

Zoo

Trails

ZOO ATLANTA

Annual Report
2017

**Treetop
Trail**

presented by



KAISER PERMANENTE

DEAR FRIENDS

Dear friends and Zoo Atlanta family,

As we look back on the many events of 2017, a theme arises from one of the banner events of the year: the opening of *Treetop Trail* presented by Kaiser Permanente, made possible with additional support from the Atlanta-Fulton County Recreation Authority. If you've taken the trek on our aerial playground, you know that Treetop Trail presents a variety of unique elements, all at different challenge levels. Some test us more than others do. There are moments of exhilaration, and moments of potential uncertainty. There are steps which surprise us, and strides where we surprise ourselves. There is more than one strategy for reaching the ultimate part of the experience – the zip line – but no matter what, the way must be up and forward if we are to know the heights we're capable of reaching.

2017 was a year that presented us with a number of such moments, along with the celebratory thrills of reaching important goals. Reflecting on that, we have themed our 2017 Annual Report with the Treetop Trail experience in mind. We hope you'll enjoy this snapshot of our trek as an organization. With new goals on the horizon, we have seen what we can achieve, and are more energized than ever as we continue the journey.

Thanks as always for all you do for the Zoo!



Raymond B. King
President and CEO





BEGIN

Construction began in fall 2017 on *Grand New View*, opening in 2019.

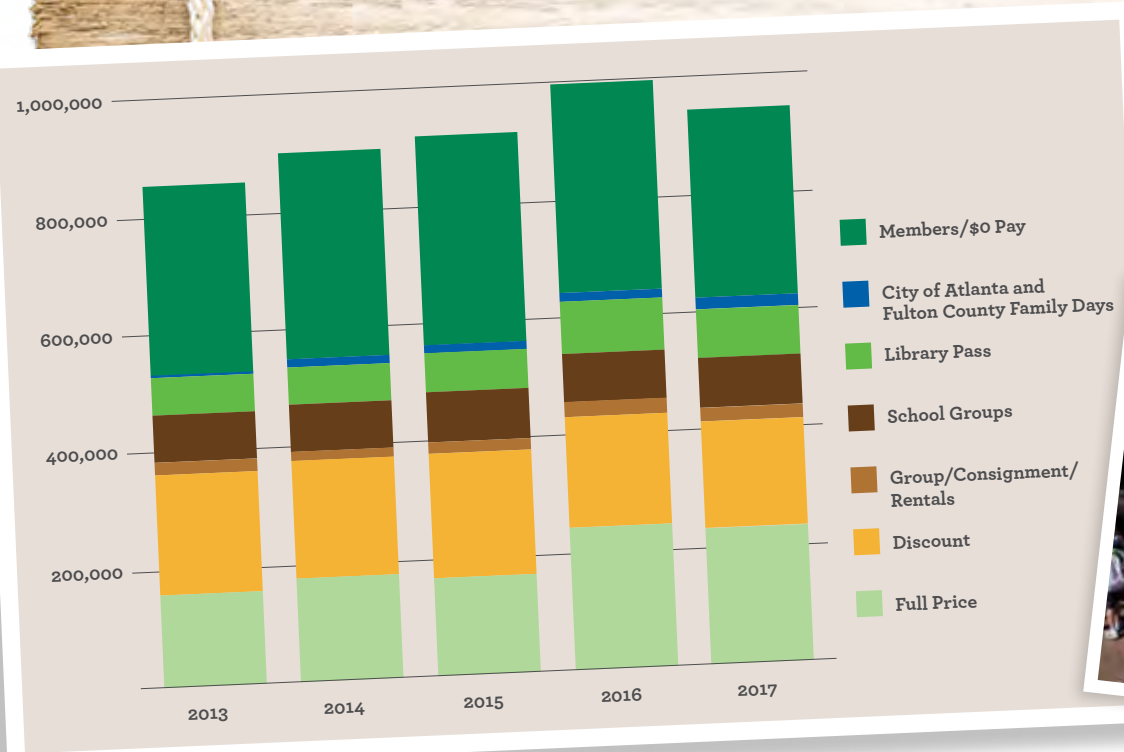
Through this transformative project, the historic Cyclorama building will be renovated, revitalized and reborn as *Savanna Hall*, a one-of-a-kind event destination overlooking an all-new African savanna featuring new and expanded habitats for elephants, giraffes and other African wildlife. Additional project elements will include a new grand entry plaza.



