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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

Like all zoos accredited by the Association of Zoos and Aquariums, Cosley Zoo is an organization driven by a mission. Our mission is a way for us to demonstrate our organizational values to both staff and visitors. It helps us focus our energy and attention, spark new ideas, shape our culture, send a powerful message to our supporters, drive action and facilitate evaluation and improvement. Simply put, our mission states why we exist.

While having a mission is crucial to our culture, it is also important to have a vision. Unlike a mission statement that concentrates on the present, a vision statement focuses on the future. It states what will happen if we fulfill our mission. It is a source of inspiration and motivation. Together, our mission and vision statements remind us what we are doing and what we hope to achieve.

As a conservation-based institution, we knew that it was important for these statements to reflect our passion for inspiring people to care about animals. Both the mission and vision provide a deep and unified purpose and motivation for all of our team members.

You will notice that creating connections is a key component of the zoo's mission. One of the most significant ways that the zoo creates these connections is through educational programs and activities. Whether a ten-minute informal animal visit or a day-long workshop, a Cosley Zoo program provides an impactful and truly meaningful way for guests to connect with animals, get excited about conservation, and find out what they can do to make a difference.

Despite its small size, Cosley Zoo has an enormous impact, connecting with more than 400,000 people through educational programming in the last five years. This impact does not stop at the borders of Wheaton or even DuPage County, but extends to areas throughout northern Illinois. From Mokena to McHenry, from Evanston to DeKalb, the zoo provides programming for people from a broad geographical region. Whether traveling to the zoo or having the zoo come to them, people and groups significantly benefit from the messages provided by our professional education staff.

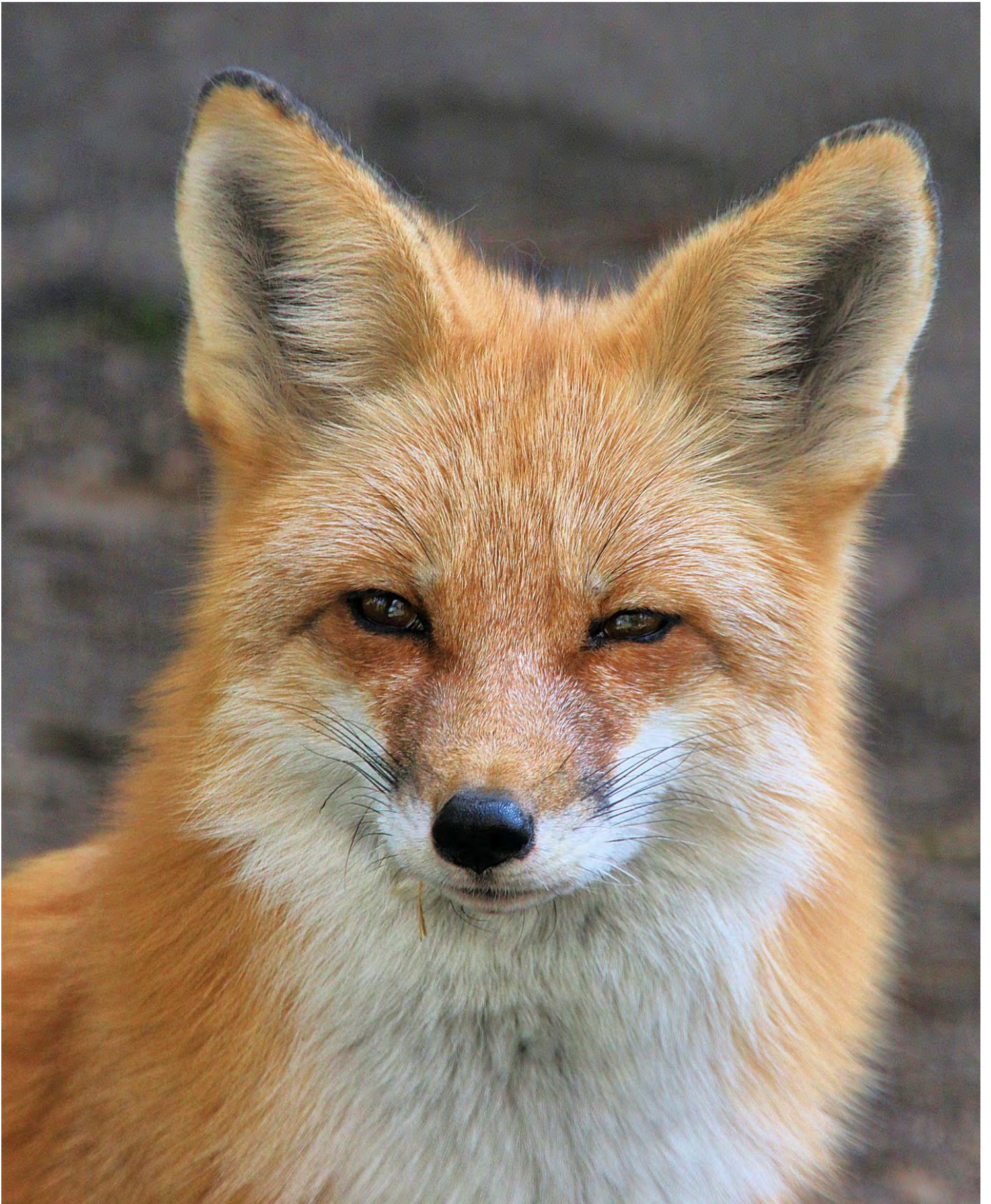
As you peruse the pages of the zoo's 2018 annual report, I would encourage you to think about the enormous impact that Cosley Zoo has in the greater Chicago region, connecting people to animals and inspiring conservation action.

Respectfully,



Susan L. Wahlgren  
Cosley Zoo Director





# Animal Welfare our primary focus

Providing animals with the highest level of welfare takes much more than just ensuring that they are fed and watered and that their habitats are clean. It also means guaranteeing that the animals' behavioral and psychological needs are met. Animal welfare has always been at the forefront of what Cosley Zoo's animal care team does, but in 2018 zoo staff made significant changes to the animal welfare program. These changes help to ensure that we are not only meeting, but exceeding, the highest welfare standards and providing our animals with the best possible quality of life.

Early in 2018, Lead Zookeeper Jenny Theuman's job responsibilities expanded when she was also named the zoo's Animal Welfare Coordinator. Jenny immediately began taking steps to more formally assess, document, and track the welfare of each of the zoo's animals.



