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# Message from the Zoo Director

After two years of careful and creative planning with the leadership of a world-renowned zoo master plan consultant and select zoo and Wheaton Park District staff, we were very excited to unveil the zoo's new master plan to the public in July 2017. We were truly delighted to see the enthusiasm and keen interest shown by guests.

This new plan, which was approved by both the Wheaton Park District and Cosley Foundation boards in 2017, provides a bold and unified vision for the future of the zoo. With a focus on improved guest experience and an increase in conservation initiatives, the zoo will remain vital and sustainable far into the future. This plan will provide the zoo with the ability to connect so many more people to animals and the natural world, a critical endeavor in a world that is increasingly urbanized.

Throughout its entire history Cosley Zoo has continued to grow and improve, honing its mission, continually elevating its animal care, and connecting to an ever growing and diverse audience. As we look towards the future, staff felt it was time to match our ambitious plans with a new mission and vision to take the zoo into the next decade. The updated mission and vision are:

*Mission – To create connections between people and animals that will inspire lifelong conservation of the natural world*

*Vision – Empowering change through conservation action and engagement*

While the zoo has been actively engaged in wildlife conservation for many years, a renewed commitment to conservation through the implementation of the master plan is imperative. Not only is this commitment crucial as we sit on the precipice of what scientists consider the Sixth Great Extinction, but also to more effectively connect with guests, sharing important messages about the long-term survival of species important to our health and well-being. This messaging will also serve to keep the zoo relevant and engaging for our guests.

To help us share a more resounding message of conservation, in 2017 the zoo developed a new conservation logo, which was displayed in appropriate and relevant locations.



As you read about the unique and impactful efforts the zoo has undertaken in 2017, think about how many more people we can share these efforts with and how much more we can accomplish for the wildlife with whom we share our world as we embark on the implementation of the new Cosley Zoo Master Plan.

Respectfully,

A handwritten signature in black ink that reads "Susan L. Wahlgren".

Susan L. Wahlgren  
Cosley Zoo Director





# Master Plan **looking to the future**

The journey to a bold new future for Cosley Zoo began in 2015, when Cosley leadership engaged Torre Design Consortium to complete a new Facility Master Plan.

Just as animals adapt, so must zoos, and Cosley Zoo is ready to evolve – in a big way. The zoo is committed to a bright future for its visitors and the animals in its care. Leadership will align the zoo’s missions, exhibits, programs and experiences to exceed the expectations of a 21<sup>st</sup> century audience.

The next step forward began early in 2017 when both the Wheaton Park District and Cosley Foundation boards voted their formal approval of the Cosley Zoo Master Plan. This collective support for a unified vision of the zoo provides the affirmation needed to move forward with this ambitious plan – a plan that will allow the zoo to teach, inspire, advocate, and entertain in new ways, all while carefully preserving the best that Cosley has to offer: an accessible, safe, family-friendly and convenient location.

Empowered with the adopted facility master plan, Cosley Zoo has a clear, dynamic, and compelling vision which includes:

- New immersive exhibits
- Greater emphasis on the zoo’s conservation and animal welfare initiatives
- More enjoyable and interactive experiences for visitors
- Facilities that allow for more diverse after-hours events and activities, bringing life to Cosley Zoo both day and night

These additions and enhancements will ultimately make Cosley Zoo the most popular and successful attraction in all of DuPage County, while also increasing its reach

throughout the region. These improvements will also ensure a more viable and sustainable future for the zoo.



*A guest at Cosley Zoo Uncorked reads a sign detailing some of the elements of the Master Plan.*

In July of 2017, staff and foundation board members rolled out the zoo’s master plan to the public for the first time at the popular Cosley Zoo Uncorked wine tasting event. The unveiling of the plan included a celebratory champagne toast. Guests then toured the zoo, viewing newly installed signs depicting highlighted features of the master plan. These highlights included:

- Increased parking and improved traffic flow
- Entry complex with enhanced visitor services and a unique gathering space
- A two-story Discovery Center featuring classrooms and interactive, hands-on exhibits
- A Rivers exhibit offering underwater viewing of river otters and beavers
- Wilds of Illinois exhibit featuring bears, wolves, and cougars
- A Forests of Illinois biome which transports guests to the treetops as they travel along multi-level boardwalks in this climate controlled exhibit

Guests reacted to the unveiling of the master plan with keen interest and excitement. In fact, feedback from zoo visitors throughout the year

has been very positive with the main inquiry being “when are you going to build it?”

To begin making the master plan a reality, in January 2017 zoo leadership contracted with well-known strategic planning firm Schultz & Williams to conduct a campaign planning study. This study was needed to determine the feasibility of raising private support for the Phase 1 projects outlined in the master plan. Schultz & Williams Development Consultant Jill Macauley made several trips to the zoo in 2017 to interview key staff and foundation board members as well as individual community leaders, corporate leaders, and foundation representatives. The study showed a clear desire to move forward with the plan, and a willingness to support it. While this finding was

encouraging, it was also determined that much additional time and work will be required to address a number of critical issues prior to launching a successful capital campaign. These issues include the need to cultivate key constituencies, further develop the case for support, conduct community outreach and awareness building in and around Wheaton, and continued internal capacity building through additional staff and board support and the development of a campaign committee.

This comprehensive campaign study provided key information which will facilitate a new capital campaign debuting in 2018.



*This rendering depicts a new entry complex that will contain retail and admissions operations and space for administration and development functions.*







# Animal Welfare our primary focus

Animal welfare is our top priority at Cosley Zoo. Activities such as welcoming visitors from around the world through our gates, conducting education programs for thousands of school children, or helping to release hundreds of endangered turtles into the wild all come second to making sure that our collection animals are provided with the best possible care. Using the most up-to-date resources and information available to us, we continually work to ensure that we are not only meeting, but exceeding the industry standards for animal welfare. Providing optimal welfare is an ongoing process, and we strive daily to offer our animals an environment in which they not only meet their basic needs, but thrive.



*Zookeeper Veronica Seawall takes a quick pause from her work for a cuddle with a newborn Nubian goat.*

In July 2017, Zoo Director Susan Wahlgren and Lead Zookeeper Jenny Theuman attended the annual Illinois Zoo Association meeting in Peoria, Illinois. During this meeting, Sue and Jenny networked with other local zoo professionals, discussing current animal welfare standards, techniques that organizations are using to meet those standards, and how we can continue to improve upon what we are doing.

Animal welfare was also the focus of several sessions attended by Animal Curator Angie Dosch at the Association of Zoos and Aquariums' Annual Conference. Networking such as this, as well as participation in continuing education, is vital to remaining current in the industry and ensuring that we are providing the best possible care for our animals.

Also in 2017, a Cosley Zoo Animal Welfare Committee, composed of administrative staff members, was formed, creating an official forum in which to address any welfare concerns. All staff members are encouraged to report any concerns to the committee for review during its weekly meetings. Making the welfare reporting process transparent and available for all staff to participate in helps to ensure that any welfare issues are addressed in an expeditious and appropriate manner.

## Animal Health

Physical health is an important component of welfare. All zoo animals are closely monitored multiple times daily for changes in behavior, appetite, or appearance that could indicate an underlying health issue. We also weigh animals monthly to ensure that they are maintaining healthy body conditions.



*A four-toed hedgehog receives a routine nail trim.*

Additionally, each year our animal care team, with input from our consulting veterinarians, creates a preventative medical schedule which includes annual exams, relevant vaccines, and other husbandry procedures such as heartworm preventatives and beak and nail trims. Animal diets are also reviewed on a regular basis to ensure that we are meeting the animals' individual needs while also providing them with proper nutrition.

In 2017, the zoo's new Animal Care Center opened its doors for the first time. Situated on the east side of Gary Avenue, across the street from the zoo's main grounds, this building fulfills Association of Zoos and Aquariums (AZA) and US Department of Agriculture (USDA) requirements and best practices by serving as a temporary holding area for animals that are new to the zoo. Incoming animals will stay in the Animal Care Center for a minimum of 30 days, during which time they will be closely assessed by keeper and veterinary staff to ensure that they are acclimating well and are in good health. Providing a location for incoming animals that is isolated from the rest of the zoo helps to ensure the health of our current collection while allowing the new arrivals to settle in gradually.



*The Animal Care Center is the first stop for animals arriving at Cosley Zoo.*

### Animal Training and Enrichment

Ensuring that our animals receive the appropriate mental stimulation is another important component of welfare. Our animal training and enrichment programs help us to

make sure that we are focusing on our animals' mental well-being just as much as their physical well-being.

To further hone their training skills, Zookeepers Jenny Theuman, Heather Johnson, and Anna Thomas attended an International Marine Animal Trainers' Association regional workshop in 2017. At these workshops, zookeepers attend presentations and question and answer sessions where they discuss best practices in animal training techniques.

Animal training not only provides mental challenges for the animals, but also helps keepers to perform husbandry procedures more easily and to prepare our program animals to meet visitors. Due to our zookeepers' diligent work, we were able to introduce a new public program, Coyote Connection, in 2017. Mirroring our popular Bobcats Backstage program, Coyote Connection allows guests to go behind the scenes with our zookeeper staff and observe a coyote training session up close. Guests are also provided with information about the valuable role that coyotes play in our ecosystem, making this program an important conservation education platform which also generates revenue. Additionally, training with Dig the armadillo paid off when she made her debut public appearance at Cosley Zoo Uncorked in July.

Animal enrichment, the process of enhancing an animal's environment to allow the animal opportunities to exhibit natural behaviors, is also important to providing good welfare. Keepers provide daily enrichment for the zoo's animals by adding elements to exhibits, removing elements, and otherwise changing the environment.

Early in 2017, animal care and maintenance staff members made a trip to Brookfield Zoo, where they were graciously hosted by Matt Owens and Sarah Feliciano, who design natural-looking enrichment items for Brookfield's animals. Cosley staff left that day with ideas for

unique enrichment items that can be fabricated in-house.

Zookeepers found another source for cost-effective enrichment during another field trip to Wheaton Park District’s Arrowhead Golf Club, where they cut willow branches that were then brought back to the zoo to be used for enrichment. Willow branches are safe for most of the zoo animals and allow opportunities for chewing and sensory enrichment.

**Notable Acquisitions**

Each new arrival at Cosley Zoo has been carefully assessed before it even reaches the zoo’s gates. Any incoming animal must fit the parameters of our collection plan and be in good health. In addition, before its arrival at the zoo, staff has already done an intensive analysis of the animal’s needs, making sure that we can provide it with the appropriate diet, housing, social grouping, and health care.

In 2017, the following animals arrived at Cosley Zoo:

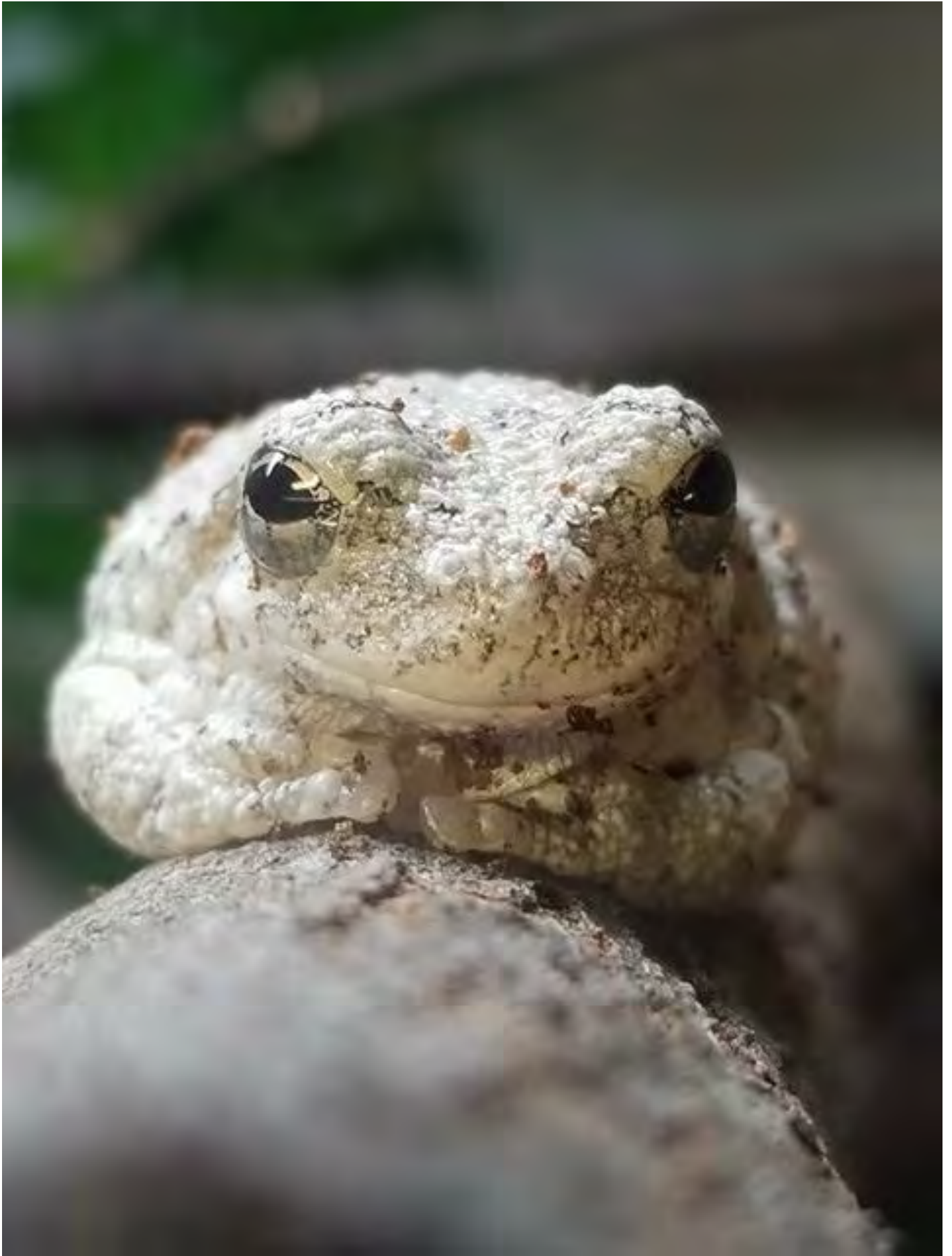
- Guernsey dairy cow
- Llamas (2)
- White-tailed deer (2)
- Mourning doves (2)
- Screech owl
- Nubian goat
- Chickens (3)
- Tarantulas (2)
- Muscovy ducks (2)
- Pintail ducks (4)



Llamas Franklin and Cora arrived at Cosley Zoo in 2017.