NAVIGATE

Zoo attendance remained strong in 2017, with more than 945,400 guests.

Following on the heels of nearly 1 million guests in 2016, 2017 proved a significant year given its success in the face of a number of challenges, including citywide transportation issues caused by the I-85 bridge collapse in March; a one-day closure of the Zoo for a motion picture filming in June; a two-day closure of the Zoo during Tropical Storm Irma in September; and one of the rainiest spring seasons in recent memory.





ENCOURAGE

Species and their habitats around the world are in decline, and the extraordinary pressures now faced by wildlife demand a

multifaceted approach to conservation.

Zoo Atlanta and its fellow accredited zoos create connections between people and wildlife; engage in successful reintroduction programs; empower individuals with the knowledge they need to take conservation action; offset the threats to wild animal populations and their ecosystems; maintain assurance populations of species; and share research and support the efforts of other partners. Zoos also serve as vital sources of conservation funding. Organizations accredited by the Association of Zoos and Aquariums (AZA) contribute a collective \$160 million a year to field conservation projects in more than 100 countries.



Quarters for Conservation

2017 also marked the first year of program funding for three international projects through the Zoo's Quarters for Conservation initiative, which donates 25 cents of every Zoo Atlanta admission ticket to projects for wildlife. Beneficiaries of Quarters for Conservation support in the effort's inaugural 2016/2017 year were Elephants for Africa, the Golden Lion Tamarin Association and Project Golden Frog. Projects for the 2017/2018 program year are the East Africa Vulture Project, Project Bush Dog and the Tiger Conservation Campaign.

Diamondback terrapins

In October, the Zoo welcomed a new group of diamondback terrapins into Scaly Slimy Spectacular: The Amphibian and Reptile Experience, in another year of partnership in the Georgia Sea Turtle Center's Jekyll Island Causeway Conservation Program.

Once harvested nearly to extinction for turtle soup, this icon of the eastern seaboard of the U.S. now faces increasing threats from roadway collisions and accidental drowning in crab traps. Zoo Atlanta supports the Georgia Sea Turtle Center's efforts by rearing young terrapins hatched from eggs from females killed or injured by cars. The youngsters grow at the Zoo until they are large enough to be returned to the Georgia Sea Turtle Center, who prepares them for release into the wild on Jekyll Island.

Eastern indigo snakes

2017 brought another successful release of more than 20 native eastern indigo snakes into the wild in Alabama's Conecuh National Forest, in partnership with the Central Florida Zoo's Orianna Center for Indigo Conservation and Auburn University.





EMPOWER

Zoo Atlanta is an invaluable resource for both *formal and informal education*, serving nearly 110,000 students and more than 138,400 program participants in 2017.

As an urban zoo with a commitment to representing the community it serves, Zoo Atlanta is committed to increasing access to early-life experiences for the next generation of wildlife advocates, conservationists and educators. For the second year in a row, the Zoo expanded access to its signature seasonal day camp experience with the *Safari Camp Scholarship Program* presented by Atlanta-Fulton County Recreation Authority. The program offered a free week of Summer Safari Camp for 60 children from Title I Schools in the City of Atlanta and Fulton County.

The Safari Camp Scholarship Program is one of a number of programs and partnerships aimed at broadening *community access* to the Zoo's resources. More than 10 percent of all Zoo Atlanta admissions are free or highly discounted. Other efforts include the Zoo Atlanta Library Pass presented by PNC, a partnership with the Georgia Public Library Service that allows library cardholders to check out free Zoo admission for a family of four; the Zoo ACCESS program, which uses partnerships with local nonprofits and government agencies to offer free tickets to disadvantaged families and individuals with disabilities; and the Sponsored Admissions Program, which offers free admission and Self-Guided Field Trips to Title I schools in metro Atlanta.



