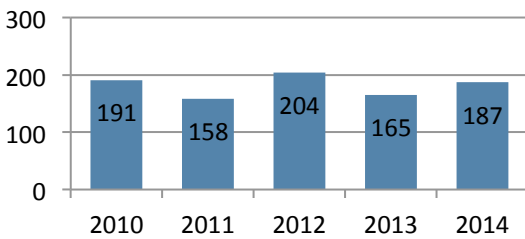
Numbers of participants in park district programs 2010-2014



School Programs

Cosley Zoo continues to be a trusted resource for educators, and many teachers take advantage of our high-quality learning opportunities year after year. All of our 45-minute onsite programs are designed to support teachers' classroom curriculum.

**Numbers of school programs
2010-2014**



Rentals

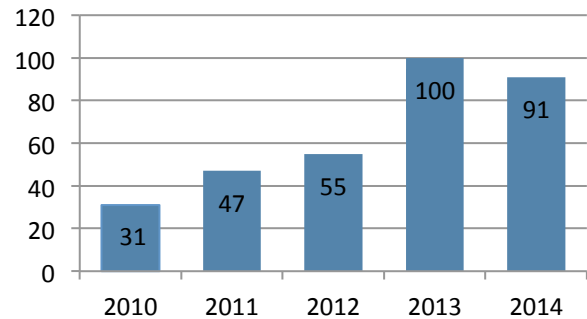


Educator Jackie Boquist prepares to greet a school group arriving at the zoo for an education program.

Cosley Zoo's education staff oversees zoo rentals. Guests have the option to rent our amphitheater, Duck Pond Pavilion, picnic area, climate-controlled Kiebler Room, or the entire zoo. In 2014, we raised rental fees to align ourselves more closely with competing venues. As a result, our net revenue increased by 33% (8,625) despite a small decrease in the number of events hosted at the zoo.

Special Events

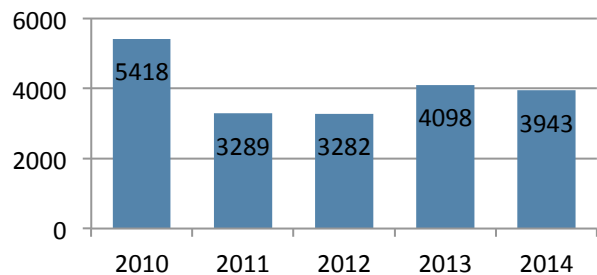
**Numbers of rentals
2010-2014**



Cosley Zoo offered a variety of special events throughout the year, each designed to offer our visitors a fun new way to experience the zoo. In 2014, we introduced Zoo Nightlife, an opportunity for families to explore the zoo after hours, and Live at the Zoo, which incorporated live music and a party-like atmosphere. We also continued to host some traditional favorites, including Spooktacular, Party for the Planet, and the Festival of Lights.

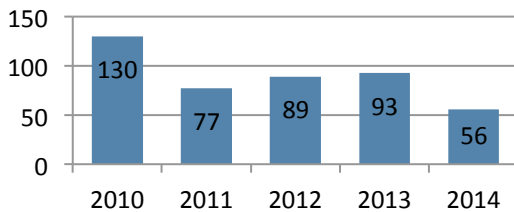
Summer Camps

**Numbers of participants in special
events 2010-2014**



Despite excellent evaluations, we have continued to see a decrease in summer camp enrollment. We have structured our camps in such a way that our seasonal camp staff works only half days, thereby decreasing the funds spent on staff wages. Efforts to market our camps more effectively and update program content are ongoing.

Numbers of participants in summer camps 2010-2014



Special Programs

In addition to Cosley Zoo’s typical program offerings, staff provided several unique educational experiences in 2014. With each new audience we reach through these innovative program offerings, we continue to position ourselves as a valuable educational resource for local groups. These unique programs included:

- Presenting an in-service Teacher Institute Day workshop on Animals, Kids, and Conservation to forty DuPage County educators.
- Working with Hadley Junior High School to create a unique Problem-Based Learning experience for 400 students. Students observed animals in their zoo exhibits, then prepared presentations in which they suggested enrichment items for the zoo’s animals. The presentations were judged by a panel of experts which included zoo staff.
- Creating a custom program on Urban Wildlife for the Franklin Park Public Library. This program was so well-

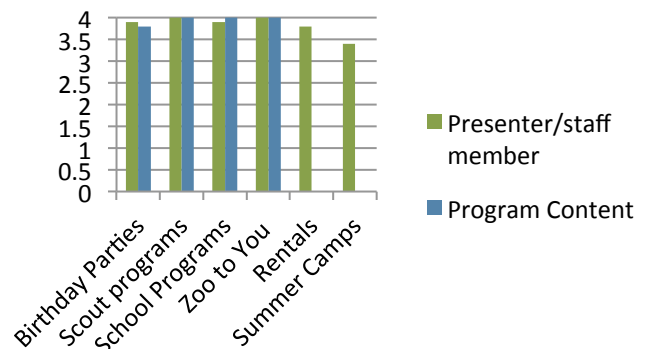
received that it was later requested by the Batavia Public Library as well.

- Creating Discovery Boxes which are available to be checked out by local teachers. Each Discovery Box focuses on a specific theme and contains animal artifacts, games, books, puppets, and other activities which promote hands-on learning. Due to a grant from the DuPage Community Foundation, these boxes can be checked out for free throughout 2015 by educators in DuPage County. Educators who work outside the county pay a fee of \$25.
- Education staff continues to work with teachers requesting special programming for their students who have special needs or are not native English speakers.

Program Evaluations

Each group participating in an education program, birthday party, or rental is asked to provide feedback via an electronic evaluation. Respondents rate programs on a scale of 1-4, with 1 being “poor” and 4 being “excellent”. Average ratings are shown in the following chart. Evaluations for rentals and summer camps do not include specific questions regarding program content. These ratings show a consistently high level of satisfaction with the programs Cosley Zoo offers.

**Ratings for education programs 2014
1-4 scale, (1=Poor, 4=Excellent)**





People making connections

Staff Updates

Cosley Zoo welcomed four new staff members in 2014. Ashley Hicks, Heather Johnson, and Alison LaBarge all joined Cosley Zoo's animal care staff as zookeepers. Ashley has a BA in Advertising with minors in Marketing and Biology, and comes to Cosley Zoo from Brookfield Zoo, where she held several temporary positions. Heather Johnson completed internships with both Cosley Zoo's Animal Care and Education departments, as well as an internship in Brookfield Zoo's Tropic World, and has a BS in Biology from Benedictine University. Alison has a BS in Biological Sciences from Illinois State University, and spent six years at Brookfield Zoo as a Keeper Aide, Seasonal Zookeeper, and intern. We are delighted to welcome all three of these highly qualified individuals to our permanent staff.



After several seasons as a Cosley Zoo intern, Heather Johnson joined our permanent staff in 2014.

Laura Bingham also joined our team in 2014. Laura was originally hired to work in the admissions booth, but later began working in the Coyote Café as well. Laura has a strong background in customer service and was formerly a Business Manager for Tate's Ice Cream. Welcome, Laura!

