

# May 2023 - April 2024 **ANNUAL REPORT**







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# Who We Are

## OUR MISSION

A leader in conservation, captive breeding and animal care, Cheyenne Mountain Zoo connects people with wildlife and wild places through experiences that inspire action.

## OUR VISION

**Every Kid. Every Time. Goosebumps!**

Every kid, of any age, will have an experience for a lifetime with every visit.

## OUR LEADERS

With only a mission and vision to guide them, these are the people who volunteered their time to make sure the greatness of Cheyenne Mountain Zoo continues.

### 2023 - 2024 BOARD OF DIRECTORS

#### Officers

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# The Year's Highlights

May 2023

## HISTORIC BABIES BORN



CMZoo celebrated the long-awaited arrival of two V.I.C.s – very important cubs. It had been nearly 20 years since Amur leopard cubs were born at CMZoo before Basha and Mango came along.

Amur leopards are widely known as the rarest big cats on the planet. These cubs are adorable, certainly, but their existence is hope for the future of their species. Only around 100 individuals remain in the wilds of Far East Russia and China. CMZoo's Amur leopards represent four percent of the wild population.

July 2023

## IMPROVEMENTS TAKE SHAPE



Making way for an improved guest entrance and giraffe habitat, CMZoo started constructing a new road through the Zoo to replace the current road adjacent to African Rift Valley. Once the historic road is gone, the Zoo can expand its giraffe habitat and make way for the International Center for the Care and Conservation of Giraffe building, and a new South America exhibit.

The historic carousel, formerly on the new road's route, was disassembled and stored while a new carousel building was constructed between Lodge at Moose Lake and Grizzly Grill. To help the flow of two-way traffic on the new route, the Zoo installed new planters in front of Water's Edge: Africa and installed new fencing between Rocky Mountain Goats and the Cozy Goat coffee shop, creating closer guest connections with Rocky Mountain goats and gorgeous views of Colorado Springs, Garden of the Gods and parts of the Front Range. Progress continues with construction starting in African Rift Valley in Summer 2024.

November 2023

## INTERNATIONAL GIRAFFE WORKSHOP



CMZoo's International Center for the Care and Conservation of Giraffe (The Giraffe Center) traveled to Bristol Zoo, in the United Kingdom, to host their first giraffe care workshop abroad. The Giraffe Center launched in 2022 to serve as a resource for giraffe caregivers worldwide.

Attendees included Bristol Zoo's giraffe care team and British and Irish Association of Zoos and Aquariums' Giraffe Focus Group members. The workshop featured lecture-style presentations, group discussions, role-playing and actual practice focused on giraffe nutrition, natural behaviors, hoof anatomy and care and positive reinforcement training.

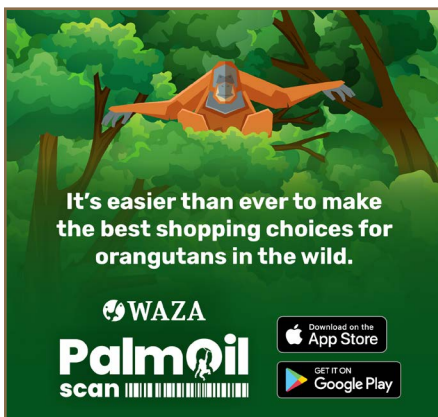




# The Year's Highlights

December 2023

## AWARD FOR PALM OIL CONSERVATION



The Roundtable for Sustainable Palm Oil honored CMZoo with the *Communicating for Good Award of Excellence*. This award celebrates CMZoo for its commitment to sustainable palm oil education since 2010, focusing on empowerment, myth busting, hands-on engagement, connecting people with animal ambassador orangutans, and having direct conversations with supply chain actors about their palm oil journeys.

These outreach efforts support CMZoo's global campaign that engages companies, zoos and aquariums, Zoo guests and social media fans, and reforestation organizations in Southeast Asia, to protect wildlife and wild places.

February 2024

## Q4C MILESTONE



CMZoo and its guests and members celebrated raising \$5 million for wildlife and wild places, since the Zoo's Quarters for Conservation (Q4C) program launched in 2008. Every visitor to the Zoo receives three "quarter" tokens representing the 75¢ Q4C allocation from their admission fee. They can then show support for the legacy projects they love by placing their tokens in the corresponding slots in the Q4C kiosks in the Zoo's admissions plaza. In the past few years, thanks to community support and the growing number of annual visitors, CMZoo collects about a million dollars every eighteen months through Q4C.

