



## ANNUAL REPORT ARTS AND CULTURAL HERITAGE FUND

January 2017



The Minnesota Zoo is pleased to submit our annual report on programs and projects supported by Arts and Cultural Heritage Fund created by the Clean Water, Land and Legacy Amendment. This report details accomplishments for FY16, July 1, 2015 through June 30, 2016.

### INTRODUCTION

The Minnesota Zoo is one of Minnesota's premier cultural institution. Our mission is to connect people, animals and the natural world *to save wildlife*.



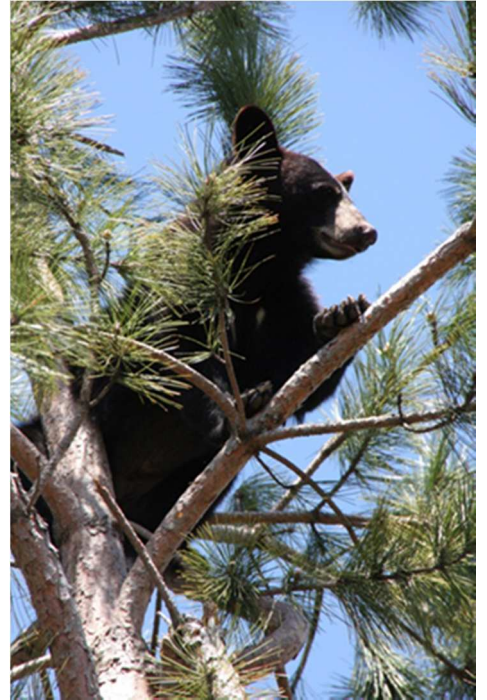
Established by statute to foster a partnership between the private sector and the State, the Minnesota Zoo opened to the public in 1978. Since then, the Zoo it has grown into a world-class zoo and recognized leader in family recreation, environmental education, and conservation.

Today, the Minnesota Zoo is home to more than 5,300 animals representing 500+ species—from the familiar to the endangered. It is accredited by the Association of World Zoos and Aquariums and the Alliance of Marine Mammal Parks and Aquariums, and is a member of the World Association of Zoos and Aquariums. One of the five largest Zoo's in the country, the Zoo have received numerous awards and recognitions for its exhibits and programs.

## A Statewide Resource

The Minnesota Zoo is a cultural treasure, a conservation leader, and an economic engine that provides programs and services that reach every corner of the state:

- A year-round destination, **1.3 million** guests visited the Zoo last year—with more than 400,000 from greater Minnesota.
- We are Minnesota's largest environmental and conservation learning center with **500,000** participants each year. Last year alone, **70,000 students** from more than **930 schools** in **59 counties** visited the Zoo on structured field trips. We are a recognized leader in innovative STEM programming for schools and teachers as well as an on-line resource for hundreds of thousands of teachers, students and others through the Zoo's content-rich web site.
- Last year, our Zoomobile logged over **32,000** miles visiting **42 Minnesota counties** and introducing **54,000** people to engaging Zoo animals.
- An experienced leader in saving wildlife, the Zoo is a partner with the Department of Natural Resources, U.S. Fish and Wildlife service and others in breeding endangered butterflies and native mussels and returning bison to Minnesota prairies.



Supporting these programs, are:

- **178,400** members and donors.
- **1,150** volunteers contributing 112,500 hours of time—a \$2.8 million gift to the Zoo.

As a result, the Zoo has a **\$146 million** statewide economic impact, supporting **1,700+ jobs** and returning \$14 for every \$1 invested by the state.

At the same time, the Zoo provides **free** admission for economically-disadvantaged Minnesota families. After re-vamping our zoo access program in FY16, the Zoo's Free to Explore program welcomed **57,200** guests from **85 counties** to the Zoo last year without charge. In conjunction with other Zoo programs, more than 34% of all admissions to the Zoo were free or at a reduced fee.



### Legacy Appropriation Summary

Since approved by the voters in 2008, Clean Water, Land and Legacy Fund appropriations have provided critical support to the Zoo.