*Cosley Zoo's animal welfare program monitors and tracks an animal's well-being through all stages of life.*

One significant change was the implementation of Zoo Monitor, a web-based program provided by Lincoln Park Zoo, which is used to document behavior patterns and show how animals use their habitats. After the program analyzes the data, zoo staff can then use the information to make changes in animal management, encouraging animals to more fully utilize their space or decreasing the occurrence of undesirable behaviors. Cosley Zoo is the first small zoo to begin using Zoo Monitor, which is currently also being used by organizations such as Disney's Animal Kingdom, Cleveland Metroparks Zoo, Denver Zoo, and Monterey Bay Aquarium, institutions which are leaders in animal welfare programs.



*Cosley Zoo's animal habitats provide the animals with optimal welfare by encouraging them to exhibit natural behaviors.*

Another new element of Cosley Zoo’s animal welfare program is the animal welfare reporting system. While all zoo staff have always been encouraged to report any concerns regarding animal welfare, there is now a formalized program in place to document and track the status of animal welfare concerns. Cosley Zoo staff also completed a new Animal Welfare Handbook, which includes every aspect of animal care, including goals and objectives, staff expectations, and the procedure for documenting concerns. This handbook was given glowing reviews from animal welfare experts from across the country who reviewed the document before it was rolled out to staff.



*Cosley Zoo staff members constantly monitor and assess animal welfare as part of their daily routines.*

Because animal welfare is an ever-evolving field, Cosley Zoo provides animal care staff with opportunities to gain knowledge and increase their skills whenever possible. In 2018, four zoo staff members attended the International Marine Animal Trainers’ Association Regional Workshop at Minnesota Zoo. Additionally, Cosley Zoo Director Susan Wahlgren attended the DuPage Foundation’s Animal Welfare Convening, where she networked with other

local organizations as they assessed facility needs for improved animal welfare. In August, Cosley Zoo hosted the annual meeting of the Illinois Zoo Association, a gathering of representatives from small Illinois zoos. Guest speaker Katie Cronin, Senior Animal Welfare Scientist at Lincoln Park Zoo, gave a presentation on welfare and spent time discussing welfare assessments with Cosley Zoo staff.

Realizing that animal welfare is not a 9 to 5 responsibility, but a duty to our animals 24 hours a day and seven days a week, Cosley Zoo has a Storm Rider Team which is activated in the event of severe weather, such as a heavy snowfall. Team members stay overnight at the zoo to ensure that someone is caring for the animals even if most of the staff is unable to travel.

Educating others about the important work that Cosley Zoo does on behalf of animal welfare is also important to the program’s success. In the fall of 2018, Cosley Zoo’s education staff developed and presented custom assembly programs for the more than 1,600 students in four Kaneland School District elementary schools. These programs complemented the schools’ curriculum and their One School, One Book read *The One and Only Ivan* by Katherine Applegate. The message of the book and the zoo’s presentations focused on the excellent care that accredited zoos provide for animals.



*A slide from a custom PowerPoint presentation designed for Kaneland Elementary schools discusses gorilla conservation and care in accredited zoos.*

# Cosley Zoo Animals



## AMPHIBIANS

# SPECIES | 2  
# SPECIMENS | 13



## INVERTEBRATES

# SPECIES | 4  
# SPECIMENS | 2  
# GROUPS | 2\*



## BIRDS

# SPECIES | 29  
# SPECIMENS | 92



## MAMMALS

# SPECIES | 17  
# SPECIMENS | 38



## REPTILES

# SPECIES | 9  
# SPECIMENS | 13

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

## New to the Zoo



Four-toed hedgehogs | 3



Western dusky hognose snake | 1



Eastern rat snake | 1



Rabbits | 2



White-tailed deer | 1



Screech owl | 1



American robin | 1



Baltimore oriole | 2



House finch | 1





# Conservation **making a difference**

Conservation is a key component of the mission of Cosley Zoo, as well as other Association of Zoos and Aquariums (AZA)-accredited facilities nationwide. Ensuring the health and stability of wild animal populations is one of Cosley Zoo's top priorities. The zoo participates in several conservation programs on both a local and global level.

Cosley Zoo's most intensive involvement in a field conservation program involves the state-endangered Blanding's turtle (*Emydoidea blandingii*). Cosley Zoo has partnered with the Forest Preserve District of DuPage County and other area organizations on this project since 2001. The Forest Preserve District staff collects gravid (pregnant) females from the field, and these turtles are kept in human care until they lay their eggs. Once the eggs are laid, the females are released and zoo staff helps to raise the hatchlings at an accelerated rate. Because hatchlings are extremely vulnerable to predation in the wild, rearing them in a protected area can greatly increase their survival rate and the likelihood that they will live to reproductive age. In 2018, 88 Head Start turtles raised at Cosley Zoo were released at local wetland sites, and 54 more arrived at Cosley Zoo, to be reared by our staff and released in 2019.



Cosley Zoo staff prepares for a Blanding's turtle release at a local forest preserve site.

In order to provide the hatchling turtles with the best possible chance for success, in 2018 Cosley Zoo began working with Dr. Rodney Scott, Wheaton College Associate Professor of Genetics. Dr. Scott and his students collected swabs from the turtles Cosley Zoo is rearing, as well as water samples from their habitats, to compare to those of turtles in the wild. By comparing the microbial content of the two environments, zoo staff can learn where changes need to be made in order for the zoo habitats to match the wild habitats more closely.

In addition to rearing the young turtles, Cosley Zoo also contributes to the project by housing male turtles to be used for future breeding opportunities and educating the public about this local endangered species. Many of our formal programs, particularly Boy and Girl Scout programs which focus on endangered species, highlight the Blanding's Turtle as an example of an endangered animal that can be found, in some cases, right in our own backyards. By speaking with the scouts about easy actions they can take for the environment (putting trash in the proper receptacles, avoiding single-use plastics, etc.), we are empowering them to make a difference in their own neighborhoods. We also educate guests informally through the use of mobile "Critter Carts" containing animal artifacts. While guests are not able to enter the room in which we rear the Blanding's turtles, they can touch turtle artifacts and view video feeds of the turtles on television monitors, allowing them to connect with the animals while still preserving the integrity of the project.

Globally, Cosley Zoo still continues to be an active partner in the AZA Saving Species From Extinction (SAFE) program for the vaquita, the world's most endangered marine mammal,

which is endemic to the Gulf of California off the Mexican coast. As part of the Public Engagement Team, Cosley Zoo's role is to help raise awareness of the plight of this species and encourage people to take action on its behalf. In 2018, zoo staff and volunteers spent October weekends asking visitors to participate in the 1 Million Cards campaign, which encouraged Mexico's new president to continue the previous administration's efforts to protect the vaquita. The zoo also used social media to raise awareness and collect additional signatures for a virtual petition.



