



# ZOOMUSEUMDISTRICT

*Metropolitan Zoological Park and Museum District*



2014-2015 REPORT TO THE COMMUNITY





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Metropolitan Zoological Park and Museum District

# BRINGING WONDER

“Dandelions,  
like all things  
in nature, are  
beautiful when  
you take the time  
to pay attention  
to them.”

— June Stoyer





## TO THE CONSTITUENTS OF THE ZOO MUSEUM DISTRICT:

In 2014, more than 6 million visitors passed through our region's most cherished cultural and scientific institutions. Thousands toured the Garden Glow at the Botanical Garden or revisited St. Louis' 250 years in the Missouri History Museum. They marveled at the rare birth of an orangutan at the Saint Louis Zoo, strolled the Art Museum expansion or rolled up their sleeves in the Saint Louis Science Center's dinosaur dig pit.

The visible wonders of the Zoo Museum District (also referred to as the ZMD) and its subdistricts are possible thanks to thousands of staff, volunteers, donors, patrons, tourists and, of course, taxpayers. In recent years, taxpayers have made it possible for the ZMD to recognize \$70 million or more in annual funding for our five institutions. While state law allows us to retain 5 percent of taxpayer revenue for the ZMD administration, we have traditionally used significantly less than 1 percent. The balance is distributed to the five subdistricts.

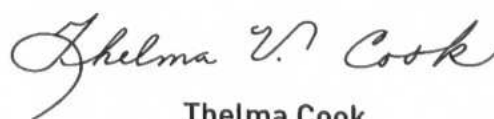
Missouri law outlines the Zoo Museum District's duties, which include the responsibility to "collect all revenues on behalf of [the] subdistricts." The ZMD is also authorized to "render common services, including ... auditing, accounting, pension servicing and payroll." The statute authorizes the ZMD to take action to assure taxpayers that their money is used appropriately and to uphold high ethical standards. The statute requires the ZMD Board to set the tax rate for each institution, and authorizes the ZMD Board to request a vote to increase the rate.

Taxpayers are getting a great deal for their investment. All five institutions are accredited by their respective accreditation organizations. From our own backyard, our institutions are international leaders. They generate more

than \$550 million in economic impact to the region — and 7,000 jobs. In 2014, The Huffington Post lauded our "emphasis on the arts and cultural institutions as a way to elevate society, as evidenced by the special property tax that subsidizes" our institutions — all of which offer free admission. Those institutions provide educational opportunities within their walls and beyond. They innovate and create new experiences for visitors young and old. We are proud of the stewardship shown throughout the ZMD.

That pride is backed up by accountability. In the past five years, the Zoo Museum District has initiated agreed-upon procedures engagements at four of our subdistricts. The procedures are centered on issues such as financial health, safety, diversity, operations, allocation of funds, accessibility and attendance, giving our institutions the tools to ensure they meet high standards of governance, and a roadmap to help them improve when necessary. The fifth and final engagement in the cycle happens in 2015 at the Botanical Garden. We reviewed the Zoo in 2014; the Art Museum in 2013; the History Museum in 2012; and the Science Center in 2011.

We know the wonder of our garden, zoo and museums cannot endure without taxpayers' support. So, we are serious in our commitment to maintain and grow your confidence in the work of the Zoo Museum District, and we thank you for your trust.



**Thelma Cook**

Chairwoman of the Board



**J. Patrick Dougherty**

Executive Director



## MISSION

The Mission of the Zoo Museum District is to represent the taxpayers of the District in the careful oversight of the financial affairs of the Subdistricts: Art Museum, Botanical Garden, Missouri History Museum, Science Center, and Zoological Park.

5%

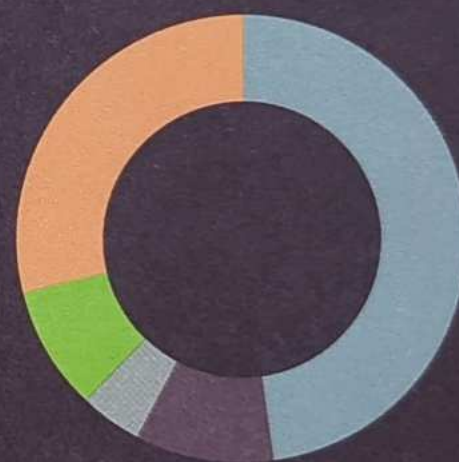
Percentage legislation allows to be spent on administrative purposes

LESS THAN 1%

Percentage of tax revenue used for ZMD administrative purposes

## 2014 ATTENDANCE

SAINT LOUIS ART MUSEUM	515,461
MISSOURI BOTANICAL GARDEN	1,045,969
MISSOURI HISTORY MUSEUM	496,746
SAINT LOUIS SCIENCE CENTER	963,349
SAINT LOUIS ZOO	3,070,315
TOTAL	6,091,840





# 150+ YEARS OF SHARING WONDER

## ACCESSIBLE TO ALL

"I remember watching a group of children entering the Science Center's planetarium, ranging from 2 to 16 years old. Each one was seeing-impaired.

The planetarium provides iPads for those with impaired vision, so they can view the planetarium show close up. The totally blind children held a 'relief book' that replicated what the sighted could view in a form they could feel with their fingers."

— **Thelma Cook**,  
Zoo Museum District  
Chairwoman, on the  
Science Center's  
"Feeling the Stars"  
program.

**1859**

Missouri Botanical Garden opens to the public.

**1866**

Missouri Historical Society founds History Museum.

**1879**

St. Louis School and Museum of Fine Arts established by Washington University.

**1913**

History Museum moves into Jefferson Memorial Building.

**1916**

St. Louis City voters approve tax to fund free public zoo in Forest Park.

**1922**

George Vierheller appointed first Zoo director, begins 40-year tenure.

**1962**

Marlin Perkins becomes Zoo director.

**1963**

James S. McDonnell Planetarium open

**1971**

City, county voters approve ZMD to support Zoo, Art Museum, Science Center.

