

$\begin{array}{c} \text{COSLEY ZOO} \\ 2021 \begin{array}{c} \text{Annual} \\ \text{Report} \end{array}$

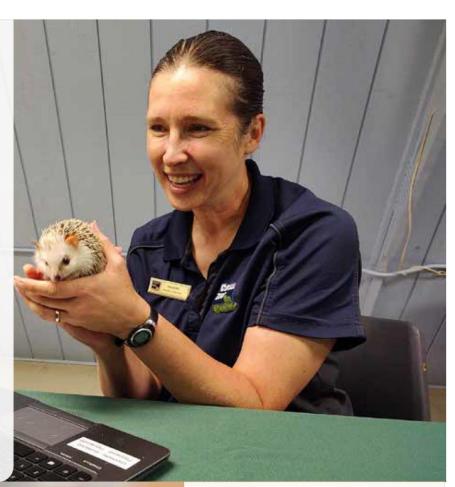


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MISSION

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







VISION

Empowering change through conservation action and engagement



Message from the Zoo Director

Despite its small size, Cosley Zoo takes part in many diverse endeavors and boasts numerous accomplishments each year. While we have much more to pursue and achieve in the future, I could not be more proud of what we do each and every day.

As a seasoned zoo professional, I must admit that one of the things I am proudest of is the fact that Cosley Zoo is and continues to be an accredited member of the Association of Zoos & Aquariums (AZA). Cosley Zoo has now been accredited for 21 consecutive years! This is a distinction reserved for those institutions that are committed to continuous and dedicated pursuit of professional excellence. Receiving accreditation means that Cosley Zoo was thoroughly examined by some of the nation's leading experts and was found to meet or exceed the world's most exacting standards in all areas of our operation.

While seeking to attain accreditation from AZA is a complex and arduous process, it is one that staff takes great pride in pursuing, and even greater pride in achieving. It is tangible proof that what we do meets the highest industry standards. It means that we are taking the best possible care of our animals, providing educational and safe experiences for our guests and making significant contributions to conservation.

It is because of the commitment and hard work by staff and supporters that Cosley Zoo can achieve the highest level of professional achievement. Each day I am in awe of the sheer dedication I witness in our staff and the unfettered belief that our supporters have in the work that we do.

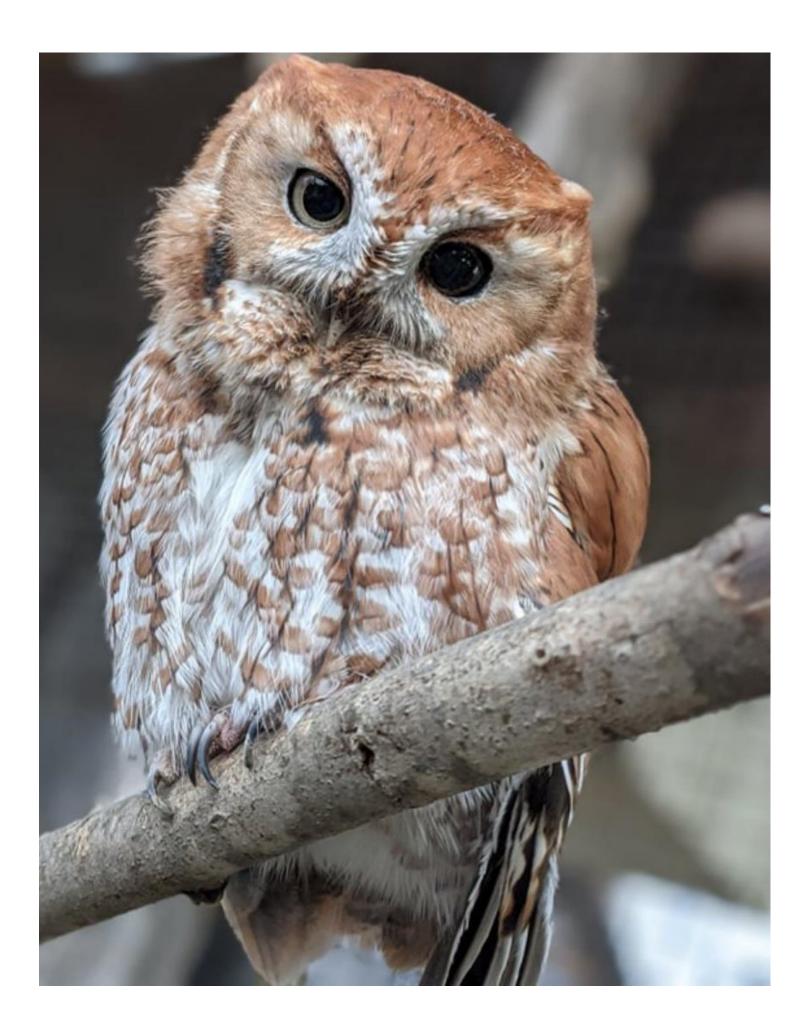
AZA accreditation is a tremendous source of pride for me, and I hope for you as well, knowing that our little zoo measures up to the highest standards in the world, making Cosley Zoo one of the premier small zoos in the country.

Please share in our accomplishments (including AZA accreditation!) by reviewing Cosley Zoo's 2021 annual report.

Susan L. Wahlgren Cosley Zoo Director

Swan Lublyun





Animal Welfare our primary focus

Cosley Zoo's animal care program is centered around animal welfare. Our proactive program for managing welfare ensures that not only are the animals receiving proper nutrition, living in clean environments, and seeing veterinarians regularly, but also that they have mental stimulation, choice and control in their environments, and opportunities to participate in species-specific behavior. Regular welfare assessments are conducted for each animal and habitat at the zoo, giving us a scientific, objective way to analyze each animal's welfare and ensure that we are providing it with an excellent life experience. Our dedication to animal welfare is one of the factors which has led to Cosley Zoo's accreditation by the Association of Zoos and Aquariums (AZA).

ASSOCIATION
OF ZOOS
AQUARIUMS

The gold standard for animal care & welfare

AZA Accreditation

AZA accreditation is the gold standard in the field of animal care and welfare, reflecting a facility's dedication to conservation, education programming, visitor services, and most importantly, animal welfare. The process of applying for accreditation is rigorous, beginning with a lengthy written application and concluding with a multi-day onsite inspection, in which every aspect of zoo operations is scrutinized. Accreditation lasts for five years, after which a facility must go through the entire application process again to maintain accreditation. This ensures that zoos and aquariums continue to keep abreast with the

newest advances in the field and always meet or exceed best practices, which are constantly evolving. This prestigious accreditation is earned by fewer than 10% of licensed United States Department of Agriculture (USDA) exhibitors.

In early 2020, the Cosley Zoo team submitted the accreditation application packet, and an onsite inspection was scheduled for later that year. However, due to the COVID-19 pandemic, inspectors were unable to visit in person, and Cosley Zoo (along with all other accredited facilities) received a one-year accreditation extension.

