

A stylized, multi-colored rainbow graphic that arches across the top and bottom of the page. The colors transition from purple on the left, through blue, green, yellow, and orange, to red on the right. The rainbow is composed of several overlapping, semi-transparent bands.

# PATHWAYS

2014 Zoo Atlanta  
HIGHLIGHTS

# PATHWAYS

2014 Zoo Atlanta  
HIGHLIGHTS

The City transfers stewardship of the Cyclorama building for a new Zoo event facility and elephant habitat.



1921 = year Cyclorama building built

2019 = year projected for completion

\$40M = Grand New View capital campaign goal

5 = new park acres granted to Zoo Atlanta

\$20M = Robert W. Woodruff Foundation matching grant

Our 125th year was made exceptional by people!

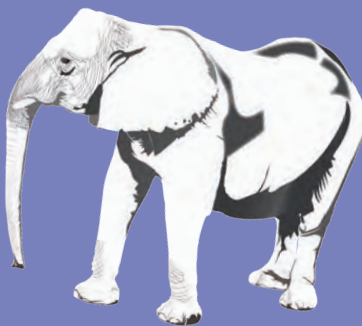


2014 = highest attendance in 14 years (900,383)

69,724 = Volunteer service hours

31,000 = active Member households

We joined the 96 Elephants campaign and introduced endangered giant otters.



96 = elephants slaughtered per day in Africa

217K = signatures sent on World Elephant Day

5 feet = average length of giant otter,  
3X size of Asian small-clawed otter



## FINANCE

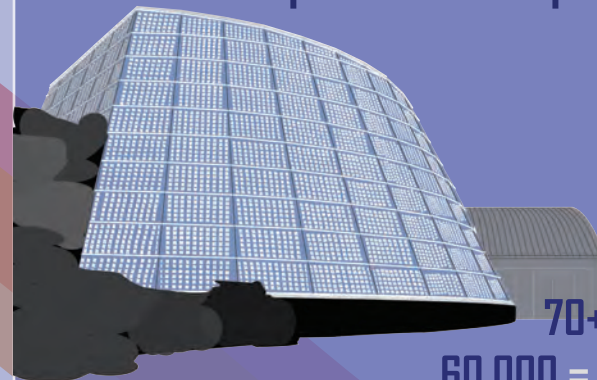
\$18 MILLION - EXPENSES

24% ANIMAL WELFARE  
21% OPERATIONS  
15% CONCESSIONS & RENTALS  
12% GENERAL ADMINISTRATION  
10% CONSERVATION & EDUCATION  
6% MARKETING  
6% ADVANCEMENT  
3% MEMBERSHIP  
3% CONTRIBUTED GOODS & SERVICES

\$19.2 MILLION - REVENUE

39% ADMISSION  
21% CONCESSIONS & RENTALS  
17% MEMBERSHIP  
11% CONTRIBUTIONS & EVENTS  
8% CONSERVATION & EDUCATION  
3% CONTRIBUTED GOODS & SERVICES  
1% OTHER

We neared completion on the construction of Scaly Slimy Spectacular: The Amphibian and Reptile Experience.



70+ = # of species

60,000 = gallons of water

9,700 = sq. feet of rockwork

11,500 = cubic yards of excavated dirt

598 = # of donors who made it possible

We marked innovative new territory for digital technology.

83 = Wi-Fi access points

10 = new opportunities with launch of VIP Pass

9 = local entrepreneurial partnerships established

ANIMAL PICTURES, DONORS >





**NEW PETTING ZOO RESIDENTS**



**SOLOMON ISLAND  
LEAF FROG HATCHLING**



**NEW HOODED VULTURES  
FOR WILDLIFE THEATER**



**LION CUB DEBUT - JANUARY**



**NEW GIRAFFES ADDED  
TO THE COLLECTION**



**GORILLA IN SNOW**



**PANDA TWINS' 1ST BIRTHDAY**



**WARTHOG PIGLETS BORN IN APRIL**



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