**1987**

Voters add History Museum to ZMD.

**1991**

Science Center opens in Oakland Avenue facility.

**2000**

History Museum's size doubles with opening of Emerson Center.



**1904**

Smithsonian erects walk-through birdcage for St. Louis World's Fair.

**1906**

Art Museum relocates to World's Fair building.

**1907**

St. Louis City voters approve tax to fund free art museum in Forest Park.

**1910**

Zoological Society of St. Louis formed.

**1940**

Arboretum (now known as the Shaw Nature Reserve) opens to the public.

**1946**

Tornado devastates Garden.

**1959**

Museum of Science and Natural History founded in Clayton.

**1960**

Garden's Climatron opens to the public.

**1972**

ZMD begins operation.

**1982**

Ridgway Center opens Garden's new entrance.

**1983**

Voters add Botanical Garden to ZMD, increase tax rates for Zoo, Art Museum, Science Center.

**1984**

Museum of Science and Natural History acquires planetarium.

**2007**

Taxpayer investment in institutions reaches \$1 billion.

**2011**

Boeing Hall expansion opens at Science Center.

**2013**

Expansion to Art Museum adds 224,000 square feet.

**2014**

Zoo completes five-year fundraising campaign, raises \$134 million.



## A Visionary Partnership

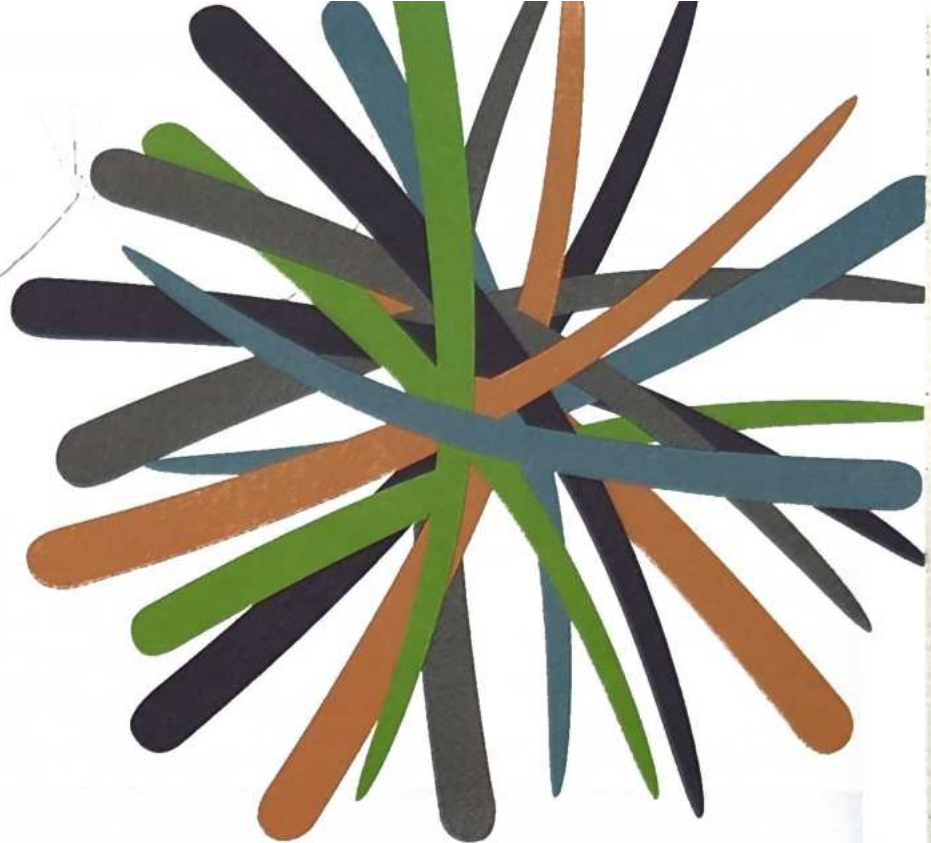
It's hard to imagine today, but when St. Louis and St. Louis County voters went to the polls 44 years ago, three of our institutions were suffering financially — and two of those received taxpayer support from the City of St. Louis alone. But that year, 1971, voters agreed to cooperate across city and county lines to tax themselves and create the Metropolitan Zoological Park and Museum District. Their vote stemmed from the work of civic leaders, who persuaded the Missouri legislature to authorize a novel approach to supporting our institutions. Our national model of cross-jurisdictional cooperation launched a year later, raising nearly \$4 million from taxpayers for the Zoo and two museums. The ZMD expanded in 1983, with a vote to include the Botanical Garden; and again with a 1987 vote to encompass the Missouri History Museum. Today, all five institutions thrive with taxpayer support and private funding from their own donors, foundations and grants.

“St. Louis is consistently lauded in local and national publications for its extraordinary cultural and art institutions, in large part because they are so accessible — and free — to the public. The Zoo Museum District is in place to ensure that they remain vibrant attractions for the region for decades to come.”

— St. Louis Mayor Francis G. Slay



## Preserving Integrity, Serving Taxpayers



The mission of the Zoo Museum District is very simple. We represent taxpayers in the careful oversight of our treasured cultural and scientific institutions: the Art Museum, Botanical Garden, History Museum, Science Center and Zoo. That mission is embodied in our logo, the mark of the ZMD since 2009. The five colors of its interwoven blades of grass stand for our five institutions and the diversity of people, places and backgrounds we serve. The blade points represent the ingathering of resources from St. Louis and St. Louis County residents, and the careful distribution of those resources to our institutions. And like a small asterisk, it's a reminder: We're on the job, safeguarding taxpayers' investment in our heritage.

“The Zoo Museum District is an excellent example of regional cooperation. St. Louis County and the City of St. Louis work together to ensure our Zoo, Botanical Garden, History Museum, Art Museum and Science Center are among the best in the nation.”