In 2014, Zoo Director Susan Wahlgren celebrated her 30th anniversary at Cosley Zoo. Sue's experience at Cosley Zoo has changed greatly since the time she was hired at Cosley Animal Farm in 1984. Under the guidance of Sue and her predecessor, Jerry Douglas, Cosley Zoo has grown from a petting zoo exhibiting only farm animals to a nationally-accredited facility which counts conservation and education as crucial components of its mission. Happy anniversary, Sue!

Several staff members were profiled by the media in 2014. In July, the Association of Zoos and Aquariums (AZA) featured zookeepers Jenny Theuman and Sara Peters on its facebook page in honor of National Zookeeper Week. Also in July, zookeepers Caryn Johnson and Heather Johnson were interviewed by mysuburbanlife.com, discussing their zookeeping careers and the valuable roles played by zoo interns and volunteers.

Professional Growth

Participating in professional development is crucial in order for staff to keep up to date in the ever-evolving zoo industry. Staff frequently seeks out opportunities for professional growth, especially when those opportunities can be pursued at low cost or by receiving a scholarship. Some of the workshops attended by our staff in 2014 included an Intern Management Workshop, an aquaponics class, International Marine Animal Trainers' Association (IMATA) regional workshop, the Association of Zoos and Aquariums (AZA) national conference, the Safe Capture International workshop, a Volunteer Motivation workshop, and a Nature Detectives Workshop.

More training opportunities became available to all staff in 2014, when the zoo entered into a unique partnership which allowed staff at all levels the opportunity to participate in online

training programs. Partnering with three other small Illinois zoos, Cosley Zoo enrolled in the Cypherworx training program through San Diego Zoo Global. This program offers online training on thousands of topics, and by partnering with other facilities, Cosley Zoo was able to make this valuable training affordable for the entire staff.

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

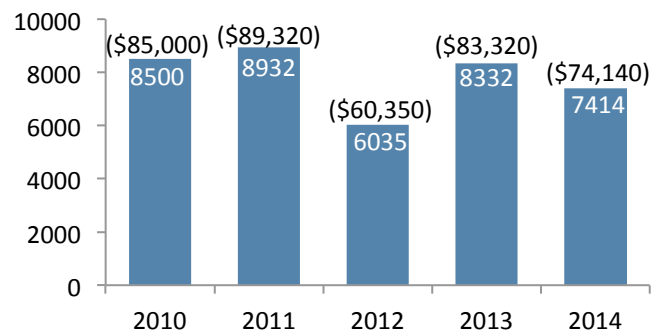
Volunteers are critical to the success of Cosley Zoo. Staff members on tight time budgets depend on volunteers to help us provide the highest quality animal care and educational opportunities for our visitors. Animal Care volunteers, Zoo Naturalist volunteers, Junior Zookeepers, Animal Care and Education Interns, and Summer Teen volunteers donated nearly 7500 hours of their time to Cosley Zoo in 2014. Notable volunteer accomplishments in 2014 included:

- Animal Care volunteer Tegan Boland took on a new leadership role involving the creation of animal enrichment. Tegan helps zookeepers to run Saturday morning Enrichment workshops and also creates enrichment surplus items to be used by keepers at other times during the week.
- Animal Care volunteer Miranda Engel volunteered a total of 242 hours in just 4 months at the end of 2014.
- Cosley Zoo remains committed to working with special needs volunteers when possible. In 2014, one of our special volunteers, along with his job coach, developed enough proficiency that he was able to complete a work

area to keeper specifications without assistance. He since has been given additional responsibilities and opportunities to learn different tasks.

- Our Junior Zookeeper teen volunteer program has greatly increased in popularity in recent years, and in 2014 saw a record high enrollment with 40 teens signing up for the yearlong program.

**Volunteer and Intern Hours
2010-2014**
(and their value at \$10/hour)



Point Person Assignments

In mid-2014, zookeeper staff responsibilities were restructured with the introduction of a new “point person” system, in which each zookeeper was assigned specific animal exhibits and tasks to oversee. This system was implemented in order to allow keepers to have responsibility over specific areas and to provide opportunities for professional growth. As part of the rollout of this new system, several new task forces were formed:

- The Conservation Team oversees the research, promotion, and support of current and proposed conservation efforts.
- The Emergency Preparedness Team is responsible for ensuring that the facility is prepared to respond to emergencies. The team conducts a minimum of four emergency drills per year, presents in-service training topics, procures

emergency supplies, and ensures compliance with the Incident Command System.

- The Animal Handling Team oversees the training of all staff and volunteers who handle animals for program use, ensuring a safe environment for the animals, the staff, and the public.

[Michael T. Williams Memorial Scholarship](#)

Former Junior Zookeepers David Solberg and Laura Hagen were recipients of the 2014 Michael T. Williams Memorial Scholarship. This scholarship is funded by Williams Architects in memory of longtime Cosley Zoo supporter Mike

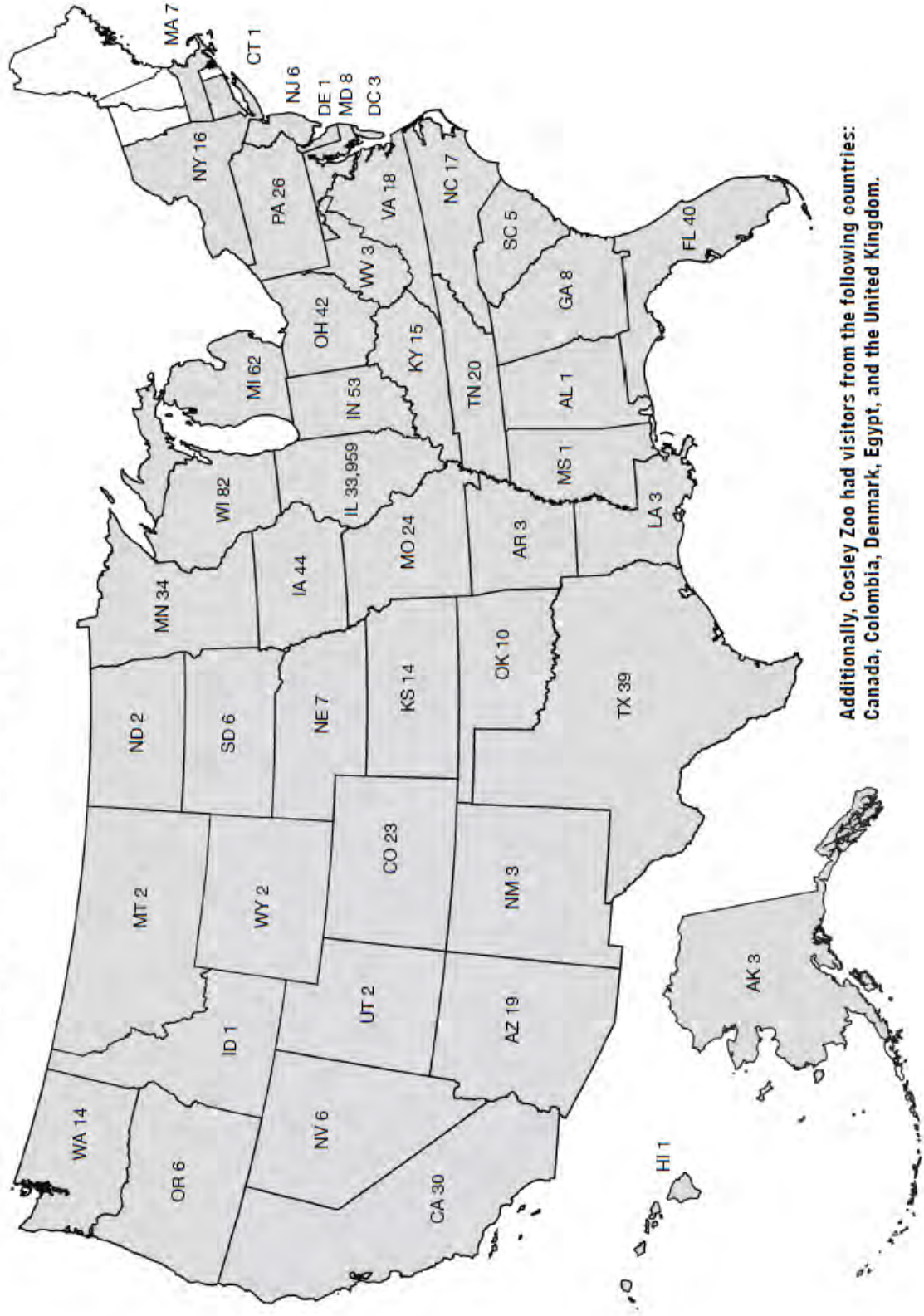
Williams, and is awarded yearly to a current or former zoo intern or Junior Zookeeper. David and Laura are currently college students pursuing careers in conservation.

