



Annual Report
2016-2017



From the Executive Director



Another year has gone by for the 96 year old Jackson Zoo, and we eagerly await 2018! The Jackson Zoological Society has leased operations of the zoo from the City of Jackson since 1986, and we are proud of what we have brought to this partnership over the years. Our mission is to provide visitors with a quality recreational and educational environment, dedicated to wildlife care and conservation, and we strive to achieve this every day.

One of the biggest highlights of 2017 was the three-month Dino exhibit, and our sincere thanks go to Regions, United Healthcare, M3A Architects, and Martinson's Gardenworks for bringing this amazing attraction to us.

We are an accredited member of the Zoological Association of American (ZAA), which promotes responsible ownership, management, conservation, and propagation of animals through professional standards in husbandry, animal care, safety, and ethics. We also continue our cooperation with our colleagues in the broader conservation community, and remain in uninterrupted compliance of all required federal, state, city, county, local, international, and related permits.

As well as showcasing extraordinary wildlife, and inspiring our community to engage in conservation, we will continue our determined efforts to retain a quality zoo in the capitol city for Mississippi!

Beth Poff

Highlights

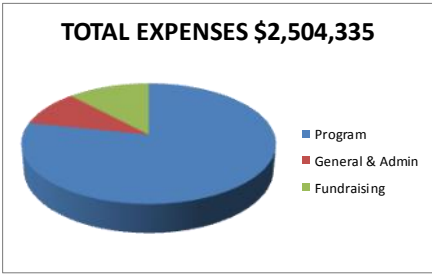


Finances

TOTAL REVENUE \$2,107,696

Program Expenses \$1,960,184
General & Administrative \$242,917
Fundraising Expenses \$301,234
Total Expenses **\$2,504,234**

Beginning Net Assets \$4,588,513
Ending Net Assets \$4,457,772
Total Liabilities \$2,127,122



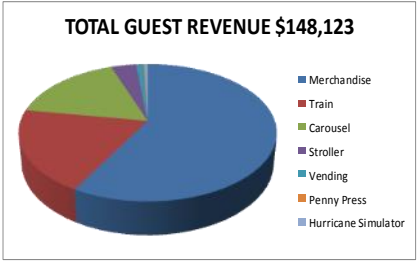
TOTAL NET ASSETS & LIABILITIES **\$6,584,894**

Guest Services

TOTAL ATTENDANCE 100,963

Merchandise Revenue \$86,061

TRAIN
Riders 14,475
Revenue \$28,950



CAROUSEL
Riders 12,536
Revenue \$25,072

SHARED REVENUE
Scooter Bug (stroller) \$5513
Brown Bottling (vending) \$1678
Copper Memories (Penny Press) \$240
Hurricane Simulator \$609



Membership

Memberships	1,275	\$101,457
Adopt- An-Animal	17	\$1,050
Experience Zoo	51	\$3,315
Total	2,063	\$105,822

Conservation

MENTORING

Mississippi State University, Hinds Community College, Mississippi College, Sumrall High School, Louisville High School:

101 Students for 452 hours

RAPTOR REHAB

109 Birds received

55% survival

FUNDS RAISED

\$1,300 from admissions and events

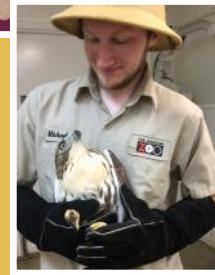
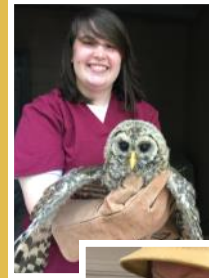
Education

Program	Attendance
General FT	18,542
Wild Learning FT	1,013
Wild Meet & Greet	73
Wild Classroom	541
Zoo Mobile	6,632
Free Community Events	643
Zoo Camp	93
Slumber Safari	44
Scout Programs	39
TOTAL	27,620

Volunteers

Department	Hours
Education	1,011.2
Zoo Teens	1,774.75
Vet Hospital	517.5
Zoo Crew	2,987.4
Special Events	809.75
Junior League	71.5
TOTAL	7,172.1

PROJECTS: Rhino Yard, Mulching Grounds, New Giraffe Gate, Painted Prairie Dog Exhibit, Monthly Landscaping, Dino Area Prep, Cougar Exhibit Rehab, Pressure Washing of the Gertrude C Ford Ed Center and Vet Hospital



New Tiger/Giraffe Access Gate



Jeffrey Graves
President



William McElroy
Vice President



Kimberly Hardy
Treasurer/Secretary



JoAnne Morris
Past President



Mandy Davis



Steve Brandon



Alex Chess



Gene Wright



Josh Clark



Davetta Lee



James Hendrix



Percy King



Patty Patterson



Ison Harris
City of Jackson
Parks & Rec



Beth Poff
Jackson Zoo
Executive Director

The Board of Directors

Animal Care

We have about 385 animals in our care every day, covering about 200 species from around the globe. Of these, eleven are considered threatened or endangered, such as the Sumatran tiger, the Reticulated giraffe, the Amur leopard, the Pygmy hippo, the Red wolf, the Red ruffed lemur, and the White handed gibbon, to name a few.

