



## **2007 Annual Report to the Superintendent**

### **Summary of Zoo Operations**

Woodland Park Zoo's operations in 2007 were notable for a new direction in admissions pricing – seasonal pricing that included higher ticket prices May through September. The new pricing policy was heavily researched and tested prior to implementation, and was accepted by the public with a general recognition of the zoo experience as a very good value. Admission also included free entrance into Butterflies & Blooms and Willawong Station, attractions that previously required separate entrance fees. Willawong continued to offer seed sticks to feed the exhibit's birds at an additional cost. And new paid attractions like giraffe feeding, and upapi (African beading), were very popular as part of the zoo's 2007 "Maasai Journey" experience on the refurbished African Savanna exhibit. The historic carousel pavilion was also completed and opened for the summer season, providing an attractive setting for Philadelphia Toboggan Company's PTC #45 and another popular paid attraction at the zoo.

Seasonal admission raised prices from \$10.00 to \$15.00 for adults and \$7.50 to \$10.00 for children during the five-month summer season. The zoo posted strong summer attendance despite less than optimal weather in August. And customer research demonstrated that guests felt the zoo experience was a great value, with over 90% agreement that the visit was "worth their time and money."

While overall zoo attendance, including member visits, was down a modest 1.5% from 2006, paid attendance, including general admissions, groups and ticketed events, was 12% over goal and virtually even with the prior year. The result was a very strong revenue performance for the zoo.

This success was also due to an increased focus on customer satisfaction. Virtually the entire zoo staff, including zookeepers, front line employees, supervisors and managers, underwent guest services training in spring of 2007. The introduction of four Maasai cultural interpreters, working with zoo educational staff, zookeepers and docents to increase guest programs on the African Savanna as part of Maasai Journey, was a huge success. Zoo research on guest satisfaction revealed only 1% of visitors describing their zoo visit as falling below expectations, compared with 4% in 2006 and 5% in 2005.

The zoo's endangered Sumatran tiger cub, born in December 2006, was the big story for the early part of 2007. Media heavily covered the hand-rearing and development of the

cub. Zoo staff had to step in and provide supportive care when the cub's mother stopped attending to the needs of the cub. But she responded well. Thousands of entries in the zoo's tiger cub naming poll also created excitement for the zoo's planned public introduction of the cub. On April 9, she went on exhibit to throngs of visitors with her new name, "Hadiah," meaning "gift" in Malay/Indonesian, the popular choice of over 6,700 voters on the zoo's website.

Other important births at the zoo included an endangered Malayan tapir, born on July 5. This tapir remains healthy, and is one of only 54 in captivity in North America. And on October 20, a western lowland gorilla was born at the zoo. The newborn female represented the twelfth successful gorilla birth for the zoo and the third offspring between 37-year-old Amanda and the father, 28-year-old Vip, another example of the zoo's successful breeding program.

Sadly, the zoo also experienced significant deaths in its animal population. In September, a 25-year-old giraffe named Sukari was euthanized due to the effects of several age-related conditions. And in the summer, the zoo lost perhaps its most charismatic animal when Asian elephant Hansa unexpectedly died on June 8. By early July, thanks to the cooperation of labs around the U.S., the cause of death was determined to be a previously undiscovered elephant herpes virus. This discovery will hopefully help scientists and animal care experts develop protocols for testing and treatment that will help save the next elephant, including those afflicted with the disease in the wild.

As always, special events marked the zoo's calendar in 2007. In early April, a large crowd of nearly 11,000 visitors participated in the egg hunts, games and kids crafts on the zoo's North Meadow during the annual Bunny Bounce at the zoo. Later in the month, the zoo held its second-annual "Bear Affair" promoting bear awareness in the wild, plus opportunities to learn more about the bears at Woodland Park Zoo – brown bears, sloth bears and sun bears, including a special demonstration on bear-proof and non-bear proof camping equipment involving brown bears in the zoo's Northern Trail exhibit.