— St. Louis County Executive  
Steve Stenger









# SAINT LOUIS ART MUSEUM

The Family Sunday program, drawing 16,000 children and adults annually, gives a snapshot of the Art Museum's importance to the community.

“Visitors experience original works of art while making something physically that's a reflection on that experience. Sometimes it's a brown paper bag or other materials to make an African mask or a cutout of a Greek vase. These experiences make lifetime memories for children and their parents, for teens or 20-somethings and for older folks. It's both enriching and enjoyable. Generations come together in one family, across the community. People can get all sorts of different things out of art, regardless of their background. They learn how to look intently, and how to take something away.”

— Brent R. Benjamin  
Director, Saint Louis Art Museum



Saint Louis Art Museum

## IN THE REGION

# The Far-Reaching Influence of the New East Building



With the greatest attendance and highest membership numbers in at least six years, 2014 showed the tremendous impact of the Art Museum's new East Building in its first full calendar year since opening on June 29, 2013.

More than 515,000 people walked through the Museum's doors last year to view exhibitions ranging from French impressionists such as Monet, Degas and Cézanne, to sacred Polynesian objects, to works from the reign of St. Louis namesake King Louis IX during the city's 250th anniversary. Museum membership reached 14,580 in 2014.

The opening of the East Building, conceived in the Museum's Year 2000 strategic plan, expanded the Museum's gallery space by 30 percent, allowing curators to display 2,163 works by the end of 2014 — about 20 percent more of the museum's collection than had previously been on display. Even that number only represents about 6 percent of the Art Museum's collection.

The influence of that project will also be felt this summer with the continuation of the Art Hill Film Series. Meant as a temporary program while construction shuttered the Museum's auditorium, the July film-and-food-truck extravaganza attracted as many as 20,000 visitors a year. With its sixth year in July, the event becomes a permanent fixture on the Art Museum calendar.

Beyond the building itself, 2015 will see the completion of the final phases of a large landscape plan created in collaboration with the architectural design. A larger sculpture garden to the south of the Museum, with 450 new trees, is expected to be completed in summer 2015 — thanks to a \$5 million contribution from Barbara and Andy Taylor that was not part of the original capital campaign.

With the new wing now opened and its maintenance secured through a substantial endowment, Museum planners adopted a new strategic plan in 2014 called Art, Experience, Community. In the context of the new plan, "community" is broadly defined, which means patrons will see a significant commitment to the virtual presence of the Museum. While details are still in the works, it means more than a web presence for the Art Museum's work, but a deeper exploration of how future generations will experience art — not only mediated by devices, but also experienced on devices. It's about the notion of a parallel experience that is not physically in the galleries.



Saint Louis Art Museum

## IN THE WORLD

# Museum Directors Nationwide Have Taken Notice

The influence of the East Building has been felt beyond the borders of St. Louis, throughout the art world. Museum planners around the country have turned their attention to the \$160 million raised for construction and ongoing maintenance of the 200,000-square-foot expansion — the largest such campaign for any cultural institution in St. Louis.

After attracting more than 1,500 donations to the campaign — seven of \$10 million or more — Saint Louis Art Museum representatives have spoken with colleagues nationwide who have clamored to learn more about the Museum's approach to planning, fundraising and project design.

Art Museum Director Brent R. Benjamin has lectured around the country about the process of selecting an architect for the unique project, which melded a contemporary structure with the museum's existing neoclassical design.

St. Louisans can also take pride in the Art Museum's international leadership as exhibit curators. For example, the Saint Louis Art Museum curated a 2013 exhibition of the works of Federico Barocci, a Renaissance master who was relatively unknown to American audiences. Within weeks of closing in St. Louis, the exhibition opened at the National Gallery, London, for nearly three months.

This year, the Museum staged the largest collection ever assembled of the works of George Caleb Bingham, "the Missouri artist." The exhibition contrasts Bingham's drawings and 22 of his paintings with related works, including John J. Egan's 348-foot-long depiction of

riverfront life entitled *Panorama of the Monumental Grandeur of the Mississippi Valley* — which the Museum recently restored. Co-organized by the Saint Louis Art Museum and the Amon Carter Museum of American Art in Fort Worth, Texas, the Bingham exhibition travels to New York's Metropolitan Museum of Art in June.