[Visitor Data](#)

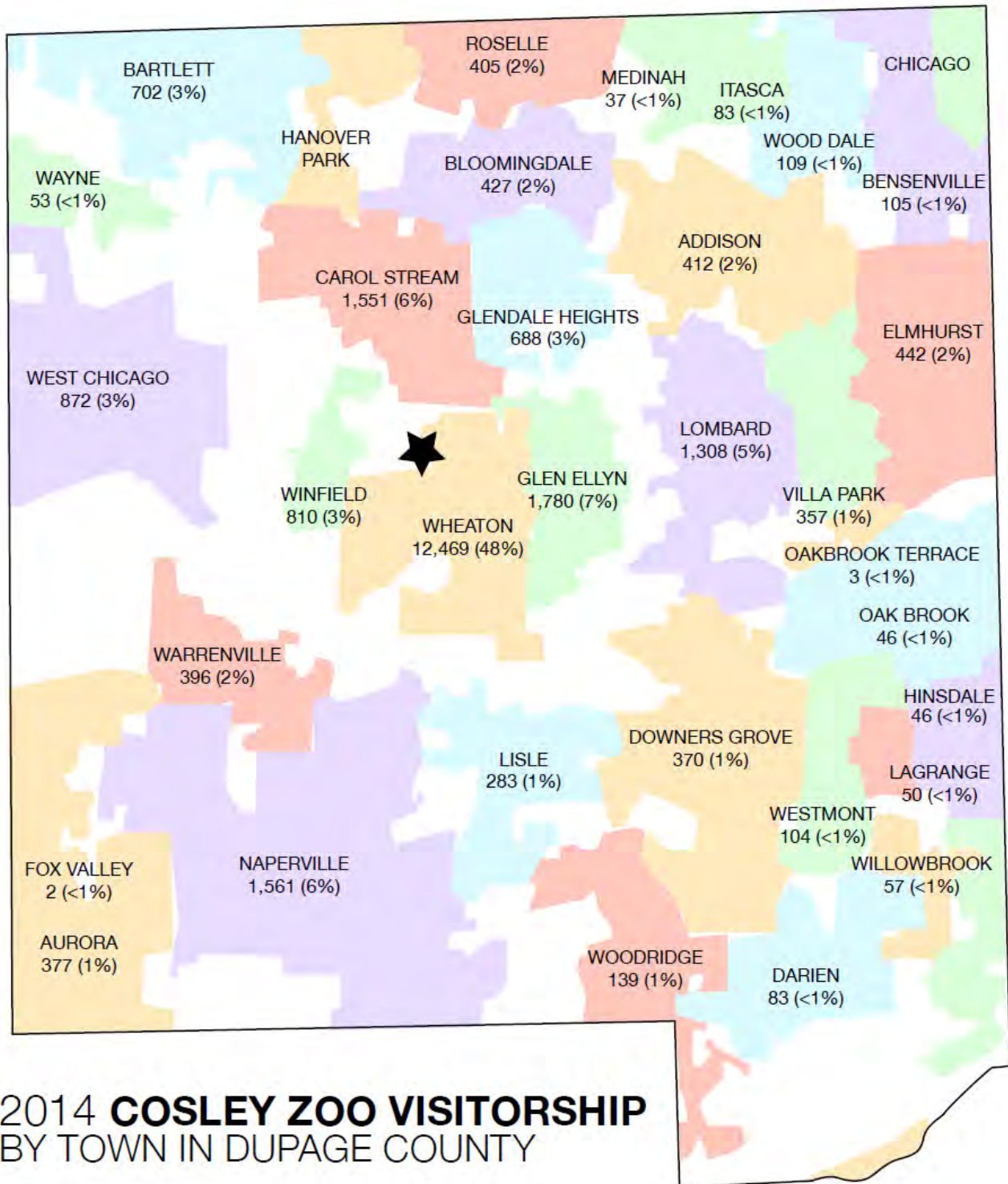
Cosley Zoo staff collects zip code data from visitors as they enter the zoo. In 2014, we collected data from 34,700 families. Of these families, 97.9% were from Illinois, 75.3% were from DuPage County, and 35.9% were from Wheaton. Zoo visitors came from 46 states and 5 countries outside the United States. The maps on the following pages present detailed information regarding zoo visitorship in 2014.

2014 COSLEY ZOO VISITORSHIP BY STATE

(TOTAL OF 34,692 HOUSEHOLDS FROM U.S.)



Additionally, Cosley Zoo had visitors from the following countries:
Canada, Colombia, Denmark, Egypt, and the United Kingdom.



2014 COSLEY ZOO VISITORSHIP BY TOWN IN DUPAGE COUNTY

(TOTAL HOUSEHOLDS: 26,127)
 Percentages are based on DuPage County visitation only.

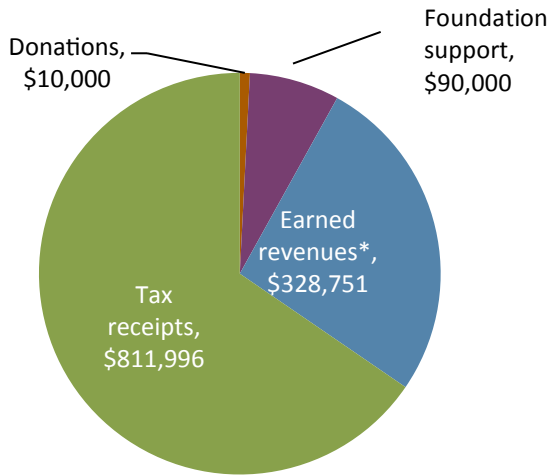


Finance dollars and sense

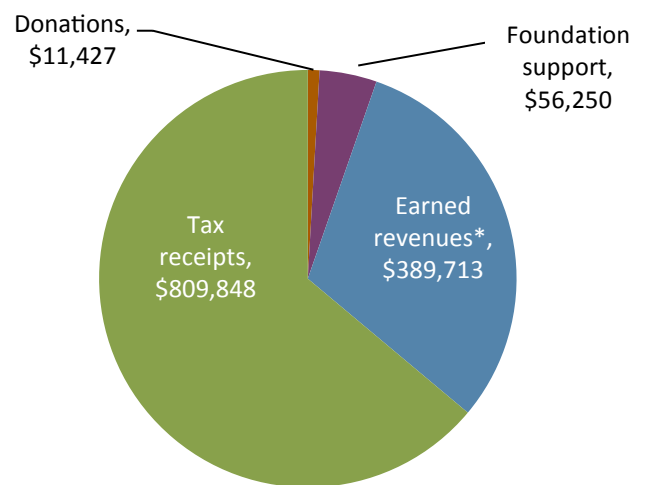
Budgeted and Actual Revenue

The zoo's budgeted revenue for 2014 totaled \$1,240,746 with actual revenue of \$1,267,238.

