



# IMPACT 2020 REPORT



# 2020 OVERVIEW

## Transforming Challenges into Opportunities

The year 2020 brought with it great challenges but great opportunity. At the Little Rock Zoo we were faced with the harsh reality of closing to the public during what would have been our busiest time of the year - during our spring season. We quickly pivoted to offering virtual programming to thousands through our Virtual Zoofari programs and through our online Facebook keeper chats. We kept our animals and staff safe by following best practices and when the time was right we were excited to welcome the public back. As we continue to navigate this time of uncertainty we know some things remain the same - time with family is precious and the planet with live on is to be loved. At the Little Rock Zoo we are proud every day to serve your family and to take care of the amazing creatures in our protection in hopes that one day our world will be a place where their existence is no longer threatened.



# ZOO EDUCATION

**The Zoo Education division is responsible for hosting programs and activities that educate guests and school children about the importance of the Zoo's conservation mission. The Education division accomplished many things in 2020, including:**

**Reaching thousands of children** with the Zoo's first virtual distance learning program

Launching science, reading, writing and art lessons in partnership with the Little Rock School District sent to all K-5 student

Conducting a summer book reading series streamed online in partnership with the Central Arkansas Library System

Supported the Zoo's **first virtual Dream Night** with Arkansas Children's Hospital

Launching **two permanent AZA education teams**, one for the Orangutan Species Survival Plan and one for the Orangutan SAFE to help **more than 20 AZA professionals** produce educational content year-round to support conservation learning across zoos

Reaching  
**THOUSANDS OF CHILDREN**



# ANIMAL MANAGEMENT

**The Little Rock Zoo Animal Management division is responsible for the care and welfare of more than 400 animals that make their home at the Little Rock Zoo. In 2020 this division accomplished the following:**

Completed **more than 1,200 wellness assessments** in 2020

Recorded that enrichment was given **more than 31,356 times!** Enrichment is given to stimulate an animal's natural behavior and to help improve an animal's quality of life

**More than 12,698 training sessions** were conducted for things such as medical training for blood collection or injection training to make giving injections easier. These training sessions are important because the animals volunteer to participate and this builds trust between animals and zoo staff.

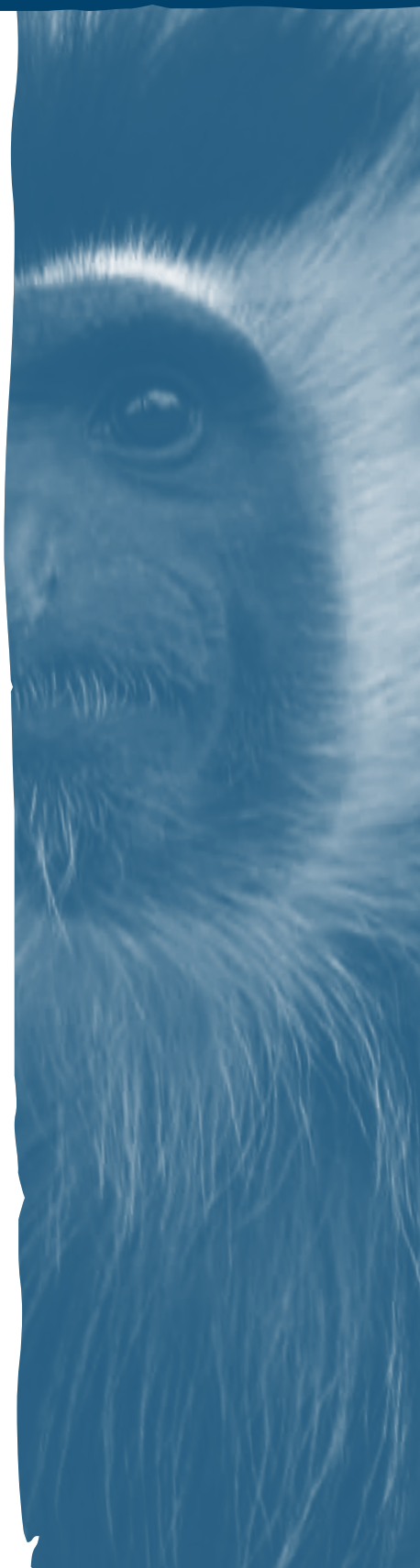
Catherine, a gorilla who had a stroke and survived, was provided with physical therapy and is now able to walk, climb and be a gorilla. **Huge success for animal health!**

The Zoo was sad to say goodbye to gorilla "Brutus" and lion "Bakari" who both passed away in 2020.

