For the Lake Superior Zoo, 2022 was a year of growth, opportunity, revitalization, and triumphs. I want to commend our staff, board members, and volunteers for their hard work and commitment to wildlife, conservation, and animal wellbeing which was instrumental in our outstanding AZA inspection and following renewed accreditation. We welcomed new animals through the births of critically endangered species and had to say goodbye to some of our most beloved faces. Through it all, we persevered and look forward to all that is to come in 2023. Let’s celebrate our amazing work, successes, and a great year!

~ Haley Hedstrom, Chief Executive Officer

**ANIMAL CARE**

- **New animals**
  - Egyptian Fruit Bat
  - Solomon Island leaf frogs
  - Vinegaroon
  - Goats (Nigerian/Alpine)
  - Blue-tongue skink
  - Indian runner ducks

- **Animal Births**
  - 2 Pygmy slow loris** (SSP)
  - 2 Chinese goral* (SSP)
  - Angolan colobus* (SSP)
  - Mantella frogs**
  - Cotton-top tamarin*** (SSP)

*Vulnerable, **Endangered, ***Critically endangered

- **Animal Wellbeing**
  - **Husbandry training** - injection training, COVID vaccines, choice & control shifting
  - **Breeding** - with additional births in 2022, the success of our breeding pairs shows that the animals are comfortable in their space and surroundings
  - **Exhibits** - new parrot enclosures constructed in the Griggs Learning Center, the tragopans moved into their new home, and various modifications to create more complex environments that support behavioral choices
EDUCATION

- 5,600+ people participated in 200 outreach education programs.
- 3,200+ people participated in 149 onsite education programs.
- Zoo Camps provided summer learning opportunities to 178 children, a 40% increase from last summer.
- We offered a year-round teen program (Zoo Crew) for the first time.
  - Ten teens participated during the 21-22 school year, 34 participated during the summer, and seven are participating during the 22-23 school year.
- 98 groups took a field trip to the zoo in 2022, consisting of 3,309 children and 1,052 adults (4,361 total), nearly doubling our 2021 group attendance.
- Lake Superior Zoo School, our licensed childcare center, served 39 children.
- LSZoo School collaborated with Dr. Julie Ernst from UMD to research the impact of LSZoo School on preschoolers’ empathy for others and animals.
  - Research results were published in MDPI
- Partnered with 3 Owls Outdoor Play Consultants to create a conceptual drawing for the playscape that improves outdoor safety and increases opportunities for gross motor and sensory play.

FUNDRAISING

- **Toast to Tails (first annual)**
  - Raised over $11,000
- **Backyard Bash (second annual)**
  - Raised over $11,000
- **Summer Appeal - Red Panda Exhibit**
  - Raised over $52,106 ($57,257 with additional donations made in 2023)
- **Give to the Max**
  - Raised over $15,213
- **Overall donations**
  - Surpassed budget by 50%
  - Implemented new fundraising initiatives on social media
**GUEST EXPERIENCE**

- Overall, over 95,000 people interacted with the Zoo in 2022
  - 89,000+ on-site visitors and volunteers
  - 5,600+ people engaged with outreach programs
  - Donated a percentage of tickets sold to local organizations supporting underserved youth and families
- Sustained top 3 fiscal year revenues in the Safari Café and Tiger's Paw Gift Shop
- Purchased a fully-accessible Wattman train through grants and sponsorships
  - Train rides surpassed budget and experienced record sales
- Collaborated with animal care to develop a new experience (barn feedings)
- Maintained record-high membership at 2,200+ households
- Raised $8,900 through symbolic animal ADOPTions
  - Implemented new monthly exclusives with donations to other conservation organizations (ex. Proyecto Tití, Panthera)
- Partnered with YES Duluth, Senior Workforce Center, and other local groups to provide employment opportunities for all people

**DEAI INITIATIVES**

- Formed the Zoo's first-ever DEAI (diversity, equity, accessibility & inclusion) committee
  - Includes staff members from each department and board members
  - Developed DEAI plan
- Offering all staff and board members the opportunity to complete an advanced DEI certification in partnership with Peak Perspectives
  - Programming will benefit staff, visitors, volunteers, and our community
- Additional development and training offered
  - Staff members attended Safe Zone training at Lake Superior College
  - Participation in full DEI Cohort program at University of WI - Superior
  - ASL training for all staff
Complete ACE for Wildlife Empathy Grant Projects

- Immersive Nature Experiences (trail project)
- Playful Connections (parallel play)

Finish red panda exhibit and open to the public in Spring 2023

Expand DEAI (diversity, equity, accessibility, and inclusion) initiatives

Open new historical exhibit in honor of the Zoo's centennial anniversary

Complete the predesign and development process for the new main building

Continue board development through advocacy and support of LSZ initiatives in the community