The 17<sup>th</sup> Annual Macy's Mom & Me at the Zoo was celebrated May 12 with another big crowd of over 10,000. The zoo again experimented with bus shuttles to handle the large crowds. Basing service exclusively from Northgate Park and Ride, ridership increased to 7.7% of zoo attendees, up from 2.9% in 2006.

WaMu ZooTunes presented by Carter Subaru completed its 24<sup>th</sup> season, producing 10 concerts by mid-August, including back-to-back sellouts on July 25<sup>th</sup> and 26<sup>th</sup> by Pink Martini. The concerts broke all revenue records at the zoo, selling out eight concerts and over 95% of tickets for the overall series. Including sponsorships, the series grossed over \$1 million for the first time ever.

Jungle Party, the zoo's premier summer auction and fundraising event, set a new high on July 13 with proceeds of over \$2 million.

The zoo finished the summer with a tribute from the National Carousel Association, as the NCA held its annual convention in Seattle to celebrate the zoo's completion of the carousel pavilion to house PTC #45.

The final big special event of the year occurred in October, as "Pumpkin Prowl" was again offered to families and little treat-or-treaters at the zoo. Approximately 8,000 guests visited the zoo's grounds for this "spooktacular" event spread over three evenings.

August 21 was a banner day for the zoo as King County voters passed King County Parks Levy Propositions 1 and 2. Prop 1 renewed the Counties existing levy. Prop 2 included new funding for the zoo. Passing by 58%, Prop 2 helps to keep the zoo financially healthy with the sunset of Seattle's Pro Parks Levy at the end of 2008.

In late October, the Seattle Hearings Examiner issued a ruling that reversed the Department of Planning and Design's decision to permit the zoo's planned parking garage. This was a milestone in the multi-year process to site, plan and design the garage, part of the zoo's Long-Range Physical Development Plan passed by City Council in 2004. The zoo did not appeal the decision, but went to work evaluating future options to provide adequate access for the region's 1.1 million annual visitors to the zoo.

### **Financial Accounting**

Attached is the 2007 DRAFT income statement. The audited financial statement for Woodland Park Zoo will be available June 1.

### **Use of Levy Proceeds**

The Pro Parks Levy provided just over \$2.9 million to Woodland Park Zoo in 2007. These funds support education and outreach initiatives at the zoo, along with animal care and health, maintenance and repair of zoo grounds, exhibits and interpretive displays, and fundamental zoo operations such as safety, security and admissions management. Underserved or low-income Seattle school children also benefit from levy funding with access to a number of zoo activities and programs that make the zoo an important resource to the Seattle School District. Levy funds supported the following program and operating expenses in 2007:

#### **Admissions and Transportation Subsidies:**

***School-to-Zoo:*** This program, fully funded by levy monies, is open to any Seattle school with 30% or more students qualified for free- and reduced lunch programs. Schools receive free zoo admission for every class and reimbursements for their bus transportation. In addition, the School-to-Zoo staff developed programs for students in kindergarten through 4<sup>th</sup> grade aligned with Seattle Public Schools science materials. School-to-Zoo reached 7,924 Seattle students/chaperones in 2007.

#### **Education Programs:**

Stephanie Stowell, the zoo's new education director, summarized the work of the department over the past year with some amazing numbers:

- 64,578 total K-12 students reached on zoo grounds; 12,656 received admission and transportation support through levy funds!
- 18,743 students reached statewide through outreach programs
- 313,011 reached through public programs on zoo grounds, thanks to staff, volunteers and Zoo Corps teens
- 48,794 young eager learners reached through formal and informal programs at Zoomazium with the help of staff, volunteers and Zoo Corps teens
- 700+ amazing volunteers provided 77,000 hours of service to Woodland Park Zoo
- 125 incredibly talented teens gave back 11,249 hours of service to Woodland Park Zoo
- 13,797 participants in classes and camps, Zoo Adventure Overnights and wildlife encounters. And in the process \$435,000 in revenue was generated for WPZ.
- 300+ teachers were trained
- 45 residents participated in Backyard Habitat Workshops

These numbers translate to 460,000 opportunities for members of our community and visitors to our institution to interact with zoo educators. What they don't indicate is our zoo educators' commitment to providing a quality educational and engaging experience for all of zoo guests and program participants. In 2007, guests left the zoo knowing a little bit more ... and are hopefully better prepared to see themselves as part of conservation solutions.