**HUGE SUCCESS** for animal health

# ALL ABOUT HEALTHY POPULATIONS

The Little Rock Zoo has 45 species under the Species Survival Plan (SSP) umbrella. These species are closely managed to provide a healthy population. The species include timely breeding and transfer plans that send animals throughout the Association of Zoos and Aquariums (AZA) community to ensure a genetically healthy population. During 2020, many SSP animals were moved including our Zoo receiving 0.1 (female) chimpanzee, 0.2 (female) African procupines, 2.0 (male) North American river otters and 0.1 (female) yellow-backed duiker. 2.0 (male) Somali wild asses were sent out for breeding programs elsewhere.



# PROJECT ACCOMPLISHMENTS

## Forward Movement in 2020

Served as a **safe outdoor space** during COVID-19 pandemic

Maintained core staffing levels throughout uncertainty of pandemic

Repaved major Zoo pathways with TAP grant

Completed Blue & You Nature Playground

Completed fencing upgrades throughout the zoo

Launched rebranded website and other materials

Launched virtual programs that **reached millions**

## SAFE OUTDOOR SPACE

Virtual programs  
**REACHED MILLIONS**

# VOLUNTEERS

## Volunteers Help Create the Zoo's Big Picture

Volunteers helped with food distribution at the Clinton Library during the zoo closure

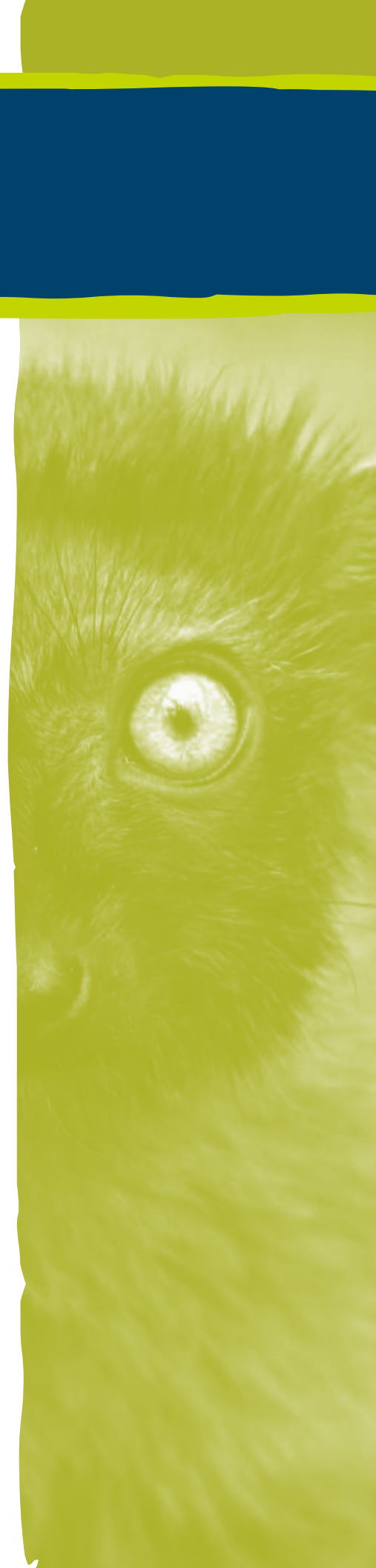
**437 volunteers** contributed **1,691 volunteer hours**

Volunteers assisted with horticulture at the zoo during 2020

The Zoo's Docent volunteer program was on hold in 2020 but met virtually to plan for 2021

**437** volunteers

**1,691** volunteer hours



# BY THE NUMBERS

## 2020 Year End

Salaries & Benefits	<b>\$3,554,762</b>
Supplies & Materials	<b>\$935,489</b>
Fleet Services	<b>\$118,405</b>
Repairs & Maintenance	<b>\$453,812</b>
Utilities	<b>\$435,812</b>
Contracts	<b>\$608,731</b>
Total Expenses	<b>\$6,106,956</b>
Zoo Revenue	<b>\$1,326,125</b>
Transfer In	<b>\$4,780,831</b>