



2015 Cosley Zoo ANNUAL REPORT

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Message from the Zoo Director

What is it worth for a young child to experience their first touch of a mammal's soft fur? To feel wonder and a sense of awe when they stand next to an owl? To understand their connection with that of these very same creatures? What is the value of an institution that engages people of all ages from a young child experiencing their first close encounter with wildlife, to an adult that sees the excitement and wonder in their child's face as they touch a rabbit for the first time, to a grandparent creating a lasting memory and connection with a grandchild? To us, the value of this amazing place is truly significant and powerful. We believe....***a lifetime of inspiration begins here.***

It is the potential to help create the next generation of conservationists or to save a species from extinction that keeps Cosley Zoo striving to reach more people and accomplish greater goals. In the last five years, the zoo has expanded its reach from 114,030 to 164,396 visitors. This is an increase in visitation of 44% or 50,366 guests. During the same time frame, educational program numbers have expanded from 41,958 to an unprecedented 79,266, an 89% increase in the number of people we reach through programming. Additionally, Cosley Zoo has played an integral role in the release of more than 2,000 juvenile Blanding's Turtles back into the wilds of DuPage County.

I am tremendously proud to look back and see how much Cosley Zoo has accomplished in the last several years. However, I am even more enthusiastic and passionate about the possibilities for the future. How many more lives can we positively impact by connecting people to animals and nature? How many more animals can we aid in their quest to survive a changing planet?

You may ask yourself "How much can a small zoo possibly do?" The answer is, more than you ever imagined! If we continue to invest in the future by offering new and enhanced facilities, providing unique and impactful programs, and working to save more species, there is no end to what we can accomplish or how many lives we can positively impact.

I invite you to review the 2015 annual report, sharing in our many accomplishments and envisioning a truly meaningful future.



Susan L. Wahlgren
Cosley Zoo Director





Significant Accomplishments

AZA Accreditation

On September 17th, Cosley Zoo was granted accreditation by the Association of Zoos and Aquariums (AZA) for the fourth consecutive time. The process of applying for accreditation is a lengthy one, with no guarantee of accreditation simply because an institution has been accredited in the past. Accreditation lasts five years, after which an organization must re-apply. Applicants submit a detailed application and undergo a rigorous inspection which lasts 2-3 days. During this process, all aspects of zoo operations, including animal care, conservation programs, education, and visitor services, are closely examined. Fewer than 10% of USDA-licensed animal exhibitors in the US earn this accreditation, which has long been recognized as the gold standard for zoos and aquariums. Having been accredited by AZA since 2000 both validates Cosley Zoo's longstanding tradition of excellence in animal care and grants us access to the numerous resources which AZA has to offer its members. It also helps the zoo to attract the most highly-qualified staff. The entire Cosley Zoo team takes great pride in this important accomplishment.

Awards and Recognition

Annually, the local publication *Glancer Magazine* invites its readers to nominate their favorite community organizations for its Readers' Choice Excellence Awards. In 2015, Cosley Zoo was proud to be voted the winner of the Team Talent Award in the Family Time Category.

The zoo also accepted the Wheaton Chamber of Commerce's Award for the 2015 Arts and Community Enrichment Organization of the Year as part of the "Best of Wheaton" awards. Additionally, two individual staff members, Zookeeper Caryn Johnson and Educator Jackie Karnstedt, were recognized as Top Young Professionals.

In the media, Lead Zookeeper Jenny Theuman was profiled by 1 in One Hundred Million, a web-based documentary series about the American workforce. Jenny's video received over 74,000 views on facebook in addition to the views it has received on youtube. Besides receiving significant free publicity, the zoo was also granted a \$500 stipend for participating.



Lead Zookeeper Jenny Theuman prepares for her interview.

Emergency Preparedness

Ensuring that animals are safe and well-cared for in the event of an emergency is a crucial element in the zoo's emergency response planning. Members of Cosley Zoo's Emergency Preparedness Team evaluated the zoo's emergency response protocols in July by participating in the ZooReady internet exercise conducted by USDA, AZA, ZAAHP (Zoo & Aquarium All Hazards Preparedness) and the University of Illinois. In this exercise, AZA-accredited Illinois institutions virtually responded to a scenario in which a tornado touched down very close to the zoo, causing damage to the facility and the surrounding community. Staff responded to five modules of increasing complexity, using the opportunity to assess and improve our existing protocols. The team also created emergency kits filled with supplies to be used in the event that zoo staff had to shelter in place for a short time during an emergency.

Cosley Foundation

The Cosley Foundation is a 501(c)3 not-for-profit foundation dedicated to raising funds for the capital development of Cosley Zoo. This foundation has sponsored the construction of multiple zoo exhibits and amenities, including the Vern Kiebler Learning Center, duck pond, animal clinic, amphitheater, and bobcat exhibit. The Cosley Foundation raises money through fundraising campaigns throughout the year as well as special events such as the 5K/10K Run for the Animals, The Mike Williams Cosley Classic Golf Outing, Pumpkin Fest, and The Festival of Lights and Christmas Tree Sales.

In 2015, the foundation contributed funds towards the development of a master plan for the zoo. This new master plan celebrates and builds upon the zoo's successes, creating a single vision which will produce a stronger, sustainable, and more effective organization.

Also during 2015, the Cosley Foundation committed funds for the construction of a new Animal Care Center, which will house incoming animals temporarily until they are ready to be introduced into the zoo's collection. This will ensure the health and well-being of our new zoo residents. Construction of this facility will take place in 2016.

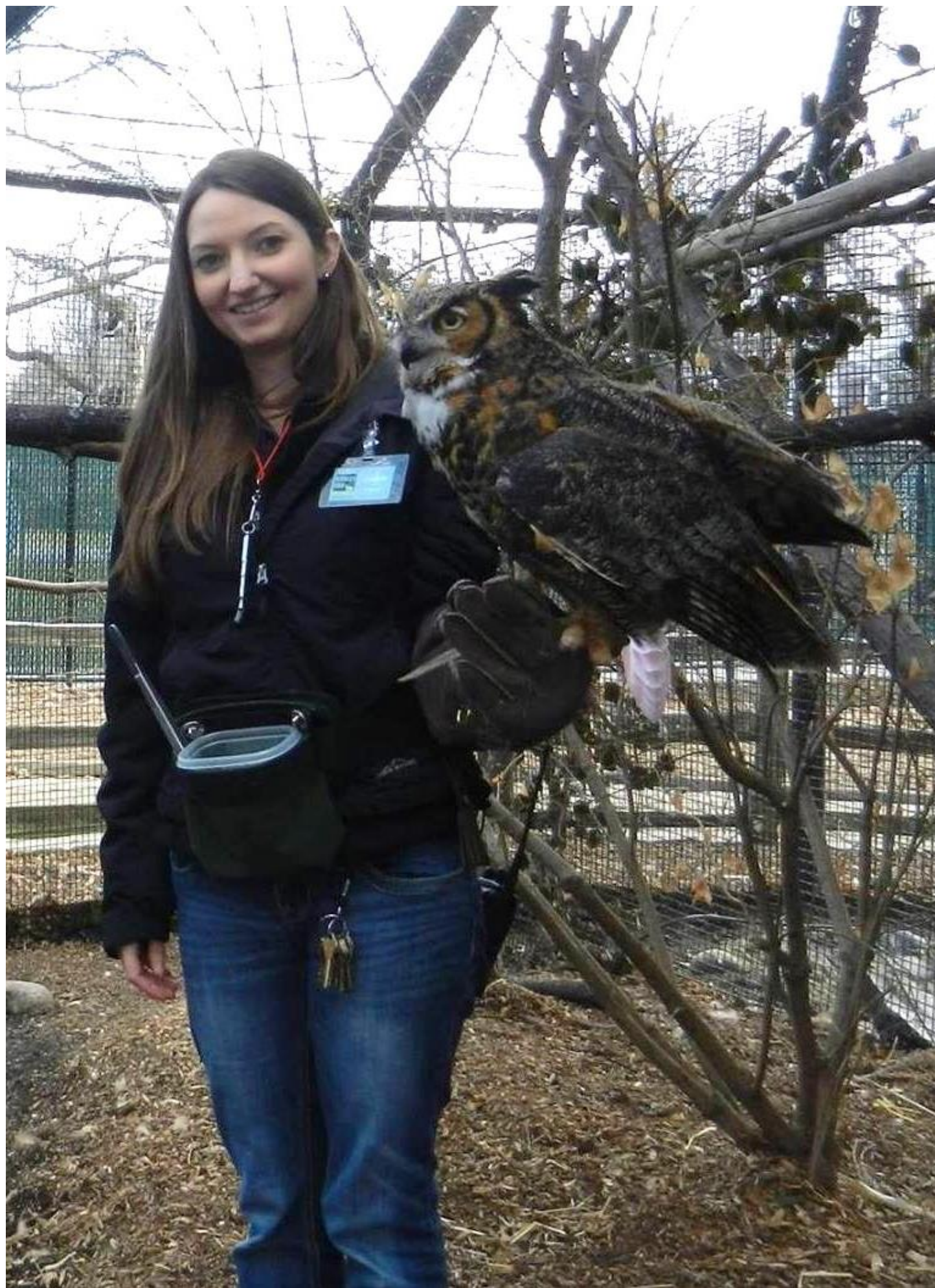


Zoo guests choose the perfect Christmas Tree during the Festival of Lights. Proceeds from the sales of Christmas trees and greenery support the future development of Cosley Zoo.



Cosley Foundation Fundraisers 2015





Animal Welfare

our primary focus

Animal Training

Operant conditioning training is a fundamental component of animal welfare. Not only does it provide physical and mental stimulation for the zoo's animals, it reduces stress and opportunities for injury by encouraging animals to participate in their own medical care. Time spent planning and conducting training sessions is a significant component of a zookeeper's day.

Cosley Zoo's animal training program is among the best in the business. In 2015, Zoo Director Susan Wahlgren was contacted by the Association of Zoos and Aquariums (AZA) with a request to include the zoo's document "Animal Training Philosophies and Expectations" on their website as an accreditation resource for other zoos and aquariums. This request was made as a result of the exceptional rating that the zoo received on its animal training program during the 2015 AZA accreditation inspection.

Although the zoo's training program is already receiving rave reviews, zookeeper staff continually strives to educate themselves about training techniques and keep up-to-date with new information in the industry. To this end, Lead Zookeeper Jenny Theuman and Zookeeper Ashley Hicks visited Shedd Aquarium in 2015 to meet with their staff about their raptor training program, in order to gain new ideas and insights.

Notable animal training accomplishments in 2015 included the following:

- Great Horned Owl Marley was taught to step up onto a gloved hand and voluntarily enter and exit a crate, allowing us to bring her to meet visitors at offsite programs including the Mike Williams Cosley Classic Golf Outing.
- Both llamas were trained to allow voluntary blood draws and hoof trims without sedation. In addition, llama

"Big Ray" was trained to allow paint to be applied to his front feet in order to make paintings, which are sold in the Wild Side Gift Shop to raise money for the zoo. He was also trained to allow members of the public to touch him, facilitating a unique, hands-on experience.

- Coyote Wiley was trained to allow voluntary injections, which will assist in his medical care. He has also been trained to allow visitors to approach him (under zookeeper supervision and with a barrier between coyote and person), which has allowed us to add an interactive coyote experience into our Zookeeper for a Day program.



A program participant helps to train Wiley the coyote.

Environment

Cosley Zoo staff is constantly re-evaluating our animals' habitats to make sure that each animal has a living space that best suits its needs. In 2015, the zoo installed a structure that will provide shade for our pony and horse when they are in their outdoor yard. We also added "furniture" to the outdoor chicken yard to provide enrichment and shade for the birds.