***Classes and Camps:*** 2007 was a phenomenal year for classes and camps. Our revenues exceeded \$287,000 and we served just over 3,300 adults and children in all of our programs (1,353 children total attended the various camps we offered throughout the year). Early Childhood programs for adults and children ages birth through 5 years of age continue to be our most popular class offerings with just over 1,000 participants attending the various early childhood offerings.

***Forest Explorers:*** Forest Explorers, partially funded by the Pro Parks Levy, is the zoo's award-winning program for 2<sup>nd</sup> graders in King County. This program became a fee-based program in fall 2004 but, thanks to levy funding, was available at significantly reduced rates to Seattle schools and free for those Seattle schools with 30% or more students in the free- and reduced-rate lunch program. The program features a comparison of temperate and tropical rain forests through zoo exhibits. In 2007, Forest Explorers reached 2,067 students/chaperones from Seattle schools alone.

***Group Sales Wildlife Encounters:*** These fee-based wildlife encounters, using live animals, are presented primarily for our corporate guests. A total of 107 programs were offered, generating over \$29,000 in revenue. Nearly 8,100 people enjoyed a close-encounter and/or touching opportunity with a raptor, ferret, hedgehog, armadillo, reptile or arthropod. In addition to the fee-based wildlife encounters, 40 programs were offered to 3,200 of our member and donor guests attending and supporting various zoo sponsored

events, such as Bunny Bounce, Festival for the Birds, Media Appreciation Day and the Microsoft gift giving campaign.

***Outreach Programs:***

- **SOAR** – The Save Our Amazing Raptors (SOAR) outreach program touches K-12 students through classroom presentations by education staff with live birds of prey. This year SOAR also participated in the Summer Reading Program at Seattle Public Libraries. In 2007, through partial funding by levy proceeds, SOAR programs were presented to 3,955 Seattle students and families.
- **Wild Wise** – This outreach program was developed for 4<sup>th</sup> through 7<sup>th</sup> graders throughout the state with a focus on reaching low income and underserved students. The award-winning program, partially funded through the Pro Parks Levy, includes a high impact multimedia presentation focused on teaching students scientific observation skills. When possible, lessons are extended to include naturalist led field explorations to a nearby park or green space where students participate in hands-on, inquiry-based activities to practicing their newly learned observation skills. In 2007, the Wild Wise staff presented the program to 2,032 Seattle students.

***Public Programs:*** Pro Parks funds partially support numerous education programs for visiting families, including Jaguar Quest, African Village Theater and Habitat Ramblers, as well as partially funding staff for the Contact Area in the Family Farm and the education animal keeper. Pro Parks funds partially support numerous education programs for visiting families, including Jaguar Quest, African Village Theater and Habitat Ramblers, as well as partially funding staff for the Contact Area in the Family Farm and the education animal keeper. In total, in 2007, one or more of these 3,961 free programs at the zoo touched over 326,011 visitors.

***Teacher Training:*** Woodland Park Zoo provides accredited teacher training through workshops, lectures, hands-on activities, tours, and other materials to help teachers gather information about plants, animals, the environment and cultures for classroom instruction. These trainings, assisted by Pro Parks Levy funds, reached 342 teachers in 2007; 52 of them were Seattle schoolteachers.

***Volunteers:*** In 2007, 751 Woodland Park Zoo volunteers donated 75,521 hours. In addition, 10 service project groups donated over 2,837 hours. Combined total of volunteer hours donated to the zoo in 2007 is 78,358 hours, in comparison to 2006 total hours of 72,114 hours. The estimated in-kind value of volunteer services to the zoo for 2007 is over \$1.3 million.

