ANNUAL REPORT 2018

Photo: DWetzel, Instagram.com/JacksonZoo
## Finances

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL REVENUE</td>
<td>$1,966,946</td>
</tr>
<tr>
<td>Program Expenses</td>
<td>$2,451,138</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$580,962</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>$72,202</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>$3,104,302</td>
</tr>
<tr>
<td>Beginning Net Assets</td>
<td>$5,392,376</td>
</tr>
<tr>
<td>Ending Net Assets</td>
<td>$1,965,602</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$2,380,341</td>
</tr>
<tr>
<td>TOTAL NET ASSETS &amp; LIABILITIES</td>
<td>$4,345,943</td>
</tr>
</tbody>
</table>

## Guest Services

### Gift Shop Merchandise Revenue
- $53,363

### SHARED REVENUE
- Scooter Bug (stroller): $1,668
- Brown Bottling (vending): $2,823
- K&C Enterprises (Penny Press): $588
- Hurricane Simulator: $303

### CONCESSIONS
- Back Yard Burger: $4,616
- Brown Vending: $2,520

### LIVINGSTON TRAIN (OCT-NOV, JUL-SEP)
- Riders: 3,154
- Revenue: $6,308

### CAROUSEL
- Riders: 11,350
- Revenue: $22,700

### ANNUAL ZOO ATTENDANCE
- 76,423

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**Board of Directors 2017-2018**

- Mandy Davis
- Steve Brandon
- Davetta Lee
- Gene Wright
- Josh Clark
- Jeffrey Graves, President
- William McElroy, Vice President
- Kimberly Hardy, Treasurer/Secretary
- JoAnne Morris, Past President
- Alexander Chess
- James Hendrix
- Percy King
- Patty Patterson
- Ison Harris, Director of Parks & Rec
- Beth Poff, Executive Director
Animal Care

335 animals, 195 Species
12 Species Survival Program Participants
Added chimp outdoor night house (contractor)
Added cougar platforms (volunteer)
Expanded keeper section cross training & enrichment schedules

Conservation

MENTORING
Mississippi State University, Hinds Community College in Raymond, Mississippi College: 40 Students for 680 hours

RAPTOR REHAB
112 Injured birds received
54% survival
$450 donated to program from admissions and events

Education

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild Meet &amp; Greet</td>
<td>497</td>
</tr>
<tr>
<td>Wild Classroom</td>
<td>1,768</td>
</tr>
<tr>
<td>Zoo Mobile</td>
<td>3,100</td>
</tr>
<tr>
<td>Free Community Events</td>
<td>643</td>
</tr>
<tr>
<td>Zoo Camp Spring</td>
<td>19</td>
</tr>
<tr>
<td>Zoo Camp Summer</td>
<td>85</td>
</tr>
<tr>
<td>Scout Programs</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,152</td>
</tr>
</tbody>
</table>

REVENUE

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Field Trips</td>
<td>$36,480</td>
</tr>
<tr>
<td>Zoo Mobile</td>
<td>$7,006</td>
</tr>
<tr>
<td>Zoo Camp Spring</td>
<td>$2,929</td>
</tr>
<tr>
<td>Zoo Camp Summer</td>
<td>$14,343</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$60,758</td>
</tr>
</tbody>
</table>

Volunteers

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education/Discovery</td>
<td>625</td>
</tr>
<tr>
<td>Zoo Teens</td>
<td>1200</td>
</tr>
<tr>
<td>Vet Hospital</td>
<td>500</td>
</tr>
<tr>
<td>Zoo Crew Master Gardeners</td>
<td>180</td>
</tr>
<tr>
<td>Zoo Crew Events</td>
<td>1500</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,005</td>
</tr>
</tbody>
</table>

GROUPS: Belhaven College, Wingfield High, Millsaps College, St. Andrews High, St. Joseph High, Apple, Kohl’s, Horne LLC, Apple, Jackson State University.