Numbers and Types of Animals in Cosley Zoo’s Collection (as of 12/31/17)			
Animal Group	Number of species	Number of specimens	Number of groups (populations too numerous to count)
Amphibians	2	15	0
Birds	27	70	0
Invertebrates	4	2	2
Mammals	16	38	0
Reptiles	7	11*	0
<b>Total</b>	56	136	2

\*Does not include the 96 releasable Blanding’s Turtles temporarily housed at the zoo as part of the Blanding’s Turtle Recovery Project in 2017.



# Conservation making a difference

## Blanding's Turtle Recovery Project

The Illinois endangered Blanding's turtle is the species that Cosley Zoo has chosen as the main focus of our conservation efforts since 2001. In 2017, 54 young turtles reared at Cosley Zoo were released into the wild at DuPage County Forest Preserve sites, and zookeepers are currently caring for 88 more hatchling turtles which are scheduled to be released in 2018.

In addition to our hands-on work with the turtles, we raise public awareness via our education programming, social media posts, website, Cosley Tails Newsletter, and Coins for Conservation kiosk (see below). In 2017, we also welcomed a reporter from NC17 News in Naperville, who took footage in the Blanding's turtle conservation room as part of a feature they were filming on the project.



*Educator and Teen Specialist Jackie Karnstedt introduces guests to an adult Blanding's Turtle.*

In March, Animal Curator Angie Dosch and Education and Guest Experiences Manager Tami Romejko attended the Chicago Wilderness Blanding's Turtle Priority Species Working Group meeting, which brought together stakeholders from throughout northern Illinois to develop consistent data collection methods and education messaging. Continued

cooperation with all of our partner organizations helps us to coordinate our collective efforts to ensure a brighter future for Blanding's turtles in Illinois.

## Coins for Conservation

In July, a custom Coins for Conservation donation station was installed near the zoo's aviary. At this station, sponsored by Wheaton Bank & Trust, zoo guests are encouraged to make a conservation donation by placing change into one of three coin drops, each representing an endangered species. This initiative raised a total of \$1,113 in 2017, and funds were distributed to the following organizations:

- Vaquita CPR via the Association of Zoos and Aquariums (\$412)
- The Minnesota Zoo Foundation in support of Asian wild horse conservation (\$325)
- Cosley Zoo's Blanding's Turtle Recovery Project (\$376)

The Coins for Conservation Station will continue to raise money for these three species in 2018.



*Zoo guests can visit the Coins for Conservation kiosk to donate funds towards the conservation of three endangered species, including the Blanding's Turtle.*

In addition to information about the three endangered species, the donation station also features Cosley Zoo's new conservation logo, developed by the Wheaton Park District marketing department. Including this logo as part of our conservation-related signage and publications will help to raise awareness of the important work we are doing to help conserve species and their habitats.



#### SAFE: Saving Animals From Extinction

The SAFE program is sponsored by the Association of Zoos and Aquariums (AZA), harnessing the resources of its member facilities to work towards the conservation of a select group of endangered species. In 2017, Cosley Zoo contributed both funds and resources towards programs for three of the ten SAFE species, and used the zoo's Facebook page to promote conservation of several more.



With fewer than 30 individuals in the wild, the vaquita, a small porpoise, is the most endangered marine mammal in the world. This species has been brought to the brink of extinction primarily due to the use of illegal fishing nets in the species' natural habitat, located in the Gulf of California off of the Mexican coast. The plight of the vaquita gained nationwide publicity in 2017, when an effort called Vaquita CPR was launched to provide

protection for the remaining individuals in an attempt to save the species.

In addition to the funds raised through the Coins for Conservation kiosk, Cosley Zoo (via the Cosley foundation) made a \$2,500 donation to Vaquita CPR. We were also asked to join SAFE's Public Engagement Team, working together with 20 other facilities to increase public knowledge of the species and provide a call to action that lets people know what they can do to help. Some of the techniques used by Cosley Zoo to raise awareness included:

- Sponsoring an International Save the Vaquita Day event at the zoo on July 11
- Filming a short video for the #Pied4APorpoise campaign, in which several staff members and volunteers willingly took pies in the face to raise awareness
- Organizing an "Eat Out to Help Out" event at Village Tavern and Grill in Carol Stream, which raised an additional \$175 for vaquita conservation



*Education intern Sam Dunn talks to guests about the plight of the vaquita at the zoo's International Save the Vaquita Day event.*

Another SAFE species, the African penguin, is suffering from a serious population decline, partially due to the lack of suitable nesting sites. Nests are typically constructed from thick, insulating layers of penguin guano (waste), but due to overharvesting of the guano to use as fertilizer, the number of viable nest sites has decreased considerably. Artificial man-made nests have been shown to work well, but take

extensive funding to manufacture and distribute. AZA created an innovative Kickstarter campaign to raise the necessary funds, and Cosley Zoo assisted in promoting the program through Facebook posts and e-blasts. The Kickstarter campaign was a huge success, raising over \$193,000 for the placement of 2,000 artificial nest boxes.



The whooping crane is the third SAFE species that Cosley Zoo staff actively worked to support in 2017. There are currently about 600 whooping cranes (which migrate through Illinois on the way to and from their breeding grounds) in the US. Although this is a significant increase from the 22 birds living in the wild in the 1940s, the species still needs protection as the population works towards stabilizing itself. Cosley Zoo donated 50% percent (\$400) of the proceeds from a new 2017 event, Picnic with the Animals, towards whooping crane conservation, and helped to raise awareness by including whooping crane information on the evening’s program.

#### Conservation Team

Cosley Zoo’s Conservation Team consists of four staff members representing different departments. The team oversees the zoo’s participation in various conservation initiatives and helps to raise staff awareness of conservation-related issues. In 2017, the group worked to raise conservation awareness among both our staff and our visitors. They created and installed “Endangered in Illinois” signs, profiling five local species and telling people how they could take action to help these animals. The Conservation Team also gave a presentation about water conservation and awareness at a zoo staff meeting and designed

a system to track water usage from the zoo’s rain barrel.


COSLEY ZOO  
CONSERVATION

Like all amphibians, the spotted dusky salamander can absorb water through its skin, so it needs to live in clean water to thrive. Participate in a stream clean-up and help maintain clean water for all amphibians.



Spotted Dusky Salamander



*The spotted dusky salamander is one of the species profiled on the “Endangered in Illinois” signs that can now be found throughout the zoo.*

#### Party for the Planet

Each year, Cosley Zoo hosts Party for the Planet, in conjunction with more than 130 other AZA-accredited facilities. This event is free with paid admission and showcases efforts by local businesses to participate in eco-friendly practices and manufacture “green” products. Families are also provided with information and activities that provide awareness about conservation initiatives that they can enact in their own homes.

#### Bowling for Rhinos support

Cosley Zoo has a long history of supporting Bowling for Rhinos, an American Association of Zookeepers (AAZK) initiative which raises funds for rhinoceros conservation by hosting local bowling events. Bowling for Rhinos has raised

more than \$7 million for rhinoceros conservation since its inception in 1990. Cosley Zoo does not currently have its own AAZK chapter, but we supported Lincoln Park Zoo's Bowling for Rhinos event by donating six passes for Bobcats Backstage (a \$72 value) as a raffle prize.

### Citizen Science

Citizen science takes place when members of the public collect and submit data related to the natural world. The data is then analyzed by scientists and provides valuable information about patterns and distribution in nature. Cosley Zoo offers two training programs for individuals interested in participating in citizen science.

Cosley Zoo hosts a chapter of FrogWatch USA, a citizen science program sponsored by the Association of Zoos and Aquariums. Volunteers learn to identify common frog and toad calls and submit data about the species heard in their area. Because amphibian populations are currently in great decline worldwide, information gained through this program is especially important to scientists. Cosley Zoo offered two Frogwatch USA training sessions in 2017, and 65 observations were logged online through Cosley Zoo's chapter.



In February, Cosley Zoo offered its first ever training session for the National Audubon Society and Cornell Laboratory of Ornithology's Great Backyard Bird Count. During this weekend event, people around the world observe bird populations in their own backyards and then submit their data to create a worldwide snapshot of avian distribution. This information helps scientists to analyze migration patterns and determine where birds

are spending most of their time. In addition to the public training session, Cosley Zoo's Junior Zookeepers were also trained in backyard bird identification during one of their monthly meetings in preparation for the bird count.

### Junior Zookeepers (JZ) Club

Cosley Zoo staff works to promote a conservation ethic in all of our program participants, but especially our Junior Zookeepers, who at 12-17 years old are reaching an age where they can begin to be a voice for nature and the environment. In 2017, JZs participated in the following activities related to conservation:

- Attended three monthly meetings with a focus on the illegal wildlife trade
- Trained to be citizen science monitors for the Great Backyard Bird Count and FrogWatch USA
- Shared conservation information with visitors at Party for the Planet by assisting with conservation-themed crafts, a recycling game, a water quality activity and a conservation information table
- Educated zoo guests about the critically endangered vaquita during Cosley Zoo's International Save the Vaquita Day event.
- Attended Brookfield Zoo's Teen Conservation Leadership Conference

### Eco-Friendly Practices

Our staff knows that while it is important to educate our visitors about conservation practices, we also need to make sure we are reducing water consumption, conserving resources, and diverting material from landfills whenever possible. In an effort to lead by example, some of the eco-friendly practices that Cosley Zoo staff enacted in the workplace in 2017 included recycling paper printed on only one side to use as notepaper, selling fair trade items in the Wild Side Gift Shop, composting pumpkins and straw left over from Pumpkin



Fest, and using leftover pumpkins, Christmas trees, and corn stalks for animal enrichment.



*Cosley Zoo demonstrated its commitment to the environment by composting leftover pumpkins and straw.*

### Research Projects

Cosley Zoo works to increase conservation knowledge and awareness by supporting selected research projects at our facility. These projects are carefully reviewed by zoo staff before being approved, ensuring that animal welfare is never compromised. Cosley Zoo participated in the following activities to support research projects in 2017:

- Provided cow manure to a high school student comparing the amounts of biogas that can be produced from the breakdown of different types of biomass.
- Provided the foxes with a specific schedule of behavioral enrichment for

a student from Olivet Nazarene University who was trying to confirm the hypothesis that a higher number of captive red fox will display a higher frequency of natural, active, wild type behaviors when given access to specific diet-related enrichment (puzzle feeder, scatter feeding, etc.).