*Cosley Zoo staff and volunteers collected signatures in support of vaquita conservation.*

Cosley Zoo continues to take part in citizen science programs, mobilizing visitors to contribute to scientific research by providing them with the training and tools they need to confidently collect data that will help scientists to analyze various wildlife populations. In 2018, Cosley Zoo's education staff trained 29 people to participate in The National Audubon Society/Cornell Laboratory of Ornithology's Great Backyard Bird Count. This citizen science initiative allows individuals monitoring birds from their own backyards to contribute valuable data which helps scientists to analyze bird populations and migratory patterns. The zoo's conservation team also trained 28 volunteer amphibian monitors to participate in AZA's flagship citizen science program, FrogWatch USA, by identifying and submitting data on frog and toad calls in their local areas.

Zoo staff, led by the Cosley Zoo Conservation Team, also works to ensure that we are incorporating eco-friendly practices in all aspects of zoo operations, aiming to set an example for how to reduce waste and conserve resources in the workplace environment. Some of the zoo's green initiatives include using a rain barrel to collect water for landscape watering, enacting a "One Paper Towel" challenge to reduce disposable product waste, reducing the use of single-use plastics such as drinking straws, and organizing groups of staff members and volunteers to participate in the DuPage River Sweep and a restoration workday at Waterfall Glen Forest Preserve in Darien.



*Cosley Zoo staff members and volunteers participate in a restoration workday to help the local environment.*

While active involvement is crucial to conservation success, many programs also require funding in order to survive. In 2018, Cosley Zoo raised funds for several conservation initiatives, both locally and worldwide. The zoo raises funds through donation requests at the gift shop register, the Coins for Conservation kiosk, and by donating a portion of the proceeds from selected special events. Beneficiaries of these donations included Cosley Zoo's own Blanding's Turtle Head Start Program, as well as VaquitaCPR, The Giraffe Conservation Foundation, and the Minnesota Zoo Foundation in support of the Asian Wild Horse.

## Conservation at the Zoo

**\$575**

for vaquita conservation



**\$425**

for Asian wild horse conservation



**\$800**

for giraffe conservation



**\$9,760**

raised for Blanding's turtle conservation at Cosley Zoo



**88**

endangered Blanding's turtles released into the wild

**576**

signed postcards collected to send to the Mexican government in support of vaquita conservation



**11,850**

pounds of material diverted from the landfill via recycling



**76,183**

people participated in conservation education programs



**57**

citizen scientists trained



**70**

conservation-themed social media posts reached a total of 68,953 people





# Education sharing the message

Zoos and aquariums play an important role in conservation education. Cosley Zoo's small size and focus on native Illinois wildlife and domestic farm animals make it a perfect setting for fostering connections between humans and the animals that most directly affect their lives. These connections set the stage for visitors to develop their own conservation ethic, becoming lifelong advocates for the natural world.

Every zoo staff member, intern, and volunteer is committed to providing educational opportunities for our guests, 75,000 of whom participated in education programs in 2018. Whether giving a tour to a senior group, visiting a school classroom, facilitating a duck or chicken feeding session, hosting a behind-the-scenes experience, conducting a training demonstration, or interpreting an animal exhibit, each Cosley Zoo team member plays a critical role in fulfilling the zoo's mission.

New educational opportunities in 2018 included:

- A complete revision of the Eco-Exploration backpacks, packs filled with activities that families can participate in during their zoo visit in order to help them enhance their understanding of animals and nature
- A teacher workshop focused on inquiry-based learning in the classroom, promoting the use of hands-on techniques and activities which can help to increase students' understanding of science content
- Custom programs on animal welfare for all four of the Kaneland District's elementary schools
- A citizen science training program for individuals wishing to participate in the Great Backyard Bird Count

- The creation of an Instagram page, which the zoo can use to communicate conservation messaging with a new audience
- Attendance at Reptile Fest in Chicago and Benedictine University's Turtle Discovery Day, promoting the Blanding's Turtle Recovery Project
- A popular new summer camp entitled Zoo Scientists, in which participants learn about science concepts through hands-on activities and live animal interactions
- A Junior Zookeeper field trip to Racine Zoo, during which members of Cosley Zoo's teen club met with Racine Zoo's Volunteers and participated in a private tour and giraffe feeding opportunity

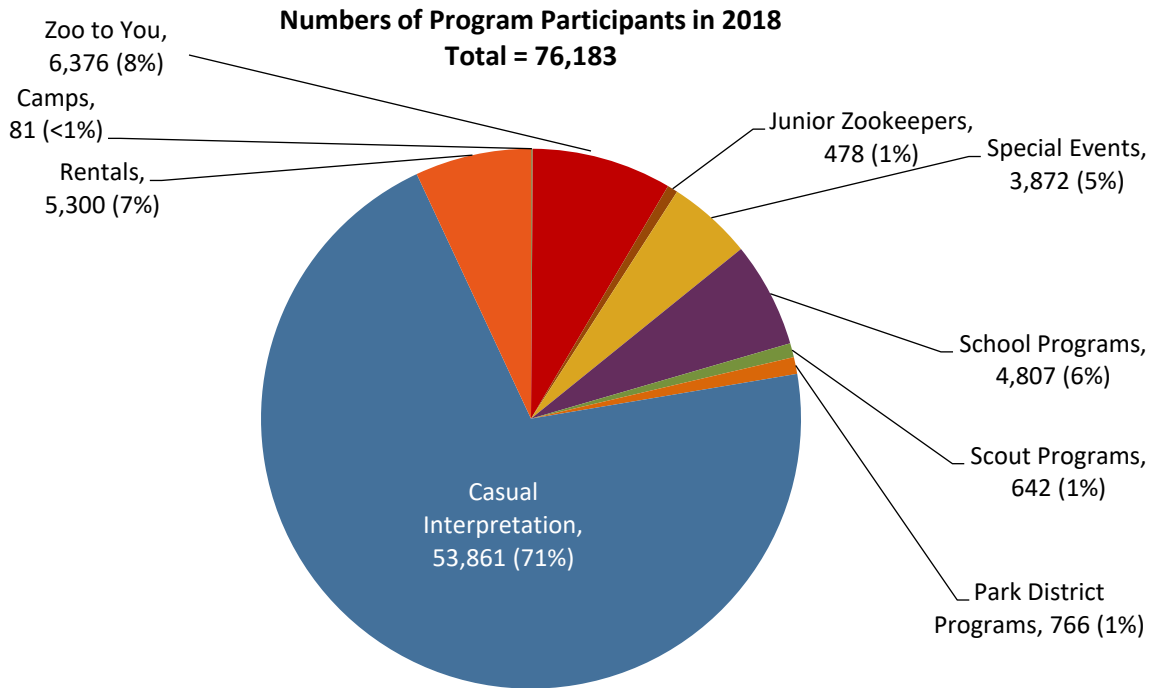


*Cosley Zoo's Junior Zookeepers enjoyed networking with Racine Zoo's Volunteers during a summer field trip.*