In November, the filtration system for the south raptor exhibits was completely renovated with updated underground piping and a new motor and filter tower. This renovation improved the

quality of the water circulating through these exhibits and made maintenance more efficient.

Enrichment

Behavioral enrichment is a crucial component of Cosley Zoo's animal care program, and is essential for animal welfare. Behavioral enrichment provides animals with choices in their environment and encourages physical activity and mental stimulation. Cosley Zoo staff developed a new enrichment philosophy in 2014 with the intent to focus on behaviors we wanted to encourage in our animals, and a new emphasis on documentation and evaluation of enrichment items. In 2015, this new focus was responsible for a notable increase in the frequency and variety of enrichment given. Zoo staff also began the use of a computerized behavior management log system. This is a custom program developed by Cosley Zoo staff which documents both animal training and enrichment and makes enrichment information available to zookeepers at the touch of a button.



Figuring out the best way to climb into this bucket provided the raccoon with exercise and mental stimulation.

In summer 2015, a zookeeper from Miller Park Zoo in Bloomington, Illinois, spent a day at Cosley Zoo photographing and videotaping our animals utilizing various enrichment items. She took her recordings back to Miller Park to use as inspiration for new enrichment items for their raptors and primates. The field of animal enrichment is ever-evolving and we welcome relationships with other facilities in order to continue to improve the quality of care for our animals.

Notable Acquisitions

Each new animal acquired by Cosley Zoo is carefully planned for before it arrives onsite. Before the acquisition of any animal, staff considers whether we can meet all of the animal's needs and whether it is a good fit for our institutional collection plan. In 2015, the following animals became new residents at Cosley Zoo:

- Cedar Waxwing
- Bluebird
- Killdeer
- Turkey Vulture
- Nubian Goat
- American Kestrels (2)
- Mourning Dove
- Blanding's Turtles (24 hatchlings)
- Himalayan Rabbit
- Chickens (5)
- Angus cow

Numbers and Types of Animals in Cosley Zoo's Collection (as of 12/31/15)			
Animal Group	Number of species	Number of specimens	Number of groups (populations too numerous to count)
Amphibians	2	4	0
Birds	27	74	0
Invertebrates	4	1	3
Mammals	14	33	0
Reptiles	8	12	0
Total	55	124	3



Kid goat Zeta was born at Cosley Zoo in 2015.



Conservation making a difference

Blanding's Turtle Recovery Project

Cosley Zoo continues to partner with other area facilities including the Forest Preserve District of DuPage County in an effort to help replenish local populations of the Illinois endangered Blanding's Turtle. Cosley Zoo houses future breeding turtles and also participates in the Head Start program, in which young turtles are reared at an accelerated rate to improve their chances of survival when they are re-introduced into the wild. Cosley Zoo also exhibits two permanent Blanding's Turtles in order to inform and educate visitors about the plight of these reptiles.

In January, Animal Collection Supervisor Angie Dosch and Zookeeper Katy Briggs attended a day-long Herpetological Symposium which included information on disease in Blanding's Turtles. In September, Angie and Zoo Director Sue Wahlgren attended a meeting regarding the Blanding's Turtle State Recovery Plan hosted by the Illinois Department of Natural Resources. All of our Blanding's Turtle partners were in attendance along with representatives from several other county forest preserves, the Illinois Natural History Survey, Northern Illinois University Biology Department, and the Illinois Endangered Species Program.

Throughout 2015, we received 36 hatchling turtles. Twelve of these turtles completed the program and were released into the wild, while the remaining hatchlings currently remain at Cosley Zoo until their eventual release date.

Updates in the program in 2015 included:

- Addition of more varied natural food items including snails and tadpoles
- The successful brumation (hibernation) of two future breeding turtles. This is the first time that Cosley Zoo has successfully brumated Blanding's Turtles.

- Creation of a new Conservation Volunteer position to assist with aspects of the program in 2016.

SAFE: Saving Animals From Extinction

Cosley Zoo joined in a new conservation initiative facilitated by the Association of Zoos & Aquariums (AZA). The new program, SAFE: Saving Animals from Extinction, is working to harness the collective expertise of accredited zoos and aquariums to help conserve select endangered species and share their plight with the public. The launch of the SAFE program coordinated with Endangered Species Day on May 15. Cosley Zoo placed SAFE signage at exhibits housing endangered species (Barn Owl, Black-Crowned Night Heron, and Blanding's Turtles) and asked visitors to imagine a world that did not include these fascinating animals. Volunteers were also present to interact with zoo guests, engaging them with information about endangered species.



Brookfield Zoo Conservation Expo

In May, Cosley Zoo was invited to take part in Brookfield Zoo's first ever Conservation Expo. Zookeeper Alison LaBarge and Educator Katherine Anderson interacted with 135 Brookfield Zoo visitors in attendance at the expo, sharing Cosley Zoo's involvement in conservation.

Solar House

In September, the Illinois Solar Energy Association (ISEA) visited Cosley Zoo with their Solar House. This structure demonstrates how solar panels can help to power many of a home's power needs, and provided an important educational opportunity for our visitors.

Party for the Planet

Cosley Zoo is proud to participate in this AZA sponsored event each April, taking part in the largest collective Earth Day celebration on the planet. Staff worked hard in the weeks before Party for the Planet to prepare a wide variety of conservation-themed activities and recruit vendors.

During the event, the zoo collected a large number of hard-to-recycle items, including ink jet cartridges, cell phones, packing foam, and electronics, by offering drop-off times before the event and arranging for them to be picked up the following week.



FrogWatch USA

Cosley Zoo hosted two Frogwatch USA volunteer training sessions in 2015, training 34 individuals. Volunteers submitted 60 observations to the program under Cosley Zoo's name. To facilitate communication with our volunteers, zoo staff set up a FrogWatch e-mail account, which has allowed us to more quickly respond to inquiries about the program.

By hosting a local chapter of FrogWatch USA, AZA's flagship citizen science program, Cosley Zoo is part of a nationwide network in which thousands of volunteers have submitted valuable scientific data over the past 15 years. These citizen scientists monitor local frog and

toad populations, and then input information into a database for analysis by amphibian population researchers. The current worldwide decline in amphibian populations makes this research especially important, and the program provides an easy way for families to become involved in a local conservation initiative.

Turtle Day

In celebration of World Turtle Day, Cosley Zoo once again offered its very own Turtle Day celebration to zoo visitors on May 23. This event was enjoyed by well over 1,000 participants who interacted with live turtles, learned about Cosley Zoo's Blanding's Turtle Recovery Program and took part in turtle-related crafts and activities.



A young visitor at Cosley Zoo's Turtle Day

Bowling for Rhinos support

Cosley Zoo donated Bobcats Backstage program passes to Lincoln Park Zoo's Bowling for Rhinos event, which raises critical funds and awareness for rhinoceros conservation. Not only did our donation support this important conservation effort, it gave us the opportunity to spread the

word about the programs we do at Cosley Zoo. The winner of the passes, a docent at Brookfield Zoo, was very complimentary about the program and has spoken highly of our facility to other zoo professionals.

Junior Zookeepers (JZ) Club

In February, the JZs participated in the Annual Great Backyard Bird Count, a nationwide program in which individuals submit bird observations from their own backyards. The data is compiled by researchers who use it to analyze the status of bird populations nationwide. In 2015, JZs spent a total of 79 hours observing birds and counted 349 individuals representing 23 species, providing valuable data while gaining insight into the workings of citizen science.



Junior Zookeepers observed their own backyards for wild bird species during the Great Backyard Bird Count.

Conservation Team

In 2015, Cosley Zoo's Conservation Team took over responsibility for the FrogWatch USA program. They also began researching the use of rain barrels for water collection in the zoo, and set up a system to document the zoo's conservation-themed events for effectiveness.

Eco-Friendly Practices

Cosley Zoo's mission involves presenting conservation messages to our guests and empowering them to make a difference in the natural world. We also strive to set a good example for our visitors by doing our part to conserve natural resources at the zoo. In 2015, we participated in the following eco-friendly activities:

- Hosting a collection for items that are typically hard to recycle during Party for the Planet, and arranging for those items to be delivered to the proper facilities.
- Tracking the amount of recyclable diverted from landfills when guests utilize our public recycling bins.
- Selling fair trade items in the Wild Side Gift Shop.
- Purchasing staff shirts made from recycled materials.
- Beginning a composting program for food waste from animal diet preparation and staff lunches.
- Selling chocolates in the Wild Side Gift Shop to raise funds for wildlife conservation. A portion of the proceeds from the sale of each of the 144 chocolate suckers from Mae's Candy n Cakes, which is owned by a former Illinois Zoo Director, was earmarked for the conservation of wild animals.
- Recycling toner cartridges from zoo printers.
- Repurposing items such as paper towel tubes, toilet paper tubes, and egg cartons for use as craft supplies during programs and special events.

Research Projects

In 2015, Cosley Zoo partnered with Joseph Milanovich and Leigh Anne Harden from Loyola University, Dan Thompson from the Forest Preserve District of DuPage County, and Chris Phillips from Illinois Natural History Survey on a study entitled "An Assessment of a Blanding's

Turtle (*Emydoidea blandingii*) Translocation Project: Population Structure and Physiological Health”. The purpose of this project is to examine the physiological and hematological health of captive-reared turtles and the demography, physiological, and hematological health of wild turtles at two translocation sites. Examining the differences between captive-reared and wild turtles will help to determine the success of our efforts to release captive-reared turtles, as well as provide information on how well our husbandry practices are working.

The February 2015 edition of AZA’s Felid TAG (Taxon Advisory Group) Times included an abstract of a paper by former Cosley Zoo volunteer Brande Redfield. Brande’s paper, entitled “Wild Cat Conservation Needs: A Comparative Analysis of Public Perception”

detailed the results of her Cosley Zoo survey on visitor attitudes towards cat conservation.

In July 2015, former Cosley Zoo volunteer Barbara Sherwood’s article “Butterfly Gardens Work!” was published in *Illinois Country Living* magazine. This article detailed her 2014 Cosley Zoo study on the different wildlife species which utilize the zoo’s butterfly garden.

Cosley Zoo also provided biomaterials for the following research projects:

- The Forest Preserve District of DuPage County used bobcat scat to bait camera traps in a study to assess the DuPage County bobcat population.
- Students used manure from various animals to complete science projects.



The zoo’s butterfly garden was the focus of Barbara Sherwood’s study on pollinator species.