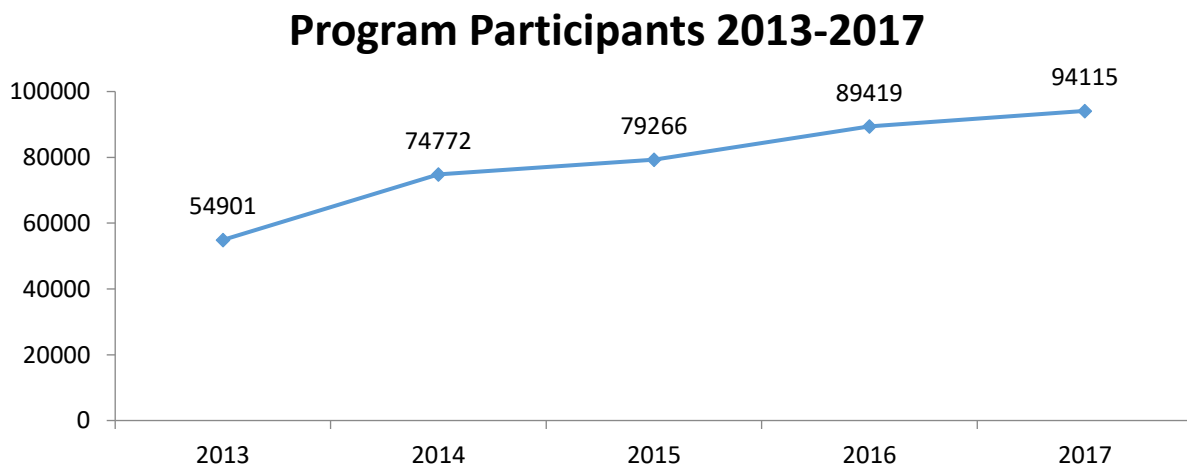
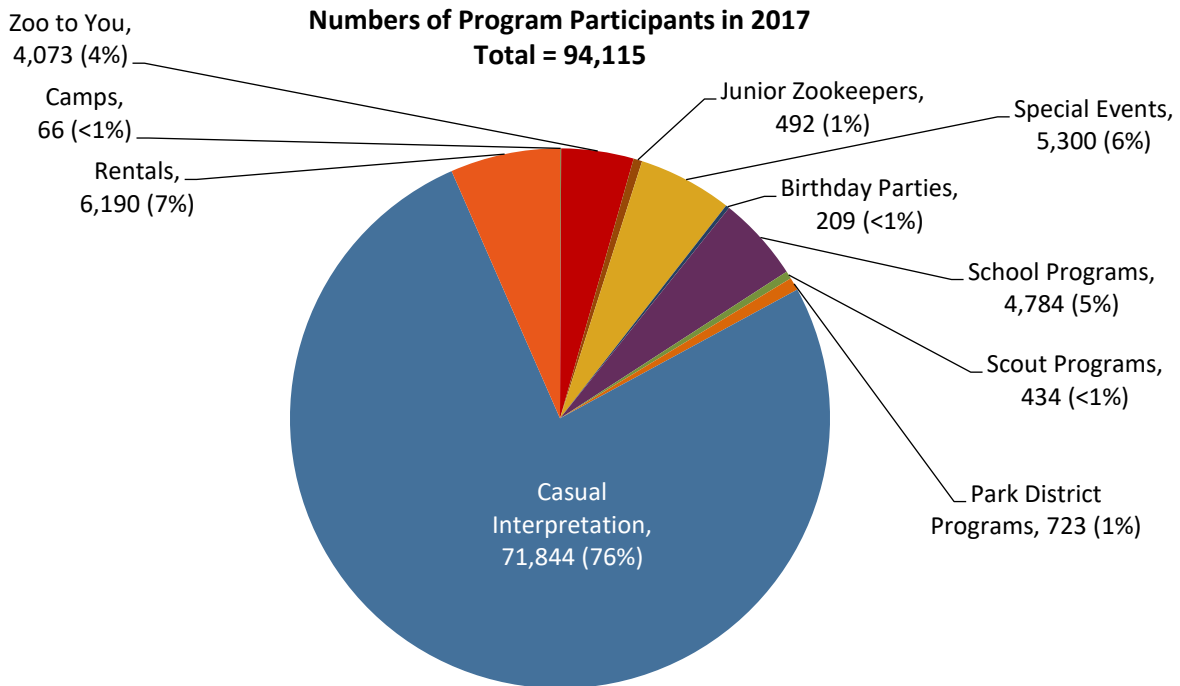
- Partnered with Loyola University, the Forest Preserve District of DuPage County, and Illinois Natural History Survey on a study entitled “An Assessment of a Blanding’s Turtle (*Emydoidea blandingii*) Translocation Project: Population Structure and Physiological Health”.
- Provided information on animal behavior to seven students from Roosevelt University, who then spent several hours conducting behavioral observations on zoo residents.
- Participated in a water study of which assessed AZA-accredited zoo staff knowledge of animal drinking water quality and water husbandry practices. This study was conducted by animal science students and faculty at Michigan State University.



# Education sharing the message

## Education Program Numbers

Program participant numbers continued their upward trend, increasing by 4,696 participants (5%) over 2016 and reaching an all-time high of 94,115 in 2017.



### Nature Play Grants

In September of 2016, Cosley Zoo received a \$5,000 “Nature Play Begins at Your Zoo & Aquarium” grant from the Association of Zoos and Aquariums and the Walt Disney Company. The grant was used in 2017 to purchase interpretive elements geared towards children with special needs for the zoo’s nature play area, as well as to implement a Family Nature Club. The Family Nature Club, which encourages parents and children to enjoy unstructured time in nature, is open to all, but extends a special invitation to families containing individuals on the autism spectrum. In mid-May, zoo staff presented a “Nature Play for All” parent and caregiver workshop, addressing some of the concerns that parents commonly have about outdoor play. Because of the grant funding, this workshop was offered at no charge to the participants. The Family Nature Club then sponsored five outdoor adventures, which took place both at the zoo and offsite at local natural areas, and were facilitated by a zoo educator.



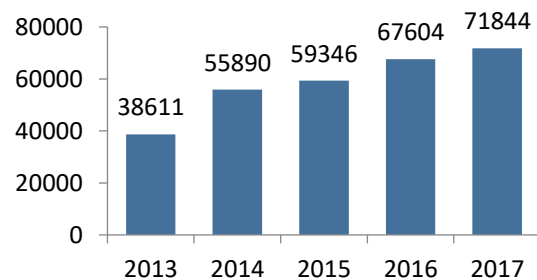
*This portable custom kiosk will be taken to community events, where zoo staff will promote the importance of nature play to local families.*

In 2017, the zoo applied for and was awarded a second \$5,000 nature play grant. With this new grant, we were able to purchase a portable custom kiosk which we will use to promote the value of nature play at community events beginning in 2018.

### Casual Interpretation

Casual interpretation (CI) programs are informal offerings which are available to all zoo visitors. While some programs require registration, most CI programs are offered on a drop-in basis, allowing zoo visitors to enhance their visit without having to worry about advance planning. The majority of our CI programs are offered at no cost to our guests, but there is a fee for selected activities which involve considerable staff time or consumable materials. Due in large part to the number of volunteers and interns who have been recently trained to facilitate these programs, we have been able to greatly increase the number of opportunities offered, and participation has nearly doubled since 2013.

**Participants in casual interpretation  
2013-2017**



In 2017, Cosley Zoo debuted a new CI program entitled “Coyote Connection”. This program, modeled after our popular “Bobcats Backstage”, allows participants to go behind the scenes for an up-close visit with our coyote, Wiley. Zookeepers conduct a coyote training session and share information about coyotes and their importance in our ecosystem. Because these programs can accommodate a maximum of six people at a time, guests have

the opportunity to not only observe the coyote, but also have an in-depth conversation with a staff member, allowing us the opportunity to truly make a lasting connection between the visitor and the animal. Coyote Connection welcomed 17 participants in 2017 after it was launched in November, while Bobcats Backstage, which was offered all year, hosted 340 people.



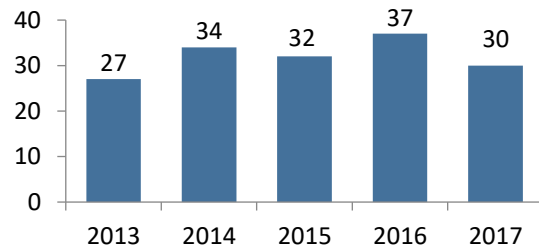
*Wiley the coyote is the focus of the zoo's new Coyote Connection program.*

Also in 2017, we began revisions of our Eco-Exploration Backpack tours. Each backpack, which can be checked out for a nominal fee of \$3, contains information and supplies to lead participants on a self-guided, activity-based tour of the zoo. The backpacks, which have been offered for checkout since 2010, are all being updated with new or revised activities to ensure that they reflect our current mission and animal collection.

### Scout Programs

Cosley Zoo offers education programs that assist both Boy Scouts and Girl Scouts in meeting badge requirements. We also offer Wild Nights overnights which are open to all organized groups, but are primarily booked by scout troops. In 2017, we began offering Boy Scout Adventure programs, which help to fulfill new badge requirements recently updated by the Boy Scouts of America. We also attended a Girl Scout field trip fair in December to promote our program offerings to local troop leaders.

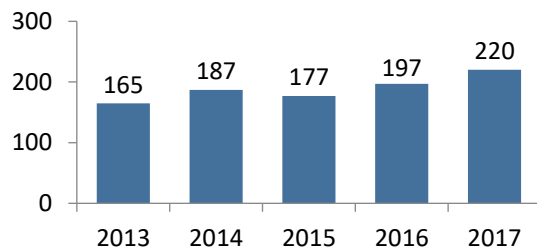
**Numbers of scout programs  
2013-2017**



### School Programs

Cosley Zoo offers programs for school groups with participants ages 3 years through high school. All programs involve live animals, provide age-appropriate conservation messages, and support state learning standards. With a variety of topics to choose from, we can offer a program that complements just about any age group, academic level, or curriculum.

**Numbers of school programs  
2013-2017**

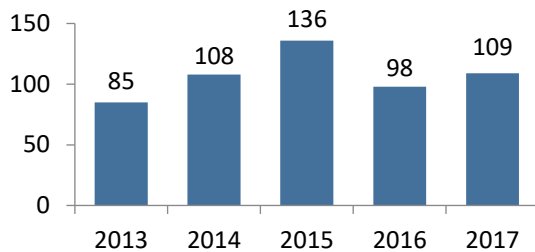


*Education Supervisor Natasha Fischer speaks about turtles with a program participant.*

### Zoo to You Programs

Cosley Zoo’s outreach programs are popular with schools, child care centers, libraries, senior centers, and other groups that have schedule, transportation budget, or other logistical concerns that do not allow a trip to the zoo. Much of the same programming that we do onsite can also be offered at a group’s own facility, allowing us to bring our animals and conservation messaging to audiences that might not otherwise be able to have that experience.

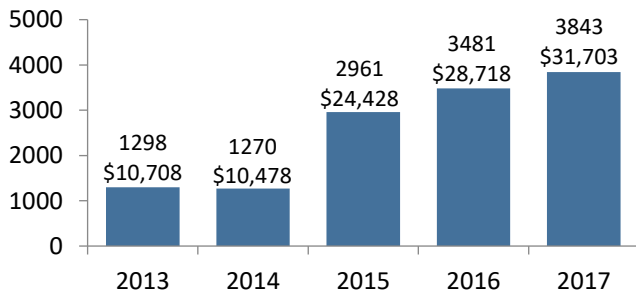
**Numbers of Zoo to You programs 2013-2017**



### Junior Zookeepers Club (JZs)

Our year-round Junior Zookeepers Club gives young people ages 12-18 an opportunity to gain experience at an AZA-accredited zoological institution while participating in an in-depth educational experience. The teens not only learn all about what it takes to run a zoo, but also assist with special events and programs throughout the year, and are a valuable resource for our education and animal care staff.

**Service learning hours (and their value at \$8.25/hour) donated by Junior Zookeepers 2013-2017**



In addition to the monthly educational experiences they participate in, the JZs had some valuable offsite training opportunities in 2017. On July 7<sup>th</sup>, Educator & Teen Specialist Jackie Karnstedt led a group of 33 JZs, parent chaperones, and Cosley Zoo staff on a trip to Indianapolis Zoo. The group enjoyed having lunch with Indy’s Zoo Teens group, and were also treated to a giraffe feeding opportunity and a behind-the-scenes peek at the rhinoceros holding area.

Later in July, Jackie and 10 JZs attended Brookfield Zoo’s Teen Conservation Leadership Conference, where they presented a panel about Cosley Zoo and the JZ program. Because they were presenters at the conference, the JZs were able to attend the rest of the activities, which included information on Science, Technology, Engineering, and Math (STEM) and a college expo, at no cost.



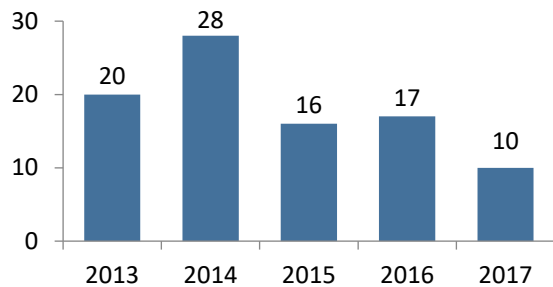
*Junior Zookeepers enjoy a day at Brookfield Zoo during the Teen Leadership Conference.*

### Birthday Parties

Staff-facilitated birthday parties which featured structured educational children’s programming were, at one time, extremely popular. However, when the zoo began offering room rentals in 2005, allowing parents to facilitate their own activities, we began to see a

corresponding decrease in the number of requests for facilitated parties, including a 50% decrease in the past five years. In 2017, zoo staff phased out facilitated birthday parties, and will only offer rentals moving forward. In addition to better reflecting the needs of our consumers, this change also significantly increases our profit margin, due to the decreased amount of staff involvement.

