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!

From the Executive Director

Beth Poole

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**

<table>
<thead>
<tr>
<th>Program</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>General FT</td>
<td>18,542</td>
</tr>
<tr>
<td>Wild Learning FT</td>
<td>1,013</td>
</tr>
<tr>
<td>Wild Meet &amp; Greet</td>
<td>73</td>
</tr>
<tr>
<td>Wild Classroom</td>
<td>541</td>
</tr>
<tr>
<td>Zoo Mobile</td>
<td>6,632</td>
</tr>
<tr>
<td>Free Community Events</td>
<td>643</td>
</tr>
<tr>
<td>Zoo Camp</td>
<td>93</td>
</tr>
<tr>
<td>Slumber Safari</td>
<td>44</td>
</tr>
<tr>
<td>Scout Programs</td>
<td>39</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>27,620</strong></td>
</tr>
</tbody>
</table>

**Volunteers**

<table>
<thead>
<tr>
<th>Department</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>1,011.2</td>
</tr>
<tr>
<td>Zoo Teens</td>
<td>1,774.75</td>
</tr>
<tr>
<td>Vet Hospital</td>
<td>517.5</td>
</tr>
<tr>
<td>Zoo Crew</td>
<td>2,987.4</td>
</tr>
<tr>
<td>Special Events</td>
<td>809.75</td>
</tr>
<tr>
<td>Junior League</td>
<td>71.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7,172.1</strong></td>
</tr>
</tbody>
</table>

**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**
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

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

## Value Added Days

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>VALUE Added Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/14</td>
<td>Sweethearts Day</td>
<td>76</td>
</tr>
<tr>
<td>05/14</td>
<td>Mothers Day</td>
<td>638</td>
</tr>
<tr>
<td>05/29</td>
<td>Memorial Day</td>
<td>448</td>
</tr>
<tr>
<td>06/18</td>
<td>Fathers Day</td>
<td>278</td>
</tr>
<tr>
<td>07/04</td>
<td>Red, White, &amp; Blue Day</td>
<td>1960</td>
</tr>
<tr>
<td>09/10</td>
<td>Grandparents Day</td>
<td>582</td>
</tr>
</tbody>
</table>

## Facility Rentals

| Facility Rentals | 10 | $18,260 |

## 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 Albriton
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 Outfitters
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 Wesley Goings
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  Bobbye Mason
Cornell Henderson        Larry and Honey May
Jimmy "Kingfish" Hendrix  George W. May, Jr.
Chris Herron             Tena McKenzie
Home Depot #2917          Dr. Sarah Broom & Richard
Thomas and Ellen Hontzas  McKey
Harrison and Jeannie Hood Elizabeth and Read Meadows
Rose Hopper              Elizabeth and Kerk Mehrle
Hops and Habanas          Peggy Miller
Cherylynn Horvath         Heather Mitchell
Olivia and Gerard Host    Sierra Moore
Gerry Ann Houston         Cherri Moore
Sarah Howe                JoAnne Morris
Au'Jua Hudson            Walter and Ginger Morrison
John Hughes, III          Will and Betsey Mosby
Hollie Hull               Sheba Moses
IBM International Foundation Nix-Tann and Associates
Camille Jeffcoat, M.D.    Don and Holley Noblitt
Courtney Jimmie           Kisiah W. Nolan
Ellen & Charles G. Johnson Larry and Carol Northrup
Joseph and Emily Johnson  Robert and Sue Maxyne
Harvey and Kathy Johnson  Norwood
Dr. James and Elta Johnston
Trey and Missy Jones      Frances O'Neal
Katherine Jones           Arica O'Sullivan
Brad Justice              Brian and Courtney Paff
Beverly Keaton            Kerry and Paul Parker
Quinn and Bradley Kellum  Parker & Associates, CPAs
Ted and Libby Kendall     Jeremy and Jenna Parsons
Percy King                Richard and Sherry Partridge
Catherine P. Klipple      Virginia Alice Patterson
Mary Lancaster            Michael Pawlick
Hite & Judi Lane          Lois Anne Pearce
William Langley           Derek Pepper
John and Melanie Lauderdale Beth Poff
William and Victoria Leech Beverly Pogue
Horace Lester             Donald Potts
Rosalie and Craig Levalley Barry and Barbara Powell
Sarah Lilly               Fred Powell
Chuck and Virgi Lindsay   Suzette and Cecil Purvis
Sharon and John Maloney   Sandra Randall
Dr. Ojus and Jane Malphurs Lakecia Randolph
Mangia Bene Restaurant    Loretta Ray
Management Group          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
Audrey Ryals
Ann Seale
Talvea Seawood
Sharon T. Shepherd
Meredith Shows
James & Bettye Sledge
John and Sheila Smith
Michael and Elise Smith
Margie Smith
Laura Smith
Quintin Smith
Southern Consultants, Inc.
St. Andrews Episcopal School
Jefferson and Mary Ellen Stancill
Thomas and Laura Stansell
Elizabeth Stenger
Steve Brandon, Attorney at Law
Marian K. Stevens
Kathie Stimac
Dr. and Mrs. D.K. Stone
Jerry and Patti Sullivan
Dr. Wade and Sarah Swanson
Sarah Switzer
Tatum & Wade, PLLC
Edward Taylor
Lloyd Thorpe
Robert Tibbs, III, M.D.
Donna Todd

India and Alan Torrey
Twisted Pretzel, LLC
Tzedakah Charitable Fund
Caroline Upchurch
Van Devender Foundation
Jerome Vaughan
William Vines
Peeranut Visetsuth
Ryan Warren
Tom Washburn
Dr. C. and Rebecca Waterer
Julian Watson
Robert H. & Eleanor B. Weaver
Donna Webb
Mark D. Weber
Kathryn Weiner
Donald Sittman & Susan Wellman
Dr. and Mrs. Greer Whitacre
Earnest Whitley
Joshua & Judith Wiener
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