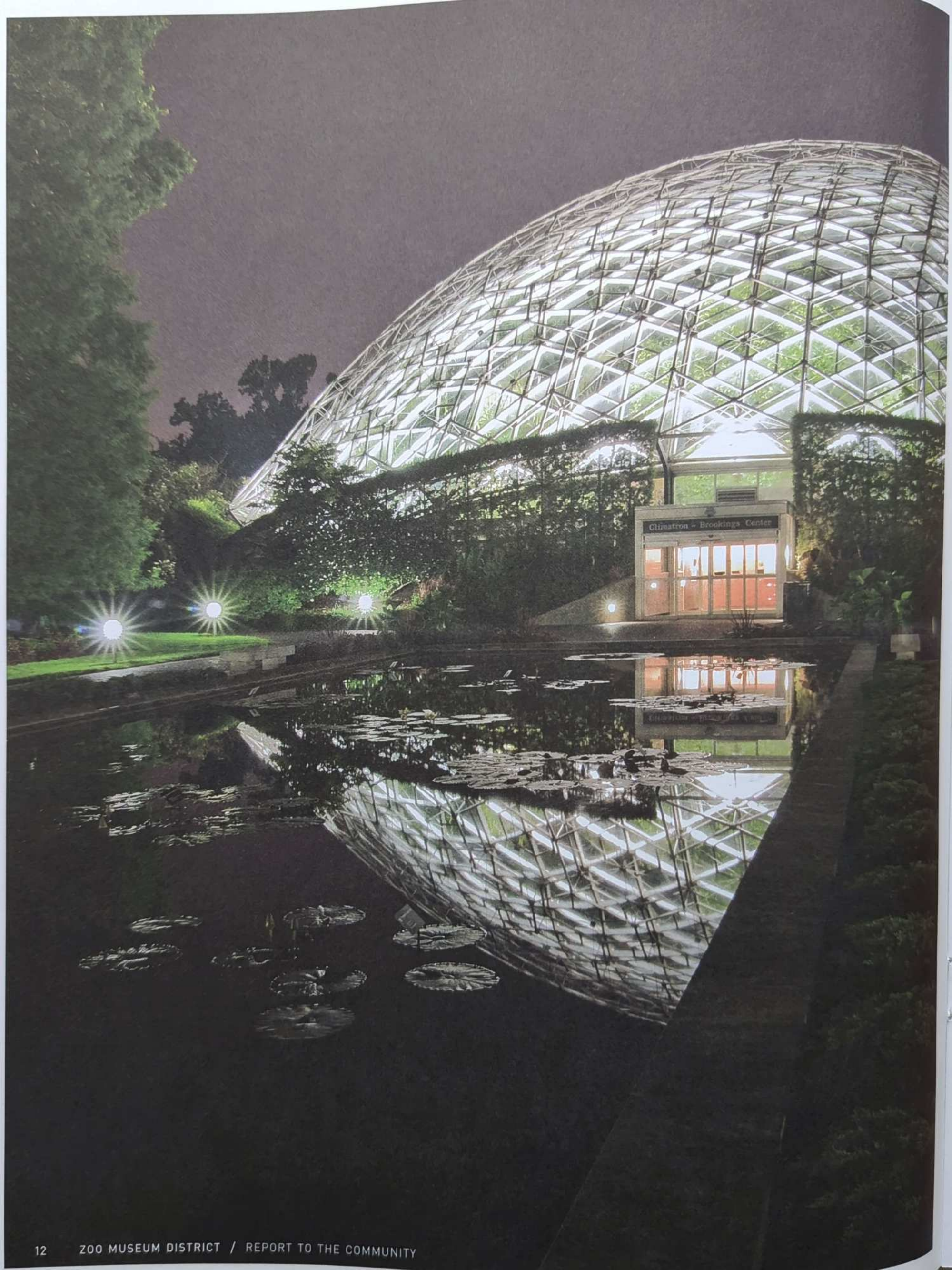


515,461  
2014 ATTENDANCE

14,580  
MEMBERSHIPS

2,163 works on display  
by the end of 2014  
20%  
more of the Museum's collection  
than could previously be displayed









MISSOURI  
BOTANICAL  
GARDEN

# MISSOURI BOTANICAL GARDEN

Visitors feel a personal  
connection to the institutions  
of the Zoo Museum District.



During the Garden Glow Festival in 2013, there was a backup of people going through the lighted tunnels. I strode through to see if I could help, and found out that a young man was on his knee proposing to his girlfriend. I thought, 'Gosh, isn't it wonderful when the Garden becomes central to people's lives in that way?'

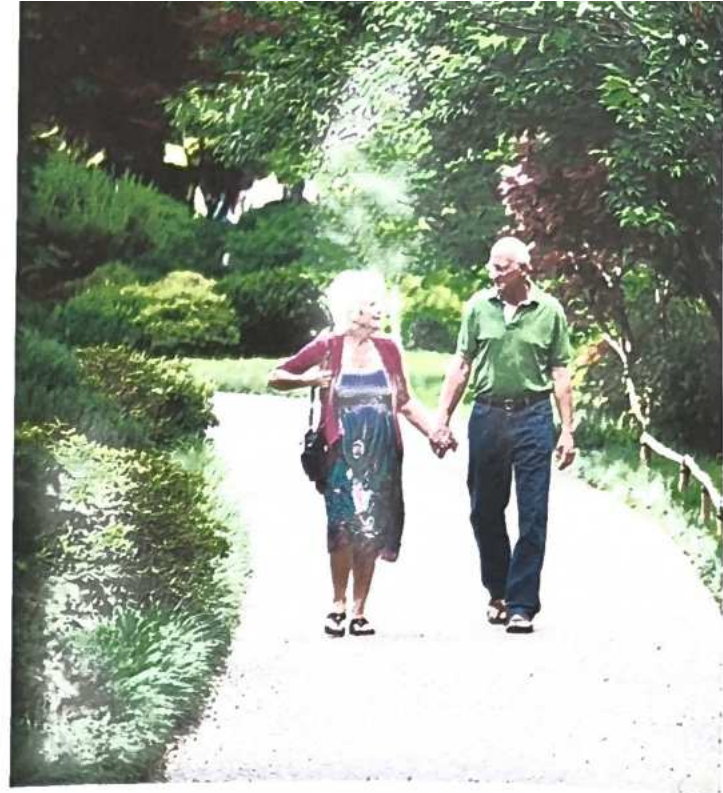
— Dr. Peter Wyse Jackson  
President, Missouri Botanical Garden



Missouri Botanical Garden

## IN THE REGION

# New Events, Renovation Mark Garden's Progress



With porcelain dragons, terracotta warriors and massive serpents, the Botanical Garden brought visitors something never before staged in the United States. The first Chinese Lantern Festival in 2012 attracted more than 325,000 visitors to view 26 silk-and-steel installations, some as high as four stories, depicting scenes from Chinese mythology. The event was so popular, it returns in 2015.

Similar events have widened the appeal of the Garden, which drew more than 1 million visitors in 2014. The inaugural Garden Glow holiday lights event in 2013 was so successful, the Garden repeated it in 2014, attracting 96,000 and sealing it as a now-regular holiday feature.

The Garden responded to growth with a variety of renovation projects — some just completed, others in the works. For example, the Ridgway Visitor Center was built for a day when the Garden had half as many visitors. A \$14.7 million renovation is underway, adding easier Garden accessibility, family-friendly restrooms and more. A \$5.5 million restoration of Henry Shaw's 1859 museum building starts in 2016, making it fully accessible and available for long-term and changing exhibitions.

