LSZ History and Operating Agreement

The Lake Superior Zoo was founded in 1923 by Bert E. Onsgard with permission from the City of Duluth (known as the Duluth Zoo until 1988). The Arrowhead Zoological Society (dba Lake Superior Zoological Society) formed as a nonprofit corporation in 1959 to help the city operate, maintain, develop, and raise funds for the zoo. The zoo was owned and operated by the city from its inception until 2009 when the city transferred full operations to the society.

Today, the society operates the zoo according to the Zoo Agreement between the City of Duluth and the Arrowhead Zoological Society. “Under the terms of this Agreement, Society shall hold and operate the Zoo in trust, pursuant to this Agreement, for the benefit of the City as set out in laws 1961, Chapter 91 (Section 1-A, p. 1).”

The term of the current Zoo Agreement is June 1, 2016, through May 31, 2026.

Our Mission

To provide close-up animal experiences that inspire connections with wildlife and action toward conservation in our region and around the world.

Our Vision

A world where all living things thrive together.

Our Values

Community | Diversity, Equity, Accessibility, & Inclusion | Innovation | Safety | Stewardship
From the CEO

2022 was a historic year in many ways and a great preview to what’s in store for the Lake Superior Zoo.

Our most significant achievement in 2022 was being awarded accreditation by the Association of Zoos & Aquariums. After months of preparation, an 300+ application submission, and a 3-day inspection, this team was praised by peers in the industry as leaders in DEAI, and so much more.

Each member of our team championed efforts that make our organization’s vision and mission come to life. As we embarked on our AZA accreditation journey, we updated the master and strategic plan by holding focus groups with various stakeholders including staff members, senior leaders, and the board of directors. The Parks & Recreation commission and Duluth City Council both approved our 15-year master plan unanimously. Our strategic plan defines objectives and goals that will work in harmony to achieve our master plan phases such as constructing and/or renovating the main building, improving access to the Zoo through various DEAI initiatives for our guests, staff, and community, and enhancing conservation efforts.

Every decision we make is guided by the wellbeing of our animals. Care and welfare will remain the forefront of our mission to provide close-up experiences to all people that connect them with wildlife and nature to inspire action towards conservation both in our own backyard on the shores of Lake Superior and around the world.

Looking into our 100th year brings me excitement and inspiration. I would like to thank the LSZ staff, board of directors, and community partners - to which none of this would be possible without them.
2022 Board of Directors

Board Officers
Joey Engseth, President
Susan Waldie, Vice President
Kala Pedersen, Secretary
Deb Otto, Treasurer (through October 2022)
Jonathan Ballmer, Interim Treasurer & Immediate Past President

Board Members
Noah Hobbs
Maya Mattke
Gina Mogen
James Lewis
Mike Polzin
Britta Schielke

Ex Officio, City of Duluth Parks & Recreation Representative
Jessica Peterson, Manager, Parks & Recreation

Emeritus Board Members
Tim Meininger
John Scott

Honorary Board Members
Stephen Lewis
Mark McShane
Attendance

In 2022, over 95,000 people interacted with the Lake Superior Zoo. With over 89,000 onsite visitors and 5,600 outreach program participants, we continued to see growth over pre-pandemic numbers. Tickets were $15 for adults (13+), $7 for children (3-12), and 2 & under are free.

AUDIENCE DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twin Ports</td>
<td>37%</td>
</tr>
<tr>
<td>MPLS/St. Paul Metro</td>
<td>38%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
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</table>

VISITOR TOTALS

PAID: 63,291
MEMBER: 18,736
GRATIS/FREE: 7,816

ATTENDANCE BY TYPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groups</td>
<td>4,696</td>
</tr>
<tr>
<td>Events</td>
<td>16,583</td>
</tr>
<tr>
<td>2 &amp; Under (Free)</td>
<td>5,197</td>
</tr>
<tr>
<td>ASTC</td>
<td>1,158</td>
</tr>
<tr>
<td>Zoo Members</td>
<td>18,736</td>
</tr>
</tbody>
</table>

Events

Each year we host a variety of events for our community. Boo at the Zoo 2022 was a record-breaking year across all revenue and attendance categories. Zoo Lights (formerly Larger than Life Lights) returned for its second year and we welcomed almost 3,000 people in December!
Membership

The zoo offers many different options for individuals, families, and grandparents alike to purchase memberships starting at $50. Memberships are available for purchase throughout the year online, at our Tiger’s Paw Gift Shop or over the phone and expire one year from the last day of the month of purchase.