Cosley Zoo's inspection finally occurred in June 2021. The inspectors' report was submitted to the Accreditation Commission, and in November the commission granted accreditation to Cosley Zoo for another fiveyear cycle. This was the zoo's fifth accreditation, representing 21 consecutive years accredited. This accreditation represents a genuine commitment to the animals in the zoo's care and happened thanks to the considerable efforts of zoo staff, volunteers, and supporters. It also represents to zoo visitors that their choice to come to Cosley Zoo is one that supports an organization which has been shown to meet the very highest animal welfare standards in the world.

Enrichment partnership

Environmental enrichment is a crucial component of animal welfare, allowing animals choice and control in their environment and ensuring they have opportunities to exhibit behaviors appropriate for their species, such as climbing, digging, or foraging. Some enrichment items can be created onsite at Cosley Zoo, but many of the more complex enrichment items must be purchased. In late 2020, the Cosley Zoo team entered a partnership with Zoo Enrichment Lab, a small business in need of a facility where they could

test their enrichment items with live animals. In exchange for allowing the Zoo Enrichment Lab staff to test their products with us, Cosley Zoo has received several hundred dollars of free products for our animals to use, including a puzzle feeder for the pigs, hammock swing for the raccoons, and mirror for the deer.



Cosley Zoo's American Guinea hogs manipulate their Jungle Jax puzzle feeder, utilizing their motor skills to cause the food to fall out.

Whole life care

At Cosley Zoo, our animal welfare program lasts for an animal's entire life, from its arrival at Cosley Zoo until the time we say goodbye. As an animal ages or experiences health problems, zookeepers perform frequent welfare assessments to help them evaluate the animal's level of comfort and quality of life. These assessments are performed regularly for every animal at the zoo but take place even more frequently for animals nearing the ends of their lives.

Such was the case with bobcat Val in late 2021. Val and his brother Sal arrived at Cosley Zoo in 2012, the original residents of the zoo's brandnew bobcat habitat. The cats were beloved by zoo staff and visitors alike. In 2019, Sal passed away due to kidney disease and in late 2021, Val began experiencing complications from the same disease, which is common in older cats. Cosley Zoo's welfare assessment process, which provides us with a scientific basis for assessing the animals' life experience, helped us monitor

Val's quality of life throughout his illness. When the symptoms became more than medicine could manage, zoo staff, upon consultation with our veterinary team, chose to say goodbye to Val in a peaceful and dignified way using humane euthanasia.

Val is greatly missed at Cosley Zoo; however, we take comfort in knowing that because of our excellent welfare program and frequent assessments, we were able to make him as comfortable as possible at the end of his time with us. Val's legacy will live on at Cosley Zoo, and we are currently investigating options for a new animal or animals. They will have big footprints to fill.



Due to Cosley Zoo's excellent welfare program, bobcat Val thrived in his later years and was able to end his time at Cosley Zoo in a peaceful and dignified way.

Cosley Zoo Animals 👋



AMPHIBIANS

SPECIES | 2 # INDIVIDUALS | 13



INVERTEBRATES

SPECIES | 6 # INDIVIDUALS | 3 # GROUPS | 3*



BIRDS

SPECIES | 22 # INDIVIDUALS | 66



MAMMALS

SPECIES | 14 # INDIVIDUALS | 38



REPTILES

SPECIES | 9 # INDIVIDUALS | 13

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

New to the Zoo



Corn snake | 1



Grev catbird | 1



Ducks | 10



Giant African millipedes | 52



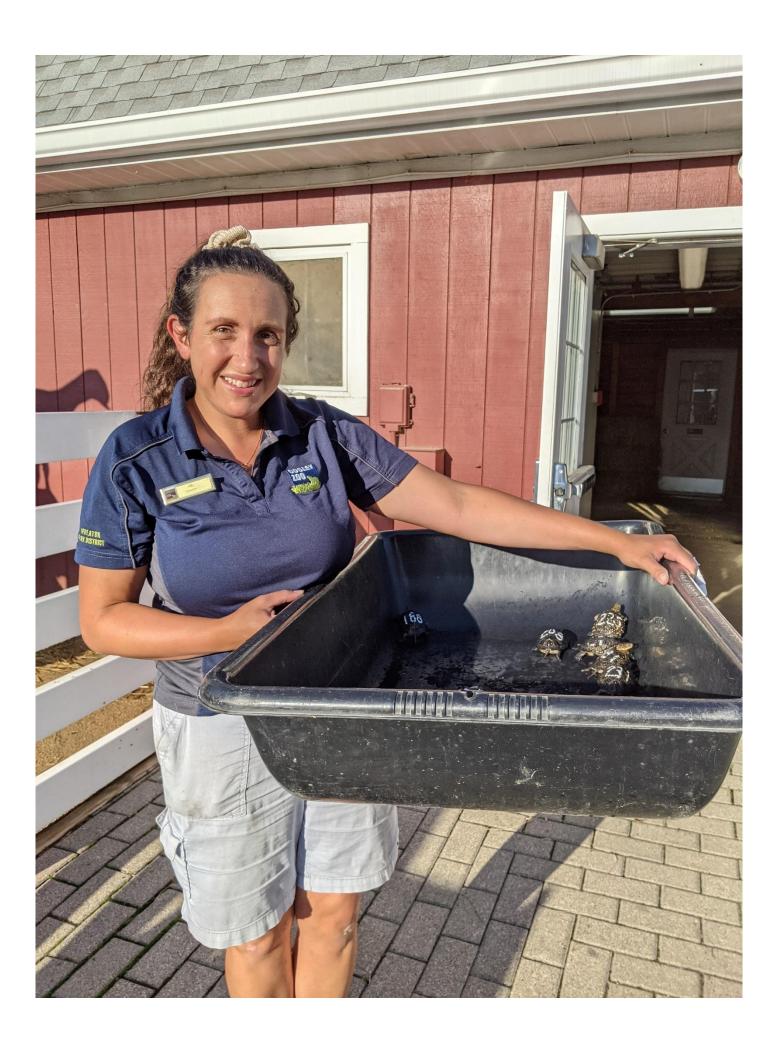
Killdeer I 1



Chickens | 9



American robin | 1



Conservation making a difference

Conservation is a key component of Cosley Zoo's mission, and the zoo team contributes to conservation in many ways, including rearing endangered species for release, fundraising, promoting community conservation efforts, and raising awareness of conservation initiatives on local, national, and international levels.

Blanding's Turtle Recovery Project

Cosley Zoo has participated in the Blanding's Turtle Recovery Project, a partnership with the Forest Preserve District of DuPage County, since 2001. The Cosley Zoo team is involved in the Head Start Program, caring for hatchling turtles for the first year of their lives before releasing them back into nature. Blanding's turtles are endangered in Illinois for many reasons, but a significant cause of the species' decline is predation of the nests and hatchlings. By raising these turtles in human care, we can help to offset the predator losses, putting the young turtles back out into nature when they are larger in size and better able to protect themselves.



When they hatch, Blanding's turtles are about the size of a quarter and highly vulnerable to predators. Being raised at Cosley Zoo for the first year of their lives allows them to enter their natural habitat at a larger size which makes them more difficult for predators to consume.