Our animal care staff not only performs daily schedules of feeding and cleaning, but they also have schedules for daily enrichment, and have been cross-training in different sections.

In 2017, the chimp night house was completed, and the lower duck and flamingo ponds were cleaned and repaired.



Events

DATE	EVENT	ATTENDANCE	RAISED
10/18	Members Meeting (Members)	50	
10/28	Boo at the Zoo Friday	1658	
10/29	Boo at the Zoo Saturday	2465	\$36,460
02/14	Directors Luncheon	35	
03/31	Dinos at Dusk (Sponsors)	22	
04/01	Donuts & Dinos (Members)	103	
04/01	Dinos Opening	1980	
04/07	Zoo Brew	1539	\$48,479
04/15	CU at the Zoo	4450	
04/22	Earth Day	687	
05/07	Zoo Blues	2390	\$10,409
05/13	Diggin Dinos	675	
05/20	Members Appreciation Day	467	
05/21	22q at the Zoo	235	
06/14	St. Dominics Dream Night	370	
07/15	Ice Cream Safari	2892	\$29,181
09/28	Zoo Party (Adults)	265	\$50,868

Value Added Days

02/14	Sweethearts Day	76
05/14	Mothers Day	638
05/29	Memorial Day	448
06/18	Fathers Day	278
07/04	Red, White, & Blue Day	1960
09/10	Grandparents Day	582



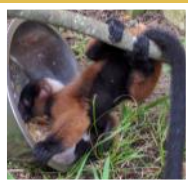
Facility Rentals

Facility Rentals	10	\$18,260
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Birthday Parties

Birthday Parties	14	\$4,391
Splash Pad Parties	8	\$1,500
Total Revenue	22	\$6,201



Gifts of \$5,000 or more

Cal-Maine Foods, Inc.
City of Jackson
Community Foundation of Greater
Jackson (CFGJ)
Entergy Corporation
Gertrude C. Ford Foundation
Jackson State University
Kohl's Department Store
M3A Architecture

Madison Charitable Foundation
Laurie Hearin McRee
NISSAN NORTH AMERICA, INC.
Regions Bank
RiverHills Bank (Vicksburg Medical
Foundation)
St. Dominic Health Services, Inc.
UnitedHealthcare of Mississippi, Inc.

Gifts of \$1,000 to \$4,999

Dr. William (Bill) Aden
Reuben Anderson
Baker, Donelson, Bearman, Caldwell,
and Berkowitz, PC
BankPlus
Michael Bender
BKD, LLP CPAs & Advisors
Bradley Arant Boult Cummings LLP
Capital City Beverages, Inc.
Betsy Clarke
Toni and Bill Cooley
Kane and Betty Ditto
Donald Richard Hall Memorial Fund
of the Community Foundation of
Greater Jackson
Duvall Decker Architects, P.A.
Eagle Express Federal Credit Union
First Commercial Bank
H.F. McCarty Foundation
Hope Federal Credit Union
Jackson Area Federal Credit Union
Jones Walker, LLP
Dr. Paul and Sandra Jones
Junior League of Jackson
Kroger Company Foundation
Lady Luck Casino & Hotel
Malcolm and Joy Lightsey

Magnolia Federal Credit Union
MBHS Federal Credit Union
Michael T. McRee
Members Exchange Credit Union
Mississippi Council on Developmental
Disabilities
Mississippi Federal Credit Union
Mutual Credit Union
Raymond James
Rivertrust Federal Credit Union
Rotary Club of North Jackson
Dr. George Schimmel
StateStreet Group, LLC
Statewide Federal Credit Union
Sweet & Associates
The Clay Firm
Trustmark National Bank
Tyson Foods, Inc.
Visit Jackson (JCVB)
Trey and Betsy Watkins
Gene Wright
Steve and Chris Zachow