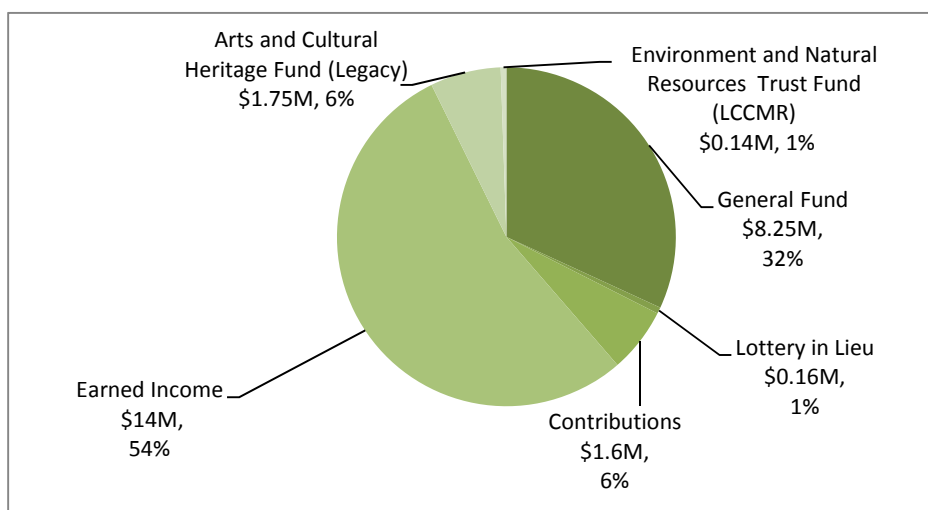
ARTS AND CULTURAL HERITAGE FUND APPROPRIATIONS	
2009	~\$265,000 for FY10-FY11
2011	\$3,000,000 for FY12-FY13
2013	\$3,500,000 for FY14-FY15
2015	\$3,500,000 for FY16-FY17

This funding has propelled the implementation of conservation projects, supported numerous new and innovative education programs, provided expanded access to the Zoo and Zoo programs, and helped the Zoo address important exhibit and site habitat needs.

### FY16 Revenue Overview, including Legacy Funding

The Minnesota Zoo receives funding from a number of sources as noted below:

#### FY16 Revenue: \$25,900,000



In 2015, the Minnesota Zoo received an appropriation from the Arts and Cultural Heritage Fund of \$1.75 million each year for FY16 and FY17. These amounts were appropriated for:

“... programs and development of the Minnesota Zoological Garden and to provide access and education related to programs on the cultural heritage of Minnesota.”

See Laws of 2015, 1st Special Session, Chapter 2, Article 4, Section 2, subdivision 7. Note: The Zoo’s FY17 appropriation was decreased administratively by 3% or \$53,000 to \$1,697,000 following projected sales tax revenue shortfalls.

Legacy funds represented approximately 7% of the Zoo's \$25.9 million annual operating budget in FY16. These funds are used throughout the Zoo to enhance the experience of our guests and to make the Zoo accessible to all Minnesotans. As detailed below, Legacy funds were specifically directed to four program areas:

FY16 ARTS AND CULTURAL HERITAGE FUND	
PROGRAM AREA	EXPENSE
Minnesota's Natural Heritage	\$384,400
Conservation Education in Minnesota	\$981,800
Minnesota's Farm Heritage	\$96,000
Outreach and Access	\$269,000
<b>TOTAL</b>	<b>\$1,731,200</b>

Note: The budget numbers in this report add up to a bit less than our total \$1.75 million FY16 appropriation as a small portion will be carried forward to be spent in FY17.

Importantly, less than \$95,000 of the Zoo's FY16 Legacy funds, or approximately 5%, were spent on administration. In all instances, the programs and activities supported by Legacy funding were also supported in part by funds from other sources.

The Zoo is committed to transparency and accountability in our use of Legacy funds. All projects and programs supported with these Legacy funds target specific, measurable outcomes and are carefully evaluated for effectiveness.

Legacy funds are spent in accordance with the Minnesota Management and Budget's *Guidance to Agencies on Legacy Fund Expenditures*. The funds are used only for expenses directly related to and necessary for the specific projects. No Legacy funds were used as a substitute for traditional sources of funding. Rather, funds supported new programs, expanded or enhanced existing programs, or continued programs initiated with Legacy funds. All expenses have been tracked and programs monitored to ensure accountability.