On August 26, Zookeeper Alison Donahue joined staff from the Forest Preserve District on an excursion to one of their sites, where they released the 58 young turtles that Alison and the rest of Cosley Zoo's zookeepers had been caring for over the past year. Within just a few days, a new group of hatchlings arrived at the zoo to take their place, and there are now 86 new turtles being raised at the zoo for release in 2022. More than 4,000 turtles have been reared and released as a result of the Blanding's Turtle Recovery Project.

In addition to the hatchlings, Cosley Zoo houses seven sub-adult males with valuable genetics for use in a future breeding program as well as two adult males which are permanent residents of the zoo and are used as ambassador animals, helping staff members to create connections between zoo visitors and members of this locally endangered species.



One of Cosley Zoo's future breeding turtles takes a swim in the zoo's Blanding's Turtle Conservation Room.

Throughout the year, Cosley Zoo staff members and volunteers educate the public about the status of the Blanding's turtle and promote actions that will help to protect these animals

and their habitat. In 2021, education staff used videoconferencing to welcome program participants behind the scenes into the room where the hatchlings are being raised. While members of the public are typically unable to enter this room to prevent the turtles from becoming too accustomed to human presence, the virtual programming initiated as a result of the COVID-19 pandemic allowed us to take visitors into that space without compromising the turtles' welfare or eventual ability to be released.

Citizen Science

Training individuals to participate in citizen science is an impactful way to get them involved in their communities and raise awareness of the dangers that local species can face. Cosley Zoo hosts training sessions for two citizen science programs which give scientists significant information regarding the distribution of local species.



After being trained by Cosley Zoo education staff, backyard birders censused birds in their backyards and submitted their findings to the Great Backyard Bird Count.

The Great Backyard Bird Count, facilitated by the Cornell Lab of Ornithology, National Audubon Society, and Birds Canada, gives scientists important insights into bird populations when individuals worldwide take a census of the birds they see in a single weekend and enter their findings into a common database. In 2021, more than 300,000 birders participated, recording over 6,000 species in 190 countries.

In the weeks leading up to the Bird Count,
Cosley Zoo Educator Jackie Karnstedt facilitated
a virtual workshop for individuals and families,
teaching them how to identify common
backyard birds and to record and submit their
observations. Jackie also conducted a training
session for members of the zoo's Junior
Zookeepers teen program, who then spent
more than 60 hours observing birds during the
weekend of the count.

Cosley Zoo also sponsors a chapter of FrogWatch USA, an amphibian-monitoring program facilitated by the Association of Zoos and Aquariums (AZA). This program trains community members to become amphibian monitors who survey frog and toad populations in a local wetland by identifying calls and submitting data several times over the course of the breeding season. In 2021, Zookeeper Alison LaBarge conducted two virtual FrogWatch USA training sessions, resulting in 39 households being trained in amphibian monitoring techniques and 55 observations being submitted on behalf of Cosley Zoo's FrogWatch chapter.

AZA SAFE

In 2021, Cosley Zoo staff members continued to contribute to conservation efforts for imperiled species on a national/international level through participation in the Associations of Zoos and Aquariums' Saving Species From Extinction (AZA SAFE) programs. These programs harness the collaborative efforts of facilities nationwide to save species in danger of

extinction. Members of the Cosley Zoo team serve as representatives to the following SAFE programs:

- Vaquita porpoise Cosley Zoo supports the Public Engagement Team, which works to raise awareness of the world's most endangered marine mammal.
- American turtles This team works to conserve and expand populations of wild turtles (including the Blanding's turtle), assist wildlife managers working to protect turtles, and develop a pathway for confiscated turtles to participate in conservation efforts.
- North American monarch The Cosley Zoo team is part of a working group tasked with creating and protecting breeding habitat for monarch butterflies throughout their range.



Major threats to North American monarchs include habitat loss, pesticides, and climate change. The AZA SAFE North American Monarch program works to reduce these threats and inspire conservation efforts in support of monarchs.

North American songbirds – Members of the Cosley Zoo staff serve as members of the Citizen Science initiative for this SAFE program, which works to conserve the 318 species of songbirds which spend all or part of their life cycle in North America.

Conservation Team

Besides facilitating two FrogWatch USA training programs, Cosley Zoo's multi-departmental Conservation Team spearheaded several other initiatives, both at the zoo and offsite.

In May and September, the team led Cosley Zoo staff and community volunteers in cleanups of Cosley Zoo's adopted section of Winfield Creek, located just south of the zoo. They also organized a November restoration workday for Cosley Zoo staff at nearby Churchill Woods.

The Conservation Team sponsored recycling events for cell phones and holiday lights in 2021. Working with national organization Gorillas on the Line, the Cosley Zoo team and 29 other participating facilities collected a total of 10,116 cell phones and other electronic devices. During the holiday season, Cosley Zoo visitors dropped off their unwanted or broken string lights for recycling, diverting a total of 424 strands from the landfill.



More than 400 pounds of lights were recycled during the 2021 holiday season.

Plastic Free Ecochallenge

In July, Cosley Zoo once again signed on as a sponsor for Ecochallenge.org's Plastic Free Ecochallenge, which encourages individuals to reduce their dependence on single-use plastics. In addition to making a monetary donation as a

challenge sponsor, Cosley Zoo also organized a team of participants. At the conclusion of the monthlong challenge, the zoo's nineteenperson team placed 82nd out of 391 teams by completing activities such as forgoing disposable straws, choosing reusable water bottles and cups, and picking up litter.

Sustainable and Eco-friendly Products

For many years, Cosley Zoo has carried retail products which are eco-friendly, offering consumers "green" options and demonstrating the zoo's commitment to conservation. In 2021, we continued to expand our offerings of sustainable items for purchase.

A popular addition to the gift shop sales shelves was bagged coffee that is Certified Bird Friendly[®]. Bird-friendly coffee is grown in shaded areas, avoiding traditional coffee growers' practice of clearcutting fields and destroying bird habitat.



Bird-friendly coffee is available for purchase in Cosley Zoo's gift

We also began offering bird collision tape for sale. This tape adheres to windows and makes them more visible to birds, significantly

reducing the bird collisions which can cause significant injury or death. Selling bird-friendly products such as the coffee and collision tape helps the zoo to inspire its guests to practice conservation in their everyday lives while also demonstrating Cosley Zoo's commitment AZA SAFE's North American Songbird program.

With concessions drink orders, we began providing guests with bioassimilation straws, which function like plastic straws but are completely biodegradable.

Fundraising

Cosley Zoo also makes financial contributions to conservation by raising funds for various projects year-round. The zoo's Conservation Kiosk invites guests to donate their spare change towards helping one of three different species. As a result of 2021 visitor contributions, we donated \$500 each to conservation efforts for lions and monarch butterflies, and \$475 remained at Cosley Zoo in support of the Blanding's Turtle Recovery Project. Another \$2,037 was collected for the Blanding's turtles via donation requests at the point of sale in the Wild Side Gift Shop and Coyote Café concession stand.