***Zoo Adventures:*** Nearly 3,100 people in 58 Overnight and Evening Adventure programs, (respectively 13% and 29% increases over 2006 figures), enjoyed the 2007 theme: Zoo Scene Investigation. Participants, comprising scout groups, students and families, followed a trail of zoo evidence, to discover the whereabouts of a wayward penguin. In addition, guests enjoyed evening and early morning zoo tours, keeper talks and the

excitement of a sleepover. The new theme was extremely popular, and generated many early reservations for 2008. The program generated \$122,231 in revenue, a 20% increase over 2006.

***Zoo Corps:*** With the assistance of levy funding, a Zoo Corps supervisor and two coordinators run this teen service-learning program that combines hands-on learning about animal stewardship and conservation with volunteer assistance and interpretation to zoo visitors and zoo activities. Zoo Corps recruits an ethnically and economically diverse group of teenagers ages 14-18, and promotes science and environmental education through training and real work opportunities. Zoo Corps volunteers receive required service learning credits for high school graduation. In 2007, 132 teens were involved with Zoo Corps, with 61 of them coming from Seattle. 109 of these teens volunteered a total of 11,277 hours of their time and 23 were paid interns.

***Zoomazium:*** During the first full year of operations, Zoomazium, the zoo's nature play space, reached over 48,000 eager young learners through programming. Formal programs, including Mystery Box and wildlife puppet shows reached 14,528 young children. Informal programs, including Shake, Rattle and Roar and animal contact experiences reached an additional 27,150. Nature Exchange had over 7,000 traders, many of them accumulating high numbers of points and trading for geodes, fossils and other interesting rocks and natural items.

**Website Support/Fiber Optic Network:**

- Salary expense for 50% of an Information Systems Network Engineer.
- Salary expense for 100% of Web Coordinator.
- Upgrade of the zoo website to an industry standard programming format.
- All costs related to web server host, backup system and firewall.
- Domain name certificates and renewals.
- Internet access, anti-virus software and firewall protection for zoo staff.

**Security/Emergency Response:**

- Maintained 24/7 security and certified emergency medical response during public hours.
- Continued zoo wide CPR/First Aid training.
- Due to new AZA recommendations, official zoo emergency drills have been increased to four occurrences per year.

**Admission/Cashiers:**

- Design of new admissions POS system to integrate membership service and data collection at all zoo entrances.
- Began two new revenue generating activities, giraffe feeding and upapi (African beading) in African Savanna exhibit.
- Historic carousel began year round operations in spring 2007.
- Under new pricing structure, Butterflies & Blooms exhibit became free of charge with zoo admission, and Willawong admission was also free with option to purchase seed sticks.

**Positions Supported by Levy Funding**

<b>Position</b>	<b>Program</b>	<b>% FTE Levy Funded</b>
Education Manager	Education Programs	0.5
Instructor	School Programs	0.5
Public Program Coordinator	Public Programs	0.5
Education Zookeeper	Public Programs	0.65
Education Coordinator	Zoo Corps	1.0
Education Programs Supervisor	Zoo Corps	0.5
Program Presenters	African Village & Jaguar Exhibit	0.9
Assistant and Intern	Zoo Corps	1.0
Instructor	Zoo Corps	.5
Outreach Program Registrar	Wild Wise/SOAR	.58
Outreach Program Supervisor	Wild Wise/SOAR	.4
Outreach Program Educators	Wild Wise	.6
Schools Registrar	School Programs/School-to-Zoo	1.0
Zoo Ambassador/Docent Coordinator	Volunteers	.25
Volunteer Coordinator	Family Farm Programs	.75
Education Programs Supervisor	Schools	1.0
Info Systems Network Engineer	IT	0.5
Audience Research Coordinator	Research and Evaluation	0.5
Web Coordinator	Communications	1.0
Security Officer/EMT	Security	3.0
Admissions Manager	Admissions	1.0
Admissions Technician	Admissions	1.0
Gates Lead Associates	Admissions	1.0
Collection Manager	Animal Management	1.0
Curator	Animal Management	1.0
Zookeeper	Animal Management	9.5
Gardener	Horticulture	5.0
Facility Maintenance Worker	Facilities	1.0
Facility Technical Supervisor	Facilities	1.0
Lead, Grounds and Maintenance	Facilities	1.0
Exhibit Technician	Exhibits	2.0
Design/Drafting Specialist	Facilities	0.5
Interpretive Exhibits Specialist	Interpretive Exhibits	1.0
Graphic Arts Designer	Graphics	1.0