While Cosley Zoo did experience a decrease from 2017's record-high program participation numbers, this decrease was primarily in casual interpretation numbers and corresponds with an overall decrease in zoo attendance experienced in 2018, which is believed to primarily be attributed to weather. Casual interpretation programs are brief, informal drop-in programs which are available to all zoo

visitors without a reservation. Because the majority of our casual interpretation programs are free or involve a nominal charge, the decrease in overall program participation did

not have a negative effect on education program revenue, which actually increased in 2018 (see Finance section).



*Educator and Teen Specialist Jackie Karnstedt speaks about reptiles and their characteristics at Helen Plum Library in Lombard.*





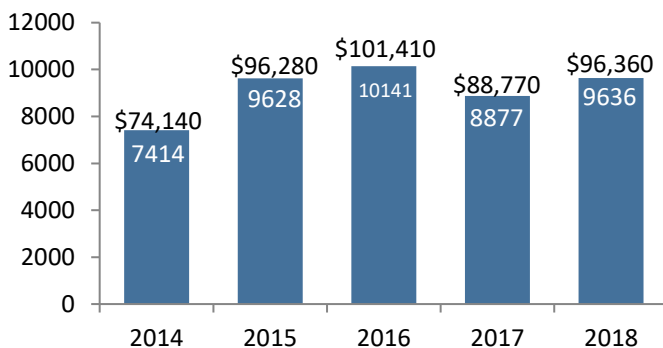


# People making connections

While everything that we do at the zoo revolves around the animals, it is the people associated with Cosley Zoo that really are the secret to the zoo's success. This dedicated team of individuals are the heart and soul of Cosley Zoo, providing world-class animal care and an excellent educational experience for our visitors every day.

Cosley Zoo's volunteer program continues to thrive, with volunteers donating more than 9,600 hours of their time in 2018. Year-round volunteers assist with informal education programming, animal care duties, and keeping the zoo clean. Cosley Zoo also runs a highly competitive internship program which gives college students the benefit of experience at an AZA-accredited zoo.

**Volunteer and Intern Hours  
2014-2018**  
(and their value at \$10/hour)



In early 2018, zoo staff applied to form a Cosley Zoo Chapter of the American Association of Zookeepers (AAZK). AAZK is a nationwide

organization whose goals include promoting excellent animal care, supporting conservation projects, and providing opportunities for members to exchange ideas, best practices, and insights. The zoo's application was accepted, officers were elected, and the first monthly meeting took place. Having an AAZK Chapter is beneficial in many ways, including making Cosley Zoo more visible to the larger zoo community, offering grant opportunities for professional development, and providing support for participation in global conservation initiatives. Meetings take place outside of work hours and are open to all individuals with an interest in supporting the animal keeping profession.



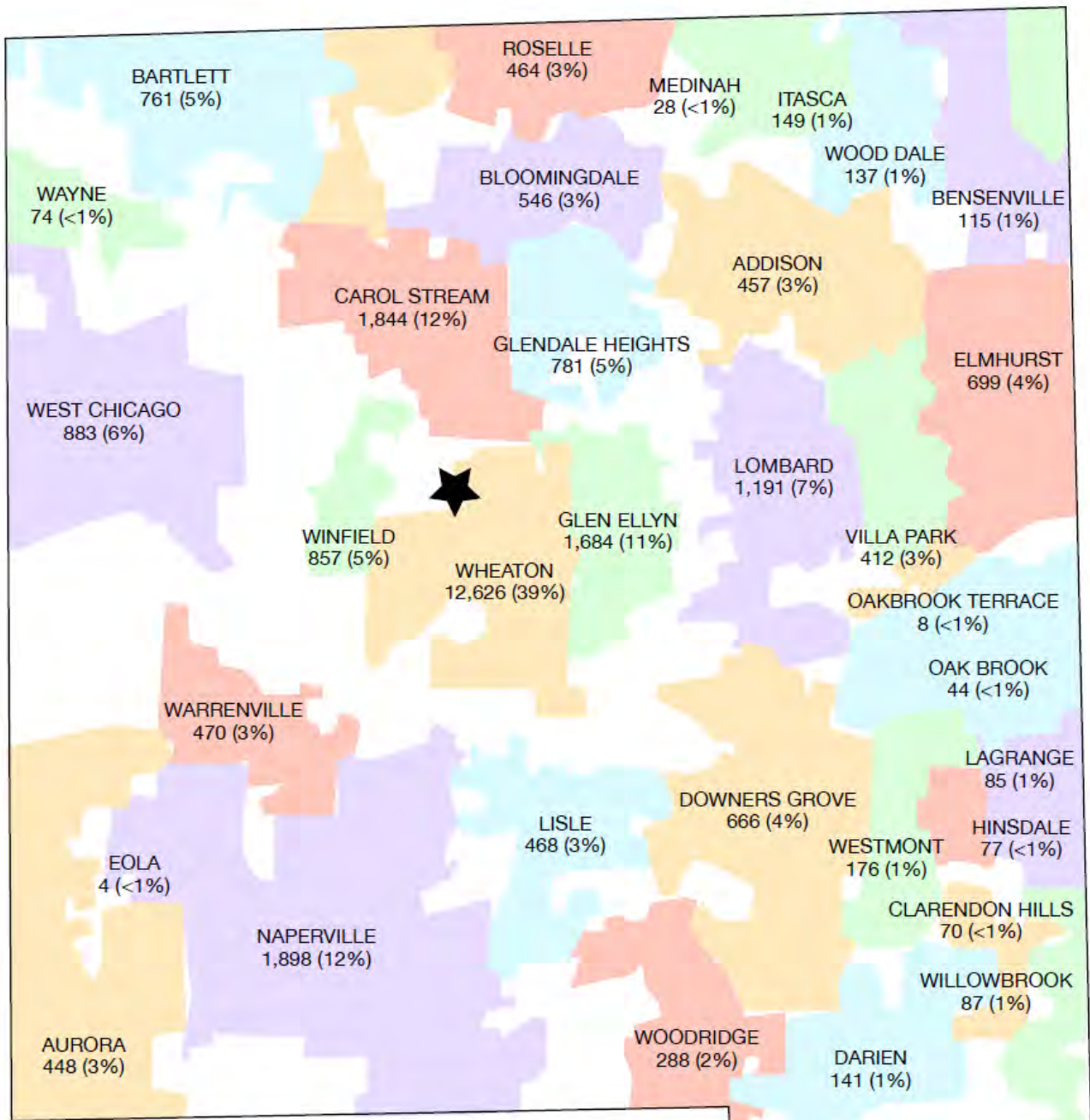
Cosley Zoo hosted over 145,000 visitors in 2018. This was a decrease from previous years, most likely due to an excessive amount of inclement weather. These visitors came from 15 countries and 45 US states. Of the 26,541 families from whom we collected data as they entered the zoo, 97% were from Illinois, 60% were from DuPage County, and 48% were from Wheaton. The maps on pages 19-21 show a more detailed breakdown of our visitors' residency.