Zoo visitors' spare change added up to a \$500 donation to lion conservation organizations.



BLANDING'S TURTLE

- SAFE FROM EXTENCTION
- This semi-aquatic turtle can live up to 80 years.
- Blanding's turtles are primarily found in the Great Lakes region of the United States. In Illinois, they are predominantly found in the northeast portion of the state, including DuPage County where Cosley Zoo is located.
- Cosley Zoo has been actively involved with the Blanding's Turtle Recovery Project since 2001.





NORTH AMERICAN **MONARCH**



- Monarchs travel up to 3,000 miles each fall from their breeding grounds in the US and Canada to their winter habitats in southern California and Mexico.
- With its striking orange and black pattern, the monarch is one of the most recognizable insects in the world.
- Special sensory cells on a monarch's antennae and feet help it to smell and taste.





AFRICAN LION



- Lions typically live in groups called prides, with females doing most
 of the hunting while the males protect the pride.
- A lion's roar can be heard up to 5 miles away.
- After the tiger, the lion is the second largest cat species in the world.



Each year, Cosley Zoo's Coins for Conservation kiosk raises funds supporting three animal species or groups.





Education sharing the message

In 2021, the Cosley Zoo education team continued to adapt to new restrictions and requirements put into place because of the COVID-19 pandemic. In 2020, most of the zoo's formal education offerings took place virtually. In 2021, as the demand for in-person programming began to return, education staff made modifications to program design and confirmation material to comply with new state guidelines for mask wearing, social distancing, and capacity limits while still providing a fun and educational experience. In addition, the team continued to add virtual offerings to their repertoire to accommodate those who preferred to learn remotely due to health concerns or simply convenience.

Program highlights

Some of the most significant programs which were introduced, re-introduced or modified in 2021 included:

 Unique in-person programs for individuals and families, including Sunset Stories,
 Junior Animal Trainer, and the Family Enrichment Workshop series.



A family makes "birdseed braids" for the zoo's chickens and songbirds during the first session of the brand-new Family Enrichment Workshop.

- New virtual programs for individuals and families. Some of the most popular offerings included Animals and Art, History of Cosley Zoo, Breakfast with the Birds, and training programs for The Great Backyard Bird Count and FrogWatch USA.
- Amended Discovery Stations which
 provided opportunities for social distancing
 and reduced the touching of shared items.
 These informal guest interactions,
 previously extremely hands-on, were
 modified to allow staff and volunteers to
 present information in an engaging way
 with minimized risk to presenter and
 participants.



Cosley Zoo's Discovery Stations were modified to allow guests to participate in an educational experience while still promoting social distancing and other pandemic-related safety precautions.

- Customized live animal video greetings for Valentine's Day, Easter and Christmas.
- Revised events which allowed visitors to continue their traditions of spending holidays at the zoo, but in a safe way that aligned with COVID-19 mitigations in place at the time. These events were met with great enthusiasm, with Easter Bunny Visits and Spooktacular Halloween Stroll filling to capacity and Santa's Craft Corner experiencing revenue that netted an alltime high.

- A series of three virtual workshops on topics such as conservation and zoo history for the zoo's Summer Teen Interpreters.
- The return of public duck feeding sessions after an 18-month hiatus.



Cosley Zoo visitors eagerly participated in duck feeding sessions when they returned in May 2021.

- Custom programs on amazing animal adaptations for West Aurora School District 129, who scheduled all 415 of their thirdgrade students for fall field trips to the zoo.
- Reworked summer camps, whose initial registration numbers were high enough to warrant the offering of an additional camp session to accommodate individuals on the wait list.

Junior Zookeepers (JZs)

During the 2020-2021 Junior Zookeeper Year, members of our teen program participated in a mixture of virtual and in-person activities, designed to provide a well-rounded experience in a safe environment. Large group meetings were hosted virtually, allowing the teens to attend from the safety of their homes. Meanwhile, some of the popular small group activities which were unable to be offered in 2020 resumed in person in 2021. These included training programs on facilitating duck feeding sessions, interpretation, animal observations, and animal handling as well as the summer incentives program, in which teens

who have contributed significantly to the program earn the privilege of assisting with animal care tasks.

When the 2021-2022 season began in September, staff and participants were delighted to be able to resume activities that took place primarily in person, while virtual opportunities continued to be offered for those who preferred them. A record-setting 54 Junior Zookeepers were onboarded in 2021.



Junior Zookeepers help to remove debris from Cosley Zoo's adopted section of Winfield Creek.

Caboose renovation

During 2021, the zoo's education team worked with a professional consultant to design a concept for the renovation of the interior of the zoo's iconic caboose. In 2008, a local Eagle Scout candidate transformed the caboose interior from an empty shell into a learning experience filled with interactive activities for children. While these activities were enjoyed by zoo visitors for many years, they had recently begun to show signs of wear and needed replacement. Activities supporting the new learning theme "Animals Are Like Me!" have been designed to help children develop a sense of empathy for animals. The new learning features are currently being fabricated, and we look forward to reopening the caboose in 2022.

Program numbers

While education program participant numbers have not yet increased to pre-COVID levels, that is not unexpected. Capacity limits put in place by the state of Illinois, restrictions on school field trips, and the rise in prominence of the omicron COVID-19 variant all affected Cosley Zoo's 2021 program participant numbers. Despite these challenges, zoo staff was still able to provide educational experiences for more than 50,000 individuals, an enormous increase from the 4,968 people participating in programs in 2020. The chart below shows a breakdown of participation by program type.

Numbers of Program Participants in 2021				
Type of program	Number of participants	Percentage of total		
Guest Engagement	40,431	77%		
Rentals	2,781	5%		
Camps	119	<1%		
Outreach	3,311	6%		
Junior Zookeepers	546	1%		
Special Events	2,300	4%		
School Programs	2,068	4%		
Scout Programs	34	<1%		
Park District Programs	808	2%		
Total	52,398	100%		

Guest Engagement: Informal drop-in programs which do not require registration. Guest Engagement includes Discovery Stations, animal encounters, and duck feeding.

Rentals: Reservations of a space at the zoo for a party, meeting, or other private event. Rentals often include educational animal presentations.

Camps: Week-long summer programs for children ages 4-15.

Outreach: Educational programs which take place at another organization's facility, such as a school, church, or retirement community.

Junior Zookeepers: Meetings and other gatherings of Cosley Zoo's teen program.

Special Events: Celebrations open to the public.

School Programs: Education offerings designed to complement classroom curriculum or meet other specific needs.

Scout Programs: Education offerings designed to complement scout badge requirements.

Park District Programs: Programs for individuals and families.



People making connections

While animals may provide the initial draw for individuals and families to visit Cosley Zoo, it is the people associated with the zoo who really make our guests' visits special. The zoo's staff, interns, volunteers and supporters all play a role in making Cosley Zoo an amazing place to visit, learn, and work.