Private donations have already allowed for \$3 million in restoration work on Spink Pavilion, the Garden's original entryway, and Linnean House, the oldest continuously operating greenhouse west of the Mississippi, returning it to Shaw's original purpose as a facility to overwinter and cultivate citrus plants.

As an institution dedicated to sustainability and the environment, Garden leadership is proud many of these projects — including Spink Pavilion and the Monsanto Center Herbarium — have received special certification for environmentally friendly design.

The Garden's reach extends far beyond the million people who visit these personally. More than 13 million online visitors accessed the Plant Finder database last year and specialists at the Garden answered nearly 9,000 calls to the phone-based Horticulture Answer Service.

1,045,969  
2014 Attendance

1,834  
VOLUNTEERS

\$2 MORE THAN  
MILLION

spent renovating the  
Japanese Garden.



Missouri Botanical Garden

## IN THE WORLD

# Botanical Garden Scientists Lead Research Internationally

The 2012 Lantern Festival was the local culmination of a 25-year Garden-led project creating the ultimate knowledge base about the flora of China. Scientists from a coalition of institutions published 50 volumes cataloging 30,000 plants.

That year also marked the beginning of another project that puts the Botanical Garden in the midst of international research. Garden President Peter Wyse Jackson chairs a team of 26 botanical organizations in the United Nations-sanctioned "World Flora Online Project," with plans to catalogue 6.5 million flora specimens worldwide by the year 2020.

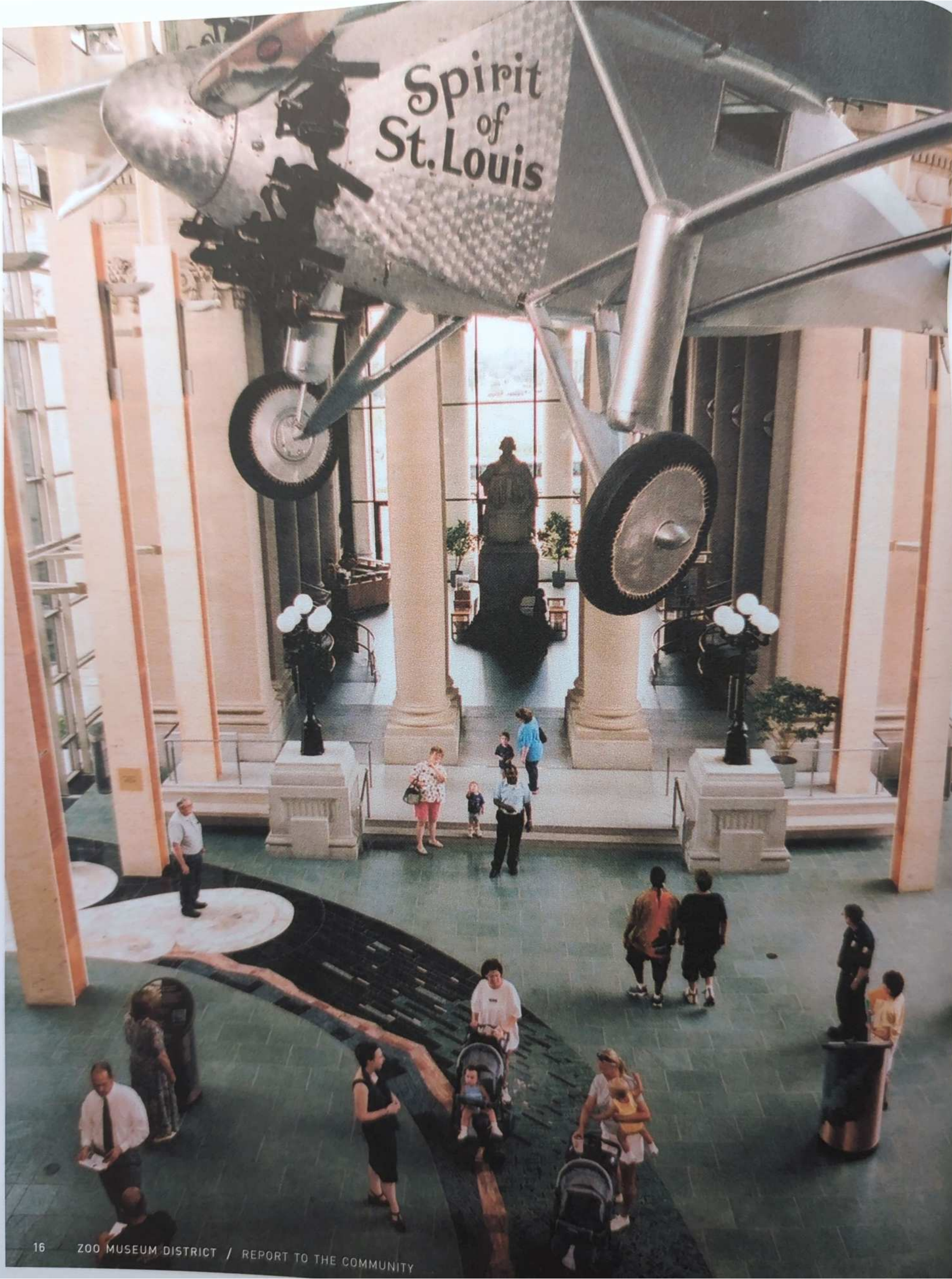
Visitors to the online resource will be able to search for information about any plant described: Where is it found? What is the description? What does it look like? What is its conservation status? What names is it known by? How can it be used for food or plant breeding? What medicinal value does it hold? The database will be vital to support science, conservation and education — and to inform policy makers on the steps they must take to use plants for the benefit of humankind.

Closer to home, but with broad-reaching implications, the Academy of Science of St. Louis has given back-to-back recognition to Garden scientists. Robert Magill was honored in 2015 as outstanding scientist for being a



leader in understanding the worldwide diversity of mosses; and in 2014, George Yatskievych received similar honors for leading the 25-year "Flora of Missouri" project. Organizers delivered the last of the project's three volumes to Missouri's governor in 2014.