In addition to data we collect from visitors regarding where they come from, Cosley Zoo also partnered with interdisciplinary social science think tank NewKnowledge to take part in a visitor study designed to understand how zoos and aquariums contribute to American society. This long-term, multi-institutional

study, entitled “Why Zoos and Aquariums Matter”, is currently researching how zoos and aquariums conduct Science, Technology, Engineering and Math (STEM) concepts and investigating methods of improving existing programs.

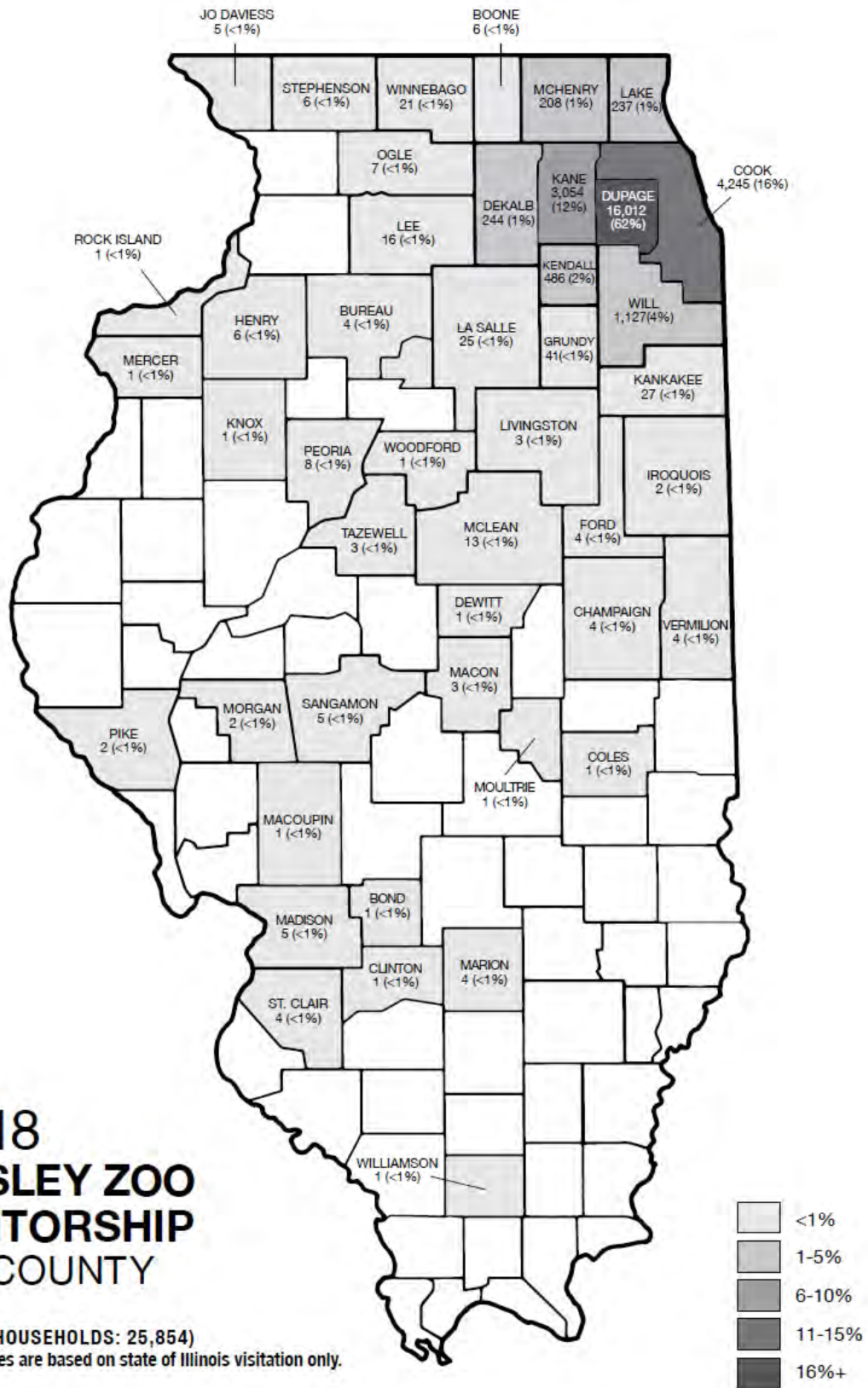


*The Cosley Zoo staff team enjoys a rare moment with (almost) everyone in the same place.*



## 2018 COSLEY ZOO VISITORSHIP BY TOWN IN DUPAGE COUNTY

(TOTAL HOUSEHOLDS: 16,012)  
 Percentages are based on DuPage County visitation only.



# 2018 COSLEY ZOO VISITORSHIP BY COUNTY

(TOTAL HOUSEHOLDS: 25,854)  
Percentages are based on state of Illinois visitation only.