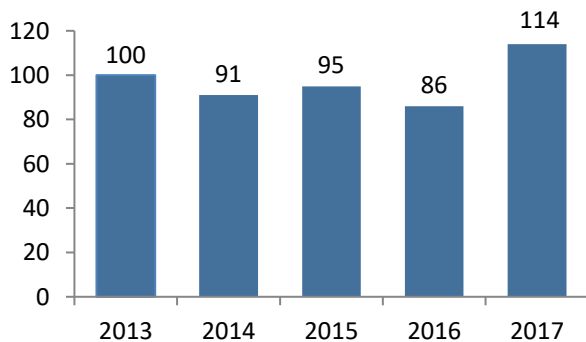
**Numbers of birthday parties  
2013-2017**



### Rentals

Cosley Zoo offers many rental options for families and groups who would like to host an event at the zoo. Guests may rent a dedicated space (Kiebler Room, amphitheater, Duck Pond Pavilion, or front lawn) or the entire facility after hours. In addition to numerous children’s birthday party celebrations, clients rented the zoo for a quinceanera, four client appreciation events, two weddings, a wedding reception, a company picnic, a bridal shower, a baby shower, a family event, and a Halloween party in 2017. Rental income reached an all-time high of \$51,049 in 2017, a 25% increase over 2016.

**Numbers of rentals  
2013-2017**

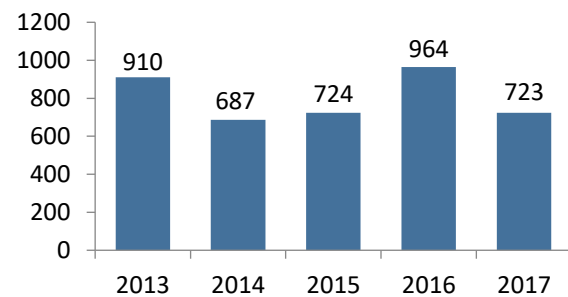


*The stage is set for a 2017 wedding in the zoo’s Kiebler Room.*

### Park District Programs

Cosley Zoo offers individual registration programs throughout the year, including Bookworms, an animal-themed morning story time, and Barnyard Bedtime Stories, an evening program in which children come to the zoo in their pajamas, have a bedtime snack, hear stories, and say “Good night” to the zoo’s animals. In 2017, the zoo’s popular Busy Bunny Egg Hunt, an Easter event, was re-classified as a special event rather than a park district program. This new categorization represents the event more accurately, but also results in a substantial decrease in our park district participant numbers.

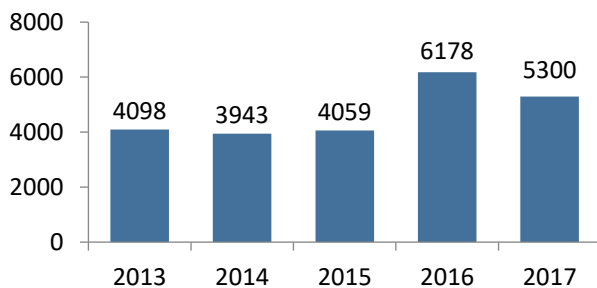
**Numbers of paying participants in  
park district programs 2013-2017**



### Special Events

Cosley Zoo offers several special events throughout the year, which provide unique experiences for guests, help to drive attendance, and allow us to promote various conservation initiatives. While many events are annual traditions, we did develop two new events in 2017: Endangered Species Day and Picnic with the Animals. While Endangered Species Day unfortunately had to be cancelled at the last minute due to severe weather, Picnic with the Animals (in which guests brought their picnic baskets for an evening meal and activities at the zoo) was well-attended, and we donated 50% of the profits towards conservation of the federally endangered Whooping Crane, an AZA SAFE species.

**Numbers of participants in special events 2013-2017**



Other notable moments at 2017 special events included a meet and greet with popular children’s book characters Elephant and Piggie in August, a visit by the Ozinga Merry Mixer during the Festival of Lights, and the debut of the zoo’s master plan at Cosley Zoo Uncorked.

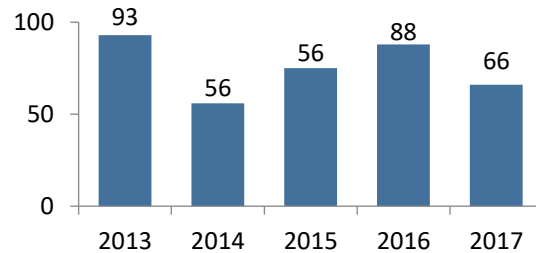


*Education Intern Sam Dunn introduces guests to an eastern milk snake at Picnic with the Animals.*

### Summer Camps

Half-day summer camps for children ages 4-15 allow them to have hands-on animal experiences while participating in in-depth learning activities focusing on one of several different themes, including backyard wildlife, farm animals, and animal coloration. In 2017, our most popular camp was Wild About Art. This brand new topic, offered for children ages 6-11 provided young artists with a variety of media to create their masterpieces, using the zoo and its animals as inspiration. Because of its popularity, this camp will be making a repeat performance in 2018.

**Numbers of participants in summer camps 2013-2017**



### Special Programs

Each year, zoo education staff receives requests for custom programs to meet the specialized needs of specific groups. Wherever possible, zoo staff accommodates these requests in order to provide an optimal education experience.

Custom programs designed in 2017 included:

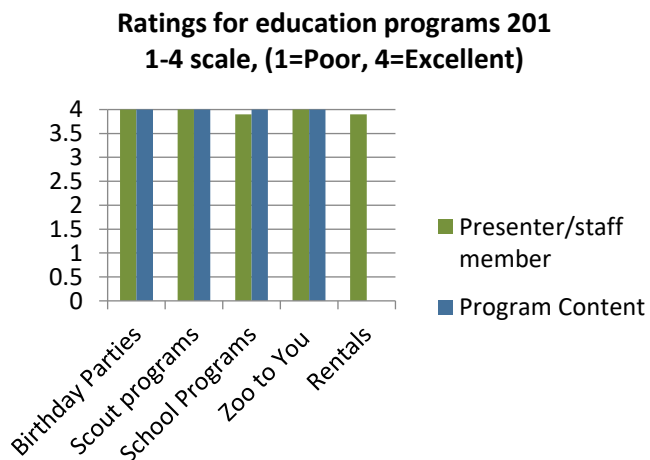
- A zoo promotional program for North Shore Senior Center’s Men’s Club
- “Nature Play in the Early Childhood Classroom”, an Institute Day workshop for preK and kindergarten teachers
- A nature play workshop for parents
- A Family Nature Club
- A wetland program for Boy Scouts
- A Suburban Educators’ Roundtable presentation on after-hours events
- A Blanding’s Turtle display for Elmhurst Academy
- A program on frogs for Wheaton Christian Grammar School



- A Lunch and Learn program on the benefits of being outdoors for Wheaton Park District staff
- Informal animal presentations for the staff of Computer System Innovations (CSI) in the 855 Prairie building
- A partnership with Wheaton College in which psychology students learn about operant conditioning by training the zoo's chickens
- Job shadows for local high school students

### 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 do not include specific questions regarding program content. Feedback from the completed evaluations shows a consistently high level of satisfaction with the programs Cosley Zoo offers.



In addition to the program ratings, we received numerous testimonials regarding our education program offerings in 2017. These included the following:

- "Positive comments after Jackie left our building. They would love to have her

back and loved her happy, professional presentation. She is so nice" –American House Cedarlake (senior living community)

- "Natasha was awesome! We have had her out to our school a few years now in a row and I was so happy to see her walk through the door again this year because I knew that our presentation would be upbeat and developmentally appropriate. Natasha has a gift of accepting all student answers or comments and bringing them back on track, which can be challenging when working with this age group." –Winfield Primary School
- "We have been attending field trips at Cosley Zoo for many years. We have never been disappointed. Always a great program. The presenters are awesome with the children and always engage them. The adults always learn new things as well. We love seeing and touching real animals." –Lombard Park District
- "The instructors were terrific! The whole event exceeded all of our expectations." – Girl Scout Troop 51647
- "As a humane society, our goal for campers is safety, respect, responsibility...your presenters and your program hit each one. The kids were happy to be able to touch/interact, but as 'educators' we were very happy that the instructors appropriately guided the children through interactions. THANK YOU!!" – Hinsdale Humane Society
- "Faith was amazing with my scouts. She was very informative and also very patient and kind. Everyone enjoyed her." –Cub Scout Pack 335



# People making connections

## Staff Updates

Cosley Zoo welcomed several new year-round staff members in 2017, including:

- Jason Borowick, Buildings and Grounds Assistant. Jason is a former Cosley Zoo Animal Care intern who is a nature enthusiast and enjoys spending time outdoors.
- Christina Carlson, Zookeeper. Formerly a Cosley Zoo Animal Care intern, Christina most recently was employed at Brookfield Zoo as a Keeper Aide working with African Hoofstock.
- Amanda McFarlin, Zookeeper. Having previously worked at several other AZA-accredited facilities, including Binder Park Zoo and Brookfield Zoo, Amanda has an extensive background in animal training and public presentation skills.
- Morgan Retherford, Zookeeper. Morgan came to Cosley Zoo after completing internships at Oklahoma City Zoo, San Diego's Navy Marine Mammal Training Program, and Shedd Aquarium.



*New full-time zookeeper Amanda McFarlin, pictured here with Norwegian Fjord Horse Gretchen, quickly became a valuable member of Cosley Zoo's animal care team.*

In April, Ginny Christensen celebrated five years of employment with Cosley Zoo, and was recognized at the Wheaton Park District's annual holiday party. Ginny, a member of Cosley Zoo's Guest Services team, works in the Wild Side Gift Shop, where her duties include handling sales, responding to guest inquiries, and processing zoo memberships and group reservations. Ginny is always willing to lend a hand to anyone, whether it be a visitor or another staff member. She is a greatly valued member of our Cosley Zoo staff.



*Guest Services staff member Ginny Christensen celebrates her five year anniversary as a Cosley Zoo staff member.*

## Professional Growth

Participation in ongoing learning opportunities is an important part of professional growth and keeps Cosley Zoo staff up-to-date on the latest advances in the field. Staff members frequently seek out opportunities to participate in low or no-cost professional development. Cosley Zoo also has joined forces with three other small Illinois zoos to offer staff members training opportunities through San Diego Zoo Global online. In addition to this online training program, professional development in which our staff participated in 2017 included:

- Suburban Educators' Roundtable on remaining relevant with Science,

### Technology, Engineering & Math (STEM) curriculum

- Urban Wildlife Workshop at Willowbrook Wildlife Center
- Association of Zoos and Aquariums' Annual Conference
- Webinar entitled "Early childhood STEM: Nature-Based Learning Indoors and Outdoors"
- Training with West Suburban Special Recreation Association focused on working with special needs children
- Illinois Zoo Association annual meeting
- A trip to Peoria Zoo to meet with the registrar and discuss animal record-keeping.
- International Marine Animal Trainers' Association (IMATA) Regional Workshop
- Meeting with Toledo Zoo's Beth Posta, who is well-known in AZA institutions for her expertise in animal enrichment.

### Volunteers and Interns

Cosley Zoo offers internships and volunteer opportunities in both the education and animal care departments. These positions attract individuals who are interested in making a difference in their community or gaining valuable experience in the zoo and aquarium industry. Our internships in particular are highly competitive, attracting many more applicants than we could possibly accept.

In 2017, volunteers and interns donated a collective 8,877 hours of their time to Cosley Zoo. These dedicated individuals help to provide top-notch care for the zoo's animals and informal education opportunities for thousands of zoo visitors. At \$10 an hour, the value of their time amounts to nearly \$90,000 dollars. Thank you to all of our amazing volunteers for all that you do for us!