# MISSOURI HISTORY MUSEUM

The History Museum  
touches visitors personally  
with a sense of their past.

“

One of the things that just moves me every time is our Teens Make History project. Our troupe of teens is making history. I'm moved when I see them stage an exhibit like the Homeless Journey Home project, or develop performance pieces such as 'Emigrant/Immigrant,' or 'Next Hashtag' after the death of Michael Brown. I see them grab hold of a topic and make it their own.”

— Dr. Frances Levine  
President, Missouri History Museum



Missouri History Museum

## IN THE REGION

# Museum's Work from Yesterday and Today Earns Accolades



Sweeping exhibitions from centuries-old events collided with yesterday's headlines in 2014, bringing national notoriety to the Missouri History Museum.

For example, two Museum representatives met First Lady Michelle Obama in November, when she awarded the Teens Make History program the National Arts and Humanities Youth Program Award. The program partners teen apprentices with Museum employees to prepare plays, exhibit components, oral histories and educational programs. The program — with productions last year ranging from the immigrant experience to the events of Ferguson — also earned the Museum a 2015 "What's Right with the Region" award from Focus St. Louis.

The staff and technology of the History Museum also secured the trust of the U.S. National Archives. Ten one-of-a-kind documents from the national collection made the trip west for the History Museum's 2014 exhibition, *The Louisiana Purchase: Making St. Louis, Remaking America* — including pages from the original Louisiana Purchase treaty. Few museums can meet federal requirements to transport, preserve and secure such treasures.

Such programming drew nearly 500,000 visitors to the History Museum in 2014, including more than 306,000 who attended the year-long "250 in 250" exhibition, commemorating St. Louis' 250th anniversary with a collection that offered a touching demonstration of civic identity and pride.

While the History Museum adjusted to leadership changes and developed a governance structure to further strengthen public trust, it has also continued to innovate with new programming. After a six-month pilot in 2014 that collected feedback from participants, History Clubhouse launches permanently this year, with free admission, forgoing the hushed, reverent gallery atmosphere for an interactive history playground. Young children and families will see rooms that look like a Metro train car, steer paddlewheel boats or revisit the 1904 World's Fair.

The Museum continues to make a priority of preserving memories and history around civil rights. Within weeks of the events following Michael Brown's death, History Museum teams met with clergy, mayors, public officials, police, youth groups and residents to plan and begin preserving documents, artifacts and stories about the events surrounding Ferguson.

Meanwhile, the Museum advanced its discussions in 2014 with Stephen Brawley, co-founder of the Saint Louis LGBT History Project, to take parts of his private collection of documents and artifacts to add to its own collection preserving the history of the lesbian, gay, bisexual and transgender community. Those discussions led to spontaneous donations to the Museum, including the papers of Jeanette Mott Oxford, the first openly gay member of the Missouri Legislature.



Missouri History Museum

## IN THE WORLD

# Civic Engagement is Core to the History Museum's Mission

From programming focused on race in 2010, to Ferguson today, the History Museum has taken risks in order to engage the St. Louis community in a discussion about painful passages in history. The Museum's willingness to confront head-on social issues and their historical context led to a 2014 invitation to join the International Coalition of Museums and Sites of Conscience — the only Missouri institution invited into the coalition. Nearly 200 sites worldwide use their resources and their collaboration to preserve memories in order to "envision and shape a more just and humane future."

The History Museum was also invited to become a founding member of the History Relevance Campaign, a grassroots organization of museum leaders and historians nationwide working to promote citizenship and civic engagement through a better understanding of history and its connection to current events.

Beyond St. Louis' borders, the History Museum provides documents and artifacts from its collection to museums all over the country and the world. Annually, the Museum shares scores of documents, articles of clothing and other artifacts, including recent loans such as a federal prohibition search warrant to an exhibition in Philadelphia; a Joseph Pulitzer printing tool to the Newseum in Washington D.C.; and a Katherine Dunham portrait to a dance exhibition in Detroit.



306,137

visitors to the  
250 in 250 exhibition in 2014.

10 DOCUMENTS  
loaned by the  
National Archives  
for the Museum's  
Louisiana Purchase  
exhibition.

7 YEARS  
for the Teens Make History  
program, awarded the 2014  
National Arts and Humanities  
Youth Program Award by  
First Lady Michelle Obama.









# SAINT LOUIS SCIENCE CENTER

The Science Center attracts  
a diverse range of people  
united in their curiosity about  
the world around them.



One day, while walking past the Arch Blocks activity, I noticed a group of guests working together to build the Arch. They were all strangers to each other, with diverse ethnic backgrounds, different languages and various ages. With some of these barriers, they somehow all worked together to construct and build the Arch. There was this process of discovery happening with them. And because the Arch is a symbol of our city, it relates to the St. Louis story. Seeing all of that together — it was really rewarding.

— Bert Vescolani  
President and CEO  
Saint Louis Science Center



Saint Louis Science Center

## IN THE REGION Extensive Reinvestment Brings Satisfied Visitors

The Saint Louis Science Center completed the third year of a rapid revitalization in 2014, with thousands of square feet of renovated exhibit space, millions of dollars in capital improvements, national notoriety and a host of new exhibitions on tap this year and beyond.

One clear sign of the upswing: More than 963,000 visitors last year gave the Science Center its highest "guest satisfaction ranking" since tracking began in 1996. And that's only three years after receiving its worst score in 2011. The Science Center heard visitors' feedback and, as a result, renovated 4,700 square feet of exhibit space in 2014, with another 9,000 square feet planned for renovations in 2015. Boeing Hall, a \$9.8 million, 37,800-square-foot addition, opened in 2014, with space for two simultaneous exhibits.