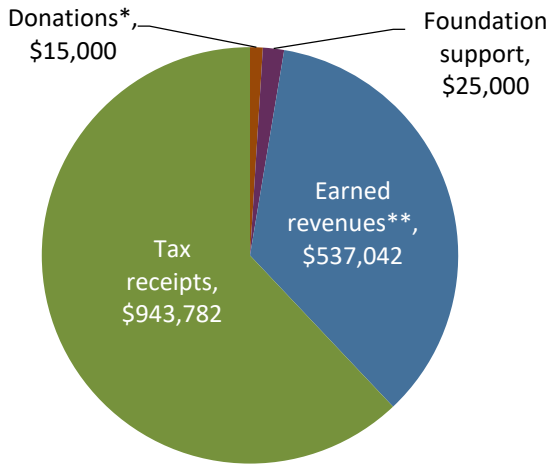


# Finance dollars and sense

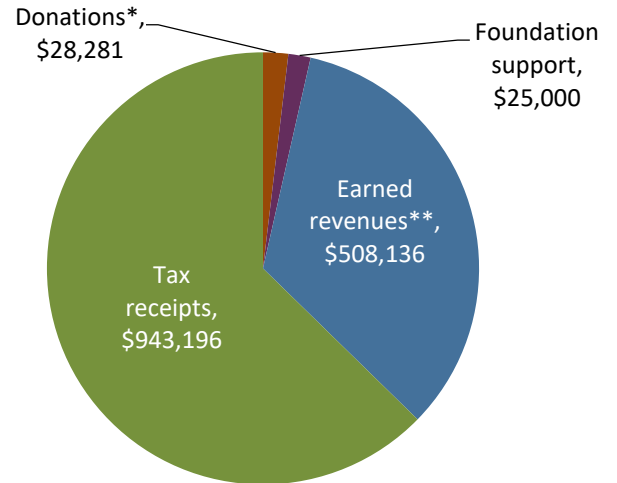
## Budgeted and Actual Revenue

Budgeted revenue for 2018 totaled \$1,520,824 with actual revenue of \$1,504,613 (pending audit).

**Budgeted Revenue Fiscal Year 2018**



**Actual Revenue Fiscal Year 2018**



\*Donations include Holiday Wish Tree, Coins for Conservation, and conservation donations requested at the gift shop register.

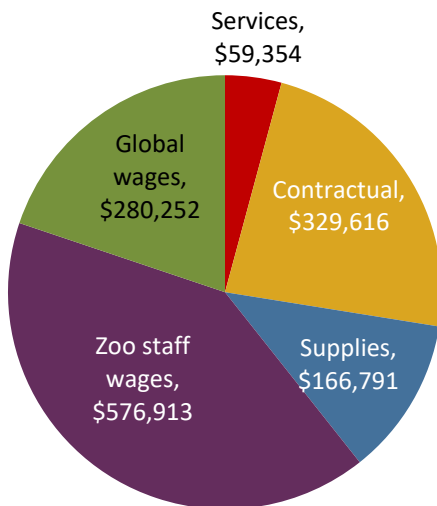
\*\*Earned revenues include admission fees, penny and wind machine income, animal adoptions, facility rentals, program revenue, sponsorships, grants, credit card rebates and interest.

## Budgeted and Actual Expenses

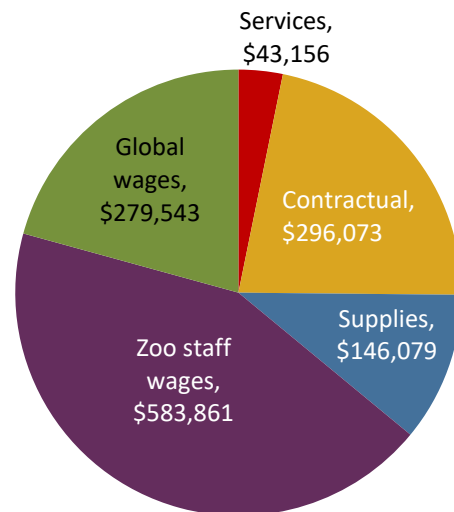
Budgeted expenses for 2018 totaled \$1,412,927 with actual expenses of \$1,348,713 (pending audit).

The zoo realized a net income of \$155,899.

**Budgeted Expenses Fiscal Year 2018**



**Actual Expenses Fiscal Year 2018**



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, 2014-2018					
Revenue Source	2014	2015	2016	2017	2018
Donations, sponsorships and grants	\$14,006	\$16,728	\$12,569	\$23,538*	\$32,981***
Penny and wind machine	\$7,016	\$7,082	\$6,972	\$6,417	\$5,048
Animal adoptions	\$1,435	\$2,511	\$2,169	\$1,709	\$1,095
General admission	\$224,264	\$246,559	\$258,812	\$348,853**	\$287,566
Programs, Events and Rentals	\$144,073	\$157,535	\$171,468	\$182,389	\$194,394
Cosley Foundation support	\$56,250	\$35,000	\$18,750	\$18,750	\$25,000
<b>Total revenue</b>	<b>\$447,044</b>	<b>\$465,415</b>	<b>\$470,740</b>	<b>\$581,656</b>	<b>\$546,084</b>

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

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

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

### 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, 2014-2018					
Revenue Source	2014	2015	2016	2017	2018
Casual Interpretation	\$21,147	\$26,751	\$27,549	\$27,509	\$36,659
Birthday Parties	\$9,242	\$5,820	\$5,052	-----*	-----*
Outreach (Zoo to You)	\$13,283	\$16,548	\$12,028	\$14,916	\$19,664
School Programs	\$18,794	\$17,073	\$19,540	\$21,507	\$21,011
Scout Programs	\$5,227	\$4,297	\$5,916	\$3,672	\$5,726
Park District Programs	\$6,564	\$6,643	\$7,864	\$3,299**	\$3,600
Special Events	\$24,470	\$25,180	\$32,480	\$39,622**	\$35,775
Camps	\$6,600	\$9,170	\$10,680	\$9,090	\$11,000
Rentals	\$34,532	\$39,482	\$38,362	\$51,049*	\$48,239
Junior Zookeepers	\$3,079	\$5,251	\$9,853	\$10,569	\$10,585
Volunteers	\$1,135	\$1,320	\$2,144	\$1,156	\$2,135
<b>Total revenue</b>	<b>\$144,073</b>	<b>\$157,535</b>	<b>\$171,468</b>	<b>\$182,389</b>	<b>\$194,394</b>

\* Birthday Party revenue was moved to Rental revenue in 2017.