Budgeted Revenue Fiscal Year 2014



Actual Revenue Fiscal Year 2014

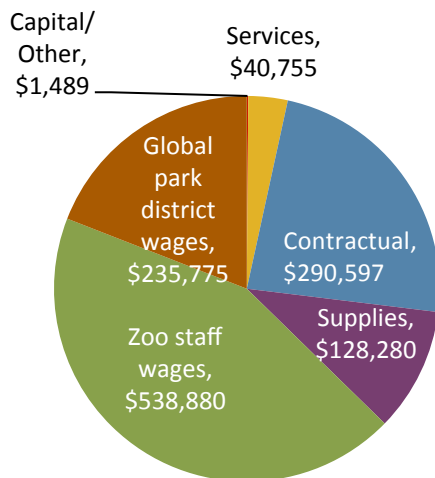


*Earned revenues include admission fees, penny and wind machine income, animal adoptions, facility rentals, program revenue, sponsorships and interest.

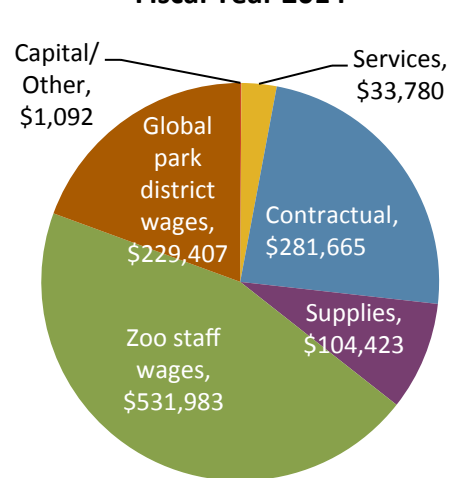
Budgeted and Actual Expenses

Budgeted expenses for 2014 totaled \$1,235,775 with actual expenses of \$1,182,350. We had budgeted for a surplus of \$4,972, with an actual surplus of \$84,888. This is only the third year in its history that Cosley Zoo has experienced a budget surplus. The budget surplus in 2013 was \$43,005.

Budgeted Expenses Fiscal Year 2014



Actual Expenses Fiscal Year 2014



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, revenues, and expenses with those 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. Please see the information below the chart for detailed information regarding selected areas of revenue.

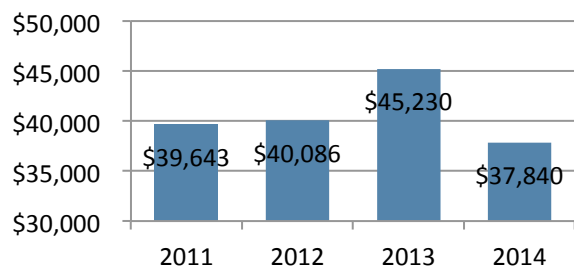
Wheaton Park District Net Revenue Sources, 2010-2014					
Revenue Source	2010	2011	2012	2013	2014
Donations/sponsorships	\$17,701	\$8,659	\$11,922	\$17,863	\$14,006
Penny and wind machine	\$558	\$387	\$614	\$510	\$3,397
Animal adoptions	\$2,045	\$2,003	\$2,347	\$741	\$1,435
General admission*	\$53,547	\$95,535	\$109,058	\$194,116	\$204,984
Holiday wish tree	\$1,165	\$1,675	\$2,036	\$1,764	\$1,749
Programs, Events and Rentals	\$57,242	\$52,908	\$63,484	\$79,688	\$112,827
Cosley Foundation support	\$140,000	\$140,000	\$120,000	\$67,500	\$56,250
Total net revenue	\$272,258	\$301,167	\$309,461	\$362,182	\$394,648

*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.

Cosley Foundation Support

Each year, Cosley Zoo receives operational support from the Cosley Foundation. In 2014, \$37,840 of the \$56,250 in Cosley Foundation support was comprised of food service revenue earned by the zoo. 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
2011-2014**



Programs, Events and Rentals

Funds earned from educational programming comprise a significant portion of Cosley Zoo's earned revenue. In 2014, we saw an increase in net revenue in all program areas except for summer camps. Areas in which we realized a notable increase in net revenue include:

- Casual Interpretation – Although many of our casual interpretation offerings are free to the public, we realize the necessity of bringing in revenue wherever possible. In late 2014, we introduced a new revenue-generating casual interpretation program with our twice-daily chicken feeding sessions. We expect casual interpretation revenue to increase in 2015, when chicken feeding will be offered daily from late March through October.
- Birthday Parties – Cosley Zoo hosted 40% more birthday parties in 2014 than

in 2013, leading to a 58% increase in net revenue.

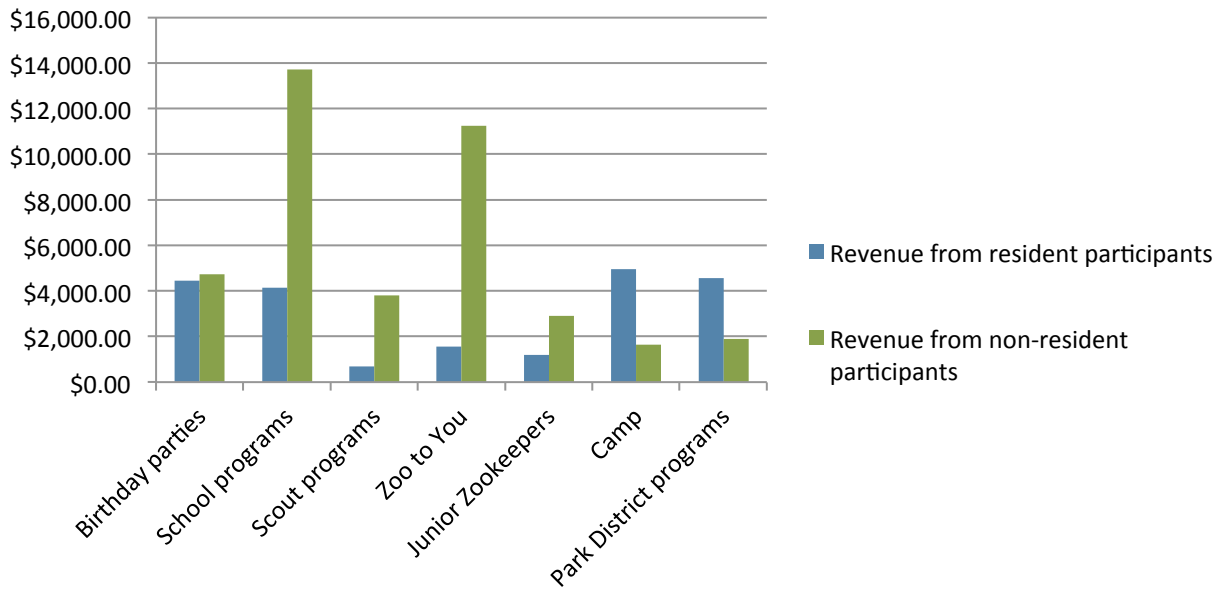
- Scout Programs – In 2014 we hosted four scout overnights, which helped to boost our scout program revenue significantly.