**Repairs, Maintenance, & Major Maintenance**

Significant zoo repair and maintenance projects funded by City backlog and levy maintenance project funds in 2007 included the following:

***Pest Management:*** The zoo designed and implemented a new Pest Management program.

***Presentation Animal Facility:*** The zoo designed and initiated the renovation of the former Exhibits Shop to serve as a new holding facility for an increased Presentation Animal collection to be operational in 2008.

***Central Shops Metal Shop, East Annex upgrade, and related Modifications:*** This project was substantially complete this year with the addition of the metal shop building, renovation of the East Annex to accommodate the relocated carpentry shop, and the Exhibits department's arts and tech shops.

***Central Shops Office Building:*** A new standing seam metal roof was put on in 2007 in anticipation of creating a harvested water system for the building. Design work has been contracted and scheduled to be complete in summer 2008 with construction to follow.

***Smoke Detection:*** Installation of all related work on the smoke detection project was completed in June. Final implementation will be dependent on contracting the monitoring service which will be in place in 2008.

***African Savanna Interpretive Signage Project:*** This project replaced outdated signs originally created in the 1980s for the zoo's African Savanna exhibit. Design was completed in early 2007 and fabrication of the signs was contracted. Installation was completed in May 2007 as part of the "Maasai Journey" project.

***Maasai Journey:*** The focus of the zoo's 2007 summer experience was supported in several other ways in addition to the replacement of the interpretive graphics. Improvements were made to the African Village exhibit, the patas monkey interpretive shelter which became the "Savanna Outpost," and significant reworking of the horticultural and circulation elements in the African Savanna exhibit zone. Significant work also included the creation of a giraffe feeding experience and an ostrich holding facility.

***Facility Condition Assessment/ReCAPP:*** Renewal Capital Asset Planning Program software was installed, training was completed, and the program is now in use. This software is used to identify, anticipate, track, bundle into and manage as projects, facility maintenance repair and replacement instances. Work elements identified through the assessment are being integrated into the normal workload planning of the various departments.

***North Gate Membership Booth:*** A new membership booth to service the north gate was designed, constructed, and installed by zoo staff.

***Flamingo Exhibit:*** An exhibit was designed for Chilean flamingos, with plans to open in spring of 2008.



## **Capital Projects**

The zoo worked on a number of capital projects over the course of 2007.

### **Historic Carousel**

After operating during the summer of 2006 in a partially completed facility, Clements General Construction completed the carousel pavilion in April 2007. International Leisure Consulting, a Seattle company that specializes in amusement park rides, renovated the carousel lights and installed equipment to provide access to the carousel for wheelchairs. The carousel re-opened on May 1 for year round operation.

The National Carousel Association Convention was held in Seattle in September, and our PTC #45 carousel, manufactured by the Philadelphia Toboggan Company in 1918, was the star attraction.

### **Parking Garage**

The planning and permit process for the parking garage identified in the zoo's Long Range Physical Development Plan continued through much of 2007. The Seattle Design Commission gave final approval of the design on January 18. Bonds to build the garage were approved by City Council in April. The Department of Planning and Development (DPD) published the decision on the Master Use Permit (MUP) on June 18. DPD's decision was appealed on July 2. On October 29, the Seattle Hearings Examiner issued a ruling stating that the DPD Director's interpretation that the proposed garage is permitted under SMC 23.44.006C was reversed as was the decision to approve the garage. Since that decision, all design work has been suspended. The zoo did not appeal the decision, and subsequently issued a mailing to the surrounding neighborhood requesting input on potential solutions to parking and traffic challenges.

