



**the mission of a lifetime
saving species & biodiversity**

 **toronto
zoo**
annual report
2016



message from the Chair and CEO



This past year will certainly be remembered for the many milestones we achieved in 2016. One of the highlights was welcoming the Prime Minister of Canada, Premier of Ontario, Mayor of Toronto, Chinese Ambassador to Canada and the Consul General in Toronto for the People's Republic of China at an event at the Zoo. While the birth of the first giant panda cubs born in Canada was certainly an historic event in 2015, it was truly an honour to host these dignitaries as we unveiled the names of the giant panda cubs. To coincide with Chinese New Year on February 8, 2016, the Toronto Zoo launched the "Our Giant Panda Cubs Need Names" promotion, presented by Cathay Pacific Airways and promoted by the members of the Out-of-Home Marketing Association of Canada with an in-kind national advertising campaign. The public was encouraged to vote online and pick a favourite pair of panda cub names from seven different sets of names. Over 18,000 votes were cast through February 28, 2016, resulting in the names Jia Panpan, meaning Canadian Hope, being selected for the male cub and Jia Yueyue, meaning Canadian Joy, for the female cub. The unveiling held at the Zoo on March 7, 2016 attracted international media attention and also served as the panda cubs' debut, with media and VIPs in attendance. A special Member Preview was held on March 8, 2016 followed by the general public introduction on March 10, 2016.

Also in March, the Toronto Zoo was granted accreditation from the Association of Zoos and Aquariums (AZA). To be accredited, the Toronto Zoo underwent a thorough review to ensure it has and will continue to meet ever-rising standards, which include animal care, veterinary programs, conservation, education and safety. AZA requires zoos and aquariums to successfully complete this rigorous accreditation process every five years in order to be members of the Association.

The accreditation process includes a detailed application and a meticulous on-site inspection by a team of trained zoo and aquarium professionals. The inspecting team observes all aspects of the institution's operation, including animal care; keeper training; safety for visitors, staff and animals; educational programs; conservation efforts; veterinary programs; financial stability; risk management; visitor services; and other areas. Finally, top officials are interviewed at a formal hearing of AZA's independent Accreditation Commission, after which accreditation is granted, tabled, or denied. Any institution that is denied may reapply one year after the Commission's decision is made. We were very proud to once again receive this accreditation and to continue our commitment to the highest standards in wildlife conservation and animal welfare.

As we continue our work on the development of the Zoo's new Master Plan and the implementation of the new Strategic Plan that was launched in 2014, this Annual Report is the perfect opportunity to highlight progress being made in each of the seven priority areas.

Thank you for your continued support!

Paul Ainslie, Chair & John Tracogna, Chief Executive Officer





celebrating one giant-size panda year!

2
GIANT
PANDA
CUBS

one
UNFORGETTABLE
YEAR

birthday party

Since their historic birth to giant panda Er Shun on October 13, 2015, cubs Jia Panpan and Jia Yueyue have captured the hearts of people around the world. To celebrate the twin giant pandas' first incredible year, the Toronto Zoo hosted a First Birthday Celebration. Jia Panpan and Jia Yueyue were treated to a festive birthday party with media, Zoo staff, VIPs including Mr. Zheng Guangda, Vice President & Secretary General and Ms. Zeying Yu, Vice General Secretary, Chinese Association of Zoological Gardens (CAZG), in attendance.

fundraising dinner

Celebrating the giant panda cubs first year culminated with a gala fundraising dinner hosted by the Toronto Zoo and long-time community partner, the Chinese Cultural Centre of Greater Toronto (CCCGT). The elegant event was supported by Consul General Xue Bing, People's Republic of China in Toronto and the presenting sponsor was the Royal Bank of Canada (RBC). This evening not only celebrated the birthday of giant panda cubs, Jia Panpan and Jia Yueyue, but also raised funds towards establishing a new fund at the Toronto Zoo in support of endangered species native to China.

VIP Reception Sponsor

Compass Group Canada

Presenting Sponsor

Royal Bank of Canada (RBC)

Event Supporters

Cathay Pacific and Toronto Star

VIP Tables

Balmoral Marketing; Chinese Cultural Centre of Greater Toronto; Consulate General, The People's Republic of China in Toronto; Distinct Infrastructure Group; FedEx; Holliswelath/Mr. Chris Li, Ms. Anna Jei and Ms. Angela Ye; Phoenix International Inc.; University of Toronto Scarborough

VIP attendees

Mr. Wang Chengdong, Researcher, Chengdu Research Base of Giant Panda Breeding; Mr. Yao Yong, Deputy Director, Chongqing Zoo; Mr. Zhao Yi, Deputy Director, Chongqing Zoo; Mr. Liu Kejia, Chief Engineer, The Forestry and Landscape Bureau of Chengdu; Ms. Yu Zeying, Vice Secretary General, CAZG; Mr. Zheng Guangda, Vice President & Secretary General, CAZG; Mr. Liu Dewang, State Forestry Administration of China; Ms. Wang Bei, Canadian Embassy in Beijing.

giant panda

DOWNGRADED FROM
ENDANGERED TO
VULNERABLE BY THE
INTERNATIONAL UNION
FOR CONSERVATION
OF NATURE
(IUCN)



fulfilling our strategic goals

Here at the Zoo, we are pleased to report that we are well on our way to fulfilling the goals set out in the Zoo's 2014 five-year strategic plan. The plan established both a new mission and vision for the Zoo, as well as a new set of core values and objectives to guide the organization forward. Everything we do at the Zoo is guided and inspired by these objectives and guidelines, so that our vision of transformation into Canada's leader in saving wildlife is becoming a reality.

core values

excellence Ensuring the highest standard of care for wildlife, providing excellent guest service and creating fun and transformational experiences that connect people to nature

conservation Committed to practicing and promoting activities and actions that benefit wildlife and the environment

innovation Encouraging creativity. Striving to think differently and turn ideas into actions