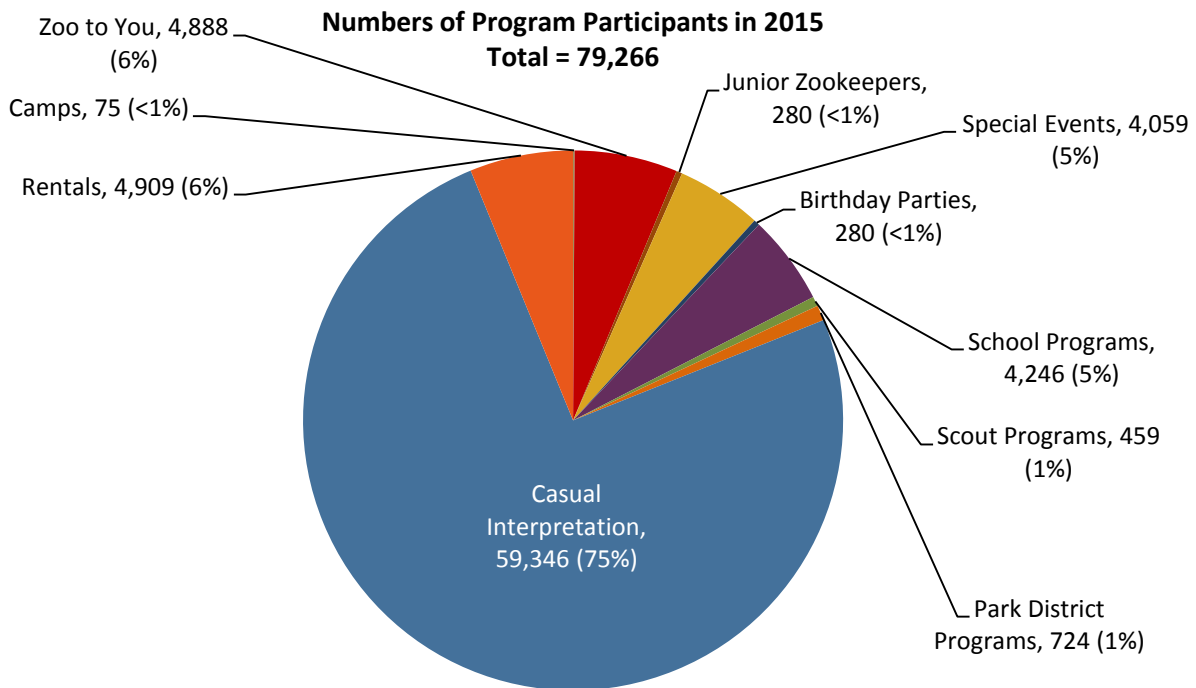
Blanding's Turtle Conservation at Cosley Zoo



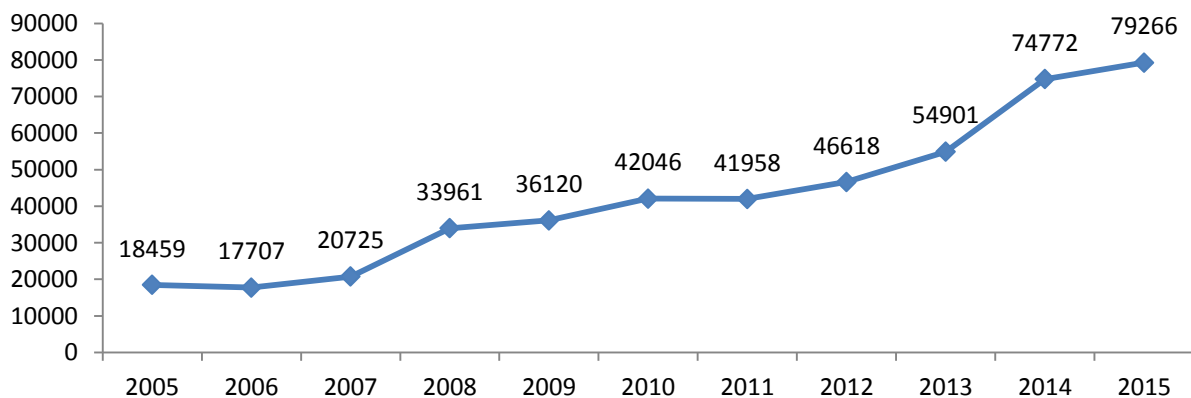
Education sharing the message

Education Program Numbers

Program participant numbers continued their upward trend, increasing by 6% over 2014 and reaching an all-time high in 2015.



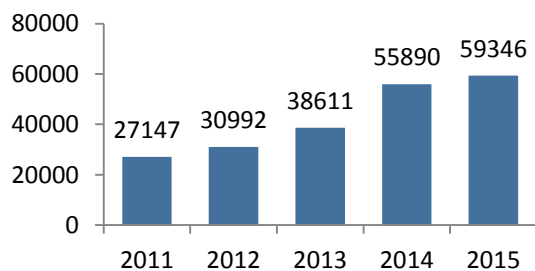
Program Participants 2005-2015



Casual Interpretation

Casual Interpretation continues to provide us with the largest number of participants due to the informal, drop-in nature of these programs. While many casual interpretation programs are free of charge, we do offer several fee-based opportunities including duck feeding, chicken feeding, and Bobcats Backstage. The Bobcats Backstage program in particular received high praise in 2015 from a Brookfield Zoo docent who participated and later wrote the zoo about the enjoyable experience he had participating in this "top-notch" program. Bobcats Backstage participation numbered 202 in 2015, and the program generated \$1,978 in revenue. In addition to our casual interpretation programming, the zoo also contracted the manufacture of four new interpretive signs focusing on our aviary birds. These signs highlight the relationships between people and birds and feature information on wildlife rehabilitation.

Participants in casual interpretation 2011-2015



People & Birds Need Each Other

BY PROTECTING BIRDS, WE BENEFIT TOO

HOW DO BIRDS HELP US?

Birds are nature's gardeners
Some birds eat to birds and digest them. These seeds pass through birds' digestive tracts and fall to the ground, where they sprout into new plants.

Birds gobble up bugs
Insects, including pests that damage crops, are favorite foods of some birds. Without birds, farmers could lose their crops, and our food supply would suffer.

Birds are Earth's cleanup crew
Eating dead animals is the job of birds like crows. By eating carrion, for example, crows help remove carcasses and keep our roadways clean.

Nature helps relieve stress
Watching animals, listening to bird songs, and seeing colorful birds can help reduce stress and improve well-being.

HOW CAN YOU HELP BIRDS?

Grow bird-friendly plants and hang a feeder
Plant trees, shrubs and flowers that provide food, shelter, and nesting. Make plans for migration. Use bird-friendly and bird-friendly products. To learn, see link to home and garden resources in our app.

Avoid chemicals on your lawn
Choose and use products that are safe for birds. For a healthier lawn, apply only organic fertilizers.

Keep your cat indoors
Household cats are one of the biggest threats to birds. Please, keep your cat indoors to protect our birds and your neighborhood.

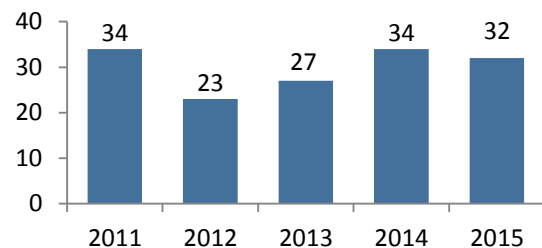
Look Closely!

1. Bird-friendly plants
2. Bird feeder
3. Bird-friendly products
4. Bird-friendly products
5. Bird-friendly products
6. Bird-friendly products
7. Bird-friendly products
8. Bird-friendly products
9. Bird-friendly products
10. Bird-friendly products

Scout Programs

Cosley Zoo offers programs for both boy scouts and girl scouts to help them earn animal and nature-related badges. In 2015, three of our scout programs were Wild Nights overnights, in which scouts spend the night at the zoo participating in a variety of hands-on activities related to nocturnal animals.

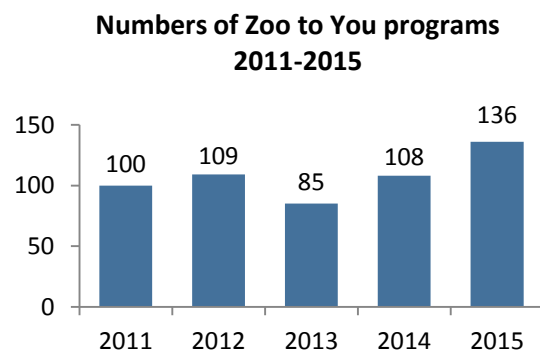
Numbers of scout programs 2011-2015



Educator Jackie Karnstedt introduces Dutch Rabbit Petey to a group of Daisy Scouts.

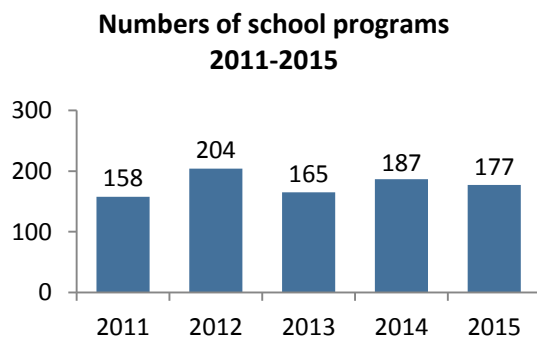
Zoo to You Programs

Our outreach participation numbers reached a new high in 2015, with a 26% increase in programs over the previous year. Schools, libraries, scout groups, and other organizations are increasingly opting to have zoo staff bring animals to their own facilities for educational programming. This eliminates the group's transportation costs and travel time. In addition to our standard program offerings, Cosley Zoo staff presented several customized programs by special request in 2015 (see *Special Programs*, page 21).



School Programs

While some groups are opting for a Zoo to You program, the number of school programs conducted at the zoo has still remained fairly consistent overall, and the zoo continues to market both onsite and offsite programs.

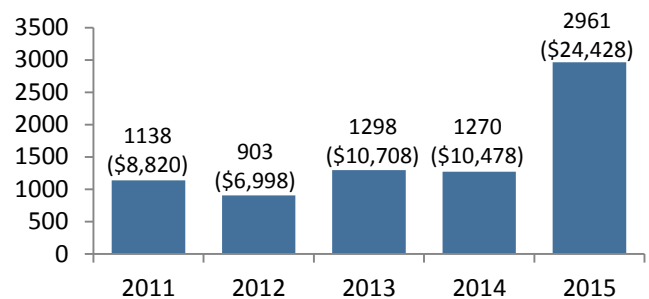


Junior Zookeepers Club (JZs)

Members of the JZ Club range in age from 12-18 years. These teens have the unique opportunity to learn about zoo operations and

gain experience working with animals while simultaneously donating their time and talents as zoo volunteers. The JZ program has grown enormously in popularity in recent years under the leadership of Educator Jackie Karnstedt, with JZ hours more than doubling from the previous year.

Service learning hours (and their value at \$8.25/hour) donated by Junior Zookeepers 2011-2015



A special highlight of the JZ year was a June field trip to Shedd Aquarium, where they toured the special exhibits, enjoyed the dolphin show, and participated in a special behind-the-scenes tour.

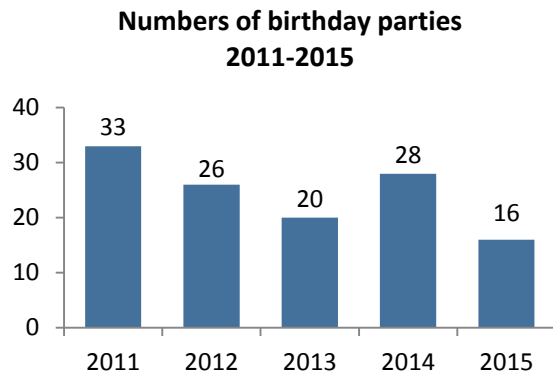


Junior Zookeepers on the steps of the Shedd Aquarium.

In the fall, zoo staff completed orientation for 47 Junior Zookeepers, by far the largest group of teens that has ever participated in the club.

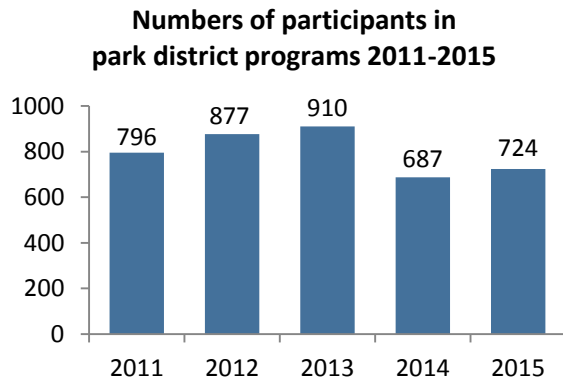
Birthday Parties

The number of staff-facilitated birthday parties hosted at the zoo has declined, with most people choosing to rent a space rather than host an instructor-facilitated party. Cosley Zoo staff hopes to capitalize on this trend by restructuring our birthday party offerings in 2016 to more closely align with facility rental fees and formats.