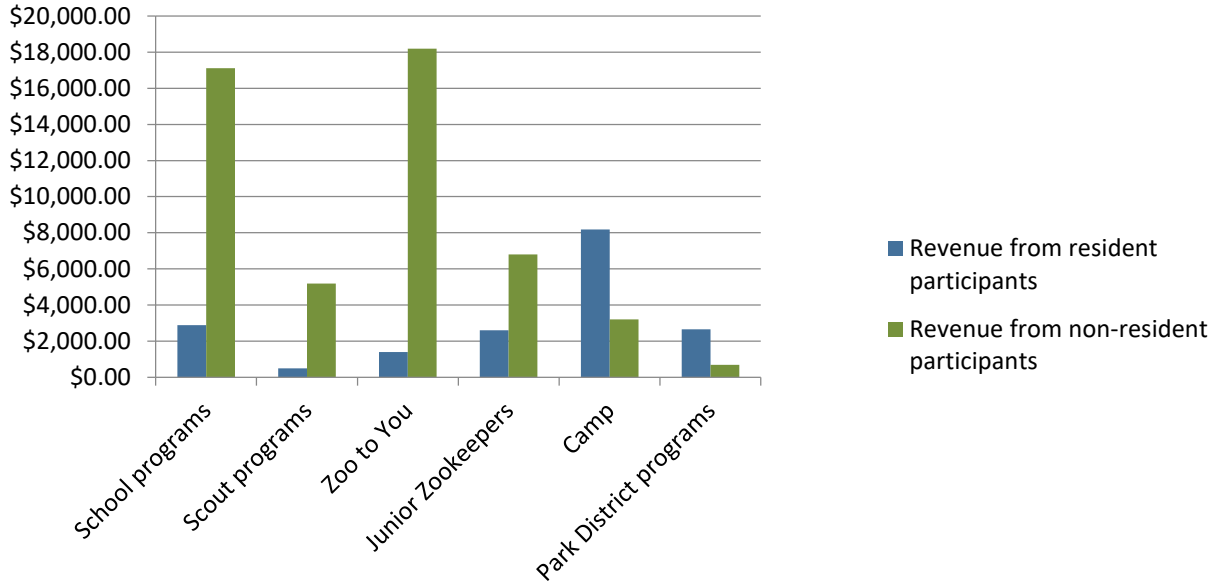
\*\*The Busy Bunny Egg Hunt revenue was moved from Park District programs to Special Events in 2017.



*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 2018 education programs**



*Cosley Zoo's summer campers head into the zoo for a day filled with animals, nature activities, and fun!*



# 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 two new members in 2018. As of December 31, 2018, the Cosley Foundation board consisted of the following members:

Scott Shorney, President  
 Larry Kmiecik, Vice President  
 Mike Benard, Secretary  
 Brandon Janowiak  
 Frank Panzeca  
 Sandy Paszczak  
 Susan Varcak  
 Mike Winters  
 Larry Work  
 Kevin Fahey, Park District Board Liaison

The Cosley Foundation sponsors several events throughout the year to raise funds for capital projects and support operations. In 2018, the

foundation experienced a record fundraising year, earning \$494,593 towards the development of Cosley Zoo. These funds were raised through various avenues including donations, special events, fundraisers and zoo memberships. In 2018, Cosley Zoo had 622 member families, 429 of which were new members and 233 of which were renewals.

Cosley Zoo member families 2016-2018			
	2016	2017	2018
Number of families	433	468	662

In 2018. The Cosley Foundation contracted with consultants Schultz and Williams to launch a capital campaign for the Phase I projects outlined in the zoo's master plan.

This campaign, entitled "Renew the Zoo", is working to raise awareness of the master plan and solicit leadership gifts.



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*, 2014-2018					
Revenue Source	2014	2015	2016	2017	2018
Zoo Membership	\$18,613	\$20,352	\$23,188	\$29,331	\$36,462
Retail Revenue	\$88,714	\$97,577	\$113,896	\$110,653	\$104,527
General Donations	\$29,946	\$40,832	\$34,429	\$27,100	\$43,913
Capital Donations – Master Plan Phase I	-----	-----	-----	\$105,754	\$87,511
Run for the Animals	\$53,768	\$73,008	\$49,763	\$56,045	\$64,114
Paws for Breakfast	\$2,514	\$4,576	\$3,245	\$330	-----*
Cosley Classic Golf Outing	\$33,846	\$35,324	\$36,563	\$38,646	\$40,161
Pumpkin Fest	\$13,694	\$8,007	\$9,218	\$9,113	\$15,717
Festival of Lights & Tree Sales	\$88,201	\$94,670	\$99,298	\$101,753	\$102,188
<b>Total net revenue</b>	<b>\$329,296</b>	<b>\$374,346</b>	<b>\$369,600</b>	<b>\$478,725</b>	<b>\$494,593</b>

\*Changed to a continental breakfast for staff and volunteers only



# Marketing communicating our vision

In 2018, marketing efforts continued to focus on increasing the awareness of the zoo and its conservation mission, driving daily attendance and increasing registration for special events and programming. The zoo's marketing plan identifies a strong mix of public relations, online media, digital media, print media, facility signage and messaging and social media.

Marketing highlights for 2018 include:

- Running audio and display ads on Pandora Radio from July through August. The spot was listened to a total of 59,245 times and 68 people clicked through to the zoo's website as a result.
- Hosting a new Neighbor Night event in September. A total of 50 guests received an update on the capital campaign and enjoyed ice cream.
- Distributing seven press releases.
- Continuing our outreach to local park districts to secure ad space in their program guide.
- Sending a mailing to area schools to promote outreach programming.
- Printing and distributing postcards, flyers, posters and signage for display throughout the community.
- Distributing a total of 33 e-blasts to a subscriber database of more than 30,000, with an average open rate of 32% and click through rate of 10% (increase from 4% in 2017).
- Including donation envelopes with the distribution of quarterly Cosley Tails newsletters. As a result, the zoo received \$895 in donations.
- Using our social media channels to promote a Cosley Zoo-branded AZA public service announcement

- Featuring digital ads on familytimemagazine.com and chicagoparent.com
- Highlighting event and daily activity messages on the television screen displayed in the gift shop
- Posting news, photos and program information on social media. Facebook followers have increased to 16,000 from 13,000 in 2017. The zoo's new Instagram account had 1,210 followers by the end of 2018.

Visits to Cosley Zoo's website, [cosleyzoo.org](http://cosleyzoo.org), continue to increase. In 2018, the zoo had 134,812 unique visitors as compared to 118,807 in 2017.

The top five referral sites were:

1. facebook.com: 2,162
2. mykidlist.com: 511
3. runningintheusa.com: 459
4. kidrex.org: 351
5. chicagokids.com: 154

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

1. Homepage: 107,208 page views
2. Fees & Reservations: 30,164 page views
3. Events: 29,208 page views
4. Plan Your Visit: 30,847 page views
5. Daily Activities: 17,876 page views

*Note:* The master plan/campaign page is seeing a large amount of traffic. In 2018, there were 2,222 page views.