Colorado Springs Mayor Yemi Mobolade attended a media event to celebrate staff, and more than 2,000 members and guests braved a March snow to enjoy special conservation-themed keeper talks and animal demonstrations and docent-led education booths highlighting all seven Q4C legacy conservation partners and projects at the Zoo.

March 2024

## VOTED TOP FIVE



For the eighth consecutive year, CMZoo was voted a top ten zoo in North America in the USA TODAY 10Best Readers' Choice Awards.

In the biggest voter turnout yet, CMZoo managed to stay in the top five, competing with zoos in markets much larger than Colorado Springs. CMZoo was ranked #5 Best Zoo and Rocky Mountain Wild was voted #2 Best Zoo Exhibit.







# New Zoo Family Members

## ZOO BIRTHS



**RED-NECKED WALLABY**  
Aug. 14, 2023 | *Kitt*



**RED-NECKED WALLABY**  
Sept. 7, 2023 | *Acacia*

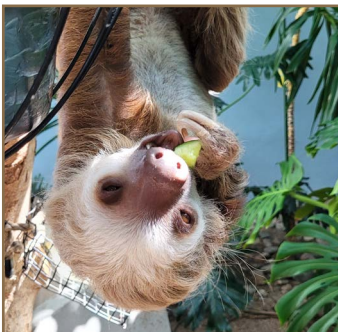


**SLENDER-TAILED MEERKATS**  
March 2, 2024 | *Saffron & Kerfuffle*

## ZOO ADDITIONS



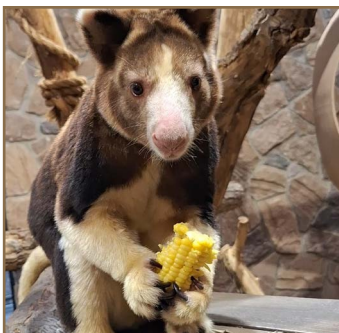
**PREHENSILE-TAILED  
PORCUPINE**  
June 14, 2023 | *Mocha*



**HOFFMANN'S  
TWO-TOED SLOTH**  
June 15, 2023 | *Aysan*



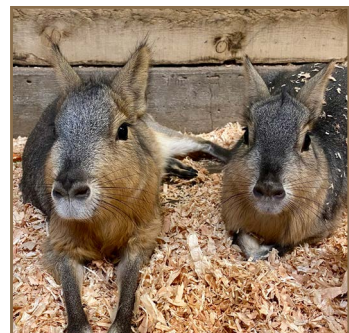
**NORTH AMERICAN  
BEAVERS**  
June 15, 2023 | *Hashbrown & Squash*



**MATSCHIE'S TREE  
KANGAROO**  
Sept. 26, 2023 | *Som*



**RED RIVER  
HOGS**  
Jan. 9, 2024 | *Rey & Finn*



**PATAGONIAN  
MARAS**  
March 5, 2024 | *Poa & Briza*



# Conservation

## LEGACY Q4C PROGRAMS

Each visit to CMZoo directly supports wildlife conservation. 75¢ from each admission helps fund our long-term conservation projects through Quarters for Conservation (Q4C). Guests and members can show their support for their favorite Q4C efforts by inserting tokens they receive at admissions into kiosks that highlight each beneficiary species at our Q4C kiosks. Since this program started in 2008, guests, members and EdVenture camps have raised more than \$5 million for field conservation!



### BLACK-FOOTED FERRETS

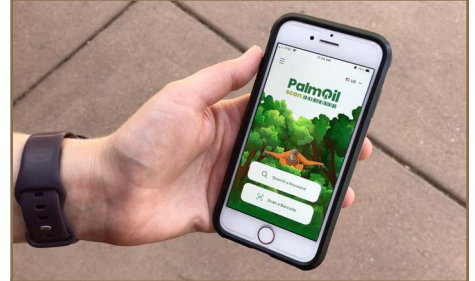
This year, 417 BFF kits were born into the program. That's the most kits born in a single year program-wide in a decade! Led by the Association of Zoos and Aquariums Black-Footed Ferret SAFE (Saving Animals From Extinction) and U.S. Fish & Wildlife Service, breed-and-release programs at Cheyenne Mountain Zoo, Smithsonian National Zoo and Conservation Biology Institute, Phoenix Zoo, Toronto Zoo, Louisville Zoo and National Black-Footed Ferret Conservation Center work together to save the species. Program-wide 231 kits and 57 adults were released at 11 sites throughout the Great Plains. CMZoo contributed 21 kits this year to the program and released 12 kits and 2 adults into wild conservation habitats on the Colorado prairie.