Gifts up to \$999

Holmes Adams
Jeremy Adams
Kristen Adams
Cameron Albritton
Eric and Amy Amundson
Jeffrey Amy
Nila Dian Anderson
Anonymous
Sophia and Philip Azordegan
Rev. and Mrs. James Baird
Benjamin Barnette
Lauren Barry
Lucy Barton
Ellen Beatty
Belinda Stewart Architects
Willie Bennett
Billy's Original Foods
Desiree Blair
Jennifer Boone
Stephanie and Gregg Boyette
John and Phyllis Boyte
Heather Bradley
Jasmin Bright
Liz and Bill Brister
Dwight Brown
Kendra Brown
Brown Vending Company
Shawn and Katie Lightsey Browning
Bridget Bryant
Buffalo Peak Outifitters
Harry P. Byrd
Cabot Lodge at Millsaps
Susan Carson
Carol Ann Carter
Derrick and Angela Chandler
Mike Christensen
Paulette Cockrell
Walt and Jennifer Collier
Christopher Collins
William Compton
Catherine Cooper
Dr. Lee and Mary Ann Cope
Dyrus Craddieth
Ben and Hilary Craddock
Stacy Craine
Tanny & Kelly Crawford
Robert Cunningham
Sarah and Mark Dave
Amy Davenport
Mandy Davis
Joseph Donovan
Larry and Pamela Edwards
Christopher Edwards
Eva Ellis
Lynn and Owen Evans
Thelisa Evans
Rita and Jerald Everett
Richard Feldman
Sara Hart and Gordon Fellows
Belvia Ferguson
Mark Fields
Kathryn Fisher
Ryan and Catherine Florreich
Larry Flowers
James and Judith Fox
Joyce Fox
Toni Francis
Joshua and Courtney Friedel
Avery Galtney
Mr. and Mrs. Dean Gerber
Dr. John and Dorothy Gibson
Anne Gibson
Laura Godfrey
Dolly and Wesley Goings
Mary Anne Gowan
Brayden Graham
Mason and Grace Greene
Adam Griffin
Amber Grubbs
Jane and Christopher Gunn
Edgar Haase
Dick Hall
Deborah Hall
Kyrollos Hana
Stirlin Hancock
James and Rebecca Hardy
Clyde & Barbara Hare
Angela Harris

Gifts up to \$999 continued

Maria Luisa Alvarez Harvey
Cornell Henderson
Jimmy "Kingfish" Hendrix
Chris Herron
Home Depot #2917
Thomas and Ellen Hontzas
Harrison and Jeannie Hood
Rose Hopper
Hops and Habanas
Cherylynn Horvath
Olivia and Gerard Host
Gerry Ann Houston
Sarah Howe
Au'Jua Hudson
John Hughes, III
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IBM International Foundation
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Harvey and Kathy Johnson
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Katherine Jones
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Beverly Keaton
Quinn and Bradley Kellum
Ted and Libby Kendall
Percy King
Catherine P. Klipple
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Hite & Judi Lane
William Langley
John and Melanie Lauderdale
William and Victoria Leech
Horace Lester
Rosalie and Craig Levalley
Sarah Lilly
Chuck and Virgi Lindsay
Sharon and John Maloney
Dr. Ojus and Jane Malphurs
Mangia Bene Restaurant
Management Group

Bobbye Mason
Larry and Honey May
George W. May, Jr.
Tena McKenzie
Dr. Sarah Broom & Richard
McKey
Elizabeth and Read Meadows
Elizabeth and Kerk Mehrle
Peggy Miller
Heather Mitchell
Sierra Moore
Cherri Moore
JoAnne Morris
Walter and Ginger Morrison
Will and Betsey Mosby
Sheba Moses
Nix-Tann and Associates
Don and Holley Noblitt
Kisiah W. Nolan
Larry and Carol Northrup
Robert and Sue Maxyne
Norwood
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Arica O'Sullivan
Brian and Courtney Paff
Kerry and Paul Parker
Parker & Associates, CPAs
Jeremy and Jenna Parsons
Richard and Sherry Partridge
Virginia Alice Patterson
Michael Pawlick
Lois Anne Pearce
Derek Pepper
Beth Poff
Beverly Pogue
Donald Potts
Barry and Barbara Powell
Fred Powell
Suzette and Cecil Purvis
Sandra Randall
Lakecia Randolph
Loretta Ray
Virginia Reames
Kathy Rector

Gifts up to \$999 continued

Karen Redhead
Phil Reed
Dr. Mandy Reeves
Francine Thomas Reynolds
Sharon and Tom Rhoden
Patsy Richmond
Elisabeth J. Rivers
Mr. and Mrs. James W. Robbins
Drs. Hess and Sara Martin Robertson
Jennifer Robinson
Joshua Rodgers
Dana Rodney
Lele Rooks
Ross & Yerger
Aimee Rust
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Ann Seale
Talvea Seawood
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Quintin Smith
Southern Consultants, Inc.
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Kathie Stimac
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Jerry and Patti Sullivan
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Earnest Whitley
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Wildlife Rescue & Rehabilitation, Inc.
Thomas and Merrie Wiley
T. Palmer and Cindy Wilks
Dr. Jane Claire and Nason Williams
Ashley and Mark Willson
Trish and Kenny Windham
William and Elise Winter
Janet Wofford
Jimmy and Vicky Womack
Willard Wood
Latarsha Woods
John Wright
Mollie H. Young
Ivy Young