<table>
<thead>
<tr>
<th>Level</th>
<th>Visitors</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>One named adult</td>
<td>$50</td>
</tr>
<tr>
<td>Family</td>
<td>One or two adults named on the card residing at the same address and their children under the age of 18</td>
<td>$90</td>
</tr>
<tr>
<td>Grandparent</td>
<td>One or two adults named on the card residing at the same address and their grandchildren under the age of 18</td>
<td>$90</td>
</tr>
<tr>
<td>Conservationist</td>
<td>Good for up to two named adults in the same household and all of their children or grandchildren under the ages of 18 plus two additional guests</td>
<td>$130</td>
</tr>
<tr>
<td>Student</td>
<td>5 months, requires valid college ID</td>
<td>$20</td>
</tr>
<tr>
<td>Additional + 1</td>
<td>Members may bring one additional guest to each zoo visit</td>
<td>$25</td>
</tr>
</tbody>
</table>

**Member Benefits**

- Free regular admission all year-round during regular hours and select special events.
- Reduced admission at over 150 Association of Zoos and Aquariums (AZA) partnering facilities across the nation.
- Free or reduced admission to over 250 Association of Science Technology Centers (ASTC) facilities around the world.
- 50% off admission to the Duluth Children’s Museum & Great Lakes Aquarium.
- 10% off purchases in the Tiger’s Paw Gift Shop and Safari Café.
- Free exhibit acknowledgement for ADOPT purchases at any level.

**Member Households**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1,671</td>
</tr>
<tr>
<td>2020</td>
<td>1,454</td>
</tr>
<tr>
<td>2021</td>
<td>2,448</td>
</tr>
<tr>
<td>2022</td>
<td>2,277</td>
</tr>
</tbody>
</table>

**Demographics**

- Twin Ports 59%
- MN/WI 40%
- Other 1%
Education

Each year the Lake Superior Zoo team educates thousands of people (all ages) both at onsite programs and through our Zoomobile outreach initiatives. In 2022, we extended our popular teen program, Zoo Crew, through the school year in addition to the summer months. The Lake Superior Zoo School also continues to grow along with our sold-out summer camps.

Programs by the Numbers

200 Zoomobile Trips attended by over 5,600 people
98 field trips with 4,361 visitors
39 children enrolled in Zoo School
178 summer campers
149 onsite education programs with 3,200 participants
51 Zoo Crew students

The Lake Superior Zoo School is a 4 Star Parent Aware rated program! Parent Aware is Minnesota's voluntary rating system for early childhood programs, including those in centers, homes, schools, and churches. Programs that participate in the Parent Aware rating program at any star level are going above and beyond the basic licensing requirements by taking additional trainings and developing curriculum and family support systems that research shows lead to children's success in future schooling.
FACILITIES
Facilities

2022 was a year of updates, improvements, and facility preparation for our Association of Zoos & Aquariums (AZA) Accreditation Inspection. Early in the year, we completed indoor projects such as painting, life support system maintenance, and exhibit work. Once the snow melted, major repairs and updates took place across our 16 acre park.

Exhibits

- Began construction on red panda habitat (slated to open May 2023)
- Renovated several nocturnal exhibits
- Completed new parrot enclosure in Griggs Learning Center
- Various modifications were made to habitats to create more complex environments that support behavioral choices

Maintenance & Grounds Projects

- Installed new furnace in Nocturnal and new hot water heater in Main building
- Revitalized zoo entrance and front canopy
- Installed UV sterilizers in animal pools
- Glass replacement projects across grounds
- Continued invasive species (buckthorn) and EAB infected tree removal
- Electrical work for red panda and Cabot's tragopan exhibit
ANIMALS & CONSERVATION
Animals & Conservation

The Lake Superior Zoo is one of three facilities in the state of Minnesota to receive accreditation from the Association of Zoos & Aquariums (AZA). Only 10% of zoos and aquariums in the United States receive this accreditation. AZA evaluates each facility based on their standards of animal welfare, care, communications, safety, educational programs, and other criteria. We received our accreditation on August 29, 2022, and will be accredited through 2027.

The Zoo participates in the Species Survival Plan (SSP) program coordinated by the AZA. The SSP was created so AZA-accredited zoos can cooperatively manage threatened and endangered species. Each SSP program manages the breeding of a species to ensure the population remains healthy and stable and the gene pool stays diverse.

The Lake Superior Zoo participates in conservation initiatives with the goals of enhancing our mission and maintaining sustainable wildlife populations in their natural habitat. Although we are a small zoo, we strive to make a significant conservation impact through partnering with and contributing to a variety of conservation organizations, participating in SSP programs, implementing sustainable practices, expanding education programs, and leading conservation projects at the zoo and in the community. We are committed to growing our investment in conservation activities both in-situ and ex-situ through the annual budget, fundraising strategies, professional development for our staff, and more.