Park District Programs

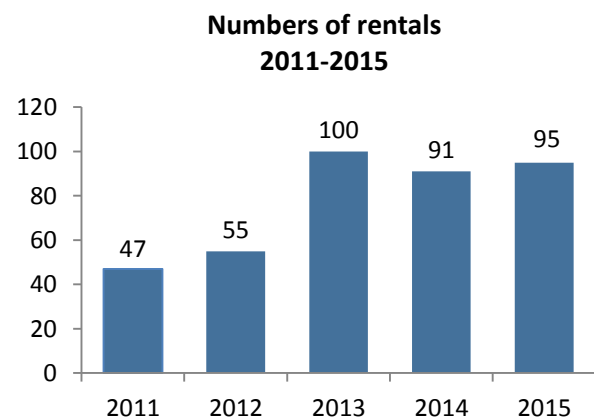
Bookworms, our weekly animal-themed story-time class, continues to be our most popular offering through the Wheaton Park District brochure. In 2016, we will be offering creative new programs geared towards whole families, senior citizens, and older children in an attempt to reach a wider audience.



A program participant meets a snake during one of the zoo's weekly Bookworms programs. Families sign up for Bookworms through the Wheaton Park District.

Rentals

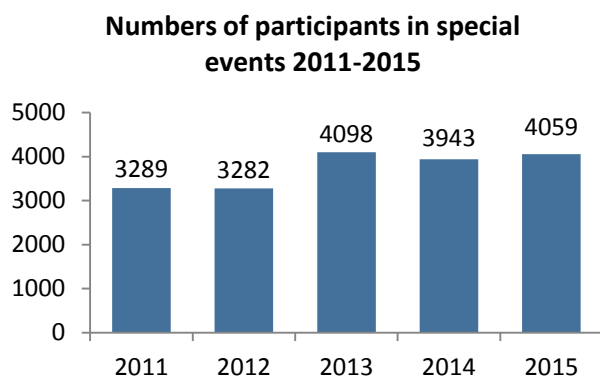
Renting a space at the zoo has been a popular option for children's birthday parties for many years. In 2015, the zoo was also the location for a high school class reunion, a meeting of the Elmhurst Newcomers Club, two Illinois Park & Recreation (IPRA) meetings, and two picnics for individuals facing medical issues. Additionally, the zoo hosted its largest-ever rental for Chase Bank's company picnic on July 18th. More than 1,000 attendees were present, many of whom were first-time visitors to Cosley Zoo.



Special Events

Cosley Zoo offered a variety of entertaining and educational events for visitors in 2015.

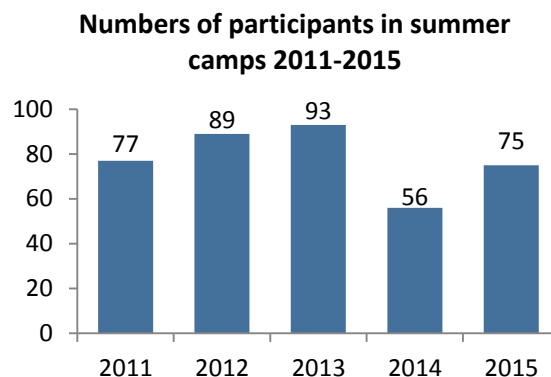
Traditional events such as Cosley Zoo Uncorked and Spooktacular boasted very high attendance despite the rainy weather we experienced both days. The beautiful weather we experienced on the day of the brand-new event, Llama Llama Day, helped us to attract 944 guests to the zoo to meet the popular Anna Dewdney children's book character.



The star of Llama, Llama, Red Pajama visited Cosley Zoo on August 13th.

Summer Camps

In 2015, attendance was high enough for us to run all six of our summer camps, increasing participant numbers significantly.



Special Programs

In addition to the zoo's standard program offerings, Cosley Zoo staff continues to customize programs to meet the varied needs of the individuals and groups who look to us as a trusted educational resource. In 2015, unique program offerings included:

- Two professional development workshops for the DuPage Association for the Education of Young Children on nature play. Additionally, zoo staff presented a workshop on this topic for Lisle Park District's preschool staff.
- Programs on the benefits of zoos for 240 students at Highland Elementary School, as part of their persuasive writing class.
- Presentations for special organizations and events such as the Wheaton Rotary Club, Wheaton Lions Club, Bensenville's "Music in the Park", and Wheaton Park District's "Music Monday".
- A private owl visit for a cancer patient.
- An educational display and animal visits for STEM night at May Watts Elementary in Naperville.

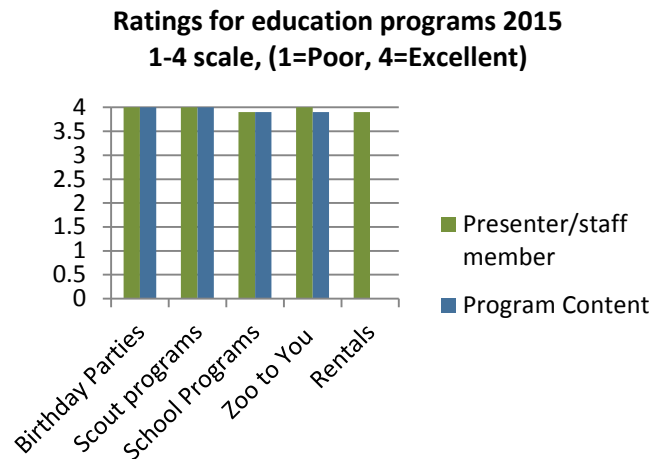
- A Zoo to You program for Spring Valley Nature Club, in which we presented a slide show on conservation efforts at Cosley Zoo.

Additionally, zoo staff served as expert panelists at the DuPage County Fair as 4-H judges, listened to 3rd and 4th grade presentations on animal habitats, and facilitated chicken training opportunities for Wheaton College psychology students.

Education staff also developed Discovery Boxes containing animal artifacts and activities for checkout by local teachers to supplement their classroom curriculum. The first boxes were checked out in early 2015. Discovery Boxes were made possible by a grant from the DuPage Community Foundation.

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 83 evaluations completed shows a consistently high level of satisfaction with the programs Cosley Zoo offers.



Cosley Zoo summer campers feed Holly, the zoo's Guernsey Cow.



Cosley Zoo Education Programs



People making connections

Staff Updates

In 2015, Cosley Zoo welcomed four new permanent staff members. Marcia Fertig joined Cosley Zoo's Guest Services staff when she accepted a position in the Wild Side Gift Shop. Christina Ferrer, Bob Barron, and Rick Glogowski all joined Cosley Zoo's maintenance staff.

Cosley Zoo gained two full-time staff positions in 2015. The new Lead Zookeeper position was filled by four-year Cosley Zoo veteran Jenny Theuman, while Natasha Fischer, an Educator at Cosley Zoo for the past twelve years, became the zoo's new Education Manager.

Professional Growth

Cosley Zoo staff members are encouraged to participate in professional development opportunities whenever possible. Free or low cost opportunities are always encouraged. In 2015, staff participated in many training opportunities, including:

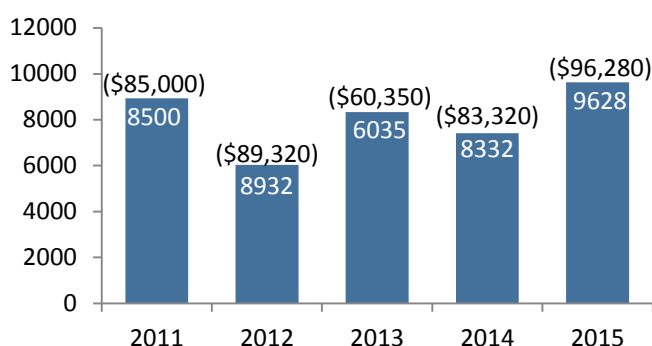
- Association of Zoos and Aquariums national conference
- "Branching Out: Building Nature Play Partnerships for Urban Families" workshop
- Analysis of back safety work techniques with back specialist Dr. Clapper
- Monarch TAG Team webinar entitled "Parks and Kids-Saving the Monarch Butterfly"
- Continued partnership with three other small Illinois zoos to offer our staff online training opportunities through San Diego Zoo Global. Cosley Zoo staff participated in 158 training courses in 2015, with a total of 336 courses taken during the two years this partnership has been in effect.

Volunteers and Interns

Each year Cosley Zoo offers volunteer positions and unpaid internships in both the animal care and education departments. In 2015, our volunteers spent a collective 9,628 hours of time assisting the zoo!

Volunteer and Intern Hours 2011-2015

(and their value at \$10/hour)



Our volunteers donate their time and talent for a variety of reasons which might include a love for animals, the opportunity for professional development, an urge to give back to their community, or the desire for a social outlet. They range in age from 12 years old (members of our Junior Zookeepers Club and Summer Teen program) to their early 90s. Each of our volunteers brings specific talents and skills to their positions, and their dedication is truly appreciated by our zoo staff and the visitors with whom these volunteers interact. Notable volunteer accomplishments in 2015 included:

- A group of 8th graders from Edison Elementary School in Elmhurst created animal enrichment items for Legacy Day.
- Interpretive Volunteer Lynne Marley completed 100 hours of volunteer service to the zoo.
- Cosley Zoo's Summer Teen program had an all-time high number of participants in 2015. Sixteen volunteers

spent a total of more than 300 hours over the summer interpreting exhibits for zoo visitors.



A member of Cosley Zoo's Summer Teen Volunteer Program uses a pelt to teach guests about coyotes.

- Volunteer Tara Swanson from Allstate spent 20 hours helping to prepare for Spooktacular, our annual Halloween event. Tara's efforts not only reduced the time spent by paid staff on craft preparation, but also made possible a \$500 grant which we received through Allstate's Helping Hands program.

[Michael T. Williams Memorial Scholarship](#)

Each year, Williams Architects funds a college scholarship in memory of longtime Cosley Zoo supporter Mike Williams. This scholarship is awarded to a current or former zoo intern or Junior Zookeeper pursuing a career in a field of

study that demonstrates a commitment to conservation and the natural world.

In 2015, this scholarship was awarded to Caroline Fischer. Caroline began her relationship with Cosley Zoo as a Junior Zookeeper in 2012, contributing 228.75 hours of volunteer time to Cosley Zoo during her 3-year JZ career. Caroline has also been employed at Cosley Zoo as a Visitor Engagement Guide, camp counselor, and admissions attendant. She was profiled in the zoo's 2014 year-end donation campaign video, which highlighted the difference that the Junior Zookeepers program had made in her life and how it influenced her career choices. Caroline is a worthy recipient of this award and we are pleased to have had her as part of our Cosley Zoo team.