Staff milestones and transitions

The Cosley Zoo team warmly welcomed several new staff members in 2021. Teddy Almer, former Cosley Zoo animal care intern, accepted a permanent zookeeper position, coming to us after three years as the Lead Keeper at Worcester, Massachusetts' EcoTarium. Allison Ginsburg also joined the zookeeper staff, bringing to Cosley Zoo with extensive animal care experience gained by working at several AZA-accredited zoos and aquariums. Allison filled the Zookeeper position vacated when Heather Christophe was promoted to Lead Zookeper & Animal Welfare Coordinator. Peter Davia joined the Cosley Zoo staff as a Building & Grounds Assistant in May and was promoted to Building & Grounds Supervisor in September. Peter comes to Cosley Zoo with vast experience in a variety of trades including painting, electrical, plumbing, and drywall.

Two zoo staff members celebrated milestone anniversaries in 2020. Jon Scheiwe from the Buildings & Grounds Department celebrated five years as part of the zoo team, and Animal Curator Angie Musselman also reached a significant milestone, celebrating 25 years of employment. Congratulations, Jon and Angie!

Interdepartmental teams

To promote the zoo's initiatives, ensure an excellent visitor experience, and foster a culture of safety, the zoo has established several

interdepartmental staff teams, which achieved significant accomplishments in 2021.

 Animal Handling Team: This team works to ensure that all staff members who handle ambassador animals are thoroughly and consistently trained in safe handling practices and presentation skills. The team spent 2021 working on a presentation testing guide which will be used to help assess the ability of staff and volunteers to give effective ambassador animal presentations.



Cosley Zoo's Animal Handling Team facilitates the training of staff, volunteers, and interns who utilize ambassador animals in public presentations.

- Conservation Team: The Conservation
 Team facilitated recycling drives for cell
 phones and holiday lights, hosted two
 stream cleanups for members of the
 public and zoo staff, updated content
 for the zoo's website, and sponsored
 two staff volunteer workdays at local
 forest preserve sites.
- Diversity, Equity and Inclusion: This team developed a three-year strategic plan and created social media content for Black History Month.
- Emergency Preparedness Team: The team facilitated four emergency response drills, presented several

interactive staff trainings on emergency procedures, and worked with other small Illinois zoos to create a Memorandum of Understanding and resource list which can be used to facilitate collaboration in the event of a large-scale emergency.

Volunteers

Volunteers have always been an integral part of Cosley Zoo's team. These dedicated individuals help the zoo to fulfill its mission by interpreting zoo exhibits, assisting with animal care tasks, and keeping the zoo grounds free from litter.



Interpretive Volunteer Elaine Purnell facilitates a public duck feeding session.

In spring 2021, Cosley Zoo was delighted to welcome volunteers back to their posts after a yearlong hiatus necessitated by the COVID-19 pandemic. Volunteers donated a total of 2,012 hours of their time (a monetary value of \$57,436.75 according to independent sector.org) in 2021.

The zoo's education team was especially excited for the return of the Summer Teen Interpreters program in June 2021. This opportunity, in which young people entering grades 7-12 are trained on interpretive techniques before utilizing their newfound skills to enhance the experience of zoo visitors, is often the first volunteer experience for the teens who participate. The 2021 Summer Teen season

welcomed 18 participants who contributed a total of 508 hours, the highest participation numbers since the program's inception in 2013.



A Summer Teen Interpreter teaches young visitors about raccoons.

Visitorship

Zoo attendance was at its peak in 2021, with record attendance numbers. Timed ticketing, which was implemented in 2020 to comply with capacity limits enacted by the state as part of the Restore Illinois Plan to mitigate the spread of COVID-19, was continued in 2021 in order to help spread out visitation and manage the zoo's small parking lot. Using a timed ticketing program also provides zoo staff with contact information for visitors, allowing us to maintain connections with them after their zoo visit.

Cosley Zoo's 2021 visitors came from six countries and 48 US states, as well as the District of Columbia, Puerto Rico and the US Virgin Islands. The tables below and maps on the following pages show a more detailed breakdown of our visitors' demographics, residency, and zoo membership status.

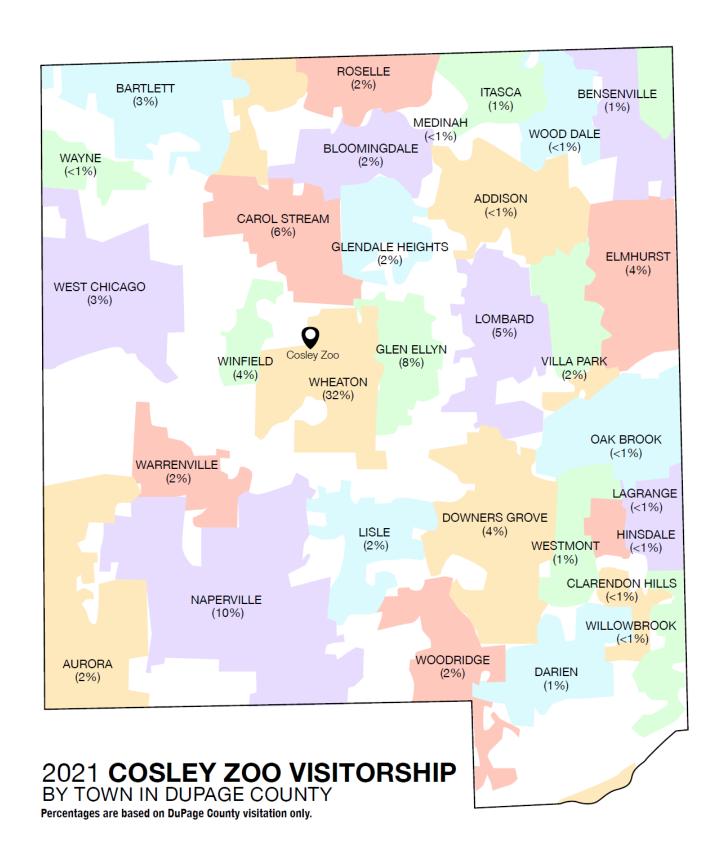
2021 visitor data (age)				
Age group	Number of visitors	Percentage of total		
Child (birth-17 years)	86,806	50%		
Adult (18-54 years)	71,181	41%		
Senior (55+ years)	15,625	9%		
Total	173,612	100%		