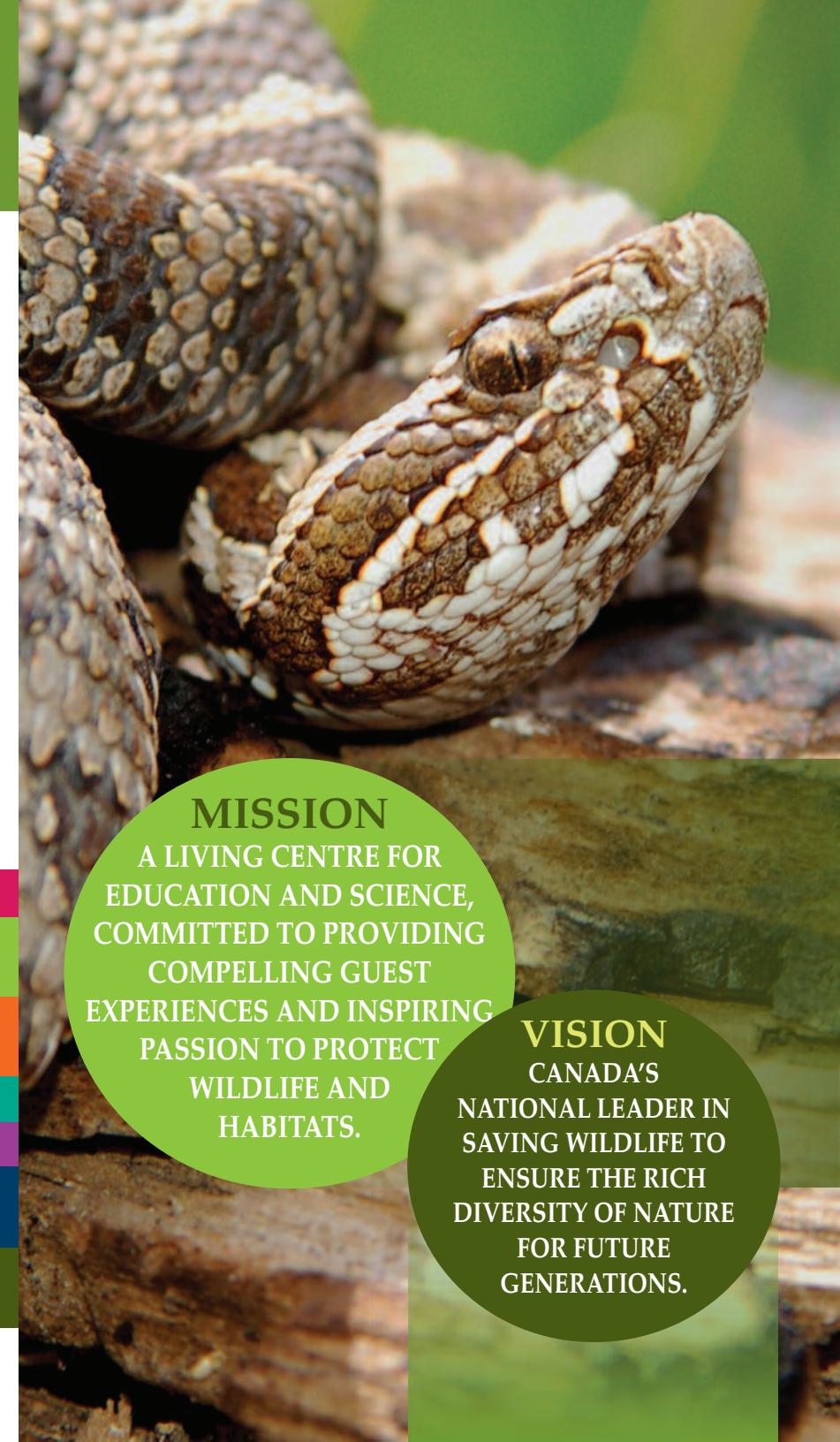
collaboration Fostering respect and teamwork among staff, volunteers and our partners to achieve our mutual goals

integrity Committed to transparency, best practices and leading by example

passion Proud, energetic and passionate about saving wildlife. Inspiring others to value the critical role of our Zoo

goals

- 1 Advance to a zoo-based conservation centre of excellence**
- 2 Enhance the guest experience to appeal to a more diverse audience and inspire conservation action**
- 3 Build an organization that is fiscally and environmentally sustainable for the long term**
- 4 Maximize existing partnerships and identify new opportunities**
- 5 Enhance the governance structure**
- 6 Create an organizational culture that attracts, engages and retains highly motivated staff and volunteers**
- 7 Increase awareness, understanding and support of the Zoo as a centre for conservation excellence**



MISSION
A LIVING CENTRE FOR
EDUCATION AND SCIENCE,
COMMITTED TO PROVIDING
COMPELLING GUEST
EXPERIENCES AND INSPIRING
PASSION TO PROTECT
WILDLIFE AND
HABITATS.

VISION
CANADA'S
NATIONAL LEADER IN
SAVING WILDLIFE TO
ENSURE THE RICH
DIVERSITY OF NATURE
FOR FUTURE
GENERATIONS.

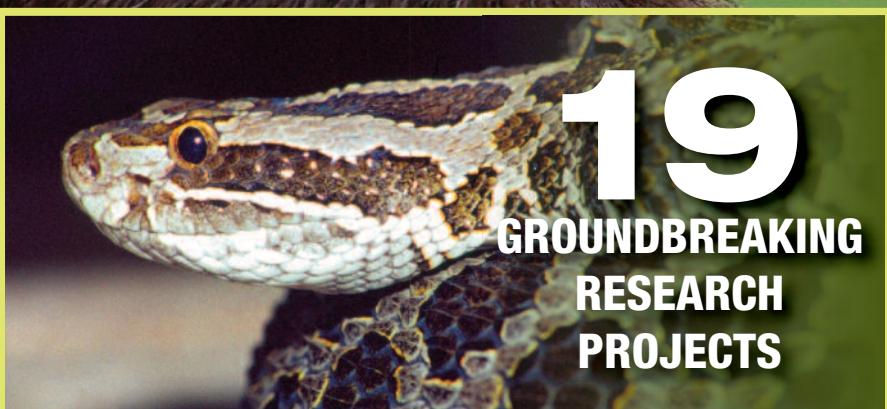


2016 was awesome!