### **Minnesota Zoo Board (FY17)**

The Minnesota Zoo is governed by a board established under Minnesota Statute Chapter 85A. Current board members are:

#### **Chair**

Richard S. Vogel

Cynthia A. Arnold

Laura Bordelon

Willis E. Branning

Charlene Briner

Robert Burch

Al Cady

Carmen Campbell

Rebecca Crooks-Straton

Eleanor R. Crosby

Ken Cutler

Aimee D. Dayhoff

Mike Erlandson

Leigh Johnson

Chuck Koosmann

Julie Kunkel

David Leveille

Lori Marco

Peter Maritz

Robert Marlotte

Sarah Psick

Heather Rein

Anna Ross

Jodi Standke

Doug Stang

Marshall Stanton

Mark Utz

Frank Weidner

**Minnesota Zoo Foundation Board (FY17)**

The Minnesota Zoo Foundation is a separate 501(c)(3) public charity that supports the mission and programs of the Minnesota Zoo and raises significant contributions from the private sector. Current members of the Foundation Board of Directors are:

<b>Chair</b>	Blake Grams	Timothy Mulcahy
Samantha Capen-Muldoon	Edward Heffernan	Matt Pierre
	Dustee Jenkins	Joe Ravens
Britt Carlson	Joe Kalkman	Paul Reppenhagen
Grace Chou	Mark Larsen	David Romans
Janis Clay	Tom Lindell	Paul Runice
Chad Dayton	Dana Lindsay	David Schmidt
Chet Ellingson III	Catherine Marvin Kirchner	Elizabeth Simermeyer
Eric Galler	Mary Morrison	
John Geisler	Mark Mortenson	

**Minnesota Zoo Leadership**

The Minnesota Zoo is managed by a talented group of staff:

John Frawley, Director and President, Minnesota Zoo and Minnesota Zoo Foundation  
Melissa Lindsay, Executive Director, Minnesota Zoo Foundation  
David Frazier, Senior Vice President and Deputy Director  
Tara Harris, Vice President for Conservation  
Mary Robison, Vice President for Finance and Administration  
Kevin Willis, Vice President for Biological Programs  
Derik Otten, Vice President for Campus Planning and Management

**Contact Information**

For more information about the Minnesota Zoo, please contact us or visit our web site:

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For questions about this report, contact Mary Robison, Vice President for Finance and Administration, at [mary.robison@state.mn.us](mailto:mary.robison@state.mn.us) or by phone at 952-431-9469.

## Minnesota's Natural Heritage

### Celebrating Minnesota's Natural Heritage through Stewardship and Education

*Minnesota has long been committed to preserving its natural heritage.*

*In partnership with the Minnesota Department of Natural Resources, US Fish and Wildlife Service, the University of Minnesota, and other conservation organizations, the Minnesota Zoo plays a significant role in these preservation efforts by addressing pressing wildlife conservation issues important to our State.*

*Legacy funds allow the Minnesota Zoo to expand its field conservation and educational programs with a focus on animals and habitats closely aligned with Minnesota's cultural identity.*

#### Bison Reintroduction Program

Bison are among the most iconic animals associated with the central plains. Where millions once roamed vast portions of Minnesota, few bison genetically free of cattle genes remain today. Having exhibited descendants of these plains bison for years, the Minnesota Zoo is now cooperatively breeding and managing a bison herd with MN DNR for reintroduction into state parks.

Outcomes for FY 16 include:

- Successfully conducting DNA testing on the bison conservation herd to make recommendations for future breeding and animal transfers.
- Transporting three female yearlings to Minneopa State Park.
- Producing bison calves for the future transfer and release into Minnesota state parks.

#### Prairie Butterfly Field Conservation



In the 1800's, prairie covered 18 million acres of Minnesota, or about a third of the state. Prairies and their native wildlife are an important part of Minnesota's cultural heritage, but today, only about 1% of Minnesota's native prairie remains. With the loss of native habitat, many of the wildlife species in Minnesota that depend on prairie have declined or even disappeared. Initiated with Legacy funding and now also supported by the Environment and Natural Resources Trust Fund, the Zoo's Prairie Butterfly Conservation Program aims to prevent the extinction of a number of prairie butterflies, understand the reasons for their declines, and ensure that populations are sustained long-term.