- Special Events – The addition of carnival rides during Pumpkin Fest contributed to a significant increase in event revenue for 2014.
- Rentals – We raised our rental prices in 2014, which helped us to increase net revenue by 33% over 2013.

Net Revenue from Educational Programs, 2010-2014					
Revenue Source	2010	2011	2012	2013	2014
Casual Interpretation	\$4,605	\$5,221	\$9,645	\$14,955	\$17,258
Birthday Parties	\$8,125	\$6,152	\$5,401	\$4,943	\$7,828
Outreach (Zoo to You)	\$5,832	\$6,393	\$6,296	\$6,258	\$10,132
School Programs	\$7,603	\$7,714	\$12,296	\$12,012	\$15,623
Scout Programs	\$1,189	\$1,109	\$218	\$1,955	\$2,673
Park District Programs	\$2,765	\$3,221	\$2,471	\$2,260	\$3,387
Special Events	\$9,879	\$5,629	\$6,837	\$7,167	\$17,706
Camps	\$7,499	\$5,230	\$4,862	\$5,885	\$4,528
Rentals	\$9,960	\$12,882	\$15,711	\$25,907	\$34,532
Junior Zookeepers	(\$215)	(\$643)	(\$253)	(\$1,654)	(\$840)
Total net revenue	\$57,242	\$52,908	\$63,484	\$79,688	\$112,827

As shown in the chart on the following page, 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 2014 education programs



New Revenue Sources

Zoo staff members are constantly challenged to think of new ideas for increasing revenue. In 2014, several new revenue-generating opportunities were introduced.

- Cosley Zoo Guest Services staff members Kathy Worby and Pam Kinsman created a custom coloring book featuring the Cosley Zoo’s animal residents. The zoo sold 125 coloring books at a price of \$2.95 each.
- Public chicken feeding opportunities were introduced to supplement the popular duck feeding sessions that have been offered for several years. For a fee of \$1, guests are given a small portion of chicken food, which is distributed to the birds via a cup on a handle which fits through small doors in the chicken exhibit. Chicken feeding debuted in the fall of 2014, and raised \$1,004 in just eight weeks.
- A Wild Illinois Winds machine was installed in the zoo. For a \$2 fee, guests can enter the machine and experience the wind power of a 78 mph F1

tornado. The wind machine netted the zoo \$2,903 in revenue.



The wind machine was a popular new attraction in 2014.

- During Pumpkin Fest, the zoo introduced ticketed carnival rides operated by a third-party vendor.

Carnival rides were located on the zoo's front lawn. The rides brought in \$6,435 of revenue for the zoo.

Status of Grant Applications

In 2014, we implemented several projects as a result of grant funding received during the previous calendar year. Each of these projects has a major impact on our ability to promote conservation messages to zoo visitors.

- As a result of a grant received from the Department of Commerce and Economic Opportunity (DCEO), Cosley Zoo purchased and installed thirteen combination garbage/recycling bins to give visitors more opportunities to recycle on-site. The zoo's Conservation Team worked on creating informational signage for each bin. This signage will be installed in 2015.



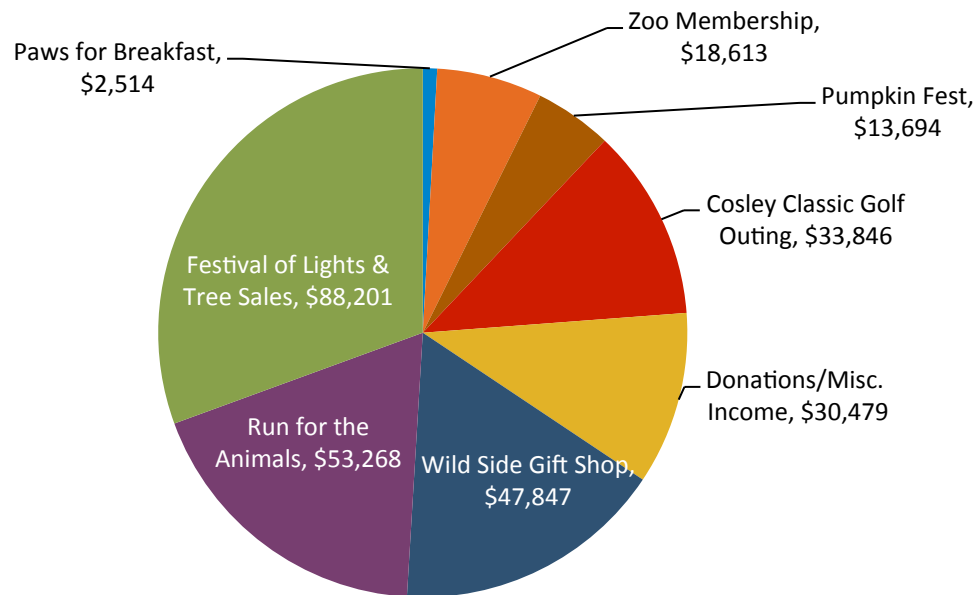
Dual waste/recycling bins provide visitors with the means to easily recycle their cans and bottles.

- DuPage County Stormwater Management's Water Quality Improvement Program provided \$72,252.40 in financial assistance for the replacement of the asphalt parking lots at the zoo and 855 Prairie with environmentally friendly permeable pavers.
- A grant from the Illinois Department of Natural Resources (IDNR) allowed the zoo's education staff to hire two teen Visitor Engagement Guides for the summer. These teens conducted casual interpretation programs, such as amphitheater programs and Critter Carts.
- Education staff created curriculum and ordered supplies for Discovery Boxes made possible by a grant from DuPage Community Foundation. These boxes contain hands-on materials such as games, books, puppets, and animal artifacts that are designed to supplement classroom curriculum. Discovery Boxes can be checked out to DuPage County educators at no charge in 2015.

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.

Net Revenue from Fundraisers, Fiscal Year 2014*



Cosley Foundation Net Revenue*, 2010-2014					
Revenue Source	2010	2011	2012	2013	2014
Brick Paver Program**	\$684	-	-	-	-
Zoo Membership	\$8,924	\$10,266	\$11,293	\$17,758	\$18,613
Wild Side Gift Shop	\$45,835	\$36,346	\$37,069	\$34,096	\$47,847
Donations/Miscellaneous Income	\$18,164	\$31,506	\$29,515	\$30,823	\$30,479
Summer Promotion ***	\$3,793	\$2,610	-	\$2,278	-
Run for the Animals	\$43,759	\$60,611	\$60,484	\$59,311	\$53,268
Paws for Breakfast	\$1,887	\$2,008	\$2,195	\$2,480	\$2,514
Cosley Classic Golf Outing	\$23,035	\$19,944	\$35,254	\$27,442	\$33,846
Pumpkin Fest	\$12,095	\$14,594	\$12,225	\$14,125	\$13,694
Festival of Lights & Tree Sales	\$77,349	\$86,699	\$96,023	\$90,175	\$88,201
Total net revenue	\$235,525	\$264,584	\$284,058	\$278,488	\$288,462

*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 or 2014.