1,309,542
VISITORS

250+
BABIES BORN OR
HATCHED AT THE ZOO,
INCLUDING MANY
SPECIES-AT-RISK

249
CONSTRUCTION
DAYS BUILDING
THE WILDLIFE
HEALTH CENTRE



5,817
SPECIES IDENTIFIED
IN BIGGEST EVER
ZOO BIOBLITZ

34
VITAL
CONSERVATION
PROGRAMS



people like what we're doing

ZOO GIANT PANDA
PAGE WAS RANKED
ONE OF THE TOP 3
MOST VISITED
WEBPAGES IN 2016!

26.6%
INCREASE IN
ELEMENTARY
STUDENT WORKSHOP
PARTICIPANTS

ZOO VISITORS
RATED US
4.5 out of 5
AS A CONSERVATION
EDUCATION FACILITY

3.1
MILLION VISITS
TO THE ZOO WEBSITE
(77% OVER TARGET!)

ONTARIO'S CHOICE
AWARDS NAMED THE
ZOO THE TOP OUTDOOR
ATTRACTION
FOR 2016

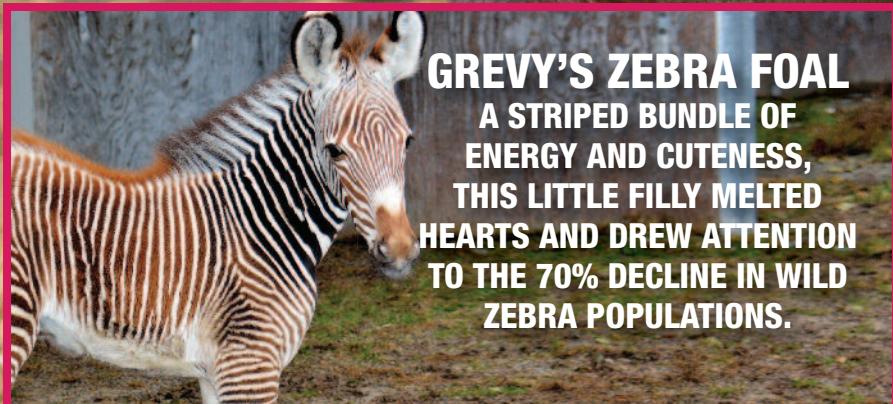
INSTAGRAM
FOLLOWERS
INCREASED
94%
OVER 2015

goal 1 Advance to a zoo-based conservation centre of excellence



THREATENED INDIAN RHINO CALF

“LITTLE” NANDU (150 LBS. AT BIRTH!) WAS AN INSTANT HIT WITH ZOO VISITORS AND ONLINE FOLLOWERS ALIKE, AS VIDEOS OF HIM FROLICKING IN HIS MORNING SHOWER WENT VIRAL.



GREVY'S ZEBRA FOAL
A STRIPED BUNDLE OF ENERGY AND CUTENESS, THIS LITTLE FILLY MELTED HEARTS AND DREW ATTENTION TO THE 70% DECLINE IN WILD ZEBRA POPULATIONS.

Everyone loves babies and here at the Zoo, we have been blessed with some of the cutest little additions anywhere. Not only are the youngsters adorable but in many cases they represent hope for the future of their species and for conservation. Encouraging reproduction of healthy, genetically viable individuals enables reintroduction of threatened species back into the wild, maintains an “insurance” population to help combat extinction and draws attention to species and the challenges they face. Plus they’re just so darn cute!



critically endangered Burmese star tortoise hatchling

Victims of habitat loss and relentless poaching, Burmese star tortoises face extinction in the wild. The second baby to be hatched at the Zoo, this little creature is one of only a handful to be hatched in North American institutions.

critically endangered Bactrian camel calf

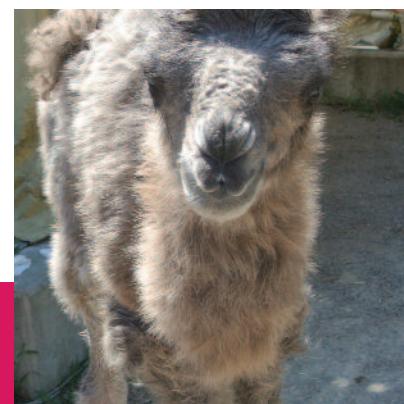
With only about wild 100 Bactrian camels remaining in the Gobi desert, this baby camel is a critical addition to the population.

79 endangered Blanding's turtles hatched

These will be nurtured by Zoo staff for the first year of life and then released into the Rouge River watershed, once they've been given a good head start.

other threatened or endangered species born at the Zoo 2016

- 9 Vancouver Island marmots
- 11 black-footed ferrets
- 48 loggerhead shrikes
- 3 West Caucasian tur
- 2 Canada lynx
- 6,460 Puerto Rican crested toads
- 446 Wyoming toads
- 2 massasauga rattlesnakes
- 2 Panamanian golden frogs





36 ENDANGERED BLANDING'S TURTLES RELEASED IN ROUGE NATIONAL PARK

9 ENDANGERED
VANCOUVER ISLAND
MARMOTS RELEASED IN
BRITISH COLUMBIA

8 ENDANGERED BLACK-
FOOTED FERRETS
RELEASED IN
SASKATCHEWAN

6,000+
ENDANGERED PUERTO
RICAN CRESTED TOADS
RELEASED IN ARECIBO,
PUERTO RICO



50
EASTERN
LOGGERHEAD
SHRIKES RELEASED
IN ONTARIO



on the conservation forefront

In 2016, the Toronto Zoo continued to help species fight for survival with all kinds of conservation and environmental efforts, from actively rescuing critical habitats to participating in fundraising and awareness initiatives.