The next several pages feature a marketing collage highlighting Cosley Zoo ads, signage, e-blasts, and other graphics created by the Wheaton Park District's marketing department in 2018.

# Marketing Collage

## General Facility



### BLANDING'S TURTLE

- The green-spurred tortoise can live up to 100 years.
- They are primarily found in the lower valley region in Illinois. They are uncommonly found in the northern portion of the state.
- Cosley Zoo has been actively involved with the Blanding's Turtle Recovery Project since 2005.

### VAQUITA

- The world's smallest cetacean (whale, dolphin, and porpoise) and Vaquita inhabits a maximum length of 1.
- They live only in the upper Gulf of California, the most restricted range of any cetacean.
- Thanks to part of the total leadership of the Mexican Government, an international team of experts is putting an ambitious plan into motion in an effort to save this species.

### ASIAN WILD HORSE

- These horses are also known as Przewalski's horse, and today.
- They live in the possession of Mongolia, China, Russia, and the Ukraine.
- This last drive to preserve in the wild in the late 1980's due to human destruction grazing competition and high mortality from harsh winters.

MEAL DEALS				
Includes Chips & Soft Drink				
Pick Meal	\$8.75	High Meat 8 Cheese Meal	\$8.75	
Hot Dog Meal	\$6.50	French Burger & Jelly Meal	\$3.75	
Chicken Nuggets Meal	\$7.00			
FOOD & SNACKS				
Hot Dog	\$3.75	Cheese Dog	\$4.25	
Chicken Nuggets	\$4.45	Kid's Hamburger & Cheese	\$4.00	
Philly	\$5.75	Philly with Cheese	\$4.75	
Chicken Pizza	\$6.50	French Burger & Jelly	\$3.75	
Apple Pie (Custard) with Toppings	\$4.99	Chips, Apple Slices	\$1.50	
Candy	\$2.00	Ice Cream	\$2.00-\$3.50	
		Hot Beer Floats	\$1.75-\$3.75	
BEVERAGES				
French Fries	Small	\$1.75	Hot Chocolate	\$2.00
	Medium	\$2.50	Hot Chocolate, Coffee	\$1.50
	Large	\$3.25	Juice	\$1.00

Ice Cream Treats		
ITEM		PRICE
Rainbow Push-Up		\$3.00
Vanilla Bar		\$3.00
Firecracker		\$2.50
Snow Cone		\$3.00
Sponge Bob Stick Bar		\$3.00
Spiderman Stick Bar		\$3.00
Minions Stick Bar		\$3.00
Oreo Stick Bar		\$3.50
Cookie Sandwich		\$3.50
Giant Ice Cream Sandwich		\$3.50
King Cone		\$3.50
Rainbow Pop		\$3.00
Root Beer Float 16 oz./24 oz.		\$2.75/\$3.75



## Special Events



**Party for the Planet**  
 Saturday, April 21 | 10A-2P  
 #cosleyzoo



**COSLEY ZOO RUN FOR THE ANIMALS**  
 5K/10K • 1/2 MILE

**JUNE 2 | MEMORIAL PARK**  
 5K/10K | 7:30A  
 KIDS' 1/2 MILE | 8:45A

Register at [cosleyzoo.org](http://cosleyzoo.org)

Sponsored by: Northwestern Medicine, First Trust, Dick Pond, etc.



**uncorked COSLEY ZOO**  
 A Wild Wine Tasting Experience

**Thursday, July 26 | 5:30-8P**  
 \$40 per person | \$75 per couple  
 SAMPLE MORE THAN 60 WINES

Enjoy hors d'oeuvres and desserts, live music by Breezeway Chicago, win fabulous prizes, and meet some of the zoo's animal residents.

Purchase tickets at [cosleyzoo.org](http://cosleyzoo.org)

Sponsored by: TRANSNATIONAL, etc.



**uncorked COSLEY ZOO**

**Thursday, July 26**  
 5:30-8P

Enjoy wine with a little bit of wild  
 \$40 per person | \$75 per couple  
 60+ Wines | Live Entertainment | Raffle | Appetizers

[COSLEYZOO.ORG](http://COSLEYZOO.ORG)



**2018 MIKE WILLIAMS COSLEY CLASSIC GOLF OUTING**

**SAVE THE DATE**  
 AUGUST 6, 2018  
 ARROWHEAD GOLF CLUB

REGISTER AT [COSLEYZOO.ORG](http://COSLEYZOO.ORG)



**FAMOUS LABORERS** | **TRANSNATIONAL** | *Breezeway Chicago*

**COSLEY ZOO**

A Lifetime of Inspiration Begins Here  
 Cosley Zoo is a facility of the Wheaton Park District  
 1300 N. Clary Ave. | Wheaton, IL 60187  
 630.955.0234 | [cosleyzoo.org](http://cosleyzoo.org)

Connect with us: Facebook, Instagram, YouTube

## Outreach

**Let us bring the **WILD** to your classroom**

Cosley Zoo offers a variety of programs which can take place at the zoo or in your classroom. All programs support Next Generation Science Standards. Topics include Gone Buggy, Fur & Feathers, Reptiles and more. All programs feature live animals!



Contact our education staff today at 630.665.5534 or email [education@cosleyzoo.org](mailto:education@cosleyzoo.org).

**COSLEY ZOO** | [cosleyzoo.org](http://cosleyzoo.org) | Follow us  

MEMBER OF THE ASSOCIATION OF ZOOS AND AQUARIUMS

## Miscellaneous | Social Media



**Support Cosley Zoo on Giving Tuesday**



There is nothing more giving than giving help, and there is nothing more important than making good on our promises. For Cosley Zoo, that means being there for our visitors.

Your donations make a difference. They help us provide the best care for our animals and support our educational programs. They help us provide the best care for our animals and support our educational programs.

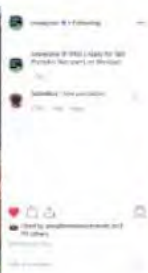
Please give a gift today to help continue Cosley Zoo's mission of providing a lifetime of inspiration for the next generation. Thank you for your support.

**About Cosley Zoo**

Cosley Zoo works to create connections between people and animals. Help with nature. Inspire conservation. It's the natural world.

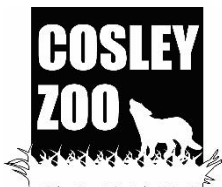
Our vision is "Empowering change through conservation action and engagement."

[Support Us](#)





Photos on the cover and pages 2 (bobcat), 4, 22, 28 are courtesy of Edward Durbin Photography



ACCREDITED BY THE  
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