PROJECTS: mulching, painting, landscaping, pressure pashing, events, and vet hospital upkeep.
Special Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>ATTENDANCE</th>
<th>RAISED</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/16</td>
<td>Members Meeting (Members)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>10/27</td>
<td>Boo at the Zoo Friday</td>
<td>(rain out)</td>
<td></td>
</tr>
<tr>
<td>10/28</td>
<td>Boo at the Zoo Saturday</td>
<td>2307</td>
<td>$15,116</td>
</tr>
<tr>
<td>02/13</td>
<td>Directors Luncheon</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>04/14</td>
<td>CU at the Zoo</td>
<td>3126</td>
<td></td>
</tr>
<tr>
<td>04/21</td>
<td>Earth Day</td>
<td>826</td>
<td></td>
</tr>
<tr>
<td>05/06</td>
<td>Zoo Blues</td>
<td>2200</td>
<td>$11,250</td>
</tr>
<tr>
<td>05/15</td>
<td>Zoo Brew</td>
<td>1479</td>
<td>$57,010</td>
</tr>
<tr>
<td>05/19</td>
<td>Members Appreciation Day</td>
<td>368</td>
<td></td>
</tr>
<tr>
<td>05/20</td>
<td>22q at the Zoo</td>
<td>216</td>
<td></td>
</tr>
<tr>
<td>06/01</td>
<td>St. Dominics Dream Night</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>07/14</td>
<td>Blue Bell Ice Cream Safari</td>
<td>2517</td>
<td>$24,522</td>
</tr>
<tr>
<td>07/21</td>
<td>Back to School Splash</td>
<td>1,122</td>
<td>$3,500</td>
</tr>
<tr>
<td>08/11-12</td>
<td>Pokemon GO</td>
<td>688</td>
<td>$5,959</td>
</tr>
<tr>
<td>09/27</td>
<td>Zoo Party (Adults)</td>
<td>142</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

Value Added Days

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/11</td>
<td>Veteran’s Day</td>
<td>264</td>
</tr>
<tr>
<td>11/24</td>
<td>Thanksgiving Day</td>
<td>731</td>
</tr>
<tr>
<td>01/15</td>
<td>MLKJ Day of Service</td>
<td>114</td>
</tr>
<tr>
<td>02/14</td>
<td>Sweethearts Day</td>
<td>48</td>
</tr>
<tr>
<td>05/13</td>
<td>Mothers Day</td>
<td>337</td>
</tr>
<tr>
<td>05/28</td>
<td>Memorial Day</td>
<td>497</td>
</tr>
<tr>
<td>06/17</td>
<td>Fathers Day</td>
<td>147</td>
</tr>
<tr>
<td>06/21</td>
<td>World Giraffe Day</td>
<td>163</td>
</tr>
<tr>
<td>07/04</td>
<td>Red, White, &amp; Blue Day</td>
<td>829</td>
</tr>
<tr>
<td>07/29</td>
<td>Intl Tiger Day</td>
<td>430</td>
</tr>
<tr>
<td>09/1-3</td>
<td>Frozen Treat Enrichment</td>
<td>882</td>
</tr>
<tr>
<td>09/03</td>
<td>Labor Day</td>
<td>331</td>
</tr>
<tr>
<td>09/09</td>
<td>Grandparents Day</td>
<td>62</td>
</tr>
<tr>
<td>09/15</td>
<td>Intl Red Panda Day</td>
<td>291</td>
</tr>
<tr>
<td>09/21</td>
<td>World Rhino Day</td>
<td>100</td>
</tr>
</tbody>
</table>

Birthday Parties

- Birthday Parties: 12, $3,181
- Splash Pad Parties: 9, $1,360
- Total Revenue: 21, $4,541

Facility Rentals

Large Classroom & Display Hall: 7, $3,883

Membership

- Memberships: 1,160, $51,799
- Adopt- An-Animal: 22, $2,100
- Total: 1,182, $53,899
Gifts up to $999