Amphibian Rescue Centre (ARC)
Husbandry and Reintroduction
Program for the Oregon Spotted
Frog
Amphibian Rescue Centre (ARC)
Husbandry and Reintroduction
Program for the Wyoming Toad
Aqua-Links
Black-Footed Ferret Conservation
Recovery Program
Blanding's Turtles Headstarting
Canadian National Parks
Malaise Program
Eastern Loggerhead Shrike Captive
Breeding Program
Freshwater Mussels Field Program
FrogWatch USA
Great Lakes Program
Great Lakes: Redside Dace –
Conservation and Community
Involvement
Guatemalan Beaded Lizard
Conservation
Habitat Use and Nesting Patterns
of Turtles in Rouge Park
Investigating the Diet Composition
of a Threatened Ontario Songbird,
the Barn Swallow
Komodo Dragon Conservation
Long-Term Monitoring of an Eastern
Massasauga Rattlesnake
Population in Southwest Michigan

Madagascar Freshwater Fishes
Madagascar Freshwater Fishes
In-Situ Partnership
Madagascar Tortoise Conservation
Management, Outreach, Husbandry
and Reintroduction Program for
the Puerto Rican Crested Toad
Multi-Scale Patterns of Habitat Use,
Spatial Ecology and Connectivity
for Milksnakes Across a
Fragmented Region
New Tools for Amphibian
Monitoring: Establishing
Environment DNA (eDNA) as a
Means of Monitoring Amphibians
in Ontario
Ontario Turtle Tally
Response to Asian Turtle Crisis and
the Bushmeat Trade
Tomistoma Conservation
Turtle Island Conservation
Programme
Urban Turtle Initiative: Management
of Turtle Populations in Rouge Park
Vancouver Island Marmot
Conservation Recovery Program
Wildlife Health Centre Husbandry
and Reintroduction Program for
the Mississippi Gopher Frog
Wood Turtle Headstarting
Working Together to Save the
Eastern Massasauga Rattlesnake

fondly remembered

The Zoo had to bid farewell to three of its most beloved and long-lived residents in 2016 – Lyndy the lion, Hamlet the wombat and Tiga the snow leopard. All three were wonderful animal ambassadors and played an important role in educating visitors about their individual species and counterparts in the wild.

Lyndy 2000 – 2016

Lyndy and his brother Jerroh, both were born at the Toronto Zoo to Rowdy and Nokanda. Lyndy was larger than his brother Jerroh and, in his prime, Lyndy weighed over 250 kilograms, eating up to three and a half kilos of food per day.



Tiga 1999 – 2016

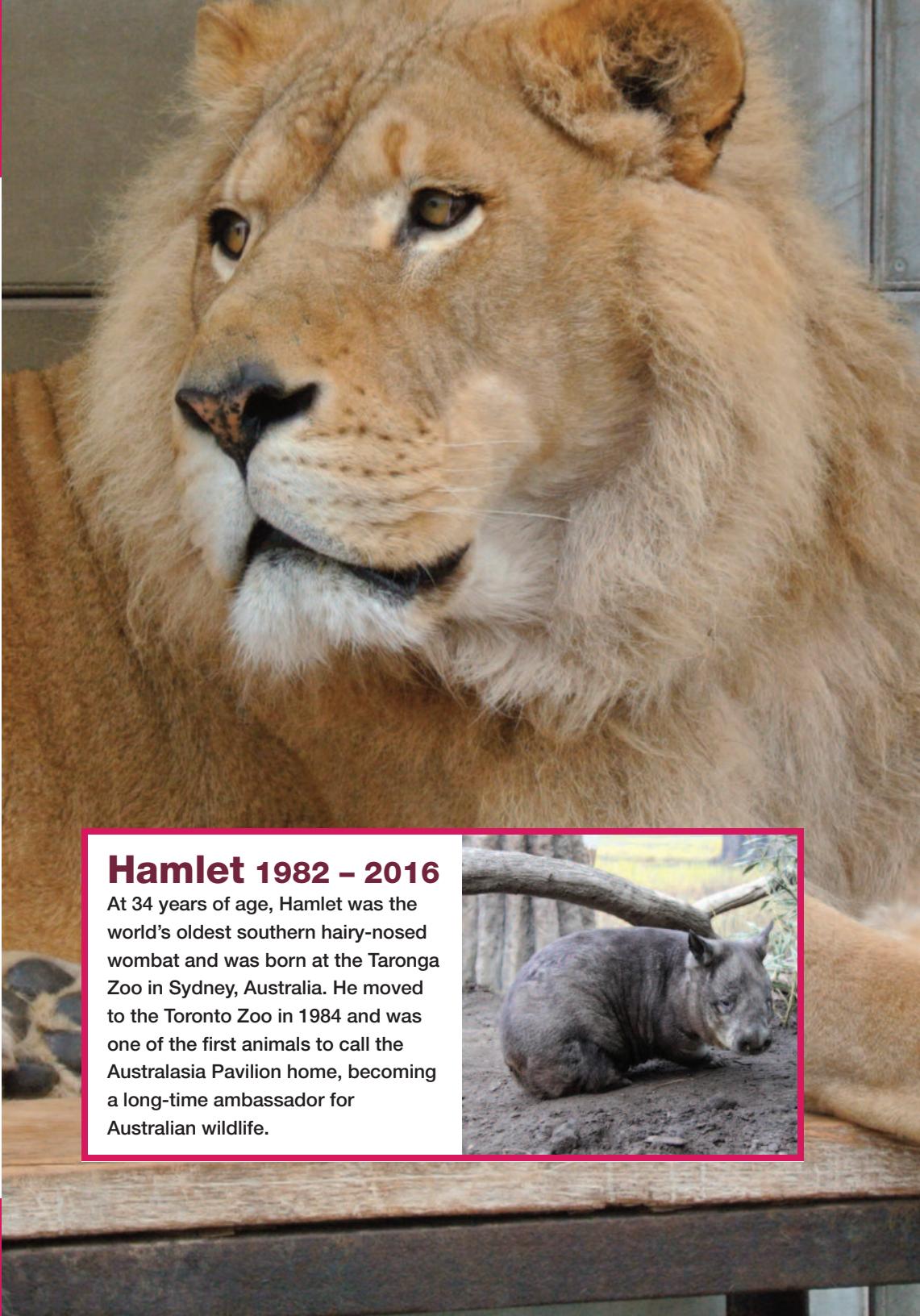
Born at Zoo New England in Boston, Tiga came to the Toronto Zoo in 2006. Tiga was integral to the success of the snow leopard Species Survival Plan and conservation breeding program by producing two litters, each with two cubs.