#### Program at a Glance: Conservation in Minnesota

##### Projects:

- Bison Reintroduction Program
- Prairie Butterfly Field Conservation
- Moose Conservation Research
- Zoo Education Programs

FY16 Expenses: \$384,400

FTEs: 3.81





In partnership with other state agencies and organizations, the Minnesota Zoo has established a captive conservation breeding program at the Zoo addressing some of Minnesota's most threatened butterfly species, including the Dakota skipper and Poweshiek skipperling. In conjunction with its breeding program, the Zoo is supporting field work to monitor prairie butterfly populations and research on the threats that imperiled butterflies and other species may face in Minnesota's prairies.

Outcomes for FY 16 include:

- Increasing the overall survivorship of Dakota skipper larvae within the Zoo's captive population.
- Expanding the Zoo's on-site rearing capacities.
- Producing a long-term strategy for the captive management of Dakota skippers and Poweshiek skipperlings and for reintroduction for Poweshiek skipperlings.
- Producing preliminary data needed to evaluate threats prairie skipper butterflies.

### **Moose Conservation Field Research**

Moose, one of Minnesota's most iconic wildlife species, are declining in Minnesota. In less than 20 years, moose in northwestern Minnesota declined from over 4,000 to fewer than 100. With high levels of adult and calf mortality, the northeastern Minnesota moose population, numbering 4,350 is now declining. There were approximately twice as many moose in northeastern Minnesota ten years ago as there are today.

Working with the University of Minnesota and other researchers, the Minnesota Zoo has been conducting research on moose responses to warm temperatures, moose-wolf interactions, and parasite transmission between deer and moose that will inform moose management in the state and hopefully slow or prevent a decline in Minnesota moose population.



Outcomes for FY 16 include:

- Publication of one peer-reviewed scientific article.
- Presentation of research at one scientific conference.

### **Zoo Education Programs**

The Minnesota Zoo's education department has expanded programs to enhance participants' knowledge and appreciation of Minnesota's natural heritage. These programs and experiences are designed to "connect" participants to the natural world, fostering a lifelong conservation ethic for the wild life and wild places of our State.

Education programs supported by Legacy funding include:

- Tales Along the Minnesota Trail – A theatrical performance offered to school groups visiting the Zoo that addresses Native American history, Minnesota languages and cultures, links between Minnesota’s natural environment and cultural history, and conservation of Minnesota natural resources.
- Zoo Camp – Week-long summer day camp experiences focused specifically on Minnesota natural heritage, including the Minnesota Voyagers camp, which includes a fishing excursion to a nearby lake.
- Minnesota Natural Heritage Trail Tours –Naturalist-led trail tours supporting Minnesota social studies and science standards offered as to school field trips.
- Minnesota Quest Curriculum and Trail Guide – An on-line teacher’s guide to the Minnesota Trail that includes topics and activities to support Minnesota academic standards in Social Studies and Science.
- Travel Edventures –Zoo staff-led field trips providing teens and adults the opportunity to explore the unique natural heritage of Minnesota.
- Life on the Farm – Interpreting life on a traditional Minnesota working family farm to Zoo visitors.

Outcomes for FY16 include:

- Tales Along the Minnesota Trail presented to more than 1,000 Minnesota students from nine schools.
- More than 500 children participated in summer Zoo Camps focused on Minnesota Natural Heritage.
- Minnesota Natural Heritage Tours offered year-round to school groups.
- Zoo staff-led four Travel Edventures, including a bird banding expedition to Hawk Ridge near Duluth, two wolf-tracking expeditions to Ely, and a visit to Mystery Cave in southeastern Minnesota to explore the importance of bats in Minnesota’s ecological systems.





## Conservation Education

### Supporting Minnesota's Cultural Commitment to Conservation through Education

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*Educating Minnesotans about conservation issues and how they can engage in conservation activities is critical to the stewardship of our State's natural resources. Legacy funds have been used to create new programs and expand existing activities to bring zoo guests and citizens statewide in close contact with animals and the ways in which people can participate in conservation in their own backyard. Program highlights include:*

#### Conservation Interpretation

The Zoo uses interpretive exhibits and programs to help guests connect with our education and conservation initiatives.

Interpretive exhibits include graphics, interactive elements, audio visual components, sculpture, art, and tactile experiences.

Interpretive programs include volunteer-led activities, animal demonstrations, animal feeding/training presentations, and tours.

Outcomes for FY16 include:

- New interpretive elements created for the Wells Fargo Family Farm, Tiger Lair, Minnesota Trail and other areas across the zoo.