AAZK, Jackson Chapter
Abita
H. Stanford Adams
Katie Aikin
Penny Ainsworth
Alexis Alexander
Owens & Emily Alexander Family Foundation
John & Betty Allin
Eric & Amy Amundson
Nila Dian Anderson
Hari Arava
Billy Askew
Renee Atchley
Atmos Energy
Rev. & Mrs. James Baird
Mary Balk
Barnett Phillips Lumber Company
Benjamin Barnette
Belhaven University
Michael Bender
Willie Bennett
Tonya Bishop
Vicki Bozeman
Steve Brandon, Attorney at Law
Jasmin Bright
Ashley Brown
William Browne
Shannon Brumfield
Bridget Bryant
Chris Burns
Harry P. Byrd
Cabot Lodge at Millsaps
Scott Carraway
Anita Carver
Emanuel Chatman
Alexander Chess
Josh & Laura Clark
Frances Coleman
Tiffany Coleman-McGee
Tzedakah Charitable Fund of the Community Foundation of Greater Jackson
Dr. Lee & Mary Ann Cope
Dr. Virginia Cora
Lu Cynthia Corbitt
Dyrus Craddieth
Stacy Crain
Lyn Crawford
Scott Crawford
Stephanie Creasy
Guy Davant III
Mandy Davis
Paula Davis
Kristi Denton
JoAnne Deyoe
Joseph Donovan
Marguerite Duke
Brenda Dyson-Oluwo
Karen Easterling
Kristi Easterling
Gretel Ekbaum
Entergy Corporation
Lynn & Owen Evans
Rita and Jerald Everett
Larry Flowers
John & Tamara Ford
Sara Hope Franks
Oliver Galicki
Rachel Garman
Bob & Tippt Garner
Emily Garner
Elisabeth Geimer
Mr. & Mrs. Dean Gerber
Laura Godfrey
Harper Golden
Kellie Gorman
Mary Anne Gowan
Jeffrey Graves
McKenna Gray
Mason and Grace Greene
Adam Griffin
Kellie Griffin
Deborah Hall
Kyrollos Hana
Stirlin Hancock
Dorsey Hardeman
Robert & Carol Hardison
Ison Harris
Kristy Harris
Lonnie & Movelyn Harris
Kimberly Hardy
Heather Pikul Heppe
Chris Herron
Charles & Natalie Hill
Thomas and Ellen Hontzas
Hops & Habanas
Clair Horn
Dennis Horn
Leigh Horn
Gerry Ann Houston
Susan Howell
John Hughes, III
Tish & Haden Hughes
Nicholas Huth
Melanie Ingram
Lisa & Sai Ireland
Beverly Ivers
Jackson Free Press
Matt & Lindsey James
Camille Jeffcoat, M.D.
Courtney Jimmie
Ellen & Charles G. Johnson
Harvey & Kathy Johnson
Katie Johnson
William & Sherry Johnson
Jones Walker LLP
Junior League of Jackson
Lara Kees
Timothy Keith
T.H. Kendall III
Ted & Libby Kendall
Catherine P. Klipple
Kohl’s Department Store
Abbie Koonce
Kroger Company Foundation
Ryan Ladner
Mary Lancaster
Hite & Judi Lane
John & Melanie Lauderdale
Lara Leach
Robert Leard
Mack & Melissa Lowery
Susan Lowery
Robert Lunardini
M3A Architecture
Mary McCartney
Kimber McDowell
Tena McKenzie
Dr. Sarah Broom & Richard McKey
Sue McKnight
Gloria McRae
Sharon & John Maloney
Dr. Ojus & Jane Malphurs
Mangia Bene Restaurant Group
Dr. Edward & Toni Manning
Jessica Mason
Jordan Mason
Peggy Miller
Sylvia & Jerome Milner
Mississippi Development Authority
Susan Mitchell
Nan Moak
Amanda Moore
Sierra Moore
David Morgan
JoAnne Pritchard Morris
Ginger Morrison
Nefertari Moses
Sheba Moses
Parker Murff
Andy, Amber & Carson Nesensen
Network for Good
Gifts up to $999 continued