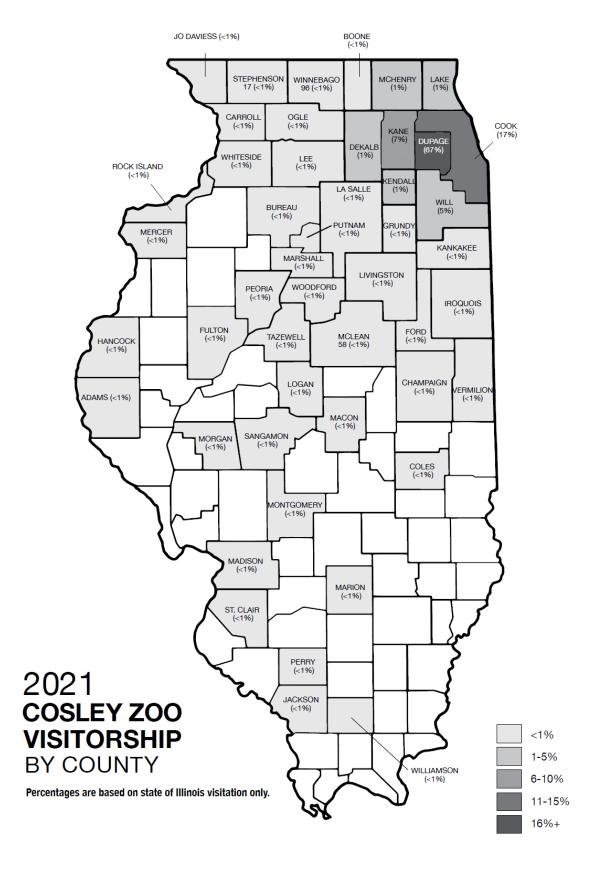
2021 visitor data (residency)			
Age group	Number of visitors	Percentage of total	
Wheaton Park District residents	22,570	13%	
Non-residents	151,042	87%	
Total	173,612	100%	

2021 visitor data (members/nonmembers)				
Membership status	Number of visitors	Percentage of total		
Cosley Zoo members	13,504	8%		
Nonmembers	160,108	92%		
Total	173,612	100%		

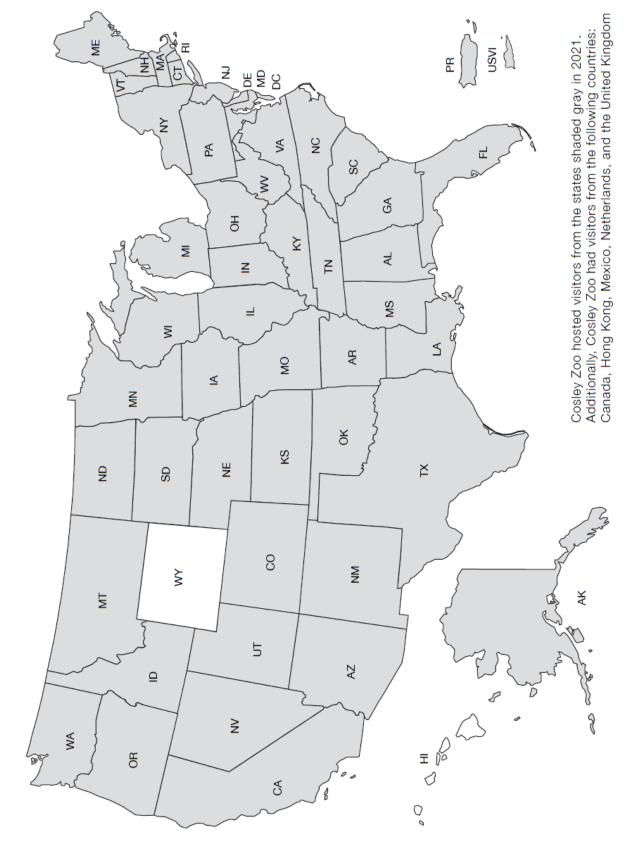
2021 visitor data (paid visitors vs. free admission)				
Admission type	Number of visitors	Percentage of total		
Paid admission	57,742	33%		
Free admission*	115,870	67%		
Total	173,612	100%		

^{*}Visitors receiving free admission include Wheaton Park District residents, all children 17 and under regardless of residency, Cosley Zoo members, and members of reciprocal institutions.

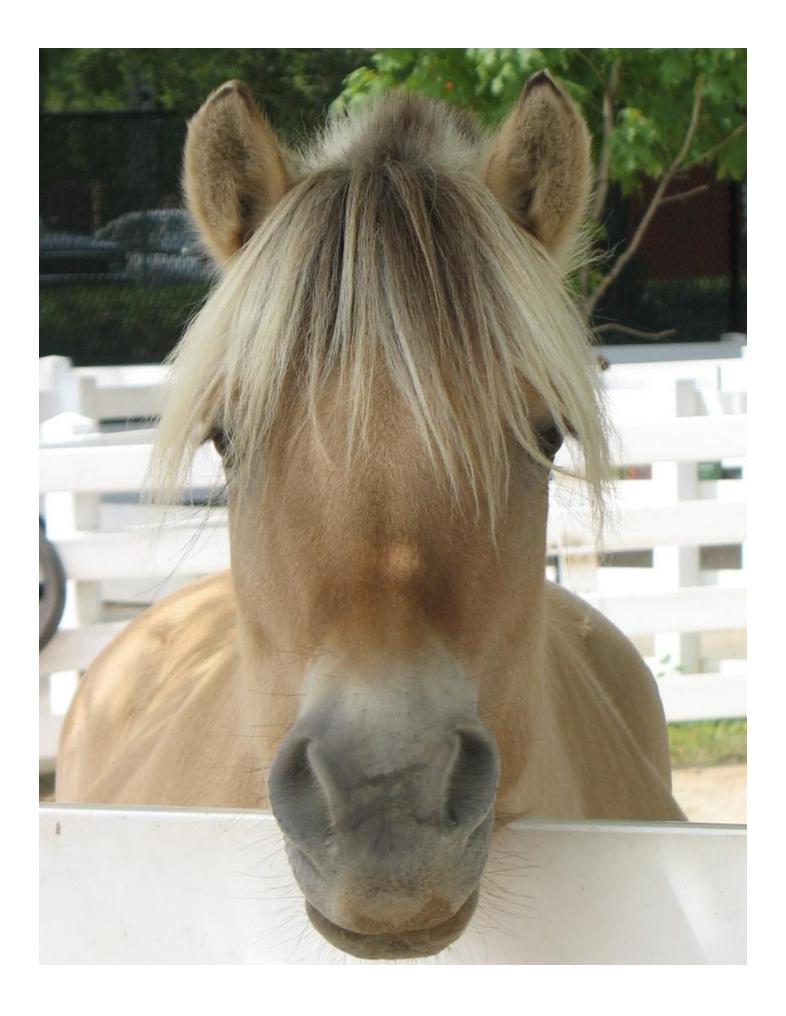




2021 COSLEY ZOO VISITORSHIP BY STATE



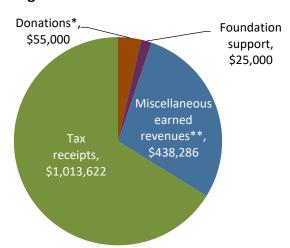




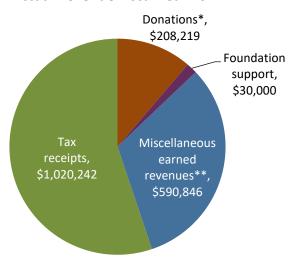
Finance dollars and sense

Budgeted revenue for 2021 totaled \$1,531,908 with actual revenue of \$1,849,307.