### GIRAFFE

CMZoo continued to support critical giraffe conservation work led by field partners, Giraffe Conservation Foundation (GCF). This year, CMZoo members and guests supported anti-poaching efforts by raising Q4C funds to purchase a new veterinary vehicle to increase the number of snare sweeps taking place daily in Kenya in the Mwea National Reserve. With this support, the latest surveys show that this population of giraffe is increasing steadily.

GCF continues to monitor all giraffe populations in Uganda, in partnership with the Uganda Wildlife Authority. Results from the surveys indicate that all four populations are increasing in number, with seven new calves reported in Lake Mburo National Park, seven calves in Pian Upe Wildlife Reserve, thirteen calves in Kidepo Valley National Park, and four hundred calves in Murchison Falls National Park!



### ORANGUTANS & PALM OIL

By choosing food, cosmetics and cleaning products made with sustainably sourced palm oil, you can help protect orangutans' homes from deforestation. Thanks to a free global mobile app called PalmOil Scan, anyone can make a difference right from their smartphones as they shop. In 2023, under the direction of the World Association of Zoos and Aquariums (WAZA), CMZoo helped expand this app's availability to Australia and New Zealand. Auckland Zoo and Zoos South Australia are the newest members to join CMZoo in a global effort led by WAZA, encouraging consumers to advocate for wildlife conservation through their shopping choices.



### WYOMING TOADS

CMZoo continues its on-site breed-and-release program for this endangered species. Wyoming toads were declared extinct in the wild in the early 1990s and are only around today due to decades of recovery efforts. In the spring and summer of 2023, CMZoo staff released 208 adult Wyoming toads and 2,106 tadpoles to their native habitat in Wyoming.



## MEMBER CONSERVATION VOTE

Every Zoo membership helps raise \$25,000 for Q4C and \$75,000 for the annual Member Conservation Vote. Since 2015, the Member Conservation Vote has provided \$750,000 of membership revenue to support field conservation worldwide.



### AFRICAN PANCAKE TORTOISE

Pancake tortoises are unique amongst tortoise species. Their flattened and flexible shells allow them to traverse and hide in rocky habitat full of narrow crevices where they hide during the heat of the day on the savannah. Their flattened appearance is how they earned their name “pancake tortoise.” Recently, a new population of critically endangered pancake tortoises was discovered in their native range. Last year, CMZoo partnered with Turtle Survival Alliance to learn more about and protect this species. Over 100 tortoises from this newly found population were documented and ninety community leaders and rangers were trained on strategies for protecting this species.



### LOCAL MIGRATORY BIRD RESEARCH

In 2023, CMZoo members funded the installation of three Motus tracking towers. Two towers are now up and running at CMZoo and Fountain Creek Nature Center. These structures contribute to an expanding global network of MOTUS towers, helping conservationists study the decline of migratory bird populations. Understanding birds’ migration routes, stopover sites, breeding grounds, and over-wintering locations is crucial for developing protection strategies. Motus towers span across North, Central and South America, and regions in Europe, Australia, Africa and Asia. Birds equipped with Motus-enabled tags are tracked as they migrate, enabling scientists to gain valuable insights into their movements.



### MATSCHIE'S TREE KANGAROO RESEARCH

Only 2,500 Matschie's tree kangaroos remain in their only habitat: The Huon Peninsula in Papua New Guinea. Threatened by logging and mining, they're classified as endangered by the IUCN. CMZoo supports the Matschie's Tree Kangaroo Species Survival Plan by caring for individuals who aren't currently recommended for breeding. While receiving quality care, Som, CMZoo's resident tree kangaroo (pictured above), also helps contribute to the conservation of her species by educating and inspiring guests.

In 2023, with funding from the Member Conservation Vote, the Tree Kangaroo Conservation Program deployed eight cameras and two GPS collars in Papua New Guinea's treetops to monitor Matschie's tree kangaroos. This data will inform scientists about their social behavior and habitat use in the jungle environment that this species calls home.

