



**ANNUAL REPORT
ARTS AND CULTURAL HERITAGE FUND**

January 2019



The Minnesota Zoo is pleased to submit our annual report on programs and projects supported by the Arts and Cultural Heritage Fund, which was created by the Clean Water, Land and Legacy Amendment. This report is required by M.S. 3.303 and details outcomes for FY 2018: July 1, 2017 to June 30, 2018.

EXECUTIVE SUMMARY

Legacy funds have allowed the Minnesota Zoo to connect Minnesotans with their natural heritage through stewardship and conservation activities, expand our conservation education programs, bring Minnesota's farming culture to the Zoo and ensure that the Zoo is accessible across the state.

The Legacy funds were spent on projects within four categories:

1. Conservation Education: Supporting Minnesota's Cultural Commitment to Conservation through Education

- Projects:
 - Conservation Interpretation
 - Butterfly Garden
 - Bird Show
 - Seasonal Programs
 - Close Encounters
 - Tunes in the Zoo
- FY 2018 Expenses: \$677,621.27
- FTE: 8.36

2. Access and Outreach: "Zoo Unlimited," Ensuring that the Zoo is Accessible to all Minnesotans

- Projects:
 - Access Services
 - Lifelong Learning
 - Zoomobile
 - 40th Year Program
- FY 2018 Expenses: \$274,229.53
- FTEs: 1.59

3. Minnesota's Natural Heritage: Celebrating Minnesota's Natural History through Stewardship and Education

- Projects:
 - Bison Reintroduction Program
 - Prairie Butterfly Field Conservation
 - Freshwater Turtles Conservation
 - Freshwater Mussels Conservation
 - Moose Conservation
 - Zoo Education Programs
- FY 2018 Expenses: \$303,173.65
- FTEs: 3.18

4. Minnesota's Farming Heritage: Connecting the Past and Present

- Project: Expanded Farm Season
- FY 2018 Expenses: \$92,084.88
- FTEs: 1.27

ABOUT THE ZOO

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, we have grown into a world-class zoo and a recognized leader in family recreation, environmental education and conservation.

Today, the Minnesota Zoo is home to nearly 5,000 animals representing over 500 species from the familiar to the endangered. We are accredited by the Association of Zoos and Aquariums and the Alliance of Marine Mammal Parks and Aquariums, and we are a member of the World Association of

Zoos and Aquariums. One of the five largest zoos in the country, we have received numerous awards and recognitions for our 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 reaching every corner of the state:

- A year-round destination, more than **1.3 million** guests visited the Zoo in FY 2018.
- We are Minnesota's largest environmental and conservation learning center with over **400,000** participants each year. In FY 2018, **71,400 students** from more than **990 schools** in **55 counties** visited the Zoo on structured field trips. We are a recognized leader in innovative STEM programming for schools and teachers.
- In FY 2018, our Zoomobile logged over **31,000** miles visiting **42 Minnesota counties** and introduced 52,000 people to engaging Zoo animals.
- An experienced leader in saving wildlife, we partner with the Department of Natural Resources, U.S. Fish and Wildlife service and others to breed endangered butterflies and native mussels and to return bison to Minnesota prairies.



Our **200,000** members and donors support these programs. We also benefit from the nearly **115,000** hours of time that our **1,285 volunteers** contributed to the Zoo in FY 2018.

As a result, the Zoo has a **\$222.7 million** statewide economic impact, supporting **2,200+ jobs** and returning \$20 for every \$1 invested by the state.

At the same time, the Zoo provides **free** admission for Minnesotans eligible for programs like SNAP, WIC, General Assistance, etc. The Zoo's **Free to Explore** program welcomed **89,300** guests from **80+ counties** to the Zoo without charge in FY 2018. In conjunction with other Zoo programs, **29%** of all admissions to the Zoo were free or at a reduced fee.



Legacy Appropriation Summary

Since voters approved the 2008 Clean Water, Land and Legacy Amendment, appropriations from the Fund have provided critical support to the Zoo. 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 us address important exhibit and site habitat needs.