### Michael T. Williams Memorial Scholarship

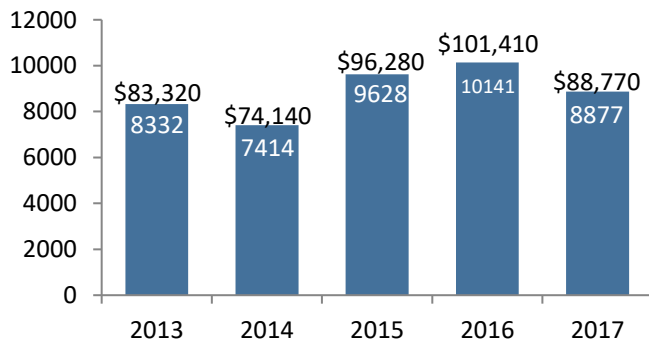
Each year, this scholarship, generously funded by Williams Architects in memory of Mike Williams, longtime Cosley Zoo supporter and former president of the Cosley Foundation, is awarded to a current or former volunteer, intern, or Junior Zookeeper pursuing a career in a conservation-related field. The 2017 scholarship was awarded to Christopher Greco, who participated in the Junior Zookeeper program as a middle schooler and returned to Cosley Zoo in 2016 as an education intern. Christopher has a true passion for educating people about the natural world, and after his graduation from Illinois Institute of Technology in Fall 2018, he will be pursuing a career in informal conservation education. Congratulations, Christopher!

### Visitor Data

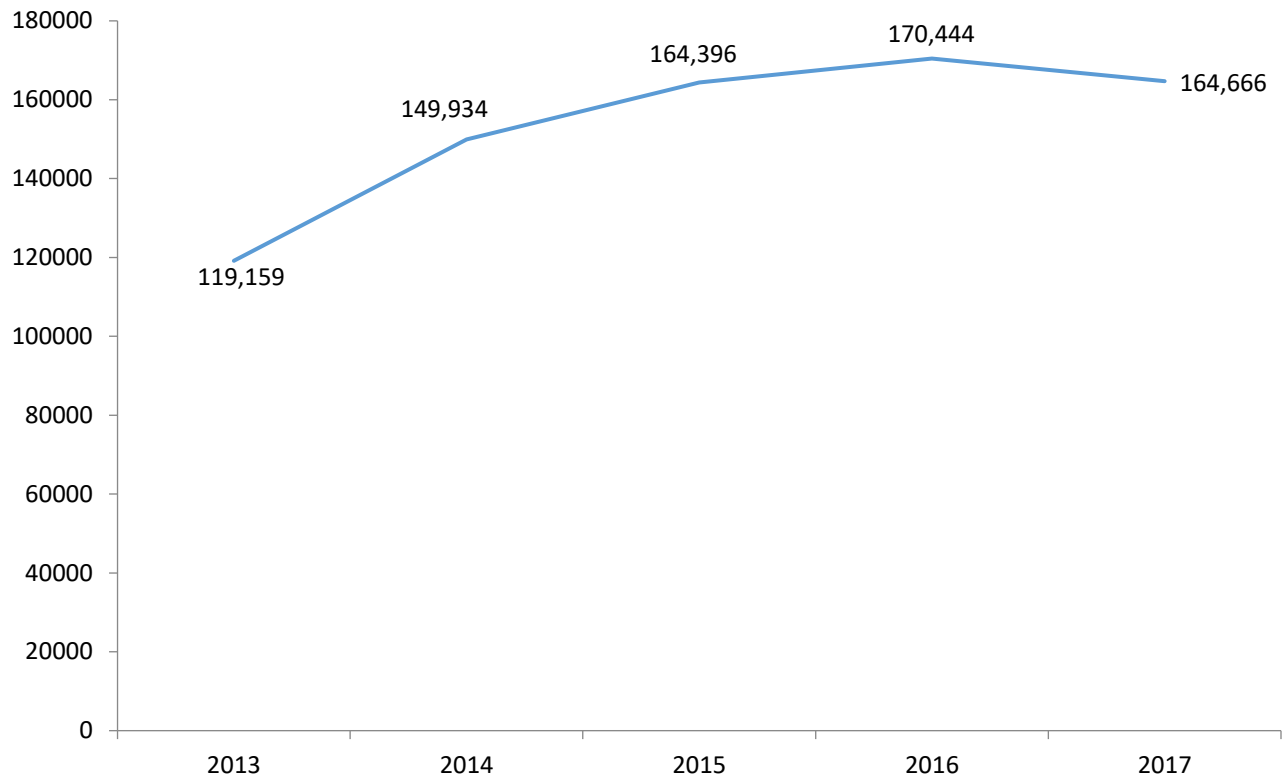
Cosley Zoo staff collects zip code data from visitors as they enter the zoo. In 2017, we collected data from 45,630 families. Of these families, 98% were from Illinois, 71% were from DuPage County, and 28% were from Wheaton. Zoo visitors came from 48 US states and 12 countries outside the United States. The charts and maps on the following pages present detailed information regarding zoo visitorship in 2017.

While attendance was up over 2016 numbers for the majority of 2017, a rainy October negatively impacted attendance, causing overall visitor numbers to be down 3.4% from the previous year.

**Volunteer and Intern Hours  
2013-2017**  
(and their value at \$10/hour)



### Cosley Zoo Visitation 2013-2017



Visitor demographics - age		
Visitor Type	Number of visitors	% of total visitation
Adult (18-54 years)	64,879	39%
Seniors (55+ years)	15,149	9%
Children (birth-17 years)	84,638	51%
<b>Total</b>	<b>164,666</b>	<b>100%</b>

*Components may not sum to total due to rounding.*

Visitor demographics - residency		
Visitor Type	Number of residents	Number of non-residents
Adult (18-54 years)	25,303 (15%)	39,576 (24%)
Seniors (55+ years)	5,908 (3%)	9,241 (5%)
Children (birth-17 years)	33,009 (20%)	51,629 (31%)
<b>Total</b>	<b>64,220 (39%)</b>	<b>100,446 (61%)</b>

*Components may not sum to total due to rounding.*

Visitor demographics – membership/reciprocity		
Visitor Type	Number of visitors	% of total visitation
Cosley Zoo members	6,295	4%
Members of reciprocal zoos	598	<1%
Non-members	157,773	96%
<b>Total</b>	<b>164,666</b>	<b>100%</b>

*Components may not sum to total due to rounding.*

Visitor demographics – paying vs. free admission		
Visitor Type	Number of visitors	% of total visitation
Paid admission	48,817	30%
Free admission*	115,849	70%
<b>Total</b>	<b>164,666</b>	<b>100%</b>

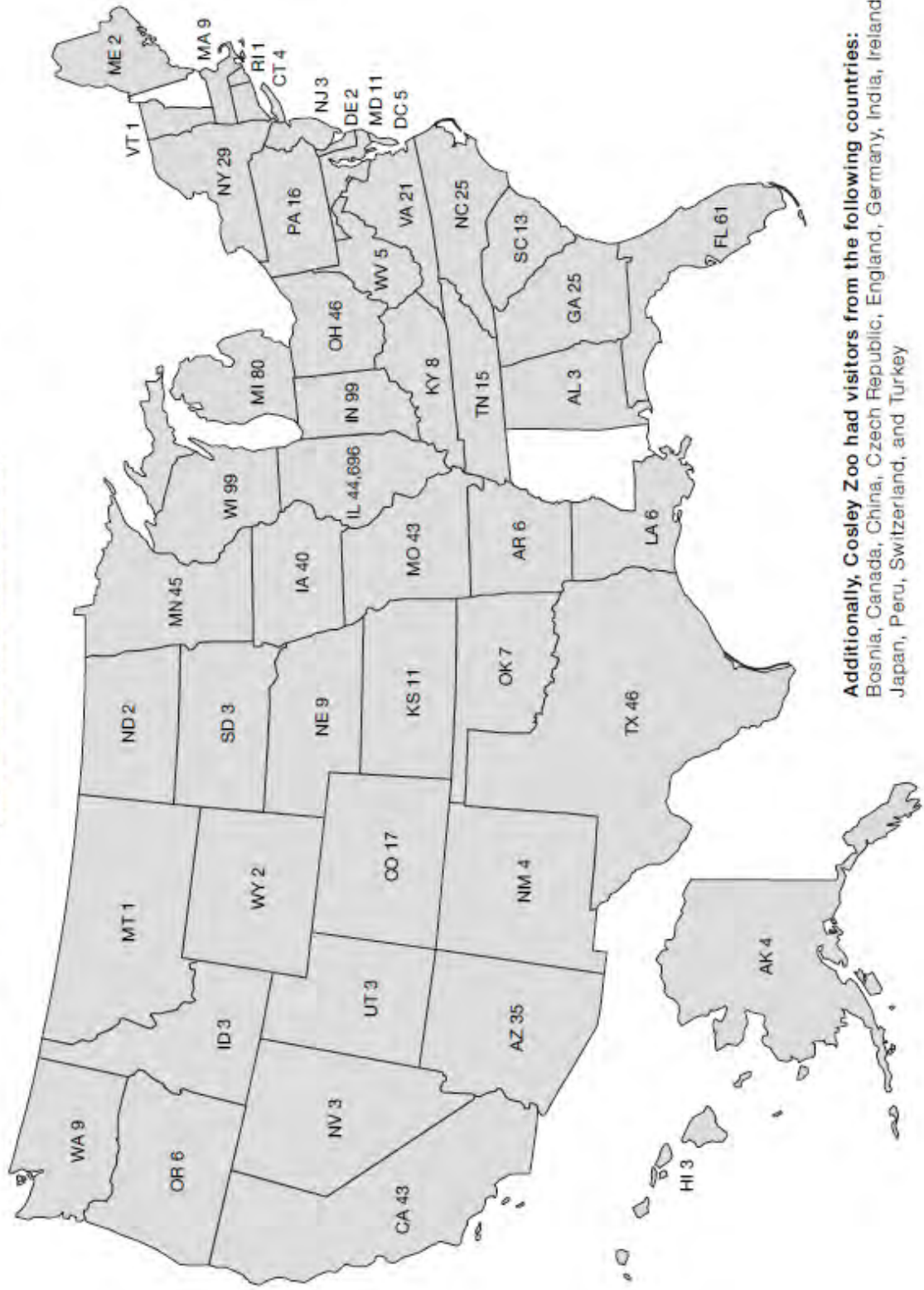
*\*Visitors receiving free admission include Wheaton Park District residents, all children 17 and under, Cosley Zoo members, and members of reciprocal institutions.*



*A family enjoys Cosley Zoo's Festival of Lights.*

# 2017 COSLEY ZOO VISITORSHIP BY STATE

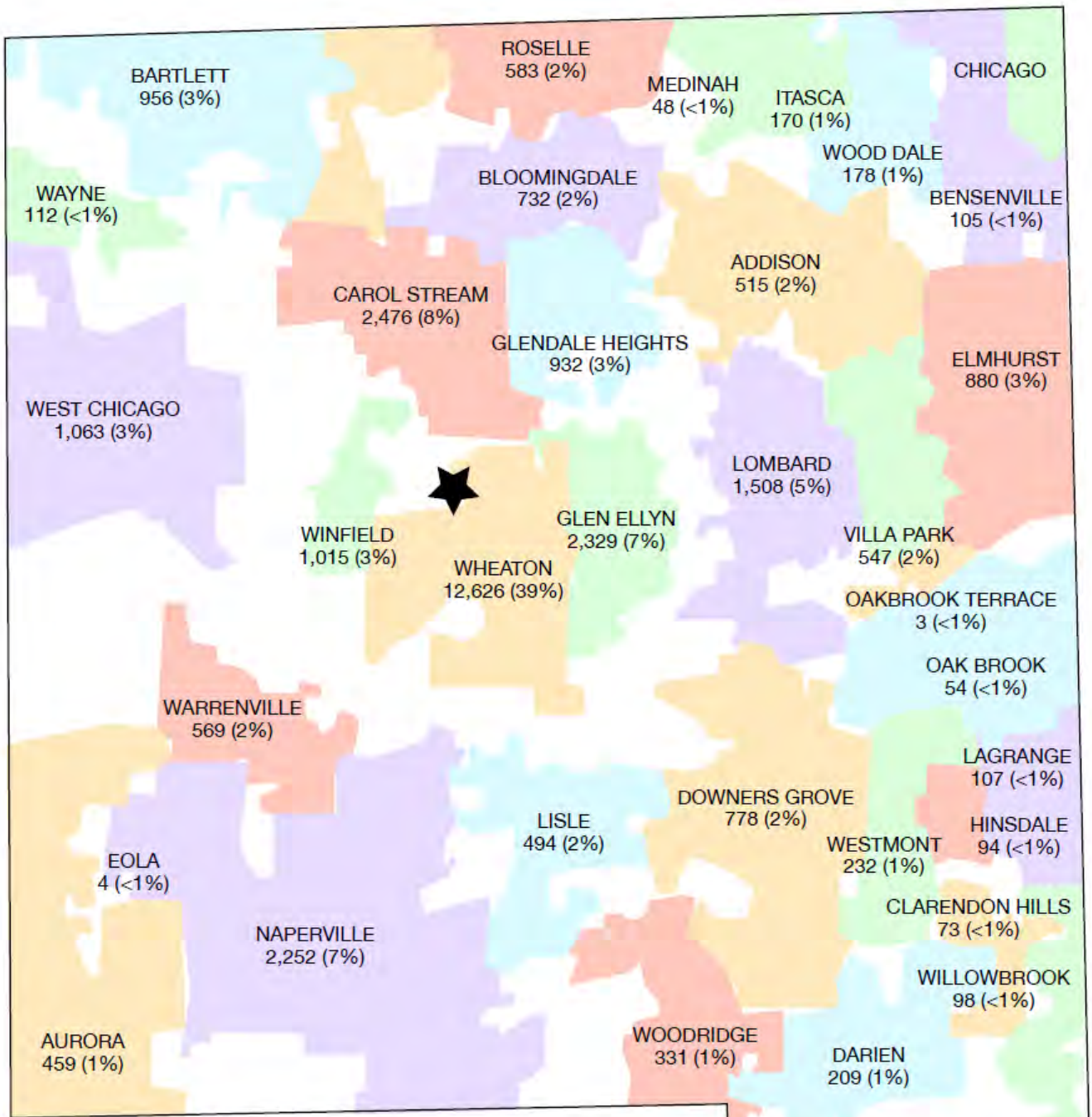
(TOTAL OF 45,630 HOUSEHOLDS FROM U.S.)