## ONGOING CONSERVATION PROGRAM



### AFRICAN VULTURE

Vultures are nature's clean-up crew. They help keep our environment healthy by eating carcasses and preventing the spread of diseases by consuming decaying meat and bones. Thanks to their strong stomach acids, they can safely consume bacteria that could harm other animals and even humans. Vultures face threats like poisoning, collisions

with power lines, and poaching. In 2023 CMZoo conservation partner, VulPro, rescued 154 vultures and released 55 vultures back into their natural habitat in South Africa. VulPro's breeding facility welcomed 16 vulture chicks. These chicks, once fully grown, will be fitted with bands and tracking devices to track them in their natural habitats, in an effort to curb the threats that vultures are facing.







## WILD NIGHT & STARLIGHT SAFARI



**\$211,667**

REVENUE

**3,255**

PARTICIPANTS

**143**

PROGRAMS

## ZOOMOBILE



**\$144,726**

REVENUE (RECORD YEAR!)

**52,470**

PARTICIPANTS

**443**

TOTAL  
PROGRAMS

**36**

AVERAGE  
MONTHLY  
PROGRAMS

## ZOO EXPLORATION

**\$52,526**

REVENUE

**3,159**

PARTICIPANTS

**77**

TOURS  
(INCLUDING VIRTUAL)



## ZOO CAMP



**\$370,663**

SUMMER CAMP REVENUE

**3,253**

TOTAL CAMP  
PARTICIPANTS  
(ALMOST DOUBLED  
FROM 2022-2023)

**1,482**

SUMMER CAMP  
PARTICIPANTS  
(RECORD YEAR)

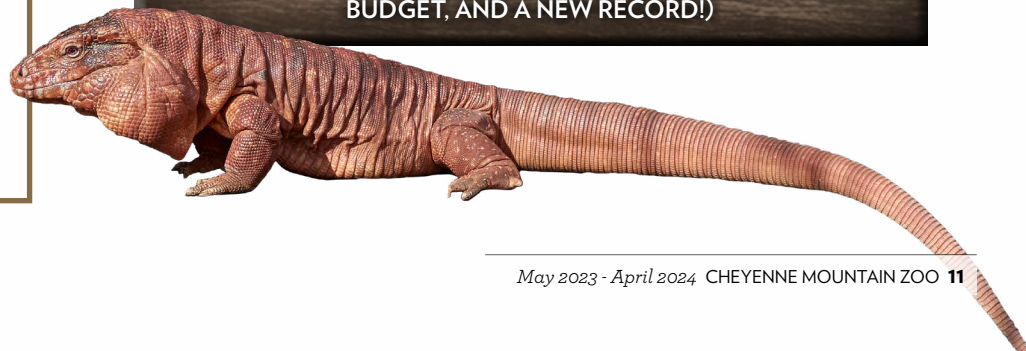
**1,354**

SATURDAY FOR SCOUTS &  
HANDS ON HOMESCHOOL  
PARTICIPANTS  
(PROGRAMS ARE IN SECOND YEAR)

**\$418,000**

OVERALL CAMP REVENUE

(\$92,000 HIGHER THAN PROJECTED  
BUDGET, AND A NEW RECORD!)