Budgeted Revenue Fiscal Year 2021



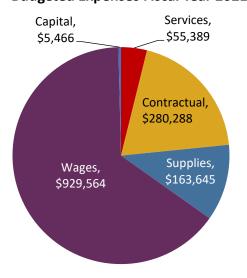
Actual Revenue Fiscal Year 2021



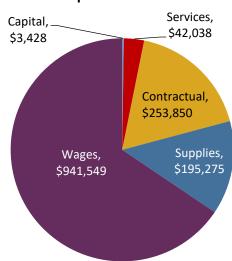
^{*}Donations include Holiday Wish Tree, Coins for Conservation, donations through the zoo's online ticketing system, and conservation donations requested at the gift shop register. Actual revenue from donations was much greater than the budgeted amount due in large part to a generous donor who continued to contribute \$75,000 in annual operational support and a shift in funds from the capital campaign to operational support.

Budgeted expenses for 2021 totaled \$1,434,352 with actual expenses of \$1,436,140. The zoo experienced a net income of \$413,167.

Budgeted Expenses Fiscal Year 2021



Actual Expenses Fiscal Year 2021



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

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. Information pertaining to Cosley Foundation revenue may be found on page 31.

Wheaton Park District Earned Revenue Sources, 2017-2021					
Revenue Source	2017	2018	2019	2020°	2021
Donations,	\$23,538	\$32,981ª	\$66,184 ^b	\$163,536 ^d	\$208,219
sponsorships and grants					
Penny and wind	\$6,417	\$5,048	\$5,220	\$74	\$3,050
machine					
Animal adoptions	\$1,709	\$1,095	\$865	\$1,688	\$1,665
General admission	\$348,853	\$287,566	\$278,933	\$199,495	\$418,684 ^e
Programs, events and	\$182,389	\$194,394	\$220,106	\$36,808	\$135,472
rentals					
Cosley Foundation	\$18,750	\$25,000	\$25,000	\$30,000	\$30,000
support					
Interest and	\$4,862	\$15,333	\$34,294	\$18,445	\$1,797
miscellaneous income					
Total revenue	\$586,518	\$561,417	\$630,602	\$450,046	\$798,887

^a Donations increased significantly due to a new donation program at the Wild Side Gift Shop point of sale and a personal contribution.

In 2021, Cosley Zoo was the recipient of several substantial operational grants and donations. These funds made possible the following purchases, some of which will occur in 2022:

- A pulse oximeter with ECG and otoscope/opthalmoscope for animal diagnostic use
- A desktop computer and tablet for use by the zookeeper staff to facilitate behavioral observations and daily recordkeeping
- A large animal scale
- New ambassador animal enclosures
- Classroom technology upgrades, including a SMART board, laptop, wi-fi, document camera, and lighting, that will enhance the zoo's education programs
- A van to be used for Zoo to You outreach programs

- An artificial log shelter for the rabbit yard
- An electronic information kiosk for guests

Cosley Zoo staff is grateful for the generous donors who made these purchases possible.

^b There was another significant increase in donations due to an increase in the previously mentioned personal contribution and several new event sponsorships.

^cThe 2020 COVID-19 pandemic resulted in a four-month zoo shutdown, which had a significant impact on many sources of revenue.

^a Fall and year-end appeals were enhanced with a \$75,000 match donation, which significantly increased contributions.

 $[^]e$ The admission fee increased in 2021 from \$7 to \$8 for non-resident adults and \$6 to \$7 for non-resident seniors.



Cosley Zoo Director Susan Wahlgren (second from right) and Cosley Foundation President Susan Varcak (far right) accept a \$5,000 check from the Carol Stream Rotary Club.



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 board continues to expand and offer strong support as we look to the zoo's future. The board welcomed three new members in 2021, and as of December 31, the Cosley Foundation board consisted of:

Matt Szafranski, President Shayne Purdue, Vice President Michael Benard, Secretary Adam Sharpee, Treasurer Jennifer Clark Phyllis Geyer Rachel Ittner Larry Kmiecik Ashley Rabatic Susan Varcak

Cosley Zoo's very first spring appeal was a remarkable success in large part due to a generous matching grant awarded by an

anonymous donor. The \$15,000 matching grant helped the Cosley Foundation raise \$31,815 for the zoo. This was the first of three appeals in the 2021 calendar year.

In addition to fundraising appeals, the Cosley Foundation sponsors several events throughout the year to raise funds for capital projects and support operations. While the COVID-19 pandemic caused a significant decrease in many areas of revenue in 2020, we saw many of them rebound in 2021, realizing record revenue in several areas (Festival of Lights, Pumpkin Fest and retail sales).

The sale of zoo memberships also reached an all-time high in 2021, with 998 families registered as Cosley Zoo members.

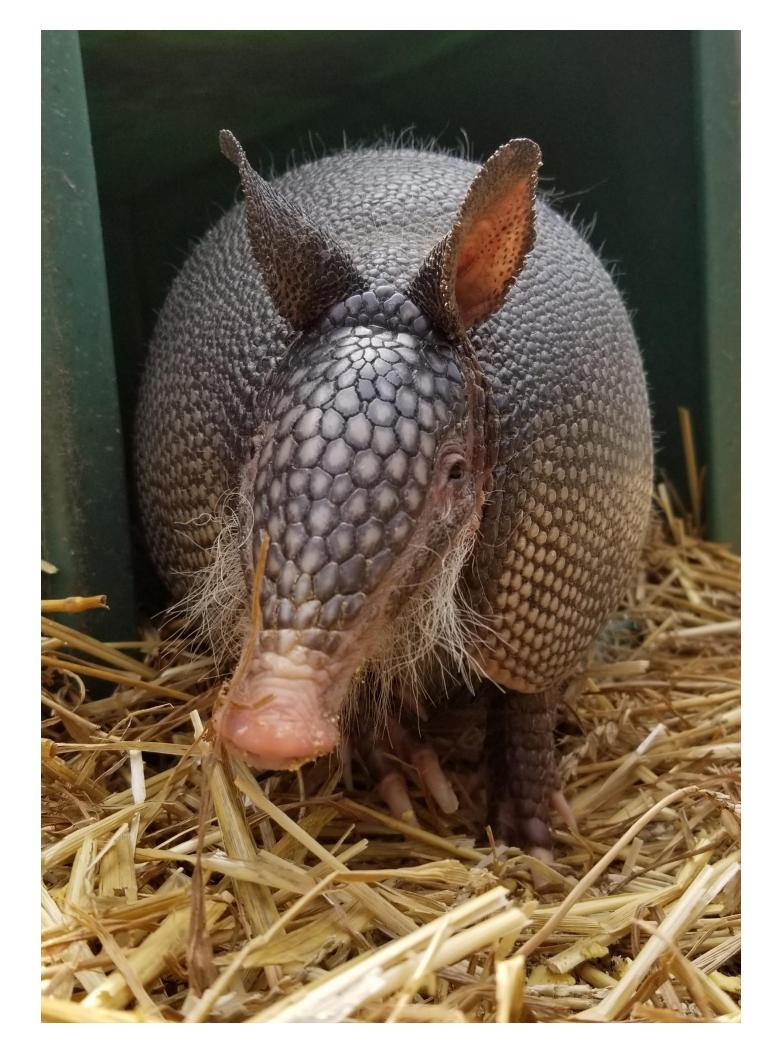
Cosley Zoo Member Families 2019-2021			
	2019	2020	2021
Number of families	848	618	998

The following chart shows the amount of revenue gained from Cosley Foundation fundraisers, as well as a five-year comparison of funds earned.