PAUSE

The Zoo Atlanta family said goodbye to some very special members in 2017.

Chantek the orangutan

A beloved member of the Zoo's orangutan population for 20 years and one of the oldest living male orangutans within the North American population of individuals overseen by the AZA Orangutan Species Survival Plan® (SSP).

Emerson the Sumatran tiger

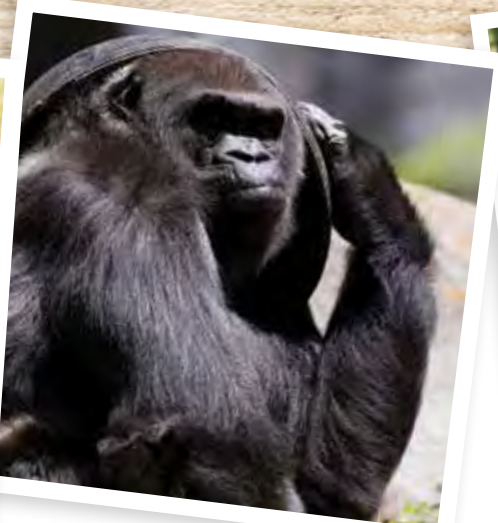
A member of the planet's rarest big cat species and a son of Bahagia, a Sumatran tiger born at Zoo Atlanta in 2000.

Norman the Gulf Coast sheep

The senior member of the Outback Station petting zoo, who over the course of his 14 years at the Zoo made countless friends and connections with children.

Shamba the gorilla

The oldest gorilla at Zoo Atlanta and a grandmother, great-grandmother and great-great grandmother who was one of the founding members of the gorilla population in The Ford African Rain Forest.





ADAPT

In June 2017, Zoo Atlanta was the scene of three days of filming for the Warner Bros. blockbuster “Rampage” starring Dwayne Johnson.

The production, which transformed the Zoo’s Flamingo Plaza and entry plaza and the Cherokee Avenue parking lot into the fictional San Diego Wildlife Park, was the largest motion-picture filming ever hosted at the Zoo and represented a tremendous team effort across the entire organization, working in collaboration with hundreds of cast, crew and extras.

While on grounds for filming, Mr. Johnson met members of the Zoo’s family group of western lowland gorillas and discussed gorillas and their conservation with the Zoo Atlanta Primate Team and partners from the Dian Fossey Gorilla Fund International.



REACH

Zoo Atlanta completed an exciting new Strategic Plan for 2018 to 2022, articulating the goals and anticipated outcomes of the next five years and the standards the Zoo will uphold as an evolving organization. More than just a road map, the plan emerged from an extraordinary spirit of collaboration and represents the work of team members across all departments of Zoo Atlanta, in tandem with members of the Board of Directors and community leaders.

The Strategic Plan introduced the Zoo’s new Mission, Vision and Values, as well as its Key Commitments: animal care, conservation, research, education, guest experience and resource management.

Zoo Atlanta Vision

We envision a world where wildlife and humans flourish together.

Zoo Atlanta Mission

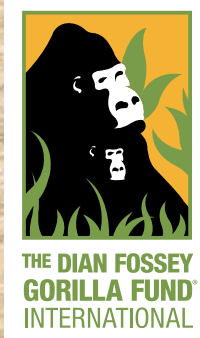
We save wildlife and their habitats through conservation, research, education and engaging experiences. Our efforts connect people to animals and inspire conservation action.





CROSS

Today's complex world of conservation owes any success, large or small, to the inestimable power of partnership. By supporting other partners, Zoo Atlanta helps to make a difference where the difference matters most.



The Zoo joined the global conservation community in celebrating the first-ever **World Gorilla Day** on September 24, creating an opportunity for people around the world to unite in taking action to protect gorillas in the wild.