[Visitor Surveys](#)

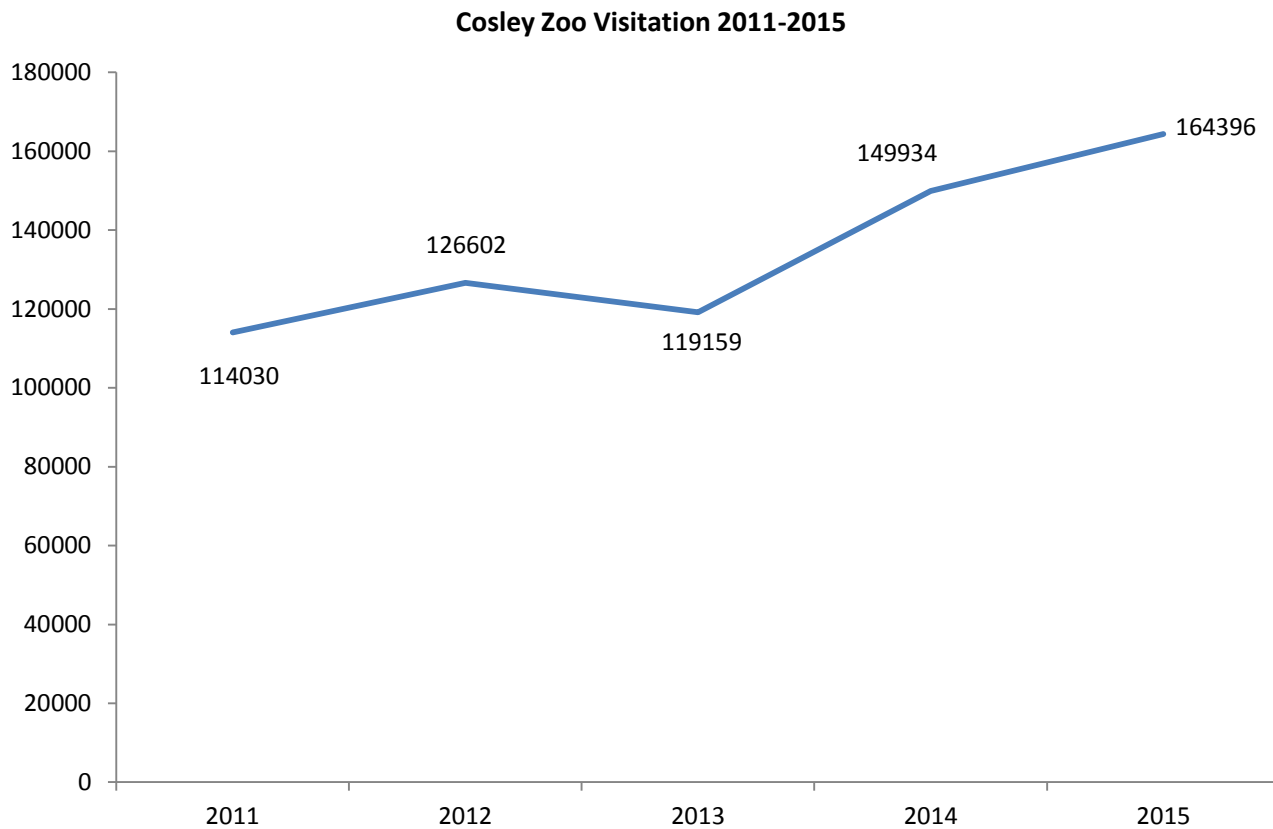
Education and Guest Experiences Supervisor, Tami Romejko, along with representatives from Brookfield Zoo, Lincoln Park Zoo, and Shedd Aquarium, met at Lincoln Park Zoo to discuss a potential survey partnership. The survey would endeavor to measure visitor's empathy and conservation knowledge before and after visiting select exhibits.

Also in 2015, Zoo staff reached out to local universities and colleges in order to develop partnerships which will provide the resources to conduct various visitor surveys. The zoo is currently in discussions with eight different schools with professors from various departments including sociology, psychology, market research, biology and environmental science.

Visitor Data

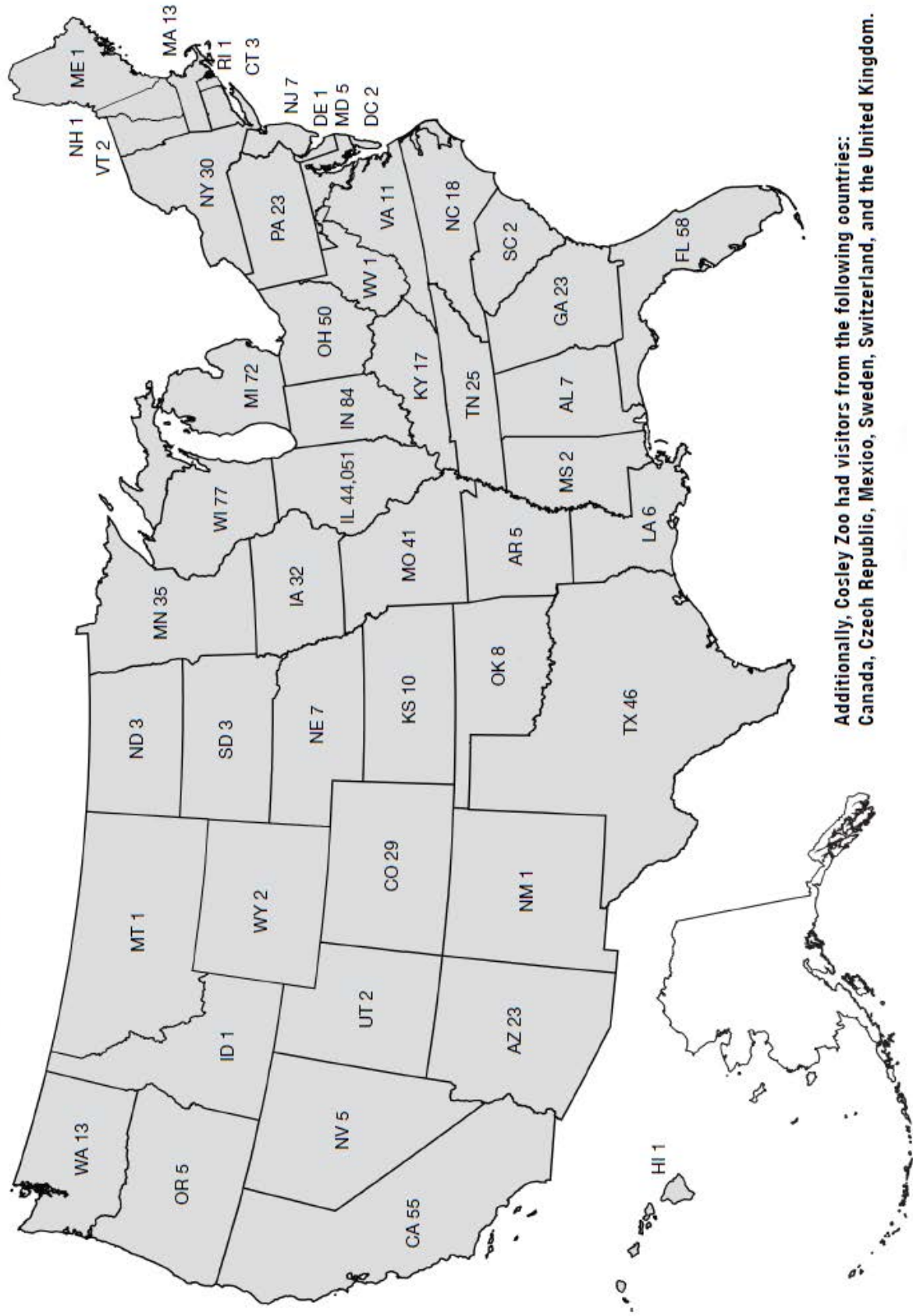
Cosley Zoo staff collects zip code data from visitors as they enter the zoo. In 2015, we collected data from 44,928 families. Of these families, 98.0% were from Illinois, 75.7% were from DuPage County, and 34.2% were from

Wheaton. Zoo visitors came from 49 US states and 6 countries outside the United States. The maps on the following pages present detailed information regarding zoo visitorship in 2015.



2015 COSLEY ZOO VISITORSHIP BY STATE

(TOTAL OF 44,921 HOUSEHOLDS FROM U.S.)

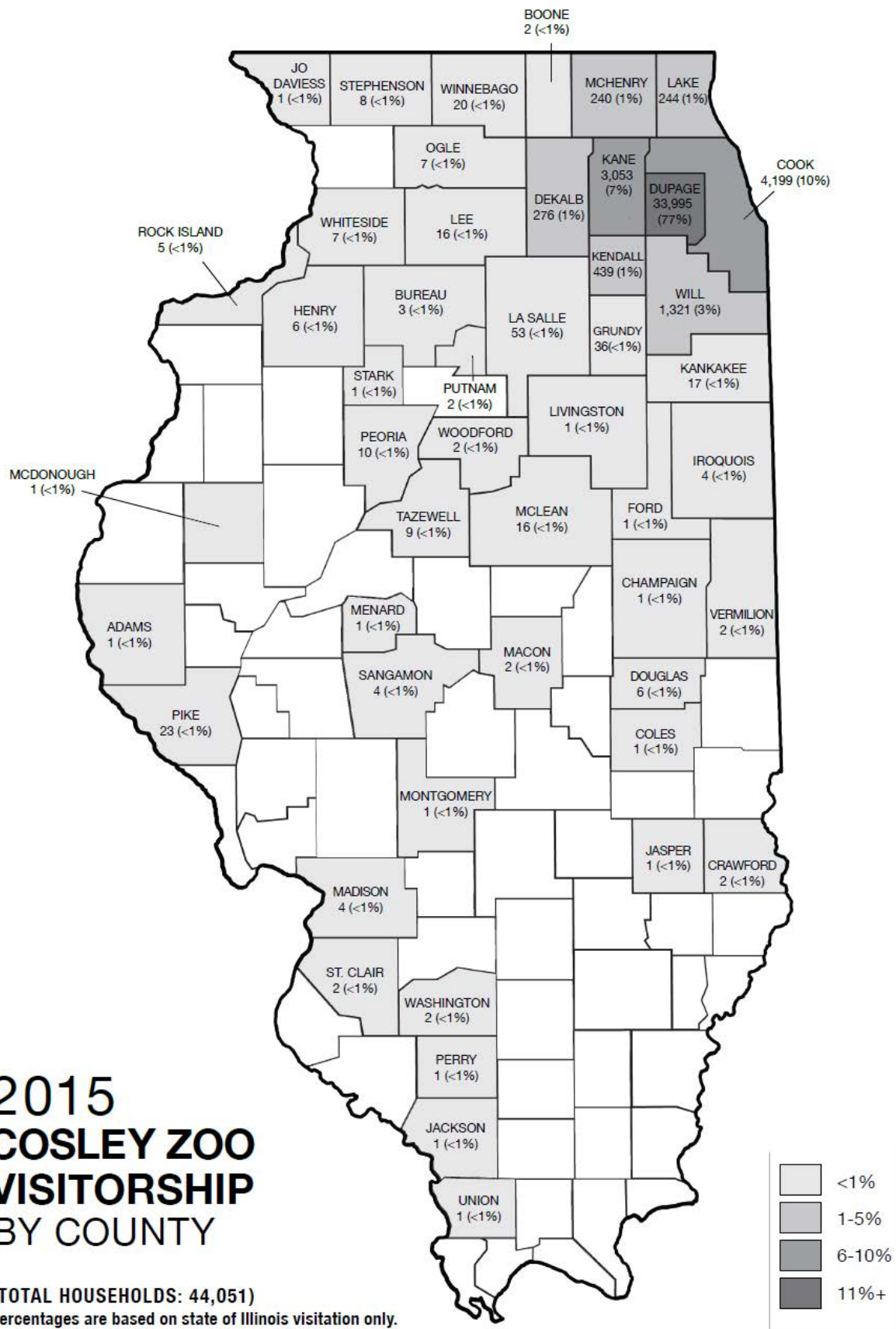


Additionally, Cosley Zoo had visitors from the following countries:
Canada, Czech Republic, Mexico, Sweden, Switzerland, and the United Kingdom.