#### Butterfly Garden

Legacy funding allows the Zoo to open the Aveda Butterfly Garden—a 3,000 square foot outdoor immersion butterfly hoop house that is heavily planted with annual and perennial flowers and stocked with farm-raised North American native and migrant tropical butterflies. In FY16, it was open daily from 10:00 a.m. to 5:00 p.m. from Father's Day weekend through Labor Day, weather permitting. It is free with Zoo admission.

Outcomes for FY16 include:

- More than 84,600 guests visited the Butterfly Garden.
- The Butterfly Garden provided program content and curricular focus for a number of summer zoo camps, serving students ages three to 17.

#### Bird Show Conservation Education

Soaring hawks, majestic owls, and many more rare and beautiful feathered creatures delight and educate Zoo guests at the Wings Financial World of Birds Show. We emphasize the natural abilities of birds, the diversity of species on our planet, and the importance of natural habitats. This program

#### Program at a Glance: Conservation Education

Projects:

- Conservation Interpretation
- Butterfly Garden
- Bird Show Conservation Education
- Seasonal Programs
- Close Encounters

FY16 expenses: \$981,800

FTE: 8.66



provides one of the Zoo's most tangible ways for guests to connect with animals and learn about their role in conservation efforts. Legacy funds have allowed the Zoo to increase the number of bird shows offered from mid-October through April, at no additional charged to guests.

Outcomes for FY16 include:

- More than 700 bird shows offered to approximately 175,000 Zoo guests throughout the year.



### **Seasonal Programming**

With Legacy funding, the Zoo implemented and promoted programs to increase attendance, particularly in the off-season.

The Zoo implemented a month-long, zoo-wide celebration of fall at the Minnesota Zoo—touting the beauty of the Zoo as its old growth oak forests change color and featuring Halloween-themed activities for families. Winter activities included creation of a giant sandbox for toddlers while summer brought a return of Dinos!

Outcomes for FY16 include:

- October 2015 attendance was more than 75,000, the highest October attendance in more than five years.
- Expanded Tropical Beach Party sandbox promotion to 2 weeks, including 3 weekends.
- 166,600 guests visited the DINOS! Exhibit which was open from Memorial Day through Labor Day.

### **Close Encounters**

Close Encounters is an extremely popular special onsite Zoo program that allows Zoo staff to offer daily zookeeper-led interpretive talks involving guest “encounters” with Zoo animals. These animals are trained to be comfortable in public settings and therefore serve as ambassadors for their species in the wild. Legacy funding supports the staff and facilities needed for this program. Close Encounters staff also provide animal enrichment and behavior training activities throughout the day, involving Zoo guests in these activities whenever possible.

Outcomes for FY16 include:

- More than 1700 scheduled “Close Encounters” offered along with another 2,000-3,000 informal keeper chats.
- More than 110,000 participants connected with engaging animals through these Encounters
- Behind-the-scenes facilities housing animals used in the program upgraded.



## Minnesota's Farming Heritage

### Connecting the Past and the Present

*Farming is at the heart of Minnesota's history and development, yet today more than half of all Minnesotans live in urban or suburban settings with little or no exposure to Minnesota's agricultural history or culture. The Wells Fargo Family Farm provides an opportunity for the Zoo's 1.3 million guests to experience a working farm, directly interact with farm staff and animals, and learn to appreciate agricultural food production.*

#### Legacy Farm Program

Legacy funds allow the Minnesota Zoo to extend the season of the Wells Fargo Family Farm beyond its historical May to September season to include full programming and exhibits from April through November.

#### Program at a Glance: Minnesota's Farming Heritage

##### Projects:

- Expanded Farm season
- Farmer's Market

FY16 Expenses: \$96,000

FTEs: 1.42



Outcomes for FY16 include:

- The Wells Fargo Family Farm experience made available to 1,015,400 Zoo guests.

#### Farmer's Market

The objective of the Minnesota Zoo Farmers' Market is to support and promote the local farming community while educating people on the importance of sustainability. Supported with a small amount of Legacy funding, inclement weather limited the success of the market in the summer of 2016.

Outcomes for FY16 include:

- Farmer's market available three days during the summer.