status of live populations December 31, 2016 (not including domestic species)

Class	Mammals	Birds	Reptiles	Amphibians	Fish	Inverts.	Total
Orders	9	19	4	2	18	31	83
Families	35	43	23	9	44	53	207
Species	81	96	66	22	101	127	493
Specimens	531	325	388	159	99	149	1651
Groups	1	0	4	17	96	88	206
Group Count	2	0	117	227	3507	769	4622
GrandTotal	533	325	505	386	3606	918	6273

Hamlet 1982 – 2016

At 34 years of age, Hamlet was the world's oldest southern hairy-nosed wombat and was born at the Taronga Zoo in Sydney, Australia. He moved to the Toronto Zoo in 1984 and was one of the first animals to call the Australasia Pavilion home, becoming a long-time ambassador for Australian wildlife.





research that saves species and lives

The Toronto Zoo has a worldwide reputation for groundbreaking research that contributes to the welfare of species everywhere. Here's what our researchers were studying in 2016.

- Assisted reproductive technologies as a method of embryo production in wood bison
- Bat acoustic monitoring
- Behavioural assessment of giant pandas
- Behavioural development of hand-reared polar bears
- biodiversity and adaptive strategies
- De novo genome and transcriptome sequencing of the Canadian beaver
- Defining hair properties from five body regions in Vancouver Island Marmots
- Developing assisted reproductive techniques for the Vancouver Island Marmot
- Diurnal behaviour of African penguins in a zoo setting
- DNA barcoding the animals of the Toronto Zoo
- Do orangutans choose to choose?
- Establishment and characterization of cell cultures from freshwater fishes
- Establishment of artificial fertilization techniques for Puerto Rican crested toad
- Investigating enteric coccidiosis in the endangered black-footed ferret
- Investigating the relationship between ambient conditions and thermoregulatory responses in polar bears
- Non-surgical artificial insemination in cheetahs
- Prevalence and epidemiology of babesia odocoilei in wild and captive cervids and in the tick vector ixodes scapularis in Southern Ontario
- Primate behaviour
- Primate Behaviour Project



**goal 2 Enhance the guest experience
to appeal to a more diverse audience
and inspire conservation action**

ADOPT-A-POND
**WETLAND CONSERVATION
PROGRAM**
45,058 INDIVIDUALS
REACHED
30 PUBLIC EVENTS
5,600 PEOPLE RECEIVED
EDUCATION AND
CONSERVATION
RESOURCES

**POLAR BEAR
FEST**
1,300 PARTICIPANTS
\$18,659 RAISED
FOR POLAR BEAR
CONSERVATION
AT THE ZOO'S
MOVE YOUR PAWS
FOR THE POLAR BEAR
CAUSE EVENT



FROGWATCH
1,182 PARTICIPANTS
18,000+
OBSERVATIONS SINCE
1999

**TURTLE ISLAND
CONSERVATION**
4,000+ PEOPLE REACHED
17 FIRST NATIONS
COMMUNITIES
106 TURTLE AND SNAKE
CROSSING SIGNS ERECTED

**Zoo public conservation
and citizen science
programs keep growing**

Engaging our members and visitors in conservation efforts is something at which the Toronto Zoo excels and 2016 was a great year for public involvement. The Zoo put on a number of conservation awareness and fundraising events, such as Polar Bear Awareness Weekend, Raise your Glass for Rhinos and Earth Day celebrations. Our citizen science programs such as BioBlitz, Adopt-A-Pond, FrogWatch, Turtle Tally and First Nations Turtle Island Conservation all continued to grow.

Also in 2016, Adopt-A-Pond and Turtle Island Conservation partnered to develop a new environmental appreciation program with the Roberta Bondar Foundation that enabled us to host 50 First Nations youth at an overnight photography camp at Toronto Zoo's Serengeti Bush Camp with Canada's first female astronaut herself!

learning at the Zoo

The Toronto Zoo has a worldwide reputation for groundbreaking research that contributes to the welfare of species everywhere. Here's what our researchers were studying in 2016.

Here at the Zoo, education never stops. Whether it's school-age children learning about nature, high school students earning a biology credit, post-secondary students participating in research or adults finding out how they can help save species, educating people is a central part of who we are. Education had an overall outstanding year in 2016. Many programs experienced increased participation over 2015 and some programs, such as school elementary workshop participation and guide/scout workshop revenue, were the best on record. There has been continued positive growth with programs developed specifically for adult audiences, a trend which continued to be pursued in 2017. Overall, 2016 was the best year ever recorded for the Education Branch in terms of program revenues, exceeding one million dollars. With a planned project to undertake a focused evaluation of visitors needs and interests in future programing, it is hoped that we can continue to meet or exceed this level of success in future years.

228
TEACHERS
ATTENDED
PROFESSIONAL
WORKSHOPS

3,034
BUSH CAMP
PARTICIPANTS

26%
INCREASE
ELEMENTARY STUDENTS
ATTENDING WORKSHOPS
AS PART OF THEIR
SCHOOL CURRICULUM

1,812
ZOO CAMP
PARTICIPANTS

21,797
VISITORS
PARTICIPATED IN
EDUCATION
PROGRAMS

480+
GUIDES, SCOUTS &
BROWNIES
ATTENDED BADGE
PROGRAMS



**goal 3 Build an organization that
is fiscally and environmentally
sustainable for the long term**

sustainability looks to the future

Making sure that the Toronto Zoo can continue in its mission of being a living centre for education and science, committed to providing compelling guest experiences and inspiring passion to protect wildlife and habitats, is dependent on maintaining its financial sustainability. The Zoo is proud to be able to report that in 2016, it was well on track to achieve financial sustainability.

The Zoo's ambitious commitment to environmental sustainability met with numerous successes, as we continued to take bold action on many fronts in 2016.