Marketing Highlights

In 2014, marketing efforts concentrated on promoting Cosley Zoo as a local destination for family recreation, education and conservation. Cosley Zoo is a unique facility, primarily serving young families in and around DuPage County. Publicity focused on renovated exhibits, programming and events, and free admission for children.

Marketing efforts in 2014 included the following:

- Developed and distributed press releases
- Reached out to local park districts to promote field trips
- Reached out to local educators to promote outreach programs
- Reached out to local libraries to promote “Paws to Read” programs which coincided with their summer reading themes
- Participated in Kid Stuff Savings booklets, distributed through 300 schools in Illinois
- Added signage on the perimeter fencing to promote services and amenities
- Printed and distributed printed materials and signage to promote programs and events
- Distributed monthly e-blasts to a subscriber database of more than 15,000
- Featured print ads in Chicago Cubs Directory, Chicago Bears Directory, Double Tree Hilton Concierge booklet, Hilton Garden Inn Concierge booklet, Suburban Life Newspaper, and Glycer Magazine
- Featured an on-screen ad at Ogden 6 Theater in Naperville
- Listed events on oakleesguide.com, chicagoparent.com, chicagofun.com,

discoverdupage.org and familytimemagazine.com

- Featured digital ads at familytimemagazine.com and wheatonpatch.com
- Installed a digital screen in the Wild Side gift shop to promote programs and events
- Designed and distributed four seasonal Cosley Tails E-newsletters
- Displayed signage at zoo and various park district facilities

Cosley Zoo’s web page and facebook page continue to be important sources of visitor information. In 2014, the zoo’s web page received 196,000 visits (136,000 of which were unique visitors to the site). Web traffic was referred to the zoo’s page from the following top sources: wheatonparkdistrict.com, runningintheusa.com, active.com, facebook.com, discoverdupage.com, kidwinks.com, and chicagokids.com.

The zoo’s facebook page, on which we posted 390 times in 2014, has over 6500 followers and has been viewed over 14,800 times. The zoo’s most successful facebook post in 2014 was our August “Wild Wednesday” post. “Wild Wednesday” is a facebook partnership among AZA facilities across the country. Each week, one facility is selected as the featured organization, and other participating facilities share that organization’s post on their own page. Cosley Zoo’s featured post was a photo album showing various zoo animals creating paintings. This album was shared from Cosley Zoo’s facebook page 255 times, giving a great deal of exposure to our animal artists!

The following pages show a collage of the various print marketing materials created for Cosley Zoo in 2014.

Ads

Cosley Zoo

a pretty *wild* place to visit

- Domestic Farm Animals and Illinois Native Wildlife Exhibits
- Large Picnic Area
- Interactive Railroad Caboose
- Coyote Café Concession
- Kids Under 18 Are Free



1356 N. Gary Avenue • Wheaton, IL 60187 • 630.665.5534 • cosleyzoo.org

COSLEY ZOO

a pretty *wild* place



Kids are Free

cosleyzoo.org
A facility of the Wheaton Park District

Cosley Zoo

a pretty *wild* place to visit

- Domestic Farm Animals and Illinois Native Wildlife Exhibits
- Large Picnic Area
- Interactive Railroad Caboose
- Coyote Café Concession
- Kids Under 18 Are Free



1356 N. Gary Avenue • Wheaton, IL 60187 • 630.665.5534 • cosleyzoo.org

Meet Curious George

Cosley Zoo - Friday, July 11 | 10A-NOON*
Village County Historical Museum - Saturday, July 12 | 1:30-3:30P

whatonparkdistrict.com | *Free event. Regular admission rates apply.

run for the animals

5-10K
COSLEY ZOO 2014



June 7, 2014

Register at active.com
Information at cosleyzoo.org

run for the animals

5K/10K
COSLEY ZOO 2014



June 7, 2014

5K/10K: 7:30A
Zippity Zoo Kids 1/2 Mile: 8:45A
Wheaton's Memorial Park

Register at active.com | Information at cosleyzoo.org

run for the animals

5K/10K
COSLEY ZOO 2014



June 7, 2014

5K/10K: 7:30A
Zippity Zoo Kids 1/2 Mile | 8:45A
Wheaton's Memorial Park

Register at active.com
Information at cosleyzoo.org

run for the animals

5K/10K
COSLEY ZOO 2014



June 7

5K/10K: 7:30A
Zippity Zoo Kids 1/2 Mile | 8:45A
Wheaton's Memorial Park

Register at active.com
Join us for the Race for Breakfast & Post Race Party!
More information at cosleyzoo.org.

COSLEY ZOO

A Wild Wine Tasting Experience



Thursday, July 17, 2014
5:30 to 8 pm
\$35 per person | \$60 per couple

Sample more than 30 different wines, enjoy hors d'oeuvres and desserts, and win fabulous prizes!

Tickets at whatonparkdistrict.com/tickets or call 630.665.5534.
You must be 21 years or older to attend.
All proceeds benefit Cosley Zoo.

Happy Holidays from Cosley Zoo



Give a gift that is warm and fuzzy all year long. Make a tax-deductible donation to Cosley Zoo.

[Click here to donate.](#)

Fall Into Autumn at Cosley Zoo's PUMPKIN FEST



Enjoy this fall event for the entire family. Includes pumpkin carving, pumpkin painting, and more seasonal fun!

Admission: \$10 per person, \$20 per family (2 adults, 2 children). *Adults over 18 are \$15. *Kids under 12 are \$5. *All supplies are available for purchase.

Proceeds from your purchase benefit Cosley Zoo. *Adult admission included.

1356 North Gary Ave., Wheaton, IL 60187 | 630.665.5534

Fall Into Autumn at Cosley Zoo's PUMPKIN FEST



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Admission: \$10 per person, \$20 per family (2 adults, 2 children). *Adults over 18 are \$15. *Kids under 12 are \$5. *All supplies are available for purchase.

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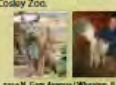
1356 North Gary Ave., Wheaton, IL 60187 | 630.665.5534

Cosley Zoo

Get Involved...

- Become a member
- Sponsor an exhibit or community event
- Volunteer
- Donate supplies
- Plan exciting events, become a committee member

Call 630.510.4986 to learn more about getting involved with Cosley Zoo.



1356 N. Gary Avenue | Wheaton, IL 60187 | cosleyzoo.org | 630.665.5534

CELEBRATE Festival of Lights AT COSLEY ZOO!



CHRISTMAS TREES | 20,000 TWINKLING LIGHTS
HOLIDAY GIFTS | HOT CHOCOLATE

NOVEMBER 29-DECEMBER 31
9AM-5PM / LIGHTS: 3-5PM

1356 North Gary Ave. | Wheaton, IL 60187 | cosleyzoo.org

celebrate THE SEASON

NOVEMBER 28 through DECEMBER 30



visit SANTA'S CRAFT CORNER!
DEC. 6 & 13 | 10A-2P
*All supplies are for purchase

Festival of Lights AND CHRISTMAS TREE SALES
FREE ADMISSION

GIFT CARDS ON SALE! All gift card purchases of \$20 or more include an Animal Care Restaurant "Holiday Special" *Restrictions Apply

1356 North Gary Ave. | Wheaton | 630.665.5534
Cosley Zoo, a facility of the Wheaton Park District

Events



Zoo Nightlife!