**Additionally, Cosley Zoo had visitors from the following countries:**  
 Bosnia, Canada, China, Czech Republic, England, Germany, India, Ireland,  
 Japan, Peru, Switzerland, and Turkey







## 2017 COSLEY ZOO VISITORSHIP BY TOWN IN DUPAGE COUNTY

(TOTAL HOUSEHOLDS: 32,532)  
 Percentages are based on DuPage County visitation only.

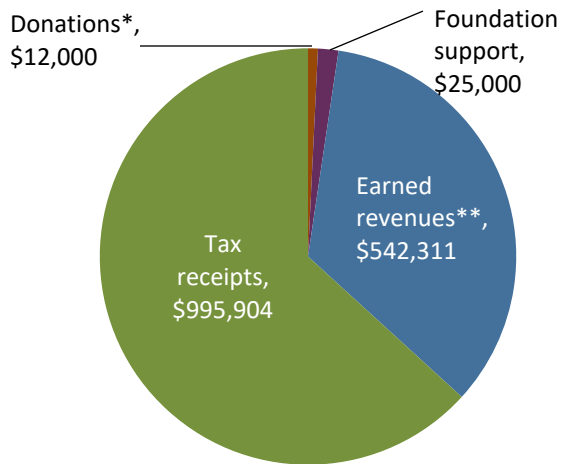


# Finance dollars and sense

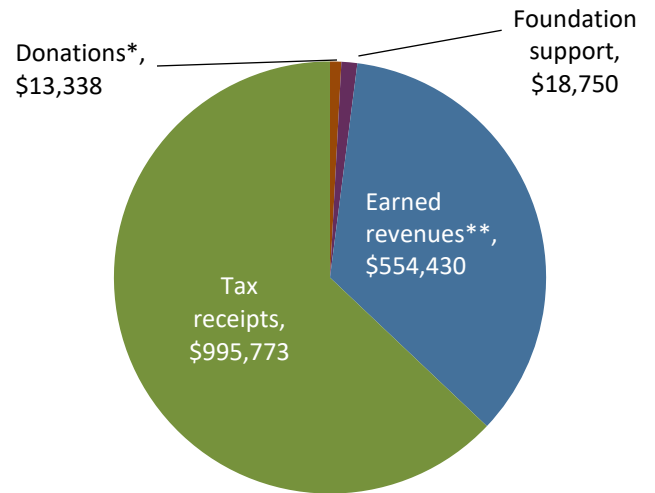
## Budgeted and Actual Revenue

Budgeted revenue for 2017 totaled \$1,575,215 with actual revenue of \$1,582,291 (pending audit).

### Budgeted Revenue Fiscal Year 2017



### Actual Revenue Fiscal Year 2017



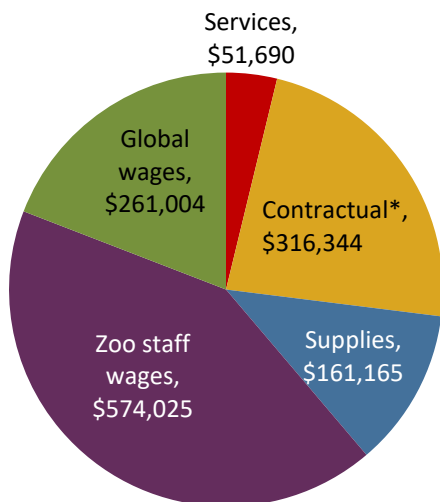
\*Donations include Holiday Wish Tree

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

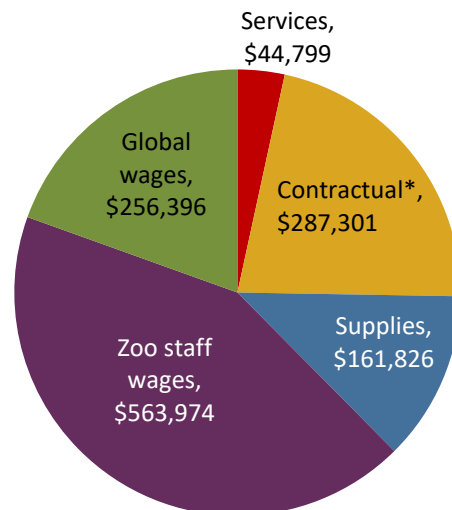
## Budgeted and Actual Expenses

Budgeted expenses for 2017 totaled \$1,364,229 with actual expenses of \$1,314,296 (pending audit). The zoo realized a **net income of \$267,995**. The budget net in 2017 was \$210,986.

### Budgeted Expenses Fiscal Year 2017



### Actual Expenses Fiscal Year 2017



\*Includes capital - computers

To ensure that we are 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, earned revenues, and expenses with those of other facilities.

### Revenue Sources

Cosley Zoo receives revenue from a variety of sources, including both the Wheaton Park District and the Cosley Foundation. The following data is for Wheaton Park District revenue only. Please see the information below the chart for details regarding selected areas of revenue.

Wheaton Park District Earned Revenue Sources, 2013-2017					
Revenue Source	2013	2014	2015	2016	2017
Donations, sponsorships and grants	\$13,932	\$14,006	\$16,728	\$12,569	\$23,538*
Penny and wind machine	\$1,773	\$7,016**	\$7,082	\$6,972	\$6,417
Animal adoptions	\$741	\$1,435	\$2,511	\$2,169	\$1,709
General admission	\$215,164	\$224,264	\$246,559	\$258,812	\$348,853***
Programs, Events and Rentals	\$109,731	\$144,073	\$157,535	\$171,468	\$182,389
Cosley Foundation support	\$67,500	\$56,250	\$35,000	\$18,750	\$18,750
<b>Total revenue</b>	<b>\$408,841</b>	<b>\$447,044</b>	<b>\$465,415</b>	<b>\$470,740</b>	<b>\$581,656</b>

\*The zoo received two AZA/Disney Nature Play Grants in 2017 for a total of \$10,000..

\*\*The wind machine was introduced in 2014.

\*\*\* The admission fee increased in 2017 from \$5 to \$7 for non-resident adults and from \$4 to \$6 for non-resident seniors.

### Programs, Events and Rentals

Cosley Zoo education programs make up a significant portion of the zoo's revenue, second only to admission fees. Please see below for a five-year comparison of revenue by program type.

Revenue from Educational Programs, Events, and Rentals, 2013-2017					
Revenue Source	2013	2014	2015	2016	2017
Casual Interpretation	\$17,801	\$21,147	\$26,751	\$27,549	\$27,509
Birthday Parties	\$5,910	\$9,242	\$5,820	\$5,052	\$0*
Outreach (Zoo to You)	\$8,986	\$13,283	\$16,548	\$12,028	\$14,916
School Programs	\$14,989	\$18,794	\$17,073	\$19,540	\$21,507
Scout Programs	\$3,606	\$5,227	\$4,297	\$5,916	\$3,672
Park District Programs	\$6,226	\$6,564	\$6,643	\$7,864	\$3,299**
Special Events	\$13,461	\$24,470	\$25,180	\$32,480	\$39,622**
Camps	\$10,250	\$6,600	\$9,170	\$10,680	\$9,090
Rentals	\$25,907	\$34,532	\$39,482	\$38,362	\$51,049
Junior Zookeepers	\$2,109	\$3,079	\$5,251	\$9,853	\$10,569
Volunteers	\$486	\$1,135	\$1,320	\$2,144	\$1,156
<b>Total revenue</b>	<b>\$109,731</b>	<b>\$144,073</b>	<b>\$157,535</b>	<b>\$171,468</b>	<b>\$182,389</b>

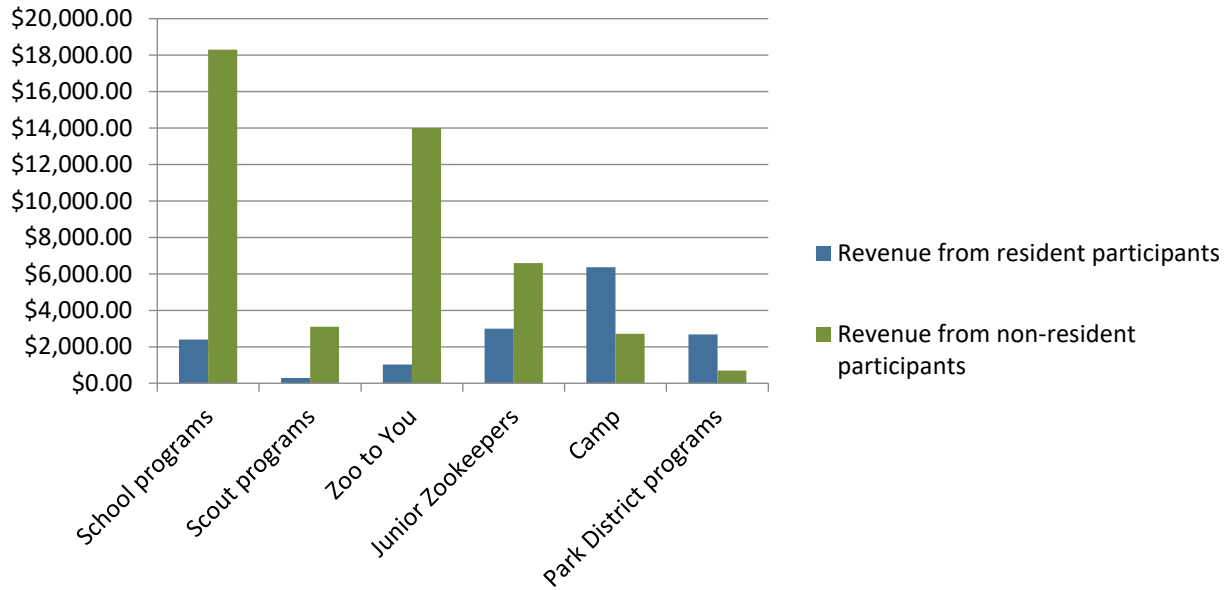
\*Birthday party revenue was moved to "rentals" in 2017.

\*\*Busy Bunny Egg Hunt revenue was moved from Park District programs to "Special Events" in 2017.

*Revenue as a function of residency*

As shown in the chart below, 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 the Junior Zookeeper program and school, scout, and Zoo to You programs. This demonstrates the popularity of Cosley Zoo programs beyond Wheaton’s boundaries.

**Revenue from Wheaton Park District resident and non-resident participants in 2017 education programs**



*Education Supervisor Natasha Fischer presents a Zoo to You program at Bloomingdale Public Library.*



# Cosley Foundation a path to the future

Established in 1986 to raise funds for the development of Cosley Zoo, the Cosley Foundation is an integral component of the zoo's overall success. The volunteer foundation board works diligently throughout the year to ensure the zoo receives the support it needs to grow and fulfill its mission.

The Cosley Foundation sponsors several fundraisers throughout the year to raise money for capital projects and support operations. In 2017, the foundation experienced a record fundraising year, earning \$478,725 towards the development of Cosley Zoo. These funds were raised through various avenues including selling zoo memberships, acquiring donations, and hosting special events and fundraisers. Cosley Foundation highlights in 2017 included:

- Contracting with consultants Schultz and Williams to conduct a capital campaign planning study to determine the feasibility of raising private support for the Phase I projects outlined in the zoo's master plan. The study provided key information which facilitated a capital campaign scheduled to launch in 2018.
- Implementing JoinIt, a new online membership database. As of December 2017, the zoo had 468 member families, up from 433 in 2016.