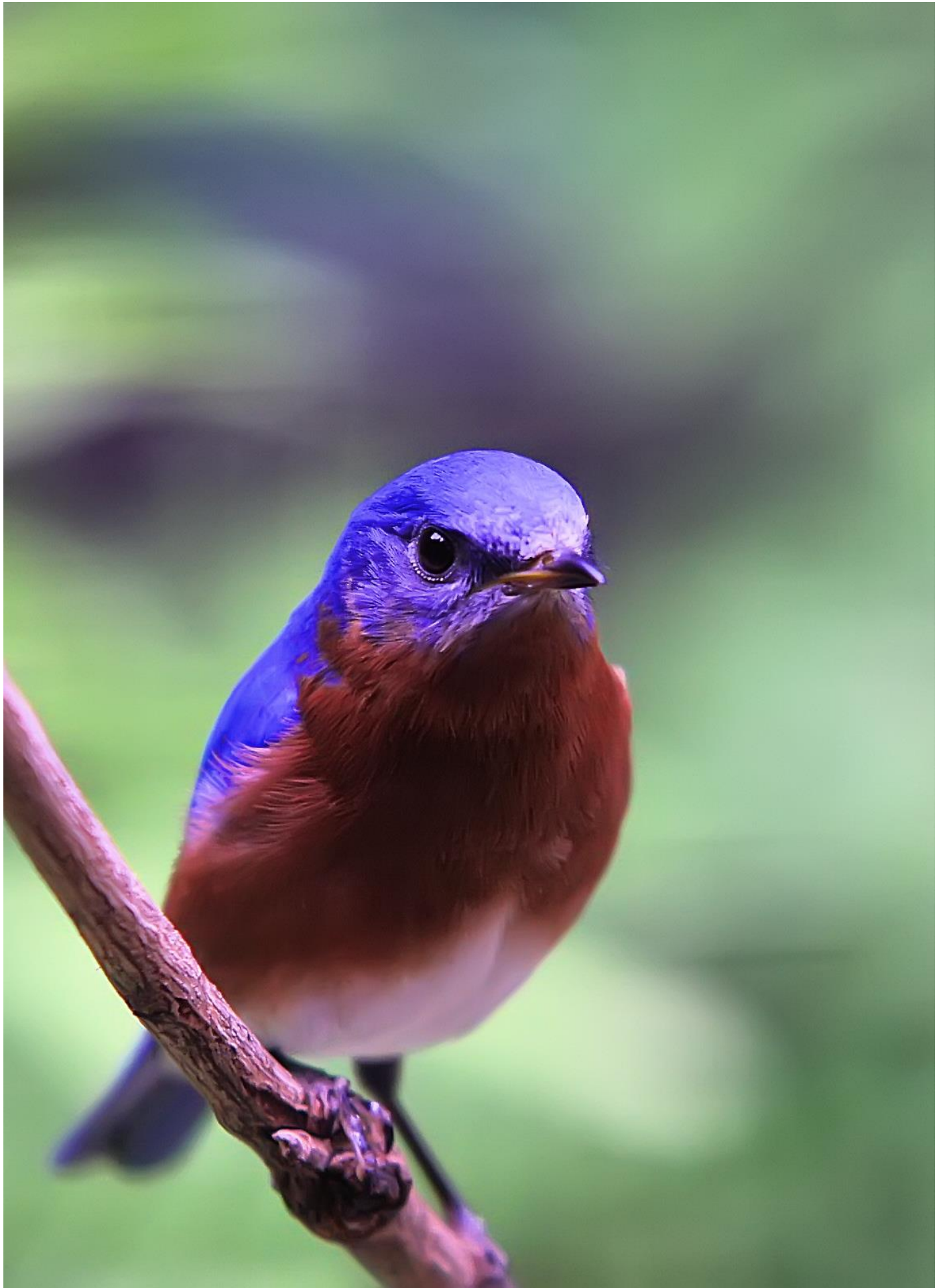
2015 COSLEY ZOO VISITORSHIP BY COUNTY

(TOTAL HOUSEHOLDS: 44,051)

Percentages are based on state of Illinois visitation only.





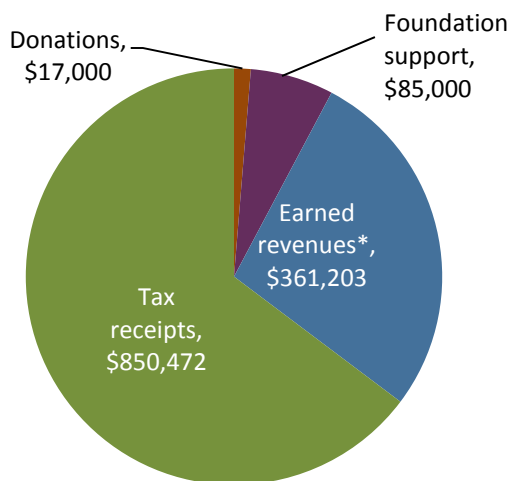


Finance dollars and sense

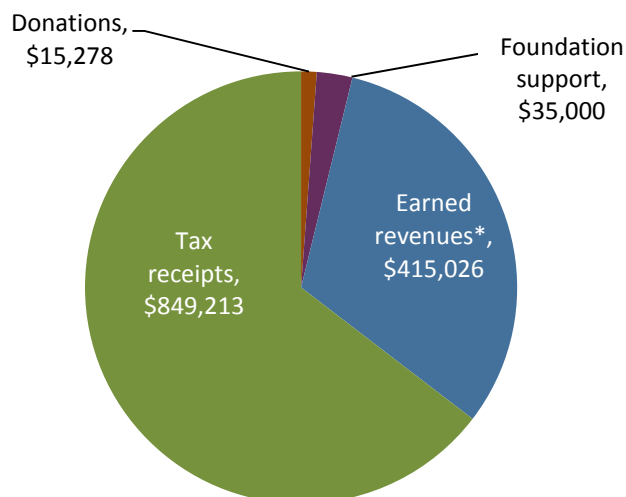
Budgeted and Actual Revenue

Budgeted revenue for 2015 totaled \$1,313,675 with actual revenue of \$1,314,517 (pending audit).

Budgeted Revenue Fiscal Year 2015



Actual Revenue Fiscal Year 2015

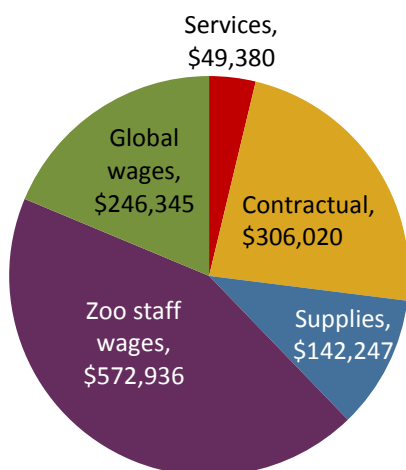


**Earned revenues include admission fees, penny and wind machine income, animal adoptions, facility rentals, program revenue, sponsorships and interest.*

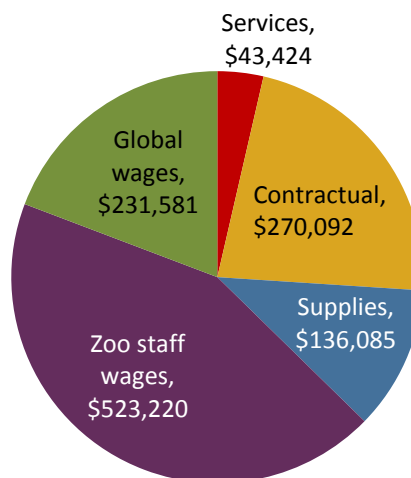
Budgeted and Actual Expenses

Budgeted expenses for 2015 totaled \$1,317,109 with actual expenses of \$1,204,402 (pending audit). The zoo realized a **net income of \$110,115**. This is the fourth consecutive year that Cosley Zoo has experienced a budget surplus. The budget net in 2014 was \$84,888.

Budgeted Expenses Fiscal Year 2015



Actual Expenses Fiscal Year 2015



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 Wheaton Park District and Cosley Foundation activities. The following data is for Wheaton Park District revenue only. Please see the information below the chart for detailed information regarding selected areas of revenue.

Wheaton Park District Net Revenue Sources, 2011-2015					
Revenue Source	2011	2012	2013	2014	2015
Donations/sponsorships	\$8,659	\$11,922	\$17,863	\$14,006	\$16,728
Penny and wind machine*	\$387	\$614	\$510	\$3,397	\$3,641
Animal adoptions	\$2,003	\$2,347	\$741	\$1,435	\$2,511
General admission**	\$95,535	\$109,058	\$194,116	\$204,984	\$227,942
Holiday wish tree	\$1,675	\$2,036	\$1,764	\$1,749	\$2,668
Programs, Events and Rentals	\$52,908	\$63,484	\$79,688	\$112,827	\$122,145
Cosley Foundation support	\$140,000	\$120,000	\$67,500	\$56,250	\$35,000
Total net revenue	\$301,167	\$309,461	\$362,182	\$394,648	\$427,363

*The wind machine was introduced in 2014.

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

Cosley Foundation Support

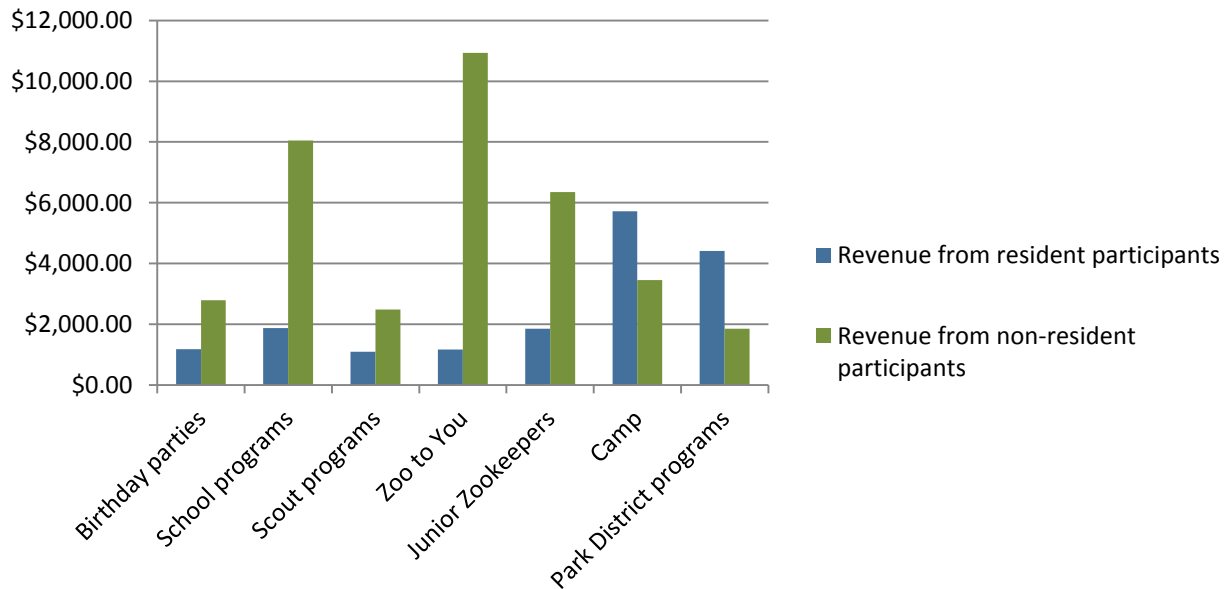
For the past several years the Cosley Foundation has committed to an annual donation of \$85,000-\$90,000 for zoo operational support. Fortunately, the zoo has not needed to accept the entire donation in recent years. Moving forward, in lieu of one large contribution, the foundation has committed to a smaller (\$25,000) yearly donation, but will also subsidize the wages for employees of the concession stand and gift shop, whose proceeds support the foundation. This staffing support will be in the amount of approximately \$57,000.