### **Penguin Experience**

Studio Hanson/Roberts is working with zoo staff to design this exciting project, which replaces the existing out-of-date penguin facility, originally built in 1947. In addition to providing a wonderful new exhibit for penguins, this project will result in significant water and energy savings.

The Seattle Design Commission approved pre-concept design on July 19, schematic design on September 6, and gave final approval of the design on December 6. Public open houses were held in December at the zoo and Garfield Community Center.

### **West Entry**

When completed, the new West Entry will replace the existing North and West entries to the zoo, providing operational efficiency and an improved guest experience. Weinstein Architects was selected for the project on July 19, and is working with zoo staff to design this gracious entry experience.

The Seattle Design Commission approved pre-concept design on September 6. Public open houses were planned for first quarter 2008.

### **Evaluation of Zoo Guest Experience**

Annual guest experience interviews have been conducted each summer since 2002. In 2007, exit interviews with zoo visitors elicited the following findings:

- Overall satisfaction remains high with only 1% of visitors describing their zoo visit as falling below expectations, compared with 4% in 2006. And, even with an increase in summer admission fees, the large majority of visitors (91%) agreed with the statement that *“Our trip to the zoo was worth our time and money.”* Visitors’ estimate of value for price continues to show the strongest agreement of any item on a list of visit elements visitors are asked to rate.
- The mean score for satisfaction with wayfinding increased significantly in 2006; the increase was maintained in 2007, with 81% percent agreeing that *“It was easy to find the animals and exhibits we wanted to see.”* Satisfaction with animal visibility was slightly lower, with 72% agreeing that *“It was easy to spot the animals in their exhibits.”*
- Animals and exhibits listed by adults as the high point of their visit were again gorillas and brown bears, but making it into the top three for the first time were the giraffe; this is likely due to the introduction of a giraffe feeding experience for zoo visitors, which was a highlight of the visit for many. Among children, the most frequent favorites were the Zoomazium nature play space, “the monkeys,” gorillas and elephants.
- Aspects of the zoo visit that zoo guests identified as low points were similar to previous years; they included concerns about concessions, animal visibility, and parking. Thirty-six percent of visitors, however, did not identify any visit low points.
- Over three-quarters of summer visitors (83%) came from Western Washington, with 68% of these residing in Seattle or its suburbs. Nearly three-quarters of summer visitors (73%) came in family groups with children under 18. Within these family groups, 74% of the children were age 8 or younger.
- One difference in the summer 2007 visitor profile was a slight increase in ethnic diversity; it is important to note that since regular summer exit surveys began in 2002, the percentage of nonwhite visitors has increased approximately 16%.

### **The Zoo Guest Experience and Maasai Journey**

A major component of the summer zoo experience in 2007 was the Maasai Journey activities, which showcased improvements to the zoo’s award-winning African Savanna bioclimatic zone exhibit. In addition, through the zoo’s conservation partnership with the Maasai Association, four Maasai herdsman were hired as “cultural interpreters.” In this capacity, they shared their firsthand knowledge and experience with the wildlife, habitat and people of the East African savanna with zoo visitors. Findings from an extensive evaluation of the effectiveness of exhibit changes, including the implementation of the cultural interpreter program, included:

- Eighty-five percent of summer visitors went through the African Savanna during their zoo visit. Of those who had also visited the exhibit in the past, more than half (58%) identified improvements to the exhibit. Frequent mentions were: a greater likelihood of spotting the animals, an increase in public programming, an increase in the number and variety of animals on exhibit, and new signage throughout the area.
- On a scale of 1 to 7 (7 being high), visitors gave the redeveloped African Savanna a high rating, with both a mean and median score of 6.0. Visitors who participated in Maasai Journey programs rated their experience somewhat higher, with a mean score of 6.2 compared with 5.6 among those who did not take part in these activities.
- Eighteen percent of summer visitors to the exhibit (over 100,000 people in all) were able to interact with the Maasai cultural interpreters, either by attending formal programs presented by the interpreters – as did 20,000 zoo visitors in all – or through informal, one-on-one conversation.
- Visitors, whether or not they had spoken with the cultural interpreters, were asked to rate the extent to which they felt it was important to have this kind of firsthand interpretation, i.e., learning about the East African savanna from people who had grown up in that environment. Visitors rated the value of firsthand interpretation highly, with an average score of 5.9 among those who had not spoken with the interpreters and 6.3 among those who had.
- When asked why this type of firsthand interpretation was important to them, visitors cited the credibility of the information (e.g., *“They know the real story, and can tell us.”*), the authenticity, the importance of learning about/connecting with people from other cultures, and the importance of learning about human-wildlife interactions.

### **Community Access Program**

Above and beyond the levy funded School-to-Zoo program, the zoo also offers up to 40,000 free tickets annually to low income families via our Community Access Program. In 2007, the zoo distributed 37,468 complimentary tickets and vouchers. 15,786 were redeemed, our highest total ever. The zoo continues to work with community organizations to maximize both our distribution of tickets and redemption rates.

### **Field Conservation**

Woodland Park Zoo’s Field Conservation Department supported the work of 16 field projects in our Partners for Wildlife Program. The Partners for Wildlife Program (PFW) makes long-term commitments to comprehensive community-based conservation programs in the focus regions of the Pacific Northwest, Africa and Asia-Pacific. Partner programs stress practical solutions that incorporate habitat and species conservation, research, education, capacity building and community support that recognize the human element necessary for conservation to be successful. In addition, the zoo provided funding to 14 projects and organizations related to AZA or Species Survival Plan field

work through our Conservation Dues Program. In 2007, WPZ awarded grants to nine field projects through our Small Grants Africa program and awarded grants to three field projects in our Jaguar Conservation Fund program.

Highlights for the 2007 year:

- The Field Conservation Department developed and published a 32-page non-bound annual report on conservation at the zoo ranging from international and domestic field conservation projects to programs carried out by our sustainable zoo and ex-situ programs.
- New signage in the African Savanna exhibits for the Maasai Journey highlighted Partners for Wildlife Africa Projects and repeated conservation themes of movement and migration, water conservation and human/wildlife conflict.
- Bear Affair, the zoo's annual event to educate visitors on co-existing with bears, occurred on April 21st and 22nd. This 2-day event had "non-bear-safe" camp demonstrations, special keeper talks and an array of activities designed to help the public learn more about bear species and what they can do to help them survive in the wild. Partner for Wildlife Chris Morgan with the Grizzly Bear Outreach Project headed the event and brought representatives from Washington Department of Fish and Wildlife along with other environmental organizations.
- WPZ celebrated the 25<sup>th</sup> anniversary of the Snow Leopard Trust (SLT) and hosted the first annual Snow Leopard Day on August 18<sup>th</sup>. Visitors heard talks from SLT staff and zookeepers on efforts to save the endangered snow leopard. SLT hopes other zoos across the country will have annual Snow Leopard Days in 2008.
- WPZ had a total of nine field conservation scientists related to our Partners for Wildlife program give brown bag lectures to staff, board members, volunteers and interested visitors in 2007.
- The Zoos and Aquarium Alliance is moving forward with its projects on regional field conservation. WPZ is the co-leader of the Species Recovery Working Group working in partnership with the Washington Department of Fish and Wildlife.
- WPZ's Tree Kangaroo Conservation Program continued to work with clan landowners and government officials to establish the YUS Conservation Area. TKCP established an Australian field office to direct the research, education and health projects and develop the management plan for the Conservation Area. Additionally, TKCP hired a Capacity-building and Training Manager based in Papua New Guinea.