The Fossil Prep Lab and Dig Site are examples of two new exhibits. Built in-house with Science Center expertise, the interactive exhibit appeals to small children or older "paleontologists" in a way that lets everyone get hands-on experience with real science. Meanwhile, the Center has partnered with St. Louis' Arch Reactor, a co-op community workshop organization, on a series of "maker" events. Participants dive into a vast collection of everyday mechanical and electronic objects and create new objects, products or devices. "Makers" bring art and science to their vocation, and the events have compelled the Science Center to create a permanent exhibit opening this summer.

While the Science Center had experienced financial difficulties for several years, it turned the corner in 2013, even to the point of investing more than a million dollars a year on capital improvements in each of the past three years.

In 2014, the Science Center began work on its largest exhibit expansion in its history: An agriculture-based exhibition... that will break ground this year and open in the summer of 2016. The 50,000-square-foot indoor/outdoor experience will cost between \$5.5 million and \$6 million. Curators have spent the last year researching and testing the concepts with visitors, big and small farm operators, beekeepers, soil biologists, industry leaders — everyone from a barrel maker in Lebanon, Mo., to experts who deal with massive amounts of agricultural data — to develop an experience that will enlighten visitors about where food comes from and how the industry works. The experience will also support the Science Center's mission to ignite and sustain lifelong science and technology learning.





Saint Louis Science Center

## IN THE WORLD

# Recognized Nationally for the Science

The Saint Louis Science Center is a hybrid of many kinds of places: Part children's museum, part large-dome-screen film theater, part planetarium, part interactive exhibits, it touches visitors young and old across areas of biology, technology, math, art and more. At the same time, it operates at a critical time for the nation, when the demand for workers in STEM careers is growing. The time to reinvigorate excitement in math and science could not be more important.

That's why it has been gratifying for the Science Center's work to be recognized in several ways nationally. In 2014, for example, the Center won an \$815,000 grant from NASA to develop a new exhibit that will put visitors in the driver's seat on the Mars Rover.

One of only 10 organizations nationally to share \$7.7 million in grant funding, the NASA project will put participants in a control room in the Center's main building, where they will program a rover to drive across a locally built Martian landscape on the Planetarium side. The exhibit, due to open in the fall, will engage participants in the wonder and complexity of robotics, space travel and NASA's mission.

The Science Center has earned kudos in several national publications as well. It was named one of the "Top 10 Science Centers for Families" by Parents Magazine and one of "America's Most Visited Museums" by Forbes Traveler Magazine — the only museum in Missouri to be named to either list.



**963,349**  
2014 ATTENDANCE

**\$815,382**

NASA grant awarded over four years,  
from April 2014 to March 2018  
for the Bridging Earth and  
Mars (BEAM) exhibition.

**4,700**  
square feet of exhibit  
space renovated in 2014

**92%**  
POSITIVE RATING  
IN SATISFACTION SURVEY









# SAINT LOUIS ZOO

Our institutions provide visitors  
with tangible connections to the  
world around them.

“Walk to the sea lion tunnel or the stingray exhibit. You hear squeals of delight — or fear. We’re trying to make a visceral connection between people and other living things. The first time you touch a stingray, it makes a connection. You can hear that connection before you see it. People are awed to see sea lions swimming past them. That’s when we’re changing people. And that’s what has to happen. You can intellectualize this all you want, but none of that really matters unless you make that connection.”

— Jeffrey P. Bonner, Ph.D.  
Dana Brown President & CEO, Saint Louis Zoo



The Saint Louis Zoo

## IN THE REGION

# A Campaign Ends, Another Begins

In 2010, the Saint Louis Zoo launched *The Living Promise Campaign* to raise donations to further four key pillars: exhibits, education, research and conservation. The campaign ended Dec. 31, 2014, raising an extraordinary \$134 million — \$14 million beyond the goal.

Today, visitors experience a virtually new Zoo compared to what they saw 15 years ago, including new exhibits, such as Sea Lion Sound — North America's only walk-through underwater view of sea lion habitat, which won Significant Achievement honors in 2013 from the Association of Zoos and Aquariums.

The campaign funded the up-close-and-personal McDonnell Polar Bear Point exhibit opening this summer; the \$2 million Monsanto Education Gallery, devoted to education for young children and housing a half-day preschool program that debuted in September; and the newly reopened Penguin & Puffin Coast. These represent only a few improvements to exhibits, entryways, restrooms and restaurants visitors have seen in the past several years. These improvements are engaging visitors — nearly 3.1 million last year — who brought household memberships to a record 54,000.

Projects such as these, along with ongoing Zoo operations, contribute \$200 million in economic impact to the St. Louis region. That includes 300 full-time workers, more than 900 seasonal and part-time employees and about 850 jobs created to work on renovations, improvements and new construction.



While *The Living Promise* has ended, it has positioned the Zoo for continued success. The Zoo's latest strategic plan, named E3—*Engage, Expand, Explore*—is being developed. Conceived in 2014, phase one will include planning for the 13.5-acre former Forest Park Hospital property, acquired in 2012 with private support. The Zoo's expanded footprint offers the opportunity to create powerful, compelling and transformational experiences for visitors.

Finally, each year at the Zoo brings a host of new births. In 2014, the Zoo welcomed two critically endangered McCord's box turtles, a black-and-white colobus monkey, an endangered Grevy's zebra and the landmark birth of an orangutan to 45-year-old mother Merah. The event was cited as the oldest orangutan to rear offspring among Orangutan Species Survival Plan institutions.

1/3

One-third of the Zoo's 19,800 animals are either threatened or endangered in the wild.

98%

VERY FAVORABLE OPINION

98 percent of Saint Louis Zoo members have a "very favorable" opinion of the Zoo (26 percent higher than the national average for U.S. accredited zoos).

\$134  
MILLION

raised in the *Living Promise Campaign* at the Saint Louis Zoo (\$14 million over the goal). The campaign ended Dec. 31, 2014.



The Saint Louis Zoo

IN THE WORLD

## Partnering on Global Conservation Work

The work of the Zoo stretches far beyond its boundaries. What visitors see when they stroll the grounds makes up only the tip of the iceberg. It's also important to understand that the Zoo doesn't stand alone on these initiatives. It partners with institutions just beyond its gates and around the globe.