Programs, Events and Rentals

Net Revenue from Educational Programs, 2011-2015					
Revenue Source	2011	2012	2013	2014	2015
Casual Interpretation	\$5,221	\$9,645	\$14,955	\$17,258	\$22,595
Birthday Parties	\$6,152	\$5,401	\$4,943	\$7,828	\$5,058
Outreach (Zoo to You)	\$6,393	\$6,296	\$6,258	\$10,132	\$11,988
School Programs	\$7,714	\$12,296	\$12,012	\$15,623	\$13,336
Scout Programs	\$1,109	\$218	\$1,955	\$2,673	\$2,497
Park District Programs	\$3,221	\$2,471	\$2,260	\$3,387	\$3,395
Special Events	\$5,629	\$6,837	\$7,167	\$17,706	\$16,821
Camps	\$5,230	\$4,862	\$5,885	\$4,528	\$6,970
Rentals	\$12,882	\$15,711	\$25,907	\$34,532	\$39,263
Junior Zookeepers	(\$643)	(\$253)	(\$1,654)	(\$840)	\$222
Total net revenue	\$52,908	\$63,484	\$79,688	\$112,827	\$122,145

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 birthday parties, the Junior Zookeeper program and school, scout, and Zoo to You programs. This demonstrates the popularity of Cosley Zoo programs beyond Wheaton's boundaries.

Gross revenue from Wheaton Park District resident and non-resident participants in 2015 education programs

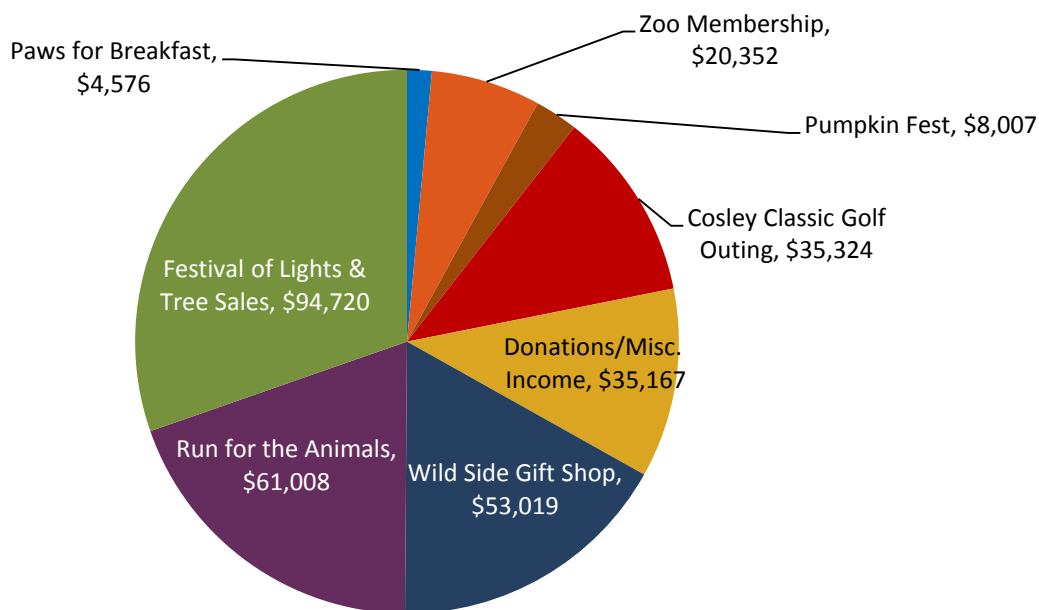


Zoo to You programs are especially popular with groups located outside of Wheaton.

Fundraising Revenue

The Cosley Foundation sponsors several fundraisers throughout the year to raise money for capital projects. In 2015, the foundation raised \$312,173 (the most money raised in the past five years) towards the development of Cosley Zoo. The following chart and table show the amount of revenue gained from various fundraisers, as well as a five year comparison of funds earned.

Net Revenue from Fundraisers, Fiscal Year 2015*



**Does not include expenses for staff wages.*

Cosley Foundation Net Revenue*, 2011-2015					
Revenue Source	2011	2012	2013	2014	2015
Zoo Membership	\$10,266	\$11,293	\$17,758	\$18,613	\$20,352
Wild Side Gift Shop	\$36,346	\$37,069	\$34,096	\$47,847	\$53,019
Donations	\$31,506	\$29,515	\$30,823	\$30,479	\$35,167
Run for the Animals	\$60,611	\$60,484	\$59,311	\$53,268	\$61,008
Paws for Breakfast	\$2,008	\$2,195	\$2,480	\$2,514	\$4,576
Cosley Classic Golf Outing	\$19,944	\$35,254	\$27,442	\$33,846	\$35,324
Pumpkin Fest	\$14,594	\$12,225	\$14,125	\$13,694	\$8,007
Festival of Lights & Tree Sales	\$86,699	\$96,023	\$90,175	\$88,201	\$94,720
Total net revenue	\$261,974	\$284,058	\$276,210	\$288,462	\$312,173

**Does not include expenses for staff wages.*

Marketing Highlights

Cosley continues to be a popular family destination in DuPage County and beyond, boasting almost 165,000 visitors in 2015. Marketing continues to focus on print and web media, publicity, and social media while exploring other unique opportunities in the marketplace. Marketing endeavors to tell the zoo's story, which includes publicizing its high accreditation standards while also promoting the unique up-close-and-personal experience with the animals, top-notch animal care, educational programming, and special events.

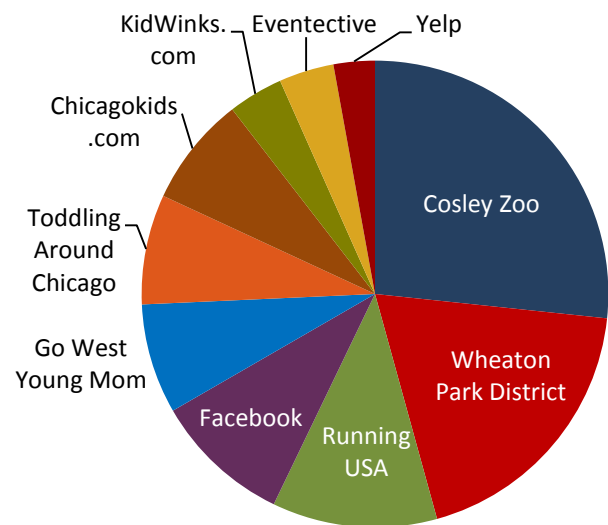
Marketing efforts in 2015 included the following:

- Updated website to transition into a mobile site for easier viewing from mobile phones and tablets
- Developed and distributed press releases
- Reached out to local park districts to promote field trips
- Reached out to local educators to promote outreach programs
- Participated in Kid Stuff Savings booklets, distributed through 300 schools in Illinois
- Printed and distributed materials and signage to promote programs and events
- Distributed monthly e-blasts to a subscriber database of over 15,000
- Featured print ads in local Double Tree Hilton concierge booklet, Hilton Garden Inn concierge booklet, Suburban Life Newspaper, West Suburban Living Magazine, Naperville Magazine, and Money Mailer
- Featured zoo programs in quarterly district program guide
- Listed events on oakleesguide.com, chicagoparent.com, chicagofun.com, discoverdupage.org, gowestyoungmom.com, and familytimemagazine.com

- Featured digital ads on familytimemagazine.com and wheatonpatch.com
- Continued to utilize television screen located in the Wild Side Gift Shop to promote programs and events
- Designed and distributed four seasonal Cosley Tails e-newsletters
- Displayed signage at zoo and various park district facilities
- Posted news, photos, and program information and more on social media regularly

Cosley Zoo's website is still a vital source of information for our visitors. In 2015, cosleyzoo.org had 123,198 unique visitors and 172,998 sessions. The chart below highlights the traffic's origins. Visitor stats are slightly down from 2014, but we feel this is because more traffic is going to the zoo's Facebook page.

Top 10 Referral Sites & Pages



The zoo's Facebook page has more than 9,000 followers, up from 6,500 in 2014. The most popular posts have always been animal photos and videos. The most-viewed facebook post in 2015 was a video created by intern Michelle

Simpson featuring zoo animals' antics set to a fun musical tune. This video was created for AZA's Wild Wednesday program, in which a different facility each week showcases content that is unique to their facility and shared by other zoos and aquariums across the country.

Cosley Zoo's Wild Wednesday video reached more than 22,000 people.

The following pages show a collage of the various print marketing materials created for Cosley Zoo in 2015.

Print & Web Ads



Special Events

The Great Egg Scramble at Cosley Zoo



Bring your baskets and saramble for eggs and other trinkets. Meet some of the zoo residents and visit with the Easter Bunny.

Saturday, March 28 | 9-11A*

*Sessions: 1: 9:30A-10:30A (2 years); Session 2: 10:40A-11:40A (7 years); Session 3: 12:40A-1:40A (10 years); Session 4: 1:50A-2:50A (13 years)

Fee: \$10 Member Park Ticket Includes \$10 Zoo Member Fee. Child Admission: \$5.00. This is an outdoor event. Not for rain or shine.

Register at the Member Fee, Child Admission: \$5.00 or online at www.cosleyzoo.org. Call 630.965.8334 for more information. Registration ends at midnight on March 26, 2015.

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Party for the Planet at Cosley Zoo



Celebrate Earth Day
Saturday, April 25 | 10A to 2P
Free to most*

*Learn about local environmental efforts. "Great Recycled Sculptures and Special Performances" will celebrate Earth Day with a special performance. *All proceeds will benefit the local environmental efforts of the local community.

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

REGISTER NOW AT ACTIVE.COM

COSLEY ZOO 2015 RUN FOR THE ANIMALS

JUNE 6
LAWRENCE, ILL. NAVATION

5K/10K
2:00P

1/2 MILE
SUPPORTS THE ANIMALS

GO TO COSLEYZOO.ORG/RUN

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Cosley Zoo

A Table Wine Tasting Experience

Thursday, July 16, 2015
Cosley Zoo | 5:30 pm to 8:30 pm
\$25 per person
or \$40 per couple (2+ people)

Sample up to 10 wines
Have Cheesecake & Desserts
Live Music by Chris Marshall

Must be 21 years and older to attend.
All proceeds benefit Cosley Zoo.

Tickets available at www.cosleyzoo.org
1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Cosley Zoo

A Table Wine Tasting Experience
Thursday, July 16, 2015
5:30 pm to 8:30 pm | \$25 per person or \$40 per couple (2+ people)

Sample up to 10 different wines
Enjoy hors d'oeuvres and desserts
Have Cheesecake & Desserts
Live Music by Chris Marshall

Must be 21 years and older to attend. Food & drink extra.
Proceeds benefit Cosley Zoo.

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Cosley Zoo

Thursday, July 16 | 5:30pm-8:00pm

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

SAVE THE DATE

32nd Annual Mike Williams Cosley Classic Golf Outing
Arrowhead Golf Club | Wheaton
Monday, August 3, 2015
Hosted by Cosley Foundation, Inc.