100%
BAMBOO WASTE
DIVERTED
FROM LANDFILLS

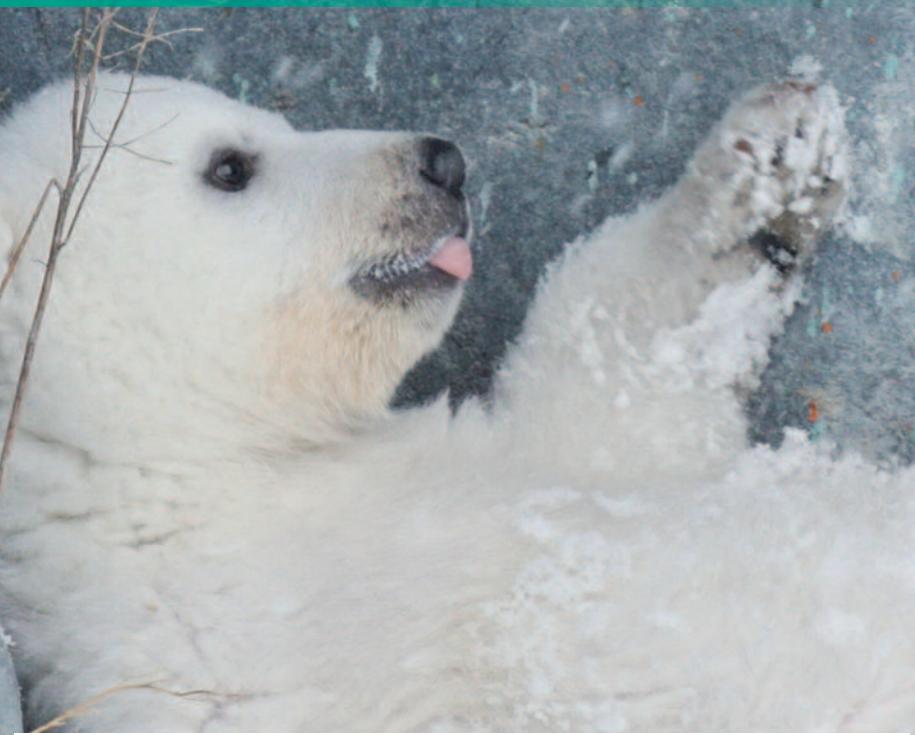
74%
OF WASTE DIVERTED
FROM LANDFILLS,
THE HIGHEST
RATE EVER!

1,287+
TONNES
GENERAL E-WASTE
COLLECTED
FOR RECYCLING

1,386
PARTICIPANTS IN THE
BUNDLE UP FOR POLAR
BEARS THERMOSTAT
CHALLENGE WITH
1,390 KG OF CO₂
EMISSION SAVINGS

ZOO CONTINUED
TO QUALIFY FOR
GOLD LEVEL
ECOCENTRES AND
LEVEL 2 ECO-BUSINESS
CERTIFICATION

goal 4 Maximize existing partnerships and identify new opportunities



SCARBOROUGH HOSPITAL STAFF & ZOO VETERINARY TEAM
Successful surgical procedure removed mass in the leg of Western lowland gorilla, Josephine.



Partnering with other organizations not only allows the Zoo to expand its reach on many levels, but it also creates a spirit of cooperation for common goals within the community. In 2016, our partnerships took many forms with a myriad of tangible and intangible benefits for the Zoo's initiatives and its residents.

CANADIAN ARMY & TORONTO ZOO

Army officially adopted Juno, a polar bear cub born at the Zoo in 2015, as their mascot.



POLAR BEARS INTERNATIONAL & TORONTO ZOO

The Zoo continues to support the PBI "Call to Action" Campaign by showcasing Toronto Zoo as an Arctic Ambassador Centre.

CATHAY PACIFIC AIRWAYS, OUT-OF-HOME MARKETING ASSOCIATION & TORONTO ZOO

National advertising campaign was conducted to engage the worldwide public in helping to name our two giant panda cubs. 18,000 people responded!

MALAGASY PARTNERS, THE ZOOLOGICAL SOCIETY OF LONDON, THE NEW YORK AQUARIUM & TORONTO ZOO

Critically endangered *Ptychochromis insolitus* were successfully bred for the first time in Canada.

TORONTO PUBLIC LIBRARY & TORONTO ZOO

As a venue supporting the Museum + Arts Pass Program, the Zoo offered the "Rock-a-Bye Zoo Babies" program at various libraries to engage young participants in learning more about different Zoo babies.

ONTARIO BIODIVERSITY COUNCIL, THE BIODIVERSITY EDUCATION & AWARENESS NETWORK & TORONTO ZOO

The Ontario Children's Outdoor Charter was launched at the Zoo, to increase awareness on the importance of biodiversity and its ability to achieve resiliency against climate change.

thank you donors!

Our most important Zoo partners are our donors.
Thank you to all who generously supported
the Zoo in 2016

Guardians

(\$100,000 - \$249,999)
Environment Canada

Conservators

(\$50,000 - \$99,999)
Milliken Meat Products Ltd.
Pizza Pizza Ltd.
Royal Bank of Canada Charitable Foundation
Rouge National Urban Park
Geoffrey H. Wood Foundation
W.C. Wood Foundation

Protectors

(\$25,000 - \$49,999)
Mrs. Mavis Berwick
Canada Running Series Inc.
Ministry of Natural Resources
Royal Bank of Canada

Stewards

(\$5,000 - \$24,999)
The Estate of Lilian Armstrong
Balmoral Multicultural Marketing
Cardan Road Cleaners Inc.
Mr. William Cheng
Compass Group Canada Ltd.
Distinct Infrastructure Group
The Estate of Hans Friedrich Ebert
Federal Express Canada Ltd.
Hai Yang International Inc.
Hidden Bench Vineyards
Mr. Alan Kwong
Mr. Chris Tak Sung Li
Miziwe Biik Aboriginal Employment and Training
Phoenix Financial

Ms. Mara Strock

Symcor Inc.
Tippet Foundation
The Jeanne Edwards Fund
Toronto Zoo Rhino Zookeepers
University of Toronto - Scarborough Campus

Donors

(\$1,000 - \$4,999)
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American Association of Zoo Keepers - Toronto Zoo Chapter
Armstrong Milling
Mr. Michael Austin
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Ms. April Bond
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Ms. Pat Holland
Dr. Chi Huang
Imperial Oil Foundation

Ingredion Canada Inc.