Friday June 20* | 7-10P

Ever wonder what it's like at Cosley Zoo after dark?

- Activities for the whole family
- Animal encounters
- Guided night hike
- Campfire and s'mores

Kids ages 2-12 \$6 | Ages 13-Adult \$9 | Under 2 Free
Cosley Zoo members receive \$1 off per person.

Register by calling 630.665.5534 or in person at the Wild Side Gift Shop.

*Rain Date June 27

1358 N. Gary Avenue | Wheaton, IL 60187 | 630.665.5534
cosleyzoo.org



COSLEY ZOO uncorked

A Wild Wine Tasting Experience

Thursday, July 17, 2014
5:30 to 8 pm • \$35 per person • \$60 per couple

Sample up to 50 different wines, enjoy hors d'oeuvres and desserts, and win fabulous prizes!
Music by Annaliese Hooson.

The first 350 registered receive a Cosley Zoo collectible wine glass for sampling. Wins will be available to order at a discount from Famous Liquors Wine Super Center with 10% of all sales benefiting Cosley Zoo.

Tickets at wheatonparkdistrict.com/tickets or call 630.665.5534.
You must be 21 years or older to attend.
All proceeds benefit Cosley Zoo.



SAVE THE DATE

31st Annual Mike Williams
Cosley Classic Golf Outing
Arrowhead Golf Club
Monday, August 4, 2014

- Shotgun Scramble
- Golfer Gifts
- Raffle & Auction
- Fun Gimmicks on the Course
- Steak Dinner
- Awards for "Top Golfers & Prizes for "Best Dressed"

2014 Mike Williams COSLEY CLASSIC GOLF OUTING



Monday, August 4
cosleyzoo.org
12pm Tee Off | 5:30pm Dinner

2014 Mike Williams COSLEY CLASSIC GOLF OUTING



A fundraiser for beautiful Cosley Zoo...

Featuring Live Music by
• Chicago's own Underwater People
• Michael Lynch from The Voice

LIVE at the ZOO

Thursday, September 25 • 5:30-9P • Cosley Zoo

Purchase Tickets Online at cosleyzoo.org or Call 630.665.5534



A night night of music, food, drinks, and fun in support of Cosley Zoo!

Featuring music by Michael Lynch from The Voice, and local band Underwater People.

LIVE at the ZOO

Thursday, September 25
5:30pm-9:00pm • Cosley Zoo

OCTOBER 1-31 OPEN DAILY 9A-5P

COSLEY ZOO

pumpkin Fest

Cosley Zoo is your destination for all things Autumn.

Gifts and Food:
Apples • Grapes • Caramelized Onions • Sweet Potatoes
Fall Memorabilia in Gift Shop • Hot Apple Cider • Candy Corn • Pumpkin Pie • Hot Chocolate • Fall Breads & More!

Additional Activities:
Pumpkin Patch • Fall Photo Booth • Fall Fun • Fall Crafts • Fall Games • Fall Races & More!

1358 North Gary Ave., Wheaton | 630.665.5534 | cosleyzoo.org | Like us on Facebook!



October 1-31
Pumpkins • Rides • Fall Decor
Free Admission for Kids!

cosleyzoo.org

20,000 TWINKLING LIGHTS
SPECTACULAR DISPLAYS
HOLIDAY GIFTS

COSLEY ZOO

Festival of Lights AND CHRISTMAS TREE SALES

NOVEMBER 28 - DECEMBER 30 | OPEN 9A-5P* | FREE ADMISSION

Illuminate your family's holiday traditions at Cosley Zoo!

Donations are greatly appreciated. Proceeds support the zoo, its animal programs, and wildlife development. *Special Hours on 12/24, Closed 12/25.

COSLEY ZOO
1358 North Gary Ave. | Wheaton | 630.665.5534
Cosley Zoo is a part of the Wheaton Park District.

Did You Know Elephants can Paint?

It's easy to see around the country, where the world's most intelligent... The artist can be any animal who possesses the ability to use its trunk as a paintbrush. At Cosley Zoo, we have a special exhibit where you can see an elephant painting a picture. The painting will be auctioned off to raise funds for the zoo. Tickets are \$10.00.




LIVE at the ZOO
Thursday, September 25 | 5:30-9P | Cosley Zoo
Featuring Underwater People, The Voice's Michael Lynch, and more!

Tickets are \$10.00 per person.
The more you donate, the more you can help!

Signage

Have a zoo-rific time!

Bobcats Backstage

(a unique experience with the bobcats!)

Join zookeepers for an exclusive behind-the-scenes visit with the bobcats. Learn about this amazing feline as you enjoy a close-up view of a training session.

Available daily 11-11:30A
 Sign up in the Wild Side Gift Shop
 \$19/Cosley Zoo Member* \$12/Nonmember

*Members a maximum of one visit with one or two nonmembers. Back stage and other group opportunities.

Spring & Summer EVENTS

Great Egg Scramble	Sun, April 16
Party for the Planet	Sun, April 16
Summer Day Free event!	Sun, May 17
Run for the Animals	Sun, June 17
Zoo Highlights	Fri, June 18
Discovery Time Feeding	Thurs, July 11
Meet Wildlife Exotic	Mon, August 4
Cosley Staff Feeding	Annual Staff Day

Starting in April
 Bobcats Backstage
 Owl Feeding
 Discovery Time Feeding

cosleyzoo.org

Party for the Planet at Cosley Zoo

Celebrate Earth Day
 Saturday April 24 | 10A to 2P
 Free Event!

Learn about environmental issues
 with our interactive educational presentations
 and activities for all ages!
 All activities with adults in North Side Zoo

cosleyzoo.org

There's so much to do at Cosley Zoo!

Welcome to TURTLE DAY

Celebrate turtles and tortoises throughout the world and learn about Cosley Zoo's efforts to protect the World Endangered Turtles.

Watch the World's 1st Turtle Race on our video with our Turtle Race!

Turtle Day sponsored by

cosleyzoo.org

Summer & Fall EVENTS

Gallop Gallop	Fri, July 11
Uncovered Wine Tasting	Thurs, July 11
Max Williams Cages	Mon, August 27
Chowder Gull Chatter	Seasonal Event
Blow at the Zoo	Thurs, Sept 20
Playyard Feed	Oct 1-31
Spooktacular	Fri, Oct 31

Bobcats Backstage
 Owl Feeding
 Discovery Time Feeding

cosleyzoo.org

Zoo Nightlife!

Friday June 20th | 7-10P

Dear visitor what is like at Cosley Zoo after dark?

- Activities for the whole family
- Animal encounters
- Guided night hike
- Campfire and s'mores

Kids ages 2-12 \$6 | Ages 13-Adult \$9 | Under 2 Free
 Cosley Zoo members receive \$1 off per person.

Register by calling 630.688.8834 or in person at the Wild Side Gift Shop.

What Time June 27

1308 N. Cary Avenue | Wheaton, IL 60187 | 630.688.8834
cosleyzoo.org

Think Spring!