ASSOCIATION OF ZOOS & AQUARIUMS

The Lake Superior Zoo participates in conservation initiatives with the goals of enhancing our mission and maintaining sustainable wildlife populations in their natural habitat. Although we are a small zoo, we strive to make a significant conservation impact through partnering with and contributing to a variety of conservation organizations, participating in SSP programs, implementing sustainable practices, expanding education programs, and leading conservation projects at the zoo and in the community. We are committed to growing our investment in conservation activities both in-situ and ex-situ through the annual budget, fundraising strategies, professional development for our staff, and more.
The zoo participates in Species Survival Plan (SSP) programs for the following species:

- Angolan colobus
- Black-crested mangabey
- Brush-tailed bettong
- Burrowing owl
- Cotton-top tamarin
- Eurasian eagle-owl
- Goeldi’s monkey (callimico)
- Six-banded armadillo
- Pallas' cat
- White-naped crane
- Swift fox
- Red kangaroo
- Bennets wallaby
- Laughing lookaburra
- Ring-tailed lemur
- Snow leopard
- African lion
- Pygmy slow loris
- Amur tiger
- Reeves muntjac
- North American river otter
- Cabots tragopan
- Chinese goral
- Prehensile-tailed porcupine
- Prehensile-tailed skink
- Red-crested turaco
- Spiny turtle
- Two-toed sloth
- North American porcupine
- Cape porcupine
- Egyptian fruit bat
- African straw-colored fruit bat
Mammals

African-crested porcupine
Amur tiger
Angolan colobus monkey
Baby doll sheep
Bennett’s wallaby
Black bear
Black-crested mangabey
Brown bear
Brush-tailed bettong
Chinese goral
Cotton-top tamarin
Cougar
Egyptian fruit bat
Eurasian lynx
Ferret
Goeldi’s monkey (Callimico)
Gray wolf
Guinea pig
Hedgehog
Kinkajou
KuneKune pig
Large-spotted genet
African lion
Nigerian dwarf goat
North American porcupine
North American river otter
Pallas’ cat
Prairie dog
Prehensile-tailed porcupine
Pygmy goat
Pygmy slow loris
Pygora goat
Rabbit – mix
Red kangaroo
Reeves muntjac
Ring-tailed lemur
Shetland sheep
Silver fox
Six-banded armadillo
Snow leopard
Swift fox
Three-banded Armadillo
Two-toed sloth
Birds
American kestrel
Bald eagle
Black-headed caique
Blue and gold macaw
Bobwhite quail
Budgerigar
Burrowing owl
Cabot’s tragopan
Common peafowl
Common Raven
Domestic chicken
Double yellow-headed Amazon
Eastern screech owl
Eurasian eagle owl
Great-horned owl
Green-winged macaw
Indian Runner Duck
Laughing kookaburra
Moluccan cockatoo
Pekin duck
Red crested turaco
Red-tailed hawk
Speckled mousebird
Turkey vulture
White-naped crane
Yellow-billed hornbill

Fish & Coral
Bubbletip anemone
Coral beauties
Naso tang
Orange clownfish
Pajama Cardinalfish
Radiated Filefish
Singapore Angelfish
LPS corals
SPS coral

Invertebrates
Chilean rose hair tarantula
Fire leg tarantula
Giant African millipede
Madagascar hissing cockroach
Vinegaroon
Walking stick
Reptiles and Amphibians

African bullfrog
Axolotl
American toad
Anthonys frog
Ball python
Bearded dragon
Blue spotted salamander
Blue tongued skink
Borneo frog
Bull snake
Bumble Bee poison frogs
Burmese python
Cane toad
Corn snake
Desert tortoise
Eastern box turtle
European legless lizard
Gila monster
Golden coin turtle
Gopher tortoise
Gray tree frogs
Green and black dart frog
Green iguana
Green tree python
Hognose snake
Leopard frog
Leopard gecko
Mantella frog
Mertens water monitor
Painted turtle
Prehensile-tailed skink
Rainbow boa constrictor
Red-eared slider
Red-eyed tree frog
Red-footed tortoise
Sand boa
Snapping turtle
Solomon island leaf frog
Spiny turtle
Three-toed box turtle
Tiger salamander
Tomato frog
Veiled Chameleon
DEVELOPMENT & FUNDRAISING
Development & Fundraising

As a nonprofit organization, the Lake Superior Zoological Society relies on ticket sales, memberships, education program fees, and donations to take care of the animals that depend on us, accomplish our mission, and provide conservation-based education to the region. Below is a description of some of our development and fundraising activities. The total amount of donations (fundraisers and individual gifts) in 2022 was $127,476.58.