Mrs. Seema Jain-Kerr & Mr. Keir Kerr
Mrs. Patricia Koval
Mrs. Esther Lee & Mr. Allan Lee
Mr. Wilson Lee
Ms. Sue Lower
Mandarin Restaurant Franchise Corporation

Marcogliese Family Foundation

Marilake Heritage Language School

Ms. Kayla McGee

Dr. K. Mehren & Mr. P. Mehren

Miller Memorial Foundation

Mrs. Glenda Nota

Ontario Power Generation

Mr. Michael Orofiamma

Powis Family Foundation

Raymond James Canada

Foundation

RBC - Highway 2 & Liverpool

SAP Canada Inc.

Mr. David Slabodkin

Mrs. Mary Sorrenti

Staples Business Advantage Canada

The Benjamin Foundation

The Consulate of the People's Republic of China in Toronto

The Marjorie & Joseph Wright

Memorial Foundation

Ms. Theresa Thompson

Tides Canada Foundation

Tony & Caley Taylor Family Fund

Toronto Zoo Gorilla Zookeepers

Toronto Zoo Lion Zookeepers

Toronto Zoo Orangutan Zookeepers

Toronto Zoo Penguin Zookeepers

Toronto Zoo Red Panda Zookeepers

Tradeworld Realty Inc Brokerage

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Mr. Jeff Walker
Dr. & Mrs. William Waters
E. Joan Williams
Ms. V. Lorraine Williams
Ms. C. M. Wilson
Mr. Mingko Hok Woo
Mr. W. Wray & Mrs. K. Wray

GIANT PANDA EXPERIENCE

Sponsors

FedEx
Mandarin Restaurants
Government of Ontario

Giant Panda Cam Sponsor

TELUS

Supporters

Chinese Cultural Centre of Greater Toronto
Coca-Cola Canada
Pelco by Schneider Electric Security Technology Services Inc.

Media Partner

Toronto Star

TORONTO ZOO

Sponsors and Partners

Delta Toronto East
Nestle
Pizza Pizza
Symcor

Media Partner

CTV

goal 5 Enhance the governance structure

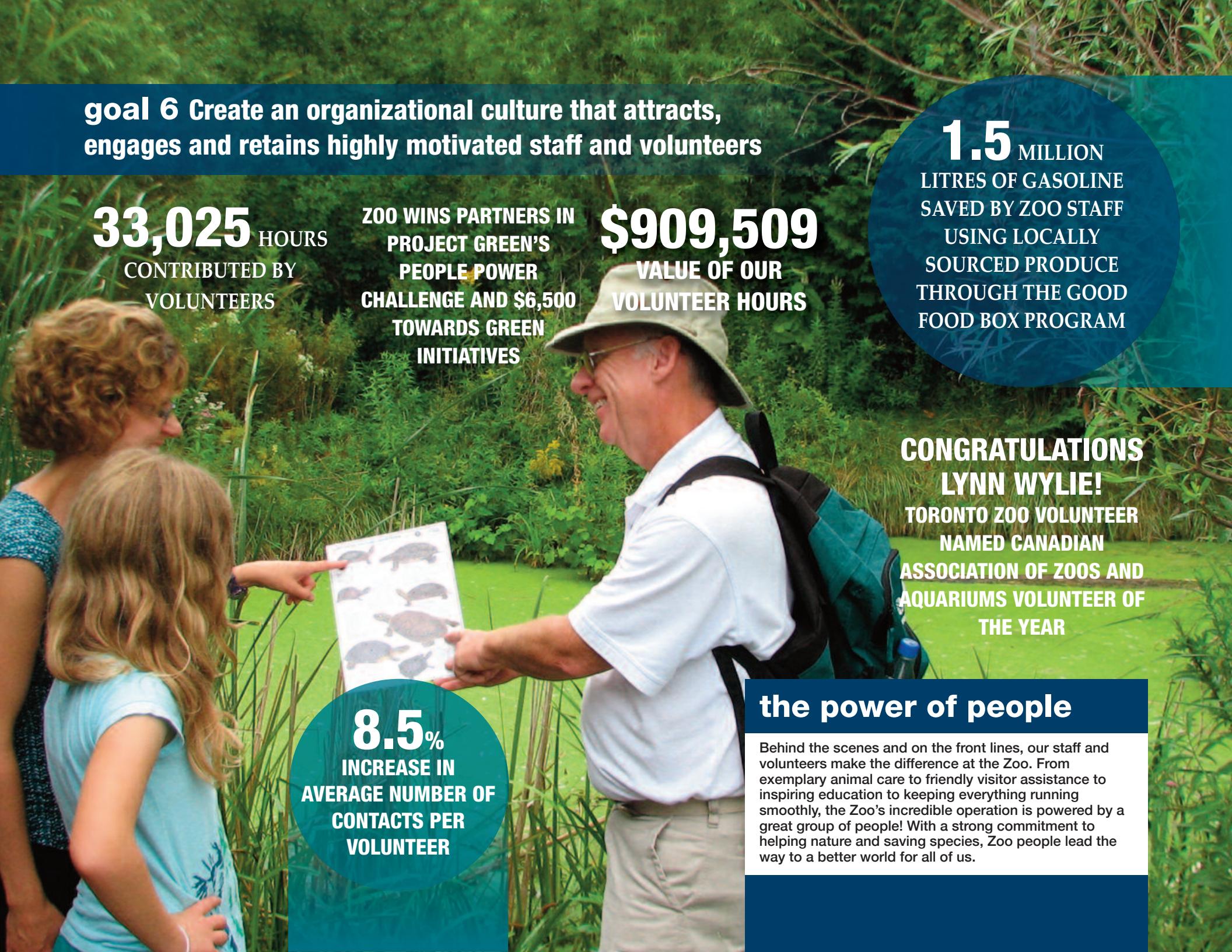


the new Rouge National Urban Park and Toronto Zoo partnership

In 2016, the Canadian Minister of Environment and Climate Change and Minister Responsible for Parks Canada took an important step towards completing the establishment of Rouge National Urban Park, Canada's first national urban park. Parks Canada will engage in an ongoing collaborative relationship with the Toronto Zoo to work together to save and protect some of Canada's most vulnerable and endangered species and their habitats in the new Rouge National Urban Park.