- Great Egg Scramble
- Party for the Planet
- Zoo Investigators

cosleyzoo.org

Fall & Winter EVENTS

Pumpkin Fest	October 1-31
Spooktacular	Friday, October 24
Festival of Lights & Christmas Tree Sale	Friday, November 26 - December 30
Santa's Craft Corner	Saturday, November 29, December 6 & 13

Become a Member Today!

COSLEY ZOO pumpkin Fest

October 1-31 | OPEN DAILY 9A-9P

Cosley Zoo is your destination for all things Autumn.

Activities include:
 - Pumpkin carving
 - Fall animal encounters
 - Fall animal feedings
 - Fall animal presentations
 - Fall animal demonstrations

cosleyzoo.org

Visit with Santa!

Santa's Craft Corner

November 25, December 6 & 13

October 20th (second hour) | 10A-2P

Santa, crafts, and reindeer are: \$5/family
 Printed photo with Santa: \$3

Festival of Lights AND CHRISTMAS TREE SALES

Stay in touch at cosleyzoo.org

Festival of Lights AND CHRISTMAS TREE SALES

NOV. 28 - DEC. 30

OPEN 9A-9P | COSLEYZOO.ORG

We are improving our parking lot!
 Construction: August 18 - September 30

The zoo will be open and accessible during construction.
 Additional Parking is available off Prairie Avenue.



A Life of Dedication

JERRY DOUGLAS 1943-2013

Douglas Deput Named in Honor of Longtime Zoo Director

In 2013, Cosley Zoo opened with a handful of more projects and one was Jerry Douglas. It was Jerry Douglas who, with family and team, had been the backbone of the facility. His passion for the animals, clear Jerry's guidance, the zoo's educational, animal educational programs and personal efforts to secure the opportunity of visitors and staff. After Jerry retired from the position in 2013, he continued to contribute his knowledge to the zoo by serving on the board in recognition of his dedication. The Cosley Foundation and Winter Park District Board of Trustees voted in 2013 to honor Jerry Douglas with the "Douglas Deput".

And Jerry, who was instrumental in the zoo's expansion and development, will be remembered by the members of the board and staff. For all of the people and the facility who are able to work with him.

Festival of Lights AND CHRISTMAS TREE SALES

NOVEMBER 28 - DECEMBER 30 | OPEN 9P | FREE ADMISSION

Celebrate your family's holiday traditions at Cosley Zoo!

Activities include:
 - Christmas tree sales
 - Holiday animal encounters
 - Holiday animal feedings
 - Holiday animal presentations
 - Holiday animal demonstrations

cosleyzoo.org

E-Blasts

Cosley Tails

What's in the Mail about "Frogwatch"?
By Jessica K. Johnson

It's time to get ready for the annual "Frogwatch" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local frog community to bring you a special "Frogwatch" event. This year, we have a special surprise in store for you. We've teamed up with the local frog community to bring you a special "Frogwatch" event.

FROGWATCH

Join us for a special "Frogwatch" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local frog community to bring you a special "Frogwatch" event.

Join us for a special "Frogwatch" event at Cosley Zoo.

2014
1000
1000
1000

Get Ready for the

run for the animals

COSLEY ZOO 2014

5K/10K

Join us for a special "Run for the Animals" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Run for the Animals" event.

Run for the Animals

Join us for a special "Run for the Animals" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Run for the Animals" event.

2014
1000
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Planned Pick-up Extravaganza

run for the animals

COSLEY ZOO 2014

5K/10K

Join us for a special "Planned Pick-up Extravaganza" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Planned Pick-up Extravaganza" event.

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Cosley Tails

Book of Endangered Species
Join us for a special "Book of Endangered Species" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Book of Endangered Species" event.

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LIVE ZOO

Thursday, September 25, 2014 | 5:30-9P | Cosley Zoo

Join us for a special "Live Zoo" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Live Zoo" event.

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Zoo Nightlife!

Friday June 20th | 7-10P

Ever wonder what it's like at Cosley Zoo after dark?

- Activities for the whole family
- Refreshments
- Guided night tour
- Complete list of items

Kids ages 2-10 \$8 | Ages 13 Adult \$9 | Under 2 Free
Cosley Zoo members receive \$1 off per person

Register by calling 630.653.5234 or in person at the Wild Side Gift Shop.

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COSLEY ZOO

Thursday, July 17, 2014

5:30PM-8PM | \$45 per person | \$60 per couple

Join us for a special "Cosley Zoo" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Cosley Zoo" event.

COSLEY ZOO

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Monday August 4, 2014 - Amphibian Golf Day

Join us for a special "Amphibian Golf Day" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Amphibian Golf Day" event.

Amphibian Golf Day

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Join us for a special event

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Fall into Autumn at COSLEY ZOO

Apple Cider, Cornucopia, Pumpkin Patch, and more!

Join us for a special "Fall into Autumn" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Fall into Autumn" event.

Fall into Autumn at COSLEY ZOO

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Admission for kids is free!

Join us for a special "Admission for kids is free!" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Admission for kids is free!" event.

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Festival of Lights AND CHRISTMAS TREE SALES

Join us for a special "Festival of Lights AND CHRISTMAS TREE SALES" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Festival of Lights AND CHRISTMAS TREE SALES" event.

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Click Here to See Caroline's Story and Meet Cosley Zoo Assistant!

Join us for a special "Click Here to See Caroline's Story and Meet Cosley Zoo Assistant!" event at Cosley Zoo. This year, we have a special surprise in store for you. We've teamed up with the local animal community to bring you a special "Click Here to See Caroline's Story and Meet Cosley Zoo Assistant!" event.

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Incentives/Coupons



**One FREE Adult Admission
With Paid Adult Admission**



Cosley Zoo
1326 North Gary Avenue
Wilkeson, VA 20187
(540) 665-5534
www.CosleyZoo.org

Bring this coupon to Cosley Zoo to redeem the discount.

Zoo Tycoon adult admission offer is valid 5/31/14 through 11/30/14. To receive your free admission, you must present this discount coupon for your selected zoo at the zoo admissions office. One paid regular price adult admission required for each free adult admission.
Zoo Tycoon offer cannot be combined with any other offer and is not valid with on-line zoo admission purchases. Not valid for special events. Subject to the rules and regulations of each participating zoo. Exclusions may apply. Offer may vary. Offer expires 5/31/14.



**Buy One Adult Admission,
Get One Free!**



**Expires 11/30/14
Must present coupon.**

Miscellaneous



Dear Library Director,

Looking for a unique and exciting addition to your summer reading program? Whether you are participating in "Read to Lead," "Stop, Breathe, Read!" or your own theme, Cosley Zoo has a program for you!

You don't have to come to the zoo, we can bring the "Zoo To You." Each dynamic program:

- Includes live animals
- Is led by a professional zoo educator
- Can be done as a small group "classroom" presentation or a large "assembly" presentation
- Can be customized to your theme

For more information and to make a reservation, please contact the education department at (540) 665-5534.

We look forward to working with you!

Tami Romojo
Education Supervisor

DISCOVER
COSLEY ZOO



Located at 1326 N. Gary Ave. in Wilkeson



A PRETTY WILD PLACE
FEATURING...
DAILY ACTIVITIES,
EDUCATIONAL PROGRAMS,
AND SPECIAL EVENTS.



COSLEY ZOO
www.cosleyzoo.org