The event marked the 50th anniversary of the year the late Dian Fossey began her groundbreaking work to save critically endangered mountain gorillas in Rwanda. Headquartered at pro-bono facilities at Zoo Atlanta, the Zoo's longtime partner in gorilla conservation, the Dian Fossey Gorilla Fund International, is now the world's longest-running gorilla field study site and was awarded the prestigious **AZA International Conservation Award** in 2017.



CLIMB

As Zoo Atlanta continued to work to protect the animals' counterparts in the wild, Members and guests had a chance to be part of the milestones as some of the Zoo family's youngest members reached new heights.

Ya Lun and Xi Lun, the only giant panda twins in the U.S., turned 1 on September 3. Developmental markers for the cubs included running, climbing, first adventures in their outdoor habitat and first solid foods, especially bamboo.

The 23rd gorilla born in The Ford African Rain Forest, **Mjadala**, received her name via a public vote that raised funds for the Dian Fossey Gorilla Fund International. Born September 18, 2016, Mija is Kudzoo's third offspring and is a granddaughter of the legendary late Willie B. Her name means "discussions" in Swahili.



CELEBRATE

Animal births brought new arrivals for amphibians, birds, mammals, reptiles and invertebrates around the Zoo.

Among the *newly-born and newly-hatched* were an Angolan colobus; blue crane; Chilean flamingos; green jay; Mona Island coqui frogs; Pan's box turtles; red-eyed tree frogs; and speckled pigeon.

2017 was the Zoo's most successful year ever for hatching *Guatemalan beaded lizards*. Zoo Atlanta welcomed a total of 13 hatchlings in the spring – a record for the Zoo that bolstered the global population of one of the planet's rarest reptile species, believed to number fewer than 200 in the wild.

Another highly endangered species, the crowned lemur, joined the Zoo Atlanta family with the debut of *Sava and Xonsu*. The pair joined critically endangered black-and-white-ruffed lemurs and endangered ringtailed lemurs in the Zoo's dynamic troop in The Living Treehouse.



ZIP

In an era when saving species requires more of us than has ever been demanded, there is no finish line until we reach a day when survival is assured for wildlife and wild places around the world.