The Cosley Foundation board continues to expand and offer strong support as we look to the zoo's future. The board welcomed several new members in 2017. As of December 2017, the Cosley Foundation board consisted of the following members:

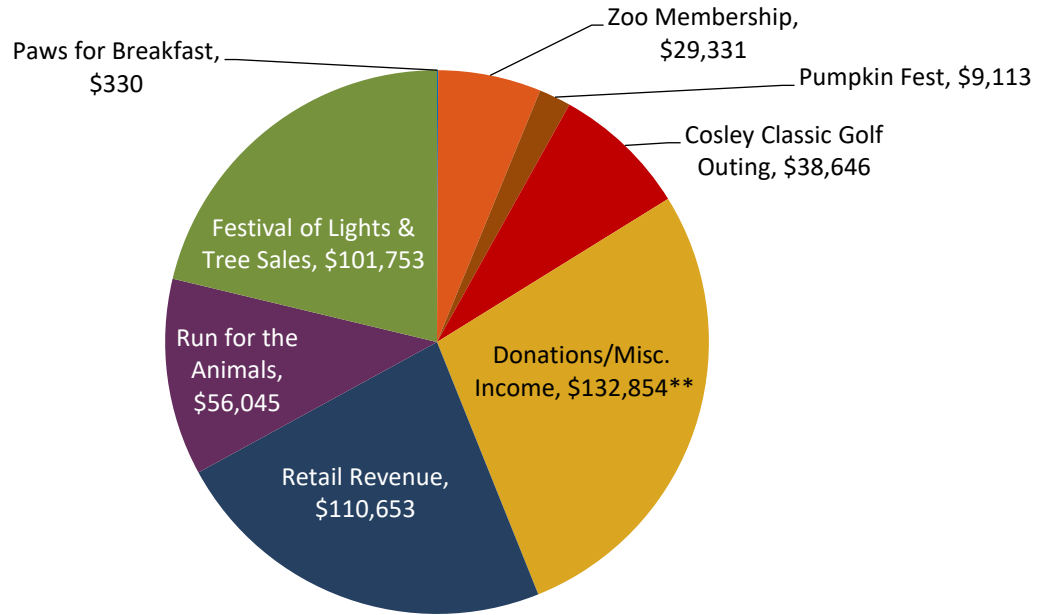
- Scott Shorney, President
- Art Pape, Vice President (*now deceased*)
- Larry Kmiecik, Vice President
- Mike Benard, Secretary
- Brandon Janowiak
- Mark Lathrop
- Sandy Paszczak
- Mike Winters
- Larry Work
- Terry Mee, Wheaton Park District Board Liaison

The following table and the chart on page 40 show the amount of revenue gained from various fundraisers, as well as a five year comparison of funds earned.

Cosley Foundation Net Revenue*, 2013-2017					
Revenue Source	2013	2014	2015	2016	2017
Zoo Membership	\$17,758	\$18,613	\$20,352	\$23,188	\$29,331
Retail Revenue	\$89,779	\$88,714	\$97,577	\$113,896	\$110,653
General Donations	\$30,875	\$29,946	\$40,832	\$34,429	\$27,100
Capital Donations – Master Plan Phase I	-----	-----	-----	-----	\$105,754
Run for the Animals	\$59,311	\$53,768	\$73,008	\$49,763	\$56,045
Paws for Breakfast	\$2,480	\$2,514	\$4,576	\$3,245	\$330
Cosley Classic Golf Outing	\$27,442	\$33,846	\$35,324	\$36,563	\$38,646
Pumpkin Fest	\$14,125	\$13,694	\$8,007	\$9,218	\$9,113
Festival of Lights & Tree Sales	\$88,825	\$88,201	\$94,670	\$99,298	\$101,753
<b>Total net revenue</b>	<b>\$330,595</b>	<b>\$329,296</b>	<b>\$374,346</b>	<b>\$369,600</b>	<b>\$478,725</b>

\*Does not include expenses for staff wages

## Net Revenue from Fundraisers, Fiscal Year 2017\*



\*Does not include expenses for staff wages

\*\*Includes donations made specifically for capital projects



Golfers prepare to tee off at the 34<sup>th</sup> annual Mike Willaims Cosley Classic Golf Outing.







# Marketing communicating our vision

Cosley Zoo has maintained its strong image as a destination for families in DuPage County and beyond. This is evident through the continued increase in attendance, daily activity participation, program enrollment, and registration for the zoo's many special events.

Marketing messaging continues to focus on the zoo's strong appeal as a family destination and the zoo's mission of education and conservation. An annual marketing plan and calendar provide a guide for marketing the zoo's annual events and offerings through public relations, media, marketing, and social media initiatives. This guide includes a mix of print and web ads, press releases, feature articles, eblasts, quarterly newsletters, outdoor signage, and regular Facebook posts (see Appendix, page 45).

In 2017, an enhanced concentration was placed on the zoo's mission and conservation efforts. One example of this was through the four-color rack cards that were available for visitors to pick up at the Coins for Conservation exhibit to learn more about the projects and the endangered species that were involved.

The zoo's new tagline, "A Lifetime of Inspiration Begins Here", was developed in 2016, and in 2017 our team worked to update marketing materials and brochures to reflect this.

Cosley Zoo has become a popular location for social events and weddings, as couples look for a unique venue. Due to this, an effort has been made to promote Cosley Zoo in various wedding print publications.

Marketing highlights for 2017 included:

- Rolling out the master plan in July at Cosley Zoo Uncorked. The plan was well-received by the guests at the event and later, by zoo visitors viewing the

signs describing the various elements of the plan.

- Hosting a Pumpkin Smash in conjunction with radio station 103.5 KISS FM during our Pumpkin Fest Event. This provided the zoo with free on-air exposure for weeks leading up to and after the event.
- Participating in an AZA promotion with Stonyfield/Meyer, which provided free adult admission to Cosley Zoo
- Creating and distributing nine press releases and two feature articles. Eighty percent of the submissions were picked up by regional online and print publications.
- Creating a mailing which was sent to local park districts and libraries to promote field trips
- Printing and distributing post cards, flyers, posters and signage throughout the community
- Distributing a total of 20 monthly eblasts to a subscriber database of more than 30,000, with an average open rate of 28% and click through rate of 4%
- Featuring zoo programs in the quarterly district program guide
- Distributing the quarterly Cosley Tails newsletter via e-mail and print
- Listing events on oakleesguide.com, chicagoparent.com, chicagofun.com, and discoverdupage.com
- Featuring digital ads on familytimemagazine.com and chicagoparent.com
- Including zoo information in Danada Life Magazine
- Creating special event and daily activity messaging to be displayed on the television screen in the gift shop

- Distributing regular news, photos and program information on social media. Our number of Facebook followers has increased to more than 13,000 from 11,000 in 2016.
- Receiving recognition from yelp.com for obtaining an average rating of 4+ stars in a 5-star rating system
- Initiating a text club, in which participants received discounts, giveaways, announcements, and year-end fundraising requests. By the end of 2017, the text club had 506 subscribers and the nine offers sent out were viewed 4,479 times.

6. l.facebook.com: 447
7. active.com: 411
8. eventective.com: 309
9. facebook.com: 228
10. yelp.com: 222

The top five frequented pages on the zoo’s website were:

1. Homepage: 120,875 page views
2. Fees & Reservations: 40,907 page views
3. Events: 33,403 page views
4. Plan Your Visit: 30,847 page views
5. Daily Activities: 19,377 page views

Cosley Zoo’s website, cosleyzoo.org, continues to experience increased visitation. In 2017, the zoo had 118,807 unique visitors and 159,329 individual views.

We are seeing more viewing from mobile devices in the last few years. Mobile devices are now responsible for 58.8% of the website views, with 34.4% from a desktop and 6.6% from a tablet.

The top 10 referral sites were:

1. m.facebook.com: 1290
2. gowestyoungmom.com: 706
3. runningintheusa.com: 678
4. chicagokids.com: 549
5. santainchicago.com: 488

The next several pages feature a marketing collage highlighting Cosley Zoo ads, signage, and other graphics created by the Wheaton Park district’s marketing department in 2017.



Participants begin the sprint to the finish line at the Run for the Animals Kids Run.

# Appendix –Marketing Collage

Print, Web & Social Media Ads

**Have a *Wild* Time**

SOCIAL EVENTS    BIRTHDAY PARTIES    CORPORATE OUTINGS

STOP IN THE WILD SIDE GIFT SHOP | COSLEYZOO.ORG



**Weddings**

**"I ZOO" at Cosley Zoo**

All Cosley Zoo, we want your wedding to be wild. That's why we reserve the entire zoo for you and up to 100 guests for an all-inclusive celebration. Say "I do" on the front lawn or in our outdoor amphitheater. Experience the first moments after your vows with the joy of nature and our zoo animals and staff. Choose an exceptional Caterer from an à la carte or group menu. Staff the party with a glass of wine and refresh with all kinds. Add an acoustic trio and much to helping, birds, fish, tanks, chickens, and more.

It's One season of fun, love, and fun. To get saved, contact Tina Romberg at 630.512.5035 or [tromberg@cosleyzoo.org](mailto:tromberg@cosleyzoo.org)

1354 N. Gary Ave. | Wheaton, IL | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)

**Party for the Planet | April 22 | 10A-2P**

Dave Orleans, The Earthsinger at 12P and 1P  
Free with regular admission | Learn more at [cosleyzoo.org/events](http://cosleyzoo.org/events)  
1356 N. Gary Ave., Wheaton | 630.665.5534

**A LIFETIME OF INSPIRATION begins with YOU!**

Inspire a passion for animal care and conservation for more than 170,000 annual visitors. Become a Cosley Foundation or Committee member.

Call 630.510.5035 for more information.

**COSLEYZOO.ORG**  
1356 N. Gary Ave. | Wheaton, IL

Daily Activities | Special Events | Camps  
Kids are Free | [cosleyzoo.org](http://cosleyzoo.org)

Kids are Free | Daily Activities  
Concession & Gift Shop  
[cosleyzoo.org](http://cosleyzoo.org)

## Print, Web & Social Media Ads



**COSLEY ZOO**  
Pumpkin Fest

**October 1-31**  
9A-5P DAILY  
Wheaton, IL

- Pumpkin Patch
- Carnival Rides
- Straw Mountain
- Seasonal Produce Sales

**KIDS ADMITTED FREE!**  
\*17 and under

**COSLEY ZOO**  
Pumpkin Fest

**October 1-31**  
9A-5P DAILY

- Pumpkin Patch
- Carnival Rides
- Straw Mountain
- Seasonal Produce Sales

**KIDS ADMITTED FREE!**  
Register for Hoochiecoo on Friday, October 27 at [cosleyzoo.org](http://cosleyzoo.org)  
\*17 and under

1366 N. Gary Ave., Wheaton | 630.685.5534 | [cosleyzoo.org](http://cosleyzoo.org)

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Pumpkin Fest

**October 1-31**  
9A-5P DAILY

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- Seasonal Produce Sales

**KIDS ADMITTED FREE!**  
\*17 and under

1366 N. Gary Ave., Wheaton | 630.685.5534 | [cosleyzoo.org](http://cosleyzoo.org)

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

**November 24-December 30 | 9A-9P | Cosley Zoo**

**FESTIVAL OF LIGHTS AT COSLEY ZOO**

NOVEMBER 24-DECEMBER 30 | 9A-9P

TREE SALES | LIGHTED DISPLAYS | FREE ADMISSION DAILY

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

1366 N. GARY AVE., WHEATON | [COSLEYZOO.ORG](http://COSLEYZOO.ORG)

**SPECIAL LIGHTS PLAYS**  
TRESHWATER-SAMCOE  
FREE ADMISSION

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

NOVEMBER 24-DECEMBER 30 | OPEN 9A-9P

Share into your family's holiday traditions at Cosley Zoo  
Celebrate the season with special events and programs for the whole family.  
November 24-December 30 | 9A-9P  
[COSLEYZOO.ORG](http://cosleyzoo.org)  
1366 N. Gary Ave., Wheaton | 630.685.5534  
Presented by **SHAWNEE PARK**

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

**Holiday Fun at Cosley Zoo**

FESTIVAL OF LIGHTS AND TREE SALES | 9A-9P | NOVEMBER 24-DECEMBER 30

TREE SALES | LIGHTED DISPLAYS | FREE ADMISSION

SANTAS CRAFT CORNER | NOVEMBER 25, DECEMBER 2 & 9

**COSLEY ZOO** | 1366 N. GARY AVE., WHEATON | 630.685.5534

**FESTIVAL OF LIGHTS AT COSLEY ZOO**

NOVEMBER 24-DECEMBER 30 | 9A-9P

TREE SALES | LIGHTED DISPLAYS | FREE ADMISSION DAILY

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1366 N. GARY AVE., WHEATON | [COSLEYZOO.ORG](http://COSLEYZOO.ORG)

**COSLEY ZOO**

Visit us this winter!  
Open 9A-4P daily.