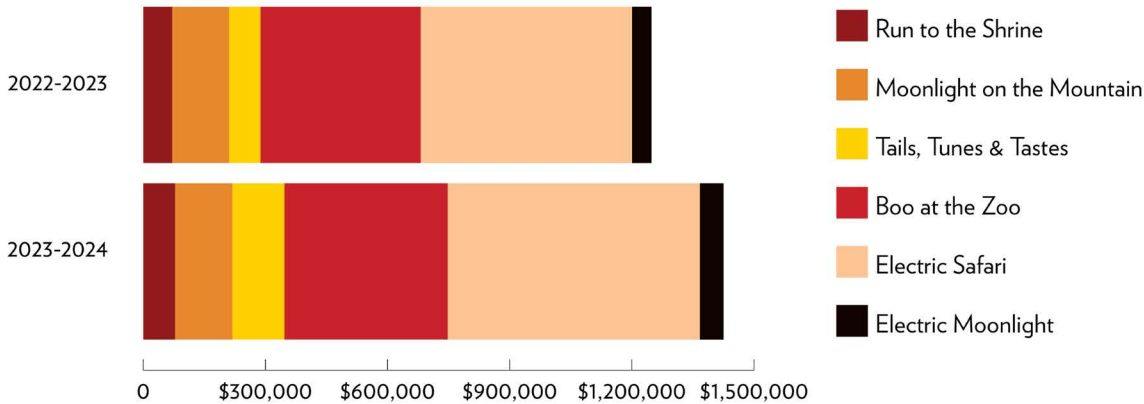


# Numbers at a Glance

## NUMERICAL HIGHLIGHTS

		2023-2024	2022-2023
ATTENDANCE NUMBERS	Zoo Attendance	810,319	806,378
	Membership Revenue	\$3,667,674	\$3,562,668
DIGITAL MEDIA	Facebook Followers	271,889	256,983
	Instagram Followers	91,046	78,800
	YouTube Subscribers	24,148	21,700
	Website Visits	5,275,462	5,237,216
EDVENTURE PROGRAMMING	Logged Docent Hours	11,800	10,147
	Teen Participants	276	316
ANIMAL FEEDING EXPERIENCE REVENUE	Elephant & Rhino Snack Time	\$186,815	\$161,905
	Giraffe Feeding	\$1,035,220	\$1,043,609
	Animal Encounters	\$230,791	\$207,673

## EVENT ADMISSION REVENUE













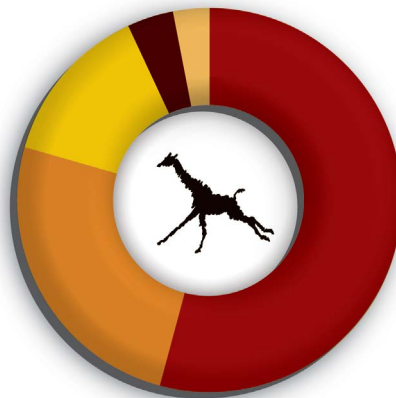
# Financial Summary

**MAY 1, 2023 - APRIL 30, 2024**

*Cheyenne Mountain Zoo is one of very few AZA-accredited zoos that does not receive any tax support. The Zoo relies solely on donations, membership dues, admissions and grants for funding. Consolidated, audited financial statements are available on the Zoo's website.*

## SUPPORT & REVENUE

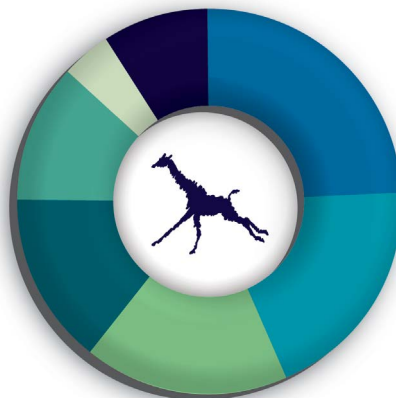
*Total Operating Income*  
\$27,195,000



Admissions	\$14,792,200
Visitor Services & Programs	\$6,884,700
Membership Dues	\$3,667,700
Operating Contributions	\$1,078,400
Other Income	\$772,000

## ZOO EXPENSES

*Total Operating Expenses*  
\$20,287,000



Animal Management	\$4,966,400
Admin / Dev / IT / Marketing	\$3,934,400
Maint / Oper / Hort / Park Quality	\$3,493,200
Depreciation	\$2,894,800
Allocations	\$2,355,900
EdVenture	\$839,900
Other Program Expenses	\$1,802,400

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# \$98,515,000

*Unrestricted Net Assets as of April 30, 2024*



# Supporting our Cause

*Cheyenne Mountain Zoo is grateful to all of our patrons who support our vision of inspiring caring and stewardship of the natural world. As a self-funded facility, our donors and sponsors are critical to our success. Although all gifts are deeply appreciated, space precludes us from individually acknowledging all of our generous friends.*

**The following supporters contributed gifts of \$2,500 or more (cash or in-kind) from May 2023 to April 2024.**

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 Ms. Kristine Zabrusky and Mr. Tim McAndries

*\*Deceased*

## 1926 Society

*The following are members of the Zoo's 1926 Society, generous friends who have provided for the Zoo in their wills or estate plans. To learn more about planned giving at the Zoo, contact Kelley Parker at (719) 424-7810.*

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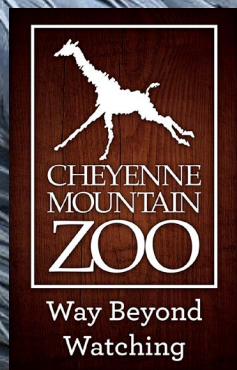
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