Bob Nevins
New Horizon Church
International
Amanda Nichols
Nucor Steel
Orangetheory Fitness
Jackson
Brian & Courtney Paff
Tom Papa
Kenneth Parker
Jeremy & Jenna Parsons
Richard & Sherry Partridge
Shirley Payne
Lois Anne Pearce
Derek Pepper
Rebecca Pepper
Pennington & Trim
Morgan Philley
Beth Poff
Barry & Barbara Powell
Fred Powell
Magnolia Priss
Lorencz & Geraldine Quirk
Kathy Rector
Linda Reinhardt
Sharon & Tom Rhoden
Elisabeth J. Rivers
Jane E. Rivers
Brenda Roberts
Lele Rooks
Ross & Yerger
Zach Rounsaville
Catherine Runnels
Sara Sauvier
Ann & Ben Seale
Kimberly Shearer
Betsy Sikes
James & BETTYE SLEDGE
Michael & Elise Smith
Margie Smith
Laura Smith
Quintin Smith
Brandi Southerland
Southern Consultants, Inc.
Elizabeth Stenger
Marin K. Stevens
Belinda Stewart Architects
David & Nancy Stone
Deborah Stringer
Jerry & Patti Sullivan
Linda Thames
Lana Thompson
Robert Tibbs, III, M.D.
Donna Todd
Twigs Garden Center
Twisted Pretzel, LLC
Dorian Turner
Sloane Tyner
Watts & Martha Ueltschy
Unifirst Corporation
Caroline Upchurch
Visit Jackson
Tom Washburn
Glenn Watts
Robert H. & Eleanor B.
Weaver
Culpepper & Ronda Webb
Mark D. & Holly Weber
Kathryn Weiner
Dr. & Mrs. Greer Whitacre
Wildlife Rescue & Rehabilitation, Inc.
Thomas & Merrie Wiley
Sarah & John Williams
Stacy Palmer Williams
Lauren Willis
Ashley & Mark Willson
Paige Wilkins
Rebecca Wilson
Leigh Wimberly
Trish and Kenny Windham
Karen Winters
Katherine Winters
Quint Withers
Jimmy and Vicky Womack
Latarsha Woods
Gene Wright
John Wright
Alice Yancy
Barbara M. Young
Estate of E.M. Young
Steve & Chris Zachow

Gifts of $5,000 & up

Anonymous
Reuben Anderson
Cal-Maine Foods, Inc.
City of Jackson
Community Foundation of Mississippi
Kane & Betty Ditto
James W. Hood Family Foundation
Laurie Hearin McRee
Michael T. McRee
St. Dominic Health Services, Inc.

Gifts of $1,000 to $4,999

Apple
Sophia and Philip Azordegan
Dolph & Dea Dea Baker
BankPlus
BKD, LLP CPAs & Advisors
Bradley Arant Boult Cummings LLP
Brown Vending Company
Cal-Maine Foods
Capital City Beverages, Inc.
Betsy Clarke
Toni and Bill Cooley
CommFirst Federal Credit Union
Jackson Zoo
Endowment Fund of the Community Foundation of Mississippi
Catherine Cooper
Da Man Productions
Davaine Lighting
Kane and Betty Ditto
Adam Evans
Waterproofing Co.
Paul and Sandra Jones
Eagle Express Federal Credit Union
Gertrude C. Ford Foundation
H.F. McCarty Foundation
Hope Federal Credit Union
Jackson Area Federal Credit Union
Trey and Missy Jones
Keesler Federal Credit Union
Lady Luck Casino & Hotel
Magnolia Federal Credit Union
Michael T. McRee
Members Exchange Credit Union
Mississippi Federal Credit Union
Mutual Credit Union
Regions Bank
Rivertrust Federal Credit Union
Rotary Club of North Jackson
Dr. George Schimmel
St. Dominic Health Services
Statewide Federal Credit Union
Trustmark National Bank
Tyson Foods, Inc.
Trey and Betsy Watkins
David L. Wetzel
Willard Wood

Thank you from the staff of The Jackson Zoo