ARTS AND CULTURAL HERITAGE FUND APPROPRIATIONS	
2009	~\$265,000 for FY 2010-FY 2011
2011	\$3,000,000 for FY 2012-FY 2013
2013	\$3,500,000 for FY 2014-FY 2015
2015	\$3,500,000 for FY 2016-FY 2017
2017	\$1,550,000 for FY 2018 \$1,950,000 for FY 2019

FY 2018 Legacy Expenditures

The Minnesota Zoo received an appropriation from the Arts and Cultural Heritage Fund of \$1.55 million for FY 2018. The appropriation is for:

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

Legacy funds spent represented approximately 5% of the Zoo’s \$28 million operating expenses in FY 2018. 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 in this report, Legacy funds were specifically directed to four program areas.

In FY 2018, \$95,000 of the Zoo’s Legacy funds (7%), 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. Most 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. We track all expenses and monitor our programs to ensure accountability.

Minnesota Zoo Board

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

Chair

Frank Weidner

Cynthia A. Arnold

Laura Bordelon

Charlene Briner

Robert Burch

Al Cady

Rebecca Crooks-Stratton

Eleanor R. Crosby

Ken Cutler

Mike Erlandson

Randall Flick

Robert Freeman

Ryan Gage

Leigh "LJ" Johnson

Chuck Koosmann

Dr. Rahul Koranne

Lori Marco

Peter Maritz

Robert Marlotte

D. Scott McGurl

Heather Rein

Anna Ross

Doug Stang

Mark Utz

Richard S. Vogel

Chang Wang

Todd Watchmaker

Minnesota Zoo Foundation Board

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:

Chair

John Geisler

Grace Chou

Janis Clay

Aimee Dayhoff

Chad Dayton

Chet Ellingson III

Eric Galler

Suzanne Gappa

Blake Grams

Bill Gray

Edward Heffernan

Dustee Jenkins

Joe Kalkman

Katy Marvin Kirchner

Mark Larsen

Tom Lindell

Dana Lindsay

Jennifer Shomenta Maki

Mark Mortenson

Timothy Mulcahy

Samantha Capen Muldoon

Matt Pierre

Joe Ravens

Paul Reppenhagen

David Romans

David Schmidt

Jean Taylor

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

Tony Grundhauser, Executive Director, Minnesota Zoo Foundation

David Frazier, Senior Vice President and Deputy Director

Carol Strecker, Vice President for Conservation, Education and Nature

Kevin Willis, Vice President for Biological Programs

Abigail Mosher, Chief Financial Officer

Missy Remick, Director of Board and Legislative Affairs

Contact Information

For more information about the Minnesota Zoo, please visit our web site www.mnzoo.org or contact us at 952-431-9200. For questions about this report, contact Claudia Hochstein, Minnesota Zoo's Legislative Affairs Liaison, at Claudia.Hochstein@state.mn.us or by phone at 952-431-9466.

Conservation Education

Supporting Minnesota's Cultural Commitment to Conservation through Education

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 demonstrate the ways 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 FY 2018 include:

- New interpretive elements created for the Weesner Family Amphitheater, Wells Fargo Family Farm, Butterfly Garden, Kangaroo Crossing, Medtronic Minnesota Trail, Close Encounters, Tropics Trail and other areas across the zoo.

Butterfly Garden

Legacy funding allows the Zoo to open the 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 FY 2018, it was open daily from 10:30 a.m. to 5:30 p.m. from Father's Day weekend through Labor Day, weather permitting.

Outcomes for FY 2018 include:

- More than 110,000 guests visited the Butterfly Garden.
- 30 ZooTeen volunteer shifts in the Butterfly Garden
- 45 ZooCrew students learned how our interpretive naturalists care for the butterfly collection.
- The Butterfly Garden provided program content and curricular focus for a number of summer zoo camps, serving students ages three to 17.

Bird Show

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
- Lakeside Family Tunes
- Kangaroo Crossing
- Close Encounters

FY 2018 Expenses: \$677,621

FTE: 8.36





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 at no additional charge to guests from mid-October through April.

Outcomes for FY 2018 include:

- More than 725 bird shows offered to approximately 146,000 Zoo guests throughout the year.

Lakeside Family Tunes

Lakeside Family Tunes included family-friendly musical performance featuring puppets, dancing and audience interaction to deliver a conservation message to our youngest guests. Many songs tied in directly to the Kangaroo Crossing summer exhibit to reinforce guest connections to that exhibit. Performances were offered rain or shine, moving inside when inclement weather prevented use of the Lakeside Terrace.