We are so grateful for our donors, sponsors, and community partners who believe in us and our mission.

Campaigns & Fundraising Events

- Toast to Tails - $11,465.54
- Backyard Bash - $11,225.49
- Red Panda (Summer Appeal) - $52,195.48
- Give to the Max - $15,213.05

Can you help bring red pandas to Duluth?
## 2022 Revenues

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Rental Income</td>
<td>$6,720.00</td>
</tr>
<tr>
<td>Concessions</td>
<td>$91,803.70</td>
</tr>
<tr>
<td>Tiger's Paw Gift Shop</td>
<td>$170,261.31</td>
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<tr>
<td>Depot &amp; Train Tickets</td>
<td>$30,248.00</td>
</tr>
<tr>
<td>Gate Revenue &amp; Admissions</td>
<td>$735,469.89</td>
</tr>
<tr>
<td>City Subsidy Earned</td>
<td>$840,000.00</td>
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<tr>
<td>Fundraising Revenue</td>
<td>$37,895.65</td>
</tr>
<tr>
<td>Special Events</td>
<td>$20,230.61</td>
</tr>
<tr>
<td>Education Programs &amp; Preschool Revenue</td>
<td>$250,546.82</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$189,813.27</td>
</tr>
<tr>
<td>Legacies &amp; Bequests</td>
<td>$0.00</td>
</tr>
<tr>
<td>Miscellaneous, Reimbursed, Over/Short</td>
<td>$5,045.46</td>
</tr>
<tr>
<td>General Operating &amp; Budgeted Grants</td>
<td>$68,822.38</td>
</tr>
<tr>
<td>Donations Income</td>
<td>$127,476.58</td>
</tr>
<tr>
<td>Dividend/Interest</td>
<td>$1,451.46</td>
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<tr>
<td>Residual Carry Over</td>
<td>$416,843.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,991,176.67</strong></td>
</tr>
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</table>

## 2022 Expenses

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising, Printing &amp; Signage</td>
<td>$17,356.31</td>
</tr>
<tr>
<td>Payroll Expenses</td>
<td>$1,444,575.09</td>
</tr>
<tr>
<td>Service Charges</td>
<td>$43,887.42</td>
</tr>
<tr>
<td>Computers/IT</td>
<td>$19,243.38</td>
</tr>
<tr>
<td>Dues &amp; Subscriptions</td>
<td>$43,248.08</td>
</tr>
<tr>
<td>Licenses &amp; Permits</td>
<td>$4,724.87</td>
</tr>
<tr>
<td>Equipment Rental</td>
<td>$5,266.99</td>
</tr>
<tr>
<td>Equipment Purchases (Small &amp; Large)</td>
<td>$36,822.37</td>
</tr>
<tr>
<td>Utilities, Telephone &amp; Internet</td>
<td>$184,952.63</td>
</tr>
<tr>
<td>Insurance – Employee Group &amp; General</td>
<td>$115,492.91</td>
</tr>
<tr>
<td>Legal &amp; Accounting</td>
<td>$15,410.00</td>
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<tr>
<td>Office Supplies</td>
<td>$2,785.69</td>
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<td>Operating Supplies</td>
<td>$135,210.15</td>
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<td>Postage &amp; Delivery</td>
<td>$4,351.90</td>
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<tr>
<td>Outside &amp; Contract Services</td>
<td>$205,835.49</td>
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<tr>
<td>Repairs &amp; Maintenance</td>
<td>$68,996.11</td>
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<tr>
<td>Inventory Purchases</td>
<td>$97,746.33</td>
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<tr>
<td>Travel &amp; Meeting Expenses</td>
<td>$8,026.16</td>
</tr>
<tr>
<td>Staff Development &amp; Training</td>
<td>$21,637.63</td>
</tr>
<tr>
<td>Zoo Services</td>
<td>$159,929.60</td>
</tr>
<tr>
<td>Major Improvements</td>
<td>$1,121.29</td>
</tr>
<tr>
<td>State &amp; Federal Income Tax</td>
<td>$8,771.00</td>
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<tr>
<td>Taxes – Other</td>
<td>$290.57</td>
</tr>
<tr>
<td>Debt Service – EIDL (SBA)</td>
<td>$4,900.00</td>
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<tr>
<td>Miscellaneous/Refunds</td>
<td>713.85</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,708,295.82</strong></td>
</tr>
</tbody>
</table>
Celebrating our centennial anniversary in 2023!

Lana the Amur Tiger
Trouble the Brown Bear
Berlin the Polar Bear