For example, the Zoo's partnership with the Missouri Department of Conservation has resulted in the release of 1,000 endangered Ozark hellbenders into the wild. The Zoo's Herpetarium is home to 4,000, with 1,000 hatching in 2014 alone.

Nationally, the Zoo partnered with two other Missouri zoos and institutions across the country to engage children in the crisis of elephant poaching for ivory. Highlighting its three-generation Asian elephant family, the Zoo asked children to send drawings and letters to state leaders urging a ban on ivory sales. Missouri zoos' elephant keepers delivered 3,000 messages to Gov. Jay Nixon just before World Elephant Day on Aug. 12.

In 2011, Zoo leadership established the Institute for Conservation Medicine (ICM), partnering with institutions worldwide to research diseases that affect endangered wildlife, as well as ways that human encroachment into "pristine" habitats affects both wildlife and human health. With scientists from the University of Missouri, U.S. Geological Survey and Westminster College, the ICM won a \$250,000 grant in 2014. The grant funds research into the ways that

compounds in plastics (e.g., bisphenol A) find their way into the environment and cause adverse reproductive and health effects on wildlife, domestic animals and humans.

The Zoo also serves as headquarters for the Madagascar Fauna and Flora Group, a 27-year-old consortium of zoos, universities and nongovernmental organizations (as well as the Missouri Botanical Garden) dedicated to researching and conserving the rich biodiversity of the region.

Conservation professionals globally regard these initiatives and the 12 WildCare Institute Centers within the Zoo as models in the industry.



**3,070,315**  
2014 Attendance



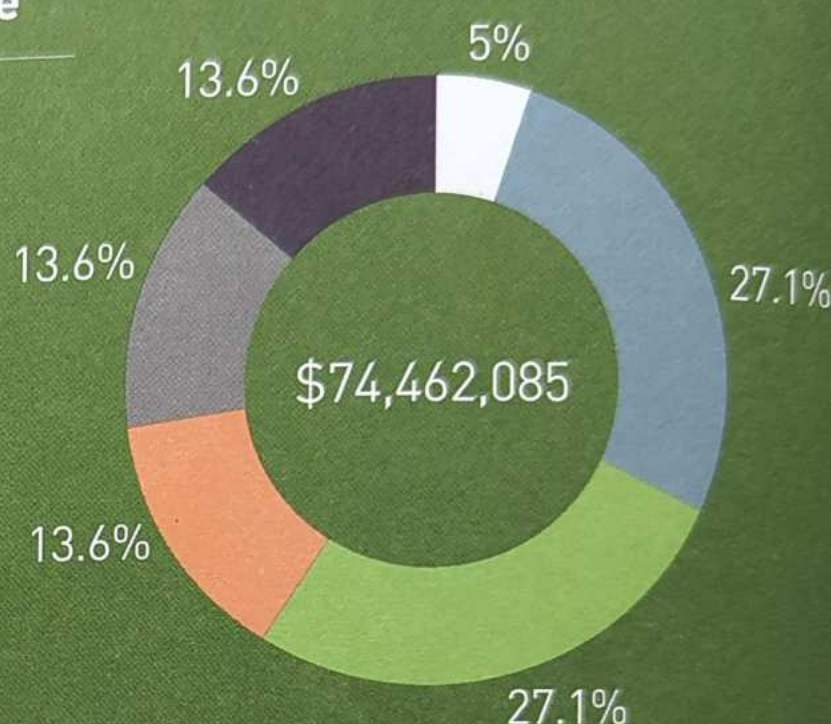


## KEY FINANCIAL DATA

### 2014 Zoo Museum District Net Tax Revenue

2014 Net Tax Revenue for the Benefit of:

ZOO	\$20,229,399	
ART MUSEUM	\$20,229,399	
SCIENCE CENTER	\$10,089,773	
BOTANICAL GARDEN	\$10,089,773	
HISTORY MUSEUM	\$10,089,773	
ZMD ADMINISTRATION	\$3,733,968	



### Tax Rates

Rates levied by the Zoo Museum District and the maximum authorized rate for each institution.

CULTURAL INSTITUTION	2014 TAX RATE PER \$100 OF ASSESSED VALUATION	MAXIMUM AUTHORIZED TAX RATE
SAINT LOUIS ZOO	8.00 CENTS	8.00 CENTS
SAINT LOUIS ART MUSEUM	8.00 CENTS	8.00 CENTS
SAINT LOUIS SCIENCE CENTER	3.99 CENTS	4.00 CENTS
MISSOURI BOTANICAL GARDEN	3.99 CENTS	4.00 CENTS
MISSOURI HISTORY MUSEUM	3.99 CENTS	4.00 CENTS

#### A NOTE ABOUT ADMINISTRATIVE COSTS

State law allows the ZMD to retain 5 percent of total tax revenue for administrative expenses. In 2014, those expenses totaled \$514,318, or 0.69 percent of the year's total net tax revenue. The ZMD Board distributes "excess administrative fees" to the cultural institutions proportionately based on the tax rates levied during the year in which the excess fees originated. The 2013 excess administrative fees of \$2,951,981 were distributed in 2014: The Zoo and Art Museum each received \$845,110; the Science Center, Botanical Garden and History Museum each received \$420,587.

**SHARE OF INSTITUTIONAL OPERATIONS SUPPORTED BY TAXES**  
Tax receipts from St. Louis City and County residents materially affect operations at the five cultural institutions. Based on one computation, tax support in recent years represented at least 40 percent of each institution's net operating revenue.

#### LATEST FINANCIAL STATEMENTS

See the ZMD website ([www.mzdstdl.org](http://www.mzdstdl.org)) for the recent annual financial statements for both the Zoo Museum District and related cultural institutions.



# LEADERSHIP

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As of June 2015

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# ZOOMUSEUMDISTRICT

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