Outcomes for FY 2018 include:

- Three performances daily from July 1-August 31, 2017.
- 10,720 guests attended a Lakeside Family Tunes performance.

Kangaroo Crossing

The Kangaroo Crossing exhibit, a walk-through experience featuring kangaroos, wallabies and emus, placed guests in the shoes of a research team whose Jeep got stuck in the mud, and encouraged them to explore the Australian Outback while waiting for a winch to rescue their vehicle. Interpretive messaging at Kangaroo Crossing focused on Australian biomes; the differences between monotremes, marsupial and placental mammals; flightless birds; burrowing animals and Australian animals with a deadly reputation. Conservation messaging highlighted the damaging effects introduced animals have on native wildlife in Australia and helped Minnesotans make the connection to introduced animals in our own ecosystems. In FY 2018, Legacy funding covered exhibit site work and a portion of animal care staffing.

Outcomes for FY 2018 include:

- Kangaroo Crossing opened daily between July 1 and September 4, 2017 and between May 26 and June 30, 2018.
- 643,873 guests had the opportunity to visit Kangaroo Crossing.



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 FY 2018 include:

- Approximately 1,736 scheduled “Close Encounters” offered along with another 2,000 to 3,000 informal keeper chats.
- More than 116,000 participants connected with engaging animals through Close Encounters.



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 and 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 has a Community Relations Coordinator to manage *Free to Explore*, all aspects of ADA compliance and other programs related to accessibility of the Zoo.

Outcomes in FY 2018 include:

- 89,314 guests visited the Zoo for free through **Free to Explore**.
- Production of Zoo site maps for visitors in ten 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 program includes 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.

We also offer a number of adult education programs that focus on special interests such as Zoo horticulture and wildlife photography. These programs serve a range of adult audiences including seniors, corporate groups and young adults.

Outcomes in FY 2018 include:

- Five guest lectures held with approximately 416 attendees.
 - A sixth lecture was scheduled, but had to be cancelled due to a scheduling issue.
- Nine classes, camps and programs held for over 100 adult participants.

40th Birthday Celebration

The Minnesota Zoo has been a cultural cornerstone of this state since it opened in 1978. The Zoo brought special events and activities to the Zoo and throughout Minnesota to thank guests and

Program at a Glance: Commitment to Access

Projects:

- Access Services
- Lifelong Learning
- Zoomobile
- 40th Year Program

FY 2018: \$274,230

FTEs: 1.59

commemorate 40 years as the state’s largest environmental learning center and the home of critical world-wide wildlife conservation efforts.

Outcomes for FY 2018 include:

- Guests were able to view artistic signage featuring scenes and fun facts from 40 years of the Minnesota Zoo.
- The Minnesota Zoo brought the birthday celebration, including animals, to three malls across Minnesota.

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 FY 2018 include:

- 51,529 Minnesotans experienced a Zoomobile program.
- Zoomobile visited 42 Minnesota counties.
- Zoomobile delivered 673 hours of programming.



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 (DNR), US Fish and Wildlife Service (USFWS), 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 our 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 the DNR for reintroduction into state parks.



Minnesota Species Field Conservation

Minnesota's natural heritage is rich and has played a big role. From the prairie to the big woods to the Boundary Waters, the landscape shaped the life of people who call Minnesota home. While today, nature and outdoor pursuits are iconic elements of the Minnesotan identity, many species dependent on Minnesota's ecosystems have been declining for a variety of reasons. Some of these species, like freshwater mussels and prairie butterflies, can be a bellwether species, indicating habitat health or decline. Our conservation staff have used Legacy funds to augment other sources of funding (including



Program at a Glance: Conservation in Minnesota

Projects:

- Bison Reintroduction Program
- Minnesota Species Field Conservation
- Zoo Education Programs

FY 2018 Expenses: \$303,174

FTEs: 3.18

Outcomes for FY 2018 include:

- Hosting the Minnesota Bison Conservation Herd annual meeting.
- Sending one yearling born at the Zoo to join the herd at Blue Mounds State Park.
- Four more calves born at the Zoo.
- Continued DNA testing and herd management according to pedigree analysis.

private donors and the Environment and Natural Resources Trust Fund) for field conservation projects addressing threats and recovery options for:

- Prairie butterflies (Dakota skipper and Poweshiek skipperling).
- Freshwater mussels.
- Freshwater turtles (especially Blanding's turtles and wood turtles).
- Moose.

