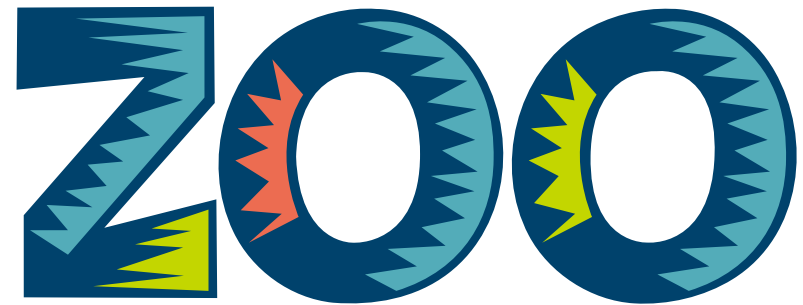




2018

IMPACT REPORT

LITTLE ROCK



CONSERVE LEARN CARE

EDUCATE, CONSERVE, RESTORE.

We are passionate about preserving wildlife, now and for future generations. It is our mission is to create engaging experiences that inspire everyone to value and conserve wildlife.

The Little Rock Zoo ignites awareness and appreciation of the natural world around us that is easily overlooked. A zoo is much more than a place where animals live. It is both an experience and an opportunity to instill a deeper respect for the ecosystem at large.



CONSERVE.



The Little Rock Zoo Animal Management division is responsible for the care and conservation of the more than 500 animals that make their home at the Little Rock Zoo and for contributing to the Zoo's overall mission to save species.



From traveling abroad to lend expertise to conservation organizations saving species in the wild to caring for Species Survival Plan® (SSP) animals at our Zoo, the Animal Management division makes a difference every day.

WE CAN CONSERVE NATURAL HABITATS.

2018 Major Accomplishments for Animal Management

Launched a new partnership with UALR Student Shadow program

Developed Animal Welfare Program and Created New Animal Welfare Curator role

Colobus monkeys acquired for ground breaking of new habitat

Two new cheetah boys acquired from the Cincinnati Zoo

A baby gorilla was born at the recommendation of the Species Survival Plan®

Three new free flighted Macaws acquired for education shows



WE CAN CONSERVE NATURAL HABITATS.

2018 Major Accomplishments for Conservation

Staff Conservation Programs

Keeper Maggie Quinn traveled to Namibia to assist the Cheetah Conservation Fund

Curator Debbie Thompson, Keeper ME Hampton traveled to India to assist Wildlife SOS



Cheetah Conservation fund (CCF) is an international nonprofit organization actively engaged in the effort to end the illegal wildlife trade through science-based, results-driven conservation initiatives.

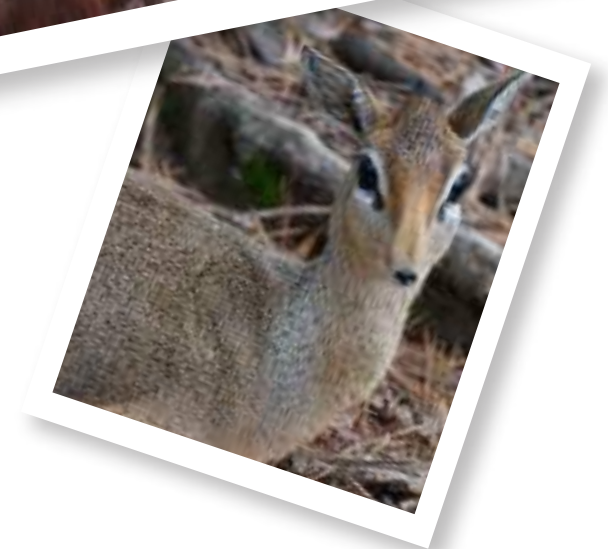
WE CAN CONNECT HEARTS & MINDS.

Conservation Education

515 programs conducted

35,238 people reached

4,200 docent volunteer hours served



CONSERVATION EDUCATION.