The Zoo is situated at the gateway to the new park, which is home to many species of fish, turtles, insects, reptiles, mammals and plants, and we have a shared responsibility to ensure their ongoing survival for future generations.

"On behalf of the staff and volunteers at the Toronto Zoo, I want to commend the Honourable Catherine McKenna, Minister of the Environment and Climate Change and the Federal Government for taking these actions which brings us one step closer to protecting the first urban national park in Canada," said John Tracogna, Toronto Zoo's Chief Executive Officer.



goal 6 Create an organizational culture that attracts, engages and retains highly motivated staff and volunteers

33,025 HOURS
CONTRIBUTED BY
VOLUNTEERS

ZOO WINS PARTNERS IN
PROJECT GREEN'S
PEOPLE POWER
CHALLENGE AND \$6,500
TOWARDS GREEN
INITIATIVES

\$909,509
VALUE OF OUR
VOLUNTEER HOURS

8.5%
INCREASE IN
AVERAGE NUMBER OF
CONTACTS PER
VOLUNTEER

1.5 MILLION
LITRES OF GASOLINE
SAVED BY ZOO STAFF
USING LOCALLY
SOURCED PRODUCE
THROUGH THE GOOD
FOOD BOX PROGRAM

**CONGRATULATIONS
LYNN WYLIE!**
TORONTO ZOO VOLUNTEER
NAMED CANADIAN
ASSOCIATION OF ZOOS AND
AQUARIUMS VOLUNTEER OF
THE YEAR

the power of people

Behind the scenes and on the front lines, our staff and volunteers make the difference at the Zoo. From exemplary animal care to friendly visitor assistance to inspiring education to keeping everything running smoothly, the Zoo's incredible operation is powered by a great group of people! With a strong commitment to helping nature and saving species, Zoo people lead the way to a better world for all of us.



research presented by Zoo staff in 2016

Visitors to the Zoo always see an abundance of wild flora and fauna, but what they don't see is the important work that happens behind the scenes. The Toronto Zoo is renowned for groundbreaking research that contributes valuable knowledge to the international community.

Ecology/ Field Conservation/ Reintroduction

Lee Y, Powley D and Rapley WA.
Toronto Zoo Conservation And Education Activities Report 2015-2016. July 2016.

published articles

Carlsson AM, Mastromonaco G, Vandervalk E and Kutz S.

Parasites, stress and reindeer: infection with abomasal nematodes is not associated with elevated glucocorticoid levels in hair or faeces.
Conservation Physiology (2016) 4.
doi:10.1093/conphys/cow058.

Davy CM, Mastromonaco GF, Mayberry H, Riley JL, Baxter-Gilbert JH and Willis CKR. Conservation implications of physiological carry-over effects in bats recovering from white-nose syndrome.
Conservation Biology (2016)
doi:10.1111/cobi.12841.

Gonzales Grajales LA, Favetta LA, King WA and Mastromonaco GF.

Lack of effects of ooplasm transfer on early development of interspecies somatic cell nuclear transfer bison embryos.
BMC Developmental Biology (2016). 16:36
doi:10.1186/s12861-016-0137-6.

conference abstracts

Bottari L, Difrancesco J, Mastromonaco G, Schneider A, Kafle P and Kutz S.

Absence of association between stress and parasitism in muskoxen (*Ovibos moschatus*): a tolerance of these hosts to their parasites?
Musox Health and Ecology Symposium, Calgary, Alberta, Canada, November 8-10, 2016

Adams GP, Palomino M, Cervantes M, Mastromonaco G, McCorkell R, Olson W, Shury T and Woodbury M.

A germ plasm bio-bank for retaining the genetic diversity of Canada's wood bison (*Bison bison athabascae*).

American Bison Society Conference, Banff, Alberta, Canada, September 26-29, 2016

McCurdy-Adams H, Mastromonaco G, Hathaway J and Litzgus J.

Do anthropogenic factors affect chronic stress in freshwater turtles?

Canadian Herpetological Society Conference, Toronto, Ontario, Canada, September 16-19, 2016

McCurdy-Adams H, Mastromonaco G, Hathaway J and Litzgus J.

Do anthropogenic factors or sex have a greater effect on chronic stress in freshwater turtles? Joint Meeting of Ichthyologists and Herpetologists, New Orleans, Louisiana, USA, July 6-10, 2016

Carlsson AM, Mastromonaco G, Vandervalk E, Behrens S, Leclerc LM and Kutz S.
Stress hormones (glucocorticoids) as non-invasive integrative measures of Rangifer health?
16th North American Caribou Workshop, Thunder Bay, Ontario, Canada, May 16-20, 2016

Hamilton MT, Finger Jr. JW, Elsey RM, Mastromonaco GF and Tuberville TD.
Using crocodilian scute tissue as a long-term integrative approach to investigating environmental stressors.

Southeast Partners in Amphibian and Reptile Conservation Annual Meeting, Nauvoo, Alabama, USA, February 18-21, 2016

A close-up photograph of a giant panda's face and upper body. The panda is white with black patches around its eyes, ears, and on its dark brown front paws. It is holding a piece of bamboo in its mouth and appears to be eating it. The background is blurred green foliage.

goal 7 Increase awareness, understanding and support of the Zoo as a centre for conservation excellence

**3.1 MILLION VISITS
TO THE ZOO WEBSITE IN
2016, SURPASSING
GOAL BY 77%**

TORONTO ZOO
AWARDED TOP OUTDOOR
ATTRACTION FOR 2016 BY
ATTRACtIONS
ONTARIO'S ANNUAL
ONTARIO'S CHOICE
AWARDS

**OUR GIANT PANDAS
WEBPAGE
ONE OF 2016'S TOP
THREE MOST VISITED
WEBPAGES IN THE
WORLD!**

getting the word out

As the world becomes more and more connected, the Zoo is in an increasingly favourable position to inspire people to take action for nature and conservation. Not only do we communicate with our members and visitors by direct contact, but the Zoo has developed an enviable virtual presence as well. We use a variety of marketing communication channels to curate conservation stories, highlight conservation programs and events, as well as the important role of the Zoo.