## Special Events

**Party for the Planet**

**Dave Orleans: The Earthsinger performs 12P and 1P**

**FREE EVENT**

SPONSORED BY

**NOVA YORK LIFE**  
The Cosley Zoo Group

**cosleyzoo.org**  
Free Event. (Regular admission rates apply)

**COSLEY ZOO**

**5K/10K RUN FOR THE ANIMALS**  
5K/10K & 1/2-MILE KIDS RUN

**JUNE 3**  
DOWNTOWN WHEATON

**5K/10K | 7:30A**

**1/2-MILE KIDS RUN | 8:45A**

REGISTER AT **COSLEYZOO.ORG/RUN**

**BAKE** event

**Northwestern Medicine** | **First Trust**

**George Thayer Fitness** | **Wheaton Cancer Apartments** | **Delta Bank** | **ABC Drive** | **Libra**

**COSLEY ZOO**

**A Fall Wine Tasting Experience**

**Thursday, July 20 | 5:30-8P**

**\$40 per person | \$75 per couple**

**SAMPLE MORE THAN 60 WINES**

Purchase tickets at **cosleyzoo.org**

**2017 MIKE WILLIAMS COSLEY CLASSIC**

**GOLF OUTING**

**SAVE THE DATE**

**AUGUST 7, 2017**

**ARRIVEHEAD GOLF CLUB**

REGISTER AT **COSLEYZOO.ORG**

**COSLEY ZOO**

**Pumpkin Patch**

**October 1-31 | 9A-5P**

**Kids Admitted Free\***

**Pumpkin Patch | Carnival Rides\***

**Strow Mountain | Seasonal Produce for Sale**

Sponsored by

**WHEATON BANK** | **BDO** | **big brother**

Trick or treat at the zoo's **Spooktacular** on Friday, October 27.

Pre-registration required at **cosleyzoo.org**

\*Hours available beginning October 3. More details on **cosleyzoo.org**

1388 N. Gary Ave., Wheaton | (630) 952-6334 | **cosleyzoo.org**

**SPECIAL LIGHT DISPLAYS**

**FRESH MEAT-EDMORE**

**FREE ADMISSION**

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

**NOVEMBER 24-DECEMBER 30** | **OPEN 9A-5P\***

Share your family's holiday traditions at Cosley Zoo!

**COSLEY ZOO** | **SLEYZOO.ORG**

1388 North Gary Ave. | Wheaton | (630) 952-6334

\*Hours are available beginning October 3. More details on **cosleyzoo.org**

Sponsored by **WHEATON BANK**

## Signage

### Have a Wild Time

SOCIAL EVENTS    BIRTHDAY PARTIES    CORPORATE OUTINGS

STOP IN THE WILD SIDE GIFT SHOP | COSLEYZOO.ORG

### Party for the Planet

Saturday, April 22 | 10A-2P

Free Event (Regular admission rates apply)

**Cosley Zoo**

### Party for the Planet

Dave Orleans:  
The Earthsinger  
performs  
12P and 1P

FREE EVENT

SPONSORED BY

cosleyzoo.org  
Free Event (Regular admission rates apply)

### Spring & Summer EVENTS

Busy Bunny Egg Hunt	April 8
Party for the Planet*	April 22
Endangered Species Day*	May 20
Run for the Animals	June 3 Adventure Park
Bentley Thursdays*	June 15-July 13
Picnic with the Animals	June 16
Uncorked Wine Tasting	July 20
Mike Williams Cosley Classic Golf Outing	August 7
Costume Character Day*	August 10

\*Free event. Regular admission rates apply.

cosleyzoo.org | **Cosley Zoo**

### COSLEY ZOO

A LITTLE OF  
WSPWATER  
BEDS AHEAD

SERVING  
170,000+ VISITORS WEEKLY

FEATURING:

- GREYHOUND
- ENDANGERED SPECIES
- EDUCATION
- ADVENTURE PROGRAMS
- SPECIAL EVENTS & RENTALS

8000  
AVE. 19820

cosleyzoo.org

**COSLEY ZOO CONSERVATION**

Snakes are important components of ecosystem health, helping to control rodent populations. Avoid using rodent bait at home to prevent contamination of their food source.

Eastern Massasauga

**COSLEY ZOO CONSERVATION**

Endangered species are not just found in distant places - some live right here in Illinois! With a little effort at home, you can help protect locally endangered species - even small actions can have a big impact!

ENDANGERED

**COSLEY ZOO CONSERVATION**

The gray bat can eat nearly 3000 insects a night, including disease-carrying mosquitos. You can help protect bats by reducing the amount of pesticides you use at home and putting up a bat house.

Gray Bat

**COSLEY ZOO CONSERVATION**

The Hine's emerald dragonfly depends on pristine wetland areas. Help protect your local water supply by minimizing the use of lawn chemicals, recycling used car oil, and properly disposing of paint and other toxic household products.

Hine's Emerald Dragonfly

**COSLEY ZOO CONSERVATION**

The Karner blue butterfly serves an important role in the ecosystem by pollinating flowers. By planting native plants that attract butterflies in your garden at home, you can help all of Illinois' endangered butterfly populations.

Karner Blue Butterfly

**COSLEY ZOO CONSERVATION**

Reduced wetland habitat has negatively impacted the Black-crowned and Yellow-crowned night herons. Sign up for a weekend restoration workday and help improve the habitat for these birds.

Black-crowned night-heron    Yellow-crowned night-heron

**COSLEY ZOO CONSERVATION**

Short-eared owls are important predators of small rodents. You can help protect them by walking your dog on a leash in nature preserves so these ground-dwelling birds are not disturbed.

Short-eared Owl

**COSLEY ZOO CONSERVATION**

Like all amphibians, the spotted dusky salamander can absorb water through its skin, so it needs to live in clean water to thrive. Participate in a stream clean-up and help maintain clean water for all amphibians.

Spotted Dusky Salamander



## Signage

Trash discarded in Illinois can enter rivers which then flow into the ocean. An estimated **80%** of the debris in the ocean actually comes from land-based sources.

One of the main **THREATS** to the Illinois Endangered Standing's **TURTLE** is poor habitat quality. Do your part to help these turtles by keeping your **TRASH** out of Illinois waters.

To produce one ton of new paper, 12-24 **TREES** need to be **CUT DOWN**. Recycling paper and buying recycled paper products help **REDUCE** the number of trees that are harvested.

Wheaton's recycling rate is **42%**, which is above the U.S. average of 33%. We're doing a **GREAT JOB**—let's work to get that number even higher.

Recycling in Illinois diverts over **9 MILLION TONS** of useful materials from landfills annually, and saves enough energy to heat and light 578,000 homes.

Over the last 20 years, waste sent to landfills dropped from 145.3 million to 135 million tons. Because landfills are sources of methane gas which contribute to **CLIMATE CHANGE**, everything you recycle helps to reduce green house gases.

Creating products from recycled materials uses up to **98% LESS ENERGY** than producing things from new materials.

Recycling 10 plastic bottles **SAVES** enough **ENERGY** to power 97.8 hours of a 60W CFL bulb.

By cutting apart six-pack beverage holders and other similar packaging items before throwing them out, you are helping to **PROTECT** wild animals from getting caught in closed rings.

By recycling your plastics, you can help contribute to the development of eco-friendly nest boxes for birds such as the **ILLINOIS THREATENED BARN OWL**.

Animals and plants are **BECOMING EXTINCT** much faster than the expected rate due to human activities. Recycling reduces the pressure on natural resources and helps prevent further destruction of wildlife habitat.

By putting the lids back on your water bottles and other containers, you can help **PREVENT** animals from getting **TRAPPED** inside.

Each year almost 100 animals in DuPage County are treated for **TRASH-RELATED INJURIES**. By recycling, you can help prevent further trash-related injuries to wildlife.

**Animal Care Center**

**Discovery Center**

**New Entry Complex**

**Expanded Parking**

**Future Expanded Parking**

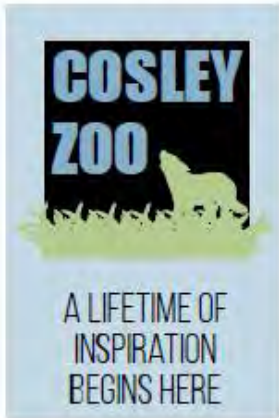
**Forests of Illinois Biome**

**Rivers Exhibit**

**Wilds of Illinois**

**Looking to the Future**  
**A New Cosley Zoo**

## Signage



**WREATHS, GREENERY, & MORE**

We curate a variety of greenery, wreaths, and holiday gifts for your home.

Wreaths	Tree Stands
18"	Tree Stand Deluxe M \$ 75.00
24"	Tree Stand L \$ 80.00
30"	Tree Stand XL \$ 90.00
36"	Stump \$15
42"	
48"	
60"	
Roping	Miscellaneous
Orange Fx \$1,495	Fluorescent \$ 15
Fluores Fx \$1,545	Small \$ 25
White Fx \$1,545	Medium \$ 5.00
Greenery	Large \$ 5.00
Small \$ 7	Prismatic \$ 2.50
Mini Pump \$13	Tree Ring \$ 3.00
Black Branch \$14	Wreath Stand \$ 4.50
Classic Ring \$15	Lighting \$25.00
Tree Ring \$18	Stump As needed
Chair Chair \$28	Check out the holiday gift ideas basket!
Decorating just got easier!	Sponsored by
Now COSLEY ZOO has everything you need!	<b>Bear Paddis</b> Elementary School

# E-Blasts



**Get your 2017 Cosley Zoo calendar with a donation of \$25\***  
or purchase for \$7.95 through January 31.

There are many offerings in nature, but few are as diverse and colorful as those of the tiger. In his natural habitat, only a few years in a long life spanning the tropical forests, savannas, and mountains of India.

Please contact your members at Cosley Zoo to purchase your calendar. Donations:

10% off - \$25.00  
20% off - \$50.00  
30% off - \$75.00  
40% off - \$100.00  
50% off - \$125.00  
60% off - \$150.00  
70% off - \$175.00  
80% off - \$200.00  
90% off - \$225.00  
100% off - \$250.00

**2017 Cosley Zoo**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Join Cosley Zoo in helping to save African Penguins!**

When you go to the zoo, you see a lot of animals. But did you know that there are some animals that are in danger of becoming extinct? One of these animals is the African Penguin. They are found only on the southern tip of Africa.

At Cosley Zoo, we have a special exhibit for the African Penguin. We have a lot of information about them, and we have a lot of fun activities for you to do. We have a lot of information about them, and we have a lot of fun activities for you to do.

**Join the SAFE team!**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Reptile Introduction**

Reptiles are a fascinating group of animals. They have been around for millions of years and are found in every part of the world. At Cosley Zoo, we have a lot of information about them, and we have a lot of fun activities for you to do.

**Reptile Introduction**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Cosley Zoo members save 15% on this year's golf outing - it's FREE for animals!**

Monday August 7, 2017  
10:00 AM - 4:00 PM  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020

**Join the SAFE team!**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Party for the Planet**  
Saturday, April 22, 10:00 AM - 2:00 PM

Join us for a fun day of activities and games. We will have a lot of information about the planet, and we will have a lot of fun activities for you to do.

**Party for the Planet**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Reserve your spot now - it's FREE for animals!**

Monday August 7, 2017  
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10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020

**Join the SAFE team!**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Environmental Science Day**  
Tuesday, May 23, 10:00 AM

Join us for a day of activities and games. We will have a lot of information about the environment, and we will have a lot of fun activities for you to do.

**Environmental Science Day**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com



**Last day to save!**

Cosley Zoo members save 15% on this year's golf outing when you register by June 5 - it's FREE for animals!

Monday August 7, 2017  
10:00 AM - 4:00 PM  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020

**Join the SAFE team!**  
10000 N. 10th Ave., Suite 100, Phoenix, AZ 85020  
602.998.8888  
www.cosleyzoo.com

# E-Blasts



**Cosley Zoo Uncorked Wine Event**  
Thursday, July 20 | 5:30-8P  
\$40 per person | 170 per couple

**Register**

Start with more than 40 animal, great fresh produce and already delicious wine made by the zoo staff. Enjoy a glass, then game on the zoo's award-winning, and the spirit of a very special announcement.

The first 500 attendees will receive a complimentary wine glass for enjoying. Also will be available for sale at a special rate. Entrance to Zoo Wine Event opens with 10:00 AM admission. Seating is first-come, first-served.

**Redfin**

Redfin is a leading real estate technology company. We help people buy and sell homes with less stress and more confidence.

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**Calling All Golfers**

Reserve your seat at the Cosley Classic  
-175 FOR THE WEEK!

Monday, August 7, 2017  
8:00 AM - 12:00 PM  
Cosley Zoo

**Register**

**Golf & Dinner Package**  
Includes: Round of Golf, Lunch, and Dinner

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**Cosley Zoo Uncorked Wine Tasting**  
Thursday, July 20 | 5:30-8P  
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**This Giving Tuesday a lifetime of inspiration begins with YOU!**

Helping people buy and sell homes with less stress and more confidence.

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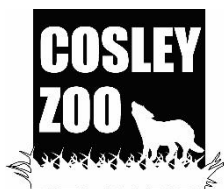
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**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**