## Access and Outreach

### **“Zoo Unlimited”—Ensuring that the Zoo is accessible to all Minnesotans**

*As Minnesota’s state Zoo, we are committed to ensuring that our programs are accessible to all our citizens – regardless of age, geographic location, disability or background. “Zoo Unlimited” is our community outreach and access initiative that unites a wide range of programs and policies designed to ensure every Minnesotan has unlimited opportunities to form stronger connections with the natural world. Legacy funds help us implement this program bridge barriers that keep people from connecting with all the Zoo has to offer.*

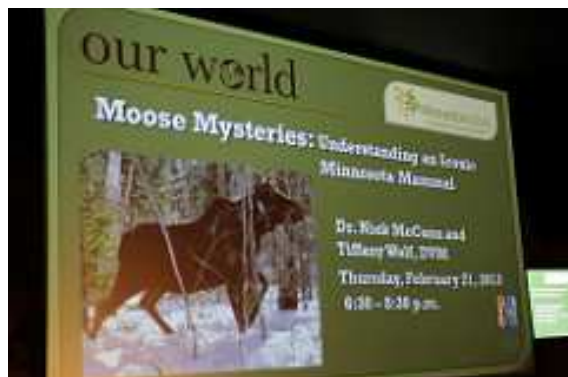
#### **Access Services**

The Zoo is committed to ensuring that economic circumstances are not obstacles to experiencing the Minnesota Zoo. With Legacy support the Zoo recently created the position of Community Relations Coordinator, a position responsible for the statutorily-mandated free ticket program for economically disadvantaged Minnesotans, all aspects of ADA compliance, and other programs related to accessibility of the Zoo.

Outcomes in FY16 include:

- Implementation of the Free to Explore program which replaced the previous system for distributing free zoo admission to low income Minnesota families.
- More than 57,000 guests visiting the Zoo for free.
- Production of Zoo site maps for visitors in 10 languages (in addition to English.)

#### **Lifelong Learning**



The Minnesota Zoo is not just for children! Legacy funding supports a number of programs aimed at supporting and expanding Zoo programs for adults. This includes a recently introduced adults only program, “Adult Night Out.” These age 18+ evening events offer an after-hours experience for working and older adults who might not otherwise visit the Zoo. This program also incorporates the Our World Speaker Series designed to engage guests in conservation issues. These lectures are offered free of charge to all attendees, ensuring access for all interested guests.

The Zoo is also offering a number of adult education programs that focus on special interest areas such as Zoo horticulture and wildlife photography. These programs serve a range of adult audiences including seniors, corporate groups, and young adults.

#### **Program at a Glance: Commitment to Access**

##### Projects:

- Access Services
- Lifelong Learning
- Strategic Communications
- Zoomobile

FY16: \$269,000

FTEs: 2.88



Outcomes in FY16 include:

- 7,500 adults came to the Zoo for Adults Night Out events.
- Six guest lectures held with 720 people in attendance.
- 30 classes, camps and programs held for 310 adult participants.

### Strategic Communications

In an effort to help Zoo guests care more and do more for conservation, this project was designed to test and implement zoo-based conservation messaging that would encourage people to act for wildlife. The Zoo began implementing its new brand strategy “Where Amazing Lives. Every Day.” This campaign creates a consistent story throughout the Zoo



Outcomes for FY16 include:

- A new advertising partner was selected and our “Where Amazing Lives. Every Day.” brand strategy implemented.
- Zooper Troopers, illustrated characters that delivered conservation messages, piloted with the opening of the summer dinosaur exhibit.
- Zoo director visits around the state enhanced with the addition of the Zoomobile to key audiences in Alexandria, Austin, Mankato, Rochester and Virginia.

### Expanded Zoomobile

Geography can be a barrier to accessing high quality environmental education programs. The Zoomobile program exists to serve people who cannot visit the Minnesota Zoo by bringing the Zoo to them, regardless of where they live in Minnesota. Trained interpretive naturalists travel with animals to all corners of the state and deliver programs at schools, libraries, community centers, children’s hospitals, senior centers, and more. Zoomobile participants experience live animals up close and learn about the ecological principles that connect all living things to one another. Legacy funding makes it possible to expand the service and reach of Zoomobile by sending more staff and more animals throughout the state.

Outcomes for FY16 include:

- 54,280 Minnesotans in 42 Minnesota counties visited by the Zoomobile.