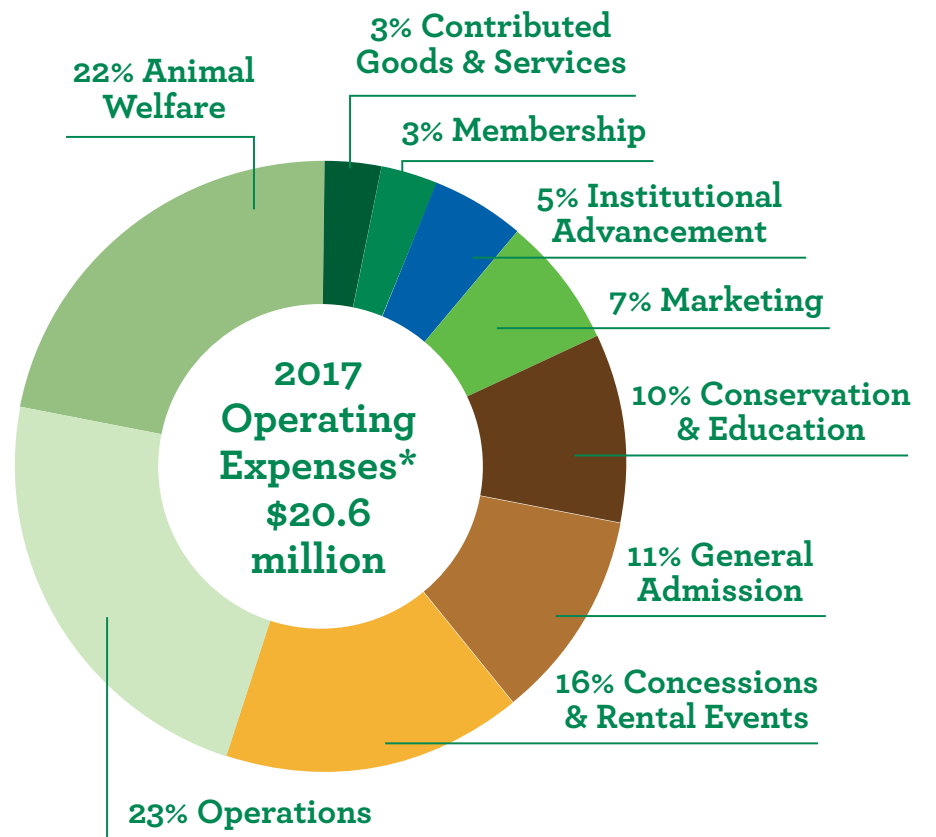
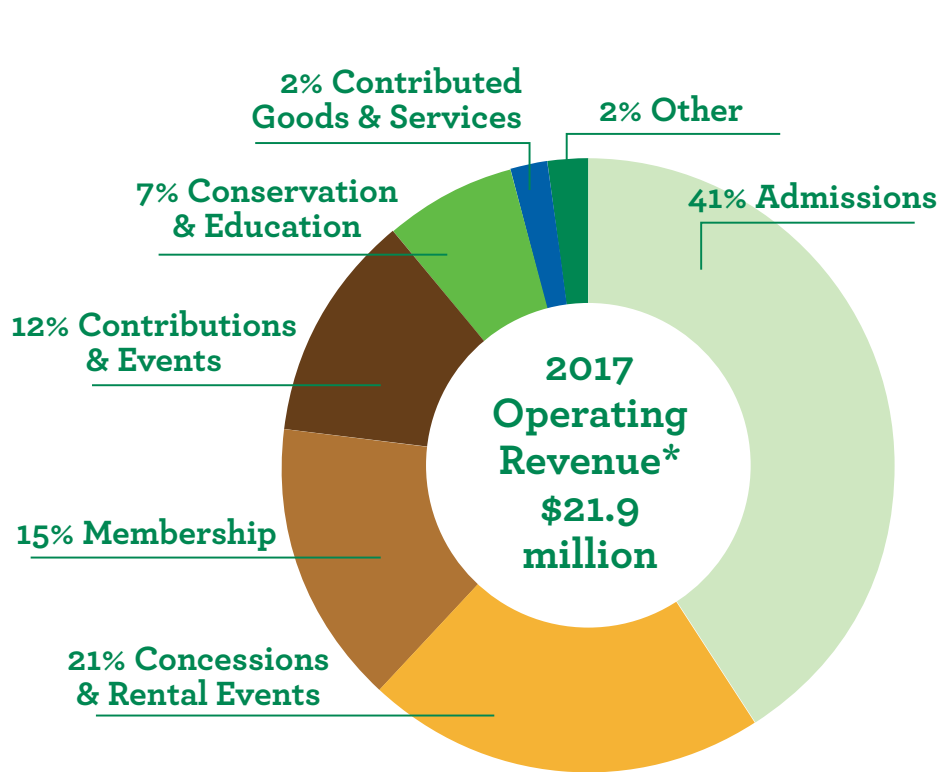
Today, this means continuing to trek the trail. It means celebrating achievements and memorable moments when we reach them, and then refining and improving our strategies for continually seeking

a better way – and a better world. The status of endangered species asks this of us, and we, in turn, ask this of you.

That's because we know that regardless of the ways we know to get there, there is no moving forward without the support and encouragement of those who can help us do it – those who encourage us from the heights of the treetops, and those who cheer us on from the ground.

The trek continues...thank you for being part of our journey!

CHEER



*Results are unaudited

We celebrate another successful year and applaud all those who helped us get there.

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Every attempt has been made to ensure the accuracy of this document. If we have omitted anyone or made any errors, please accept our sincere apologies and contact 404-624-5886 so that we may correct our records.

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