Cosley Foundation Net Revenue 2017-2021					
Revenue Source	2017	2018	2019	2020 ^b	2021
Zoo Membership	\$29,331	\$36,462	\$54,471	\$34,129	\$58,759
Retail Revenue	\$110,653	\$104,527	\$110,129	\$72,666	\$158,533
General Donations	\$27,100	\$43,913	\$68,149	\$119,042	\$210,795
Capital Donations (Renew the Zoo) ^a	\$70,724	(\$15,719)	\$14,546	\$148,279	(\$61,496)
Run for the Animals	\$56,045	\$64,114	\$64,702	\$23,239	\$23,967
Cosley Classic Golf Outing	\$38,646	\$40,161	\$39,743	\$15,643	\$37,576
Pumpkin Fest	\$9,113	\$15,717	\$12,730	\$16,998	\$17,816
Festival of Lights & Tree Sales	\$101,753	\$102,188	\$117,429	\$113,216	\$134,790
Total Net Revenue	\$443,365	\$391,363	\$481,899	\$543,212	\$580,740

^o All expenses for both general and capital donations are taken from the gross Capital Donation proceeds, resulting in negative balances during selected years.

^b Many areas of revenue experienced a significant decrease in revenue in 2020 due to the COVID-19 pandemic.



Marketing communicating our vision

At the beginning of each calendar year, we review the past year's successes and make a plan for marketing and development goals. We organize a monthly calendar to outline our various initiatives, events and projects.

It is important that we focus on sharing the Cosley Zoo story and driving attendance through all communication channels to include public relations, digital marketing, static signage, social media and online and print media.

In 2021, we continued to require advance ticket reservations using the Eventbrite ticketing system. In doing so, we were able to grow our email data base tremendously and communicate our programs and events to a larger audience.

We issued a total of four press releases, distributed 39 e-mail blasts and designed 30 social media posts. E-mail marketing continues to be one of our most effective methods of marketing due to our targeted subscriber data base. The average open rate is 39% with a click-through rate of 10%.

Our social media following has grown dramatically and our engagement continues to be strong. In 2021, Cosley Zoo's Facebook following increased to 22,000 (up from 20,000 in 2020), and our Instagram following reached 2,838 (up from 2,300 in 2020).

Additional marketing highlights in 2021 included:

- Sending more than 6,500 direct mail and e-mail promotions to area schools, day cares and park districts to promote virtual programming.
- Printing signage for display at the zoo.

- Featuring zoo programs and events in the Wheaton Park District's quarterly digital program guide.
- Selling tickets to the brand-new All Together Virtual Concert in partnership with the Association of Zoos and Aquariums (AZA). This concert, featuring artists including Brad Paisley and Old Dominion, raised funds to assist zoos and aquariums impacted by COVID-19.
- Participating in interviews with NBC's Chris Coffey, WGN's Marcella Raymond, WBBM's Steve Miller, and Batavia Public Library staff for a Facebook Live program.



Educator and Teen Specialist Jackie Karnstedt participates in a live interview with WGN-TV.

- Participating in a takeover of AZA's social media pages, sharing six posts that highlighted the Blanding's Turtle Recovery Project.
- Distributing Cosley Tails e-newsletters highlighting various animals, staff members and conservation efforts.
- Highlighting events and daily activities on the television screen displayed in the gift shop.
- Posting news, photos and program information on social media.
- Maintaining profiles and links from various advertisers such as kidlist.com, timeout.com, yelp.com,

- chicagoparent.com, and discoverdupage.com.
- Participating in the Three Fires Boy Scout Council STEM Spectacular, where our staff promoted the zoo and the variety of education programs we offer.
- Continuing the zoo's presence on yelp.com. The page received a large increase in profile views, up to 3,100 from 2,300 in 2020.

Cosley Zoo's website, cosleyzoo.org, continues to experience an increase in visitation. In 2021, the zoo had 275,483 unique visitors as compared to 229,882 in 2020.



More than 275,000 unique visitors viewed Cosley Zoo's website in 2021.

The top five frequented pages were:

- 1. homepage (216,344)
- 2. /plan-your-visit/tickets/ (49,012)
- 3. /plan-your-visit/ (41,710)
- 4. /event-calendar/festival-of-lights-andtree-sales/ (23,924)
- /plan-your-visit/fees-reservations/ (22,724)

The top 10 referral sites were:

- 1. facebook.com
- 2. mykidlist.com
- 3. hedgehogworld.com
- 4. timeout.com
- 5. chicagoparent.com
- 6. alittletimeandakeyboard.com
- 7. discoverdupage.com
- 8. duckduckgo.com
- 9. wheatonparkdistrict.com
- 10. eventbrite.com

Mobile devices are still representing a high majority of users at 68% as compared to 62% in 2020.

The collage on the next several pages highlights various ads, signage, eblasts, and other graphics created for Cosley Zoo in 2021.

Marketing Collage

General Facility



VIRTUAL & IN-PERSON PROGRAMS

Register at cosleyzoo.org





			AL DEALS	
	Inclu	des Chips or A	nimal Crackers & Medium Drink	
Pizza Meal		\$9.00	Kraft Mac & Cheese Meal	\$7.00
isenberg Hot Do	g Meal	\$6.75	Smucker's Peanut Butter &	Jelly Meal \$5.75
Chicken Nuggets	Meal	\$7.50		
		F00	D & SNACKS	
Eisenberg Hot Do	g	\$3.75	Cheese Dog	\$4.25
Chicken Nuggets		\$4.50	Kraft Macaroni & Cheese	\$4.00
Pretzel	zel		Pretzel with Cheese	\$4.25
5" Personal Chee	se Pizza	za \$6.25 Smucker's Peanut Butter		Jelly \$2.75
Nachos (Jalapenos or Extra Oheese 60g)		\$4.50	Chips, Animal Crackers	\$1.50
Candy		\$2.25	Ice Cream	\$2.50-\$3.50
			Root Beer Floats	\$2.95-\$3.95
		BE	EVERAGES	
ountain Drink	Small	\$1.85	Bottled Water	\$2.00
	Medium	\$2.10	Hot Chocolate, Coffee	\$1.50
	Large	\$2.35	Juice Box	\$1.30







Thank you and enjoy the zoo!



Special Events



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WHEATON BANK















NOVEMBER 26-DECEMBER 30

FREE ADMISSION

Sponsored by







Education & Outreach









ZOO AND AQUARIUM CAUCUS









Join Cosley Zoo in supporting the conservation of birds around the world!



Eblasts





Northwestern Medicine

LiFirst Trust

BORTER FIX: O MILESON
JOHOK POND
STORY POND





Eblasts



Wheaton Park District's Cosley Zoo Maintains AZA Accreditation

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