WOW! Wonders of Wildlife

During its inaugural year, this program aimed to educate all of the third graders in the Little Rock School District. In addition to a special tour of the Zoo with interactive stations led by Zoo staff, pre and post tour materials were given to teachers. Professional development for teachers was also provided with assistance from the UALR STEM Center.



CONSERVATION EDUCATION.

Zoofari Summer and Winter Break Camps

The educational and entertaining Zoofari Summer Camps saw tremendous growth with over 330 registered campers, more than triple the previous year.

Thanks to funding awarded by the City of Little Rock Department of Community Programs, summer camp also included scholarships for underserved students from the Little Rock School District.

Motivated by popularity during the summer, was the creation of the Zoo's first ever winter break camp. In fact, winter break camp was so well received that it is sure to be a staple for years to come.



CONSERVATION EDUCATION.

Wild Club

Our Arkansas Zoological Foundation donor club program offers member benefits to visit the Little Rock Zoo along with tickets to attend Zoo Foundation fundraising events and special behind the scenes tours. Wild Club memberships contribute to the Zoo Foundation's dedication to growing and developing the Little Rock Zoo and making the Zoo a better place for all families. To learn more, visit WildClub.org

Foundation Events

The Arkansas Zoological Foundation hosted several successful events in 2018 that raised important funds for zoo improvements including our annual Wild Wines event and Zoo Brew. These events along with other fundraising activities of the Zoo Foundation help support new capital investments and conservation programs of the Little Rock Zoo. Learn more and how you can contribute at ArkZooFoundation.org



CONSERVATION EDUCATION.

Docent Education Volunteers

Without the more than 4,200 hours of dedication and effort donated to the Zoo by its inspiring docents, much of what the Zoo is able to accomplish would not be possible. Their desire and drive to support the Zoo's mission is an integral part of our success.

Docent Education Volunteers are an important part of the Little Rock Zoo's Education program. This group of specialized volunteers completes a two weekend training course along with a 48 hour shadow program to learn all about the Zoo's animals, animal handling and how to do animal programs.

Docents that handle our birds of prey and other animals undergo even more specialized training and are required to keep anywhere from 70-100 hours of service annually. This dedicated core of volunteers conducts animal meet-n-greets for guests, assists with education programs and helps with other education events. The Little Rock Zoo would not be able to do the great education outreach work we do without our docent volunteers!

IN 2018 DOCENTS GAVE
2,581
HOURS OF SERVICE

Volunteer equivalency donated to the Zoo = \$55,130.16

SUPERSTAR DOCENTS IN 2018:

CHARLES SMITH - 602 HOURS

BARBARA DUNN - 268 HOURS

MARILYN IRWIN - 252 HOURS

JOSEPH WAITS - 202 HOURS

AMANDA GALIANO - 189 HOURS

LYNN MORONEY - 176 HOURS

KATHLEEN WALKER - 169 HOURS

A special award was given to Mrs. Em Smith, who has been one of our most honorable Docents since 1994. She was given a special 25 year pin along with a special plaque of recognition.



2018 FINANCIALS

INCOME

Concessions	\$474,593.55
Education	\$105,316.53
Gate Revenue (Including parking)	\$1,596,514.65
Memberships	\$478,493.72
Merchandise Sales	\$244,284.61
Special Events	\$241,200.04
Rentals	\$57,741.00
Rides	\$152,078.18
Miscellaneous Revenue	\$30,983.15
City Operational Support	\$3,200,823.14
Total Unaudited Income	\$6,582,028.57



2018 FINANCIALS

EXPENSE

Personnel	\$3,939,873.78
Contracts & Utilities	\$1,213,067.70
Supplies & Materials	\$969,174.37
Repairs & Maintenance	\$459,912.72
Total Unaudited Expenses	\$6,582,028.57
Private Grants & Donations	\$554,098.00