- Commemorative Gifter Gifts
- Cash Raffle & Silent Auction
- Fair Gimmicks on the Course
- Snack Dinner
- Awards for Top Golfer
- Golf Package Includes Access to All Course Gimmicks/Contests, 1 Raffle Ticket, 5 Mulligan Certificates, and 1 Zoroffe Ball

15 Mike Williams COSLEY CLASSIC GOLF OUTING

COSLEY ZOO pumpkin Fest

October 1-31
Children Admitted for Free

Lots of fun for the whole family!
Pumpkin Patch | Carnival Rides
Cornstalk Maze | Straw Mountain
Fall Produce Sales

Sponsored by [RAISED IN THE HEART](http://www.raisedintheheart.com)

More information at cosleyzoo.org

1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334

FREE ADMISSION

SPECIAL LIGHT DISPLAYS

HOLIDAY GIFTS

Festival of Lights AND CHRISTMAS TREE SALE

NOVEMBER 27-DECEMBER 30 | OPEN 9A-9P*

*Shedule your family's holiday traditions at Cosley Zoo! Cosley Zoo is a great destination. Please support the zoo, its animals, programs, and staff members. *Special hours on 12/24, 12/25, 12/26.

15% OFF

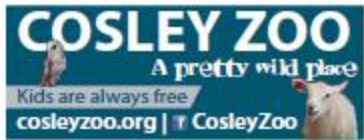
1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Join us August 31



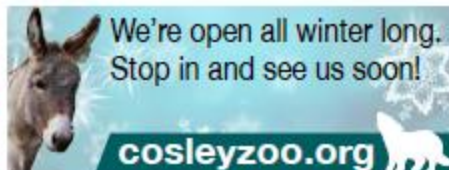
1336 S. Gary Avenue | Wheaton, IL 60187 | 630.965.8334 | www.cosleyzoo.org

Signage

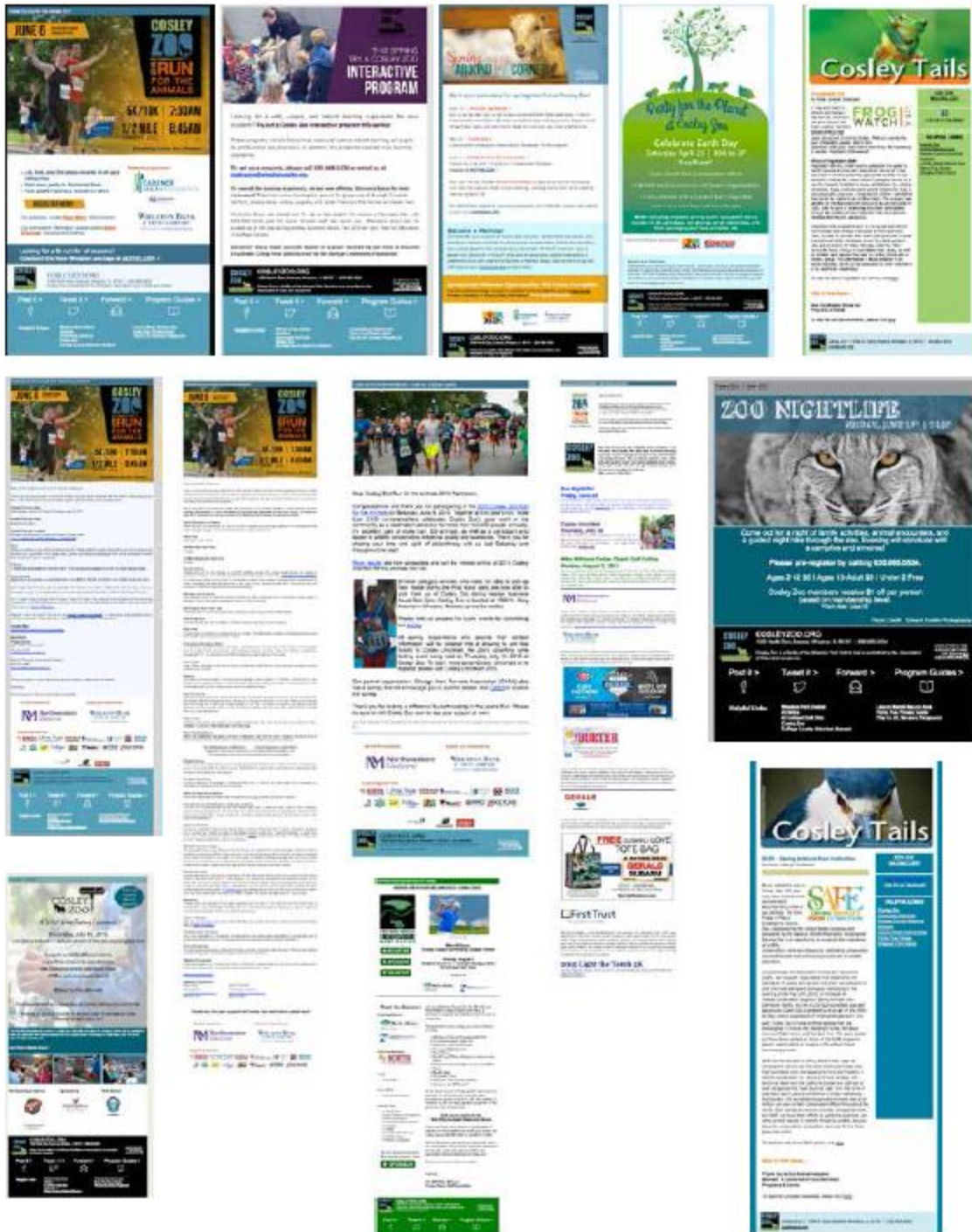


ITEM	PRICE
Rainbow Push-Up	\$2.50
Vanilla Bar	\$3.00
Pineapple	\$2.50
Snow Cone	\$3.00
Sponge Bob Stick Bar	\$3.00
Spiderman Stick Bar	\$3.00
Hello Kitty Stick Bar	\$3.00
Creo Stick Bar	\$3.50
Cookie Sandwich	\$3.50
Giant Ice Cream Sandwich	\$3.50
King Cone	\$3.50
Rainbow Pop	\$3.00
Root Beer Float 16 oz. 24 oz.	\$3.50/\$4.00

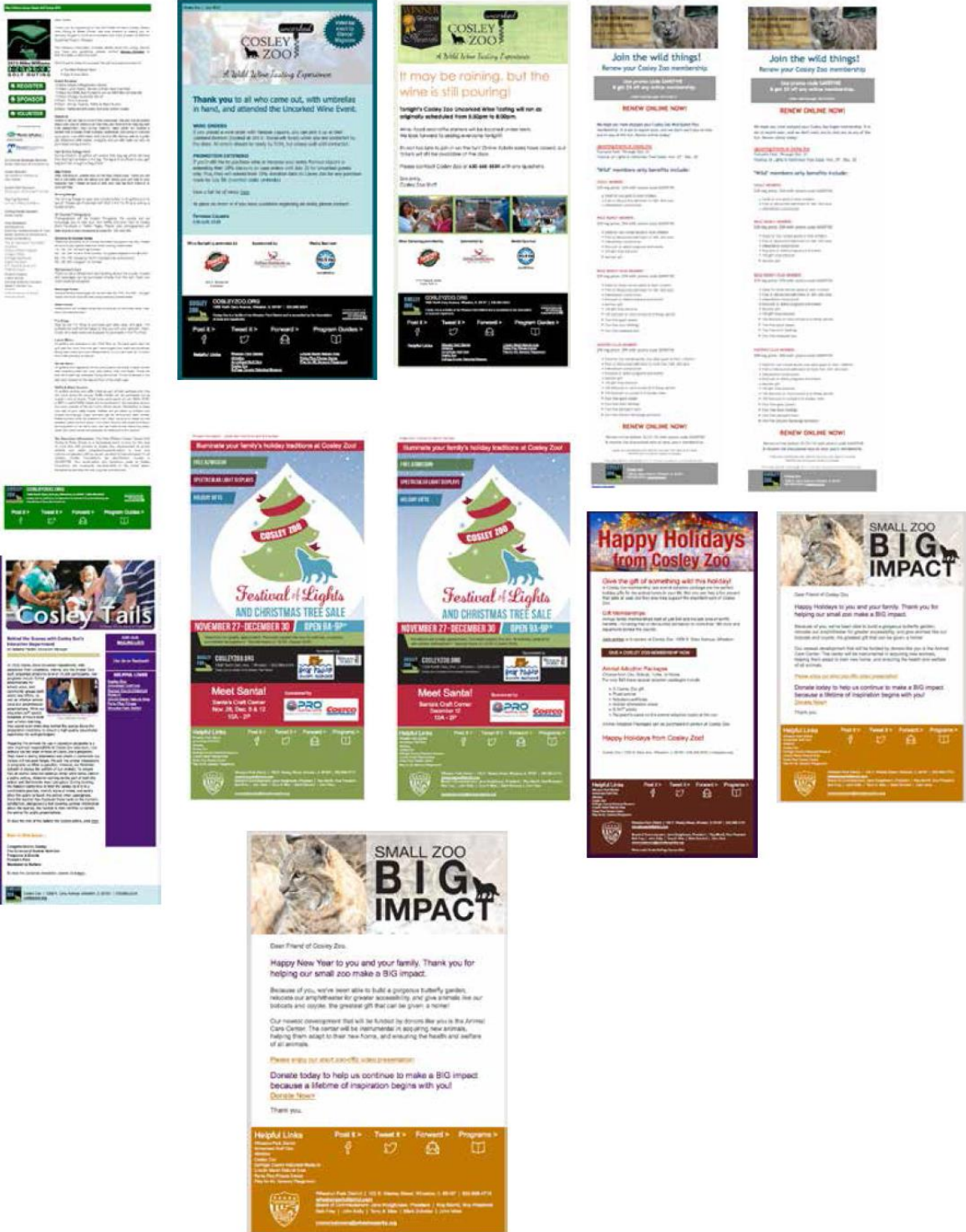
MEAL DEALS	
Includes Chips & Medium Drink	
Prime Meat	\$8.75
Hot Dog Meal	\$6.25
Chicken Fingers Meal	\$7.50
Kid Meal & Cheese Meal	\$6.75
Prime Burger & Fries Meal	\$8.00
FOOD & SNACKS	
Hot Dog	\$2.25
Chicken Fingers	\$3.25
Prime	\$3.25
Chicken Meat	\$4.25
Chicken Sandwich (with Cheese)	\$4.25
Donut	\$2.00
Hot Dog Meal	\$4.50
Chicken Meal	\$4.50
Prime Meal	\$4.50
Hot Dog Meal	\$4.50
Chicken Meal	\$4.50
Prime Meal	\$4.50
BEVERAGES	
Prime Meat	\$1.75
Hot Dog	\$1.25
Chicken	\$1.25
Prime	\$1.25
Hot Dog	\$1.25
Chicken	\$1.25
Prime	\$1.25



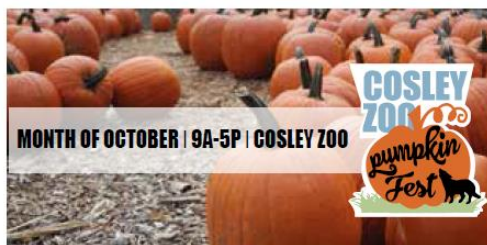
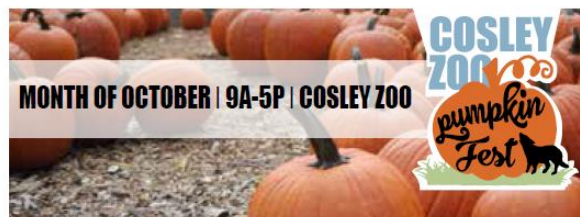
E-Blasts



E-Blasts



Social Media



Incentives/Coupons



Miscellaneous



Wild Side Shopping Bag



Membership Gift

Photo credits

Cover, page 2, 8, and 32: Edward Durbin Photography

Page 3: Parallax Productions