Outcomes for FY 2018:

- *Prairie butterflies*
 - Completing the second year of reintroductions for threatened Dakota skippers to a prairie in southwestern Minnesota from which they recently vanished.
 - Conducting research to improve husbandry and rearing practices for Dakota skippers, allowing the creation and growth of an insurance population at the Zoo.
 - Collecting novel data to evaluate threats to prairie skipper butterflies to help understand how our actions can mitigate these threats.
- *Freshwater Turtles*
 - Rearing and releasing 5 head-started wood turtles to help them through the most vulnerable period in their life and survive to breeding age.
 - Tracking 13 wood turtles (8 adults and 5 juveniles) with radio and GPS transmitters to document habitat use and identify nesting sites, which will help managers develop protective measures for vulnerable nests.
 - Collecting preliminary, baseline data quantifying mortality of turtles and other wildlife on Minnesota's roadways, which can help us understand where we can take actions to increase both animal and human safety.
- *Native Mussels*
 - Expanding capacity for rearing native mussels on the Zoo campus to improve our research power.
 - Transferring primary husbandry operations to a lake with better water quality, yielding significant improvements in mussel growth and survival.
 - Developing plans for a new mussel rearing and research facility, as well as associated husbandry systems.
 - Establishing transfer and quarantine protocols for acquisition of mussels from partners to ensure survival of any mussels removed from native habitat.
 - Initiation of social media campaign to raise awareness of the conservation of mussels and water.



- *Moose*
 - Publishing one peer-reviewed article on moose conservation in the scientific literature to help share knowledge gained from a completed Environment and Natural Resources Trust Fund project.

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.

- Zoo Camp – Week-long summer day camp experiences focused specifically on Minnesota natural heritage. These included the Minnesota Mania camp, with a fishing excursion to a nearby lake, and the new Build a Canoe at the Zoo camp, where youth explore Minnesota’s native wildlife and habitats.
- Nature Play – Programs that enable children and families to explore and play in nature, planting and cultivating a lifelong ethic for nature conservation in Minnesota and beyond.
- Minnesota Natural Heritage Trail Tours – Naturalist-led trail tours supporting Minnesota social studies and science standards offered to school field trips.
- Bare Necessities Zoo Class – Standards based 45-minute class focusing on Minnesota prairie, wetland or forest ecosystems, including a visit from an ambassador animal.
- Minnesota Quest Curriculum and Trail Guide – An on-line teachers’ guide to the Minnesota Trail that includes topics and activities to support Minnesota academic standards in social studies and science.
- Travel Adventures – Zoo staff-led field trips provide teens and adults the opportunity to explore the unique natural heritage of Minnesota.
- Life on the Farm – Interprets life on a traditional Minnesota working family farm to early elementary age students on field trips.



Outcomes for FY 2018 include:

- More than 1,500 children participated in summer Zoo Camps focused on Minnesota Natural Heritage.
- 214 children and adults participated in nature play programs designed to encourage families to safely experience and explore the wonders of Minnesota’s nature together.
- Minnesota’s Natural Heritage Tour and Bare Necessities class are offered throughout the school year as additions to field trips:
 - Five groups, totaling 110 participants, went on Minnesota’s Natural Heritage Tour.
 - 2500 participants took the Bare Necessities class (this program is partially funded through underwriting by Target).
- 22 adults participated in Minnesota-based Travel Adventures, including two wolf-tracking expeditions to Ely.

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.



Program at a Glance: Minnesota's Farming Heritage

Projects:

- Expanded Farm season

FY 2018 Expenses: \$92,085

FTEs: 1.27

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 mid-March through November.



Outcomes for FY 2018 include:

- Opening the Wells Fargo Family Farm to an additional 198,798 guests during the expanded season.
- Purchasing new draft horses for exhibition and to pull the farm tram.
- Purchasing new cows to expand the milking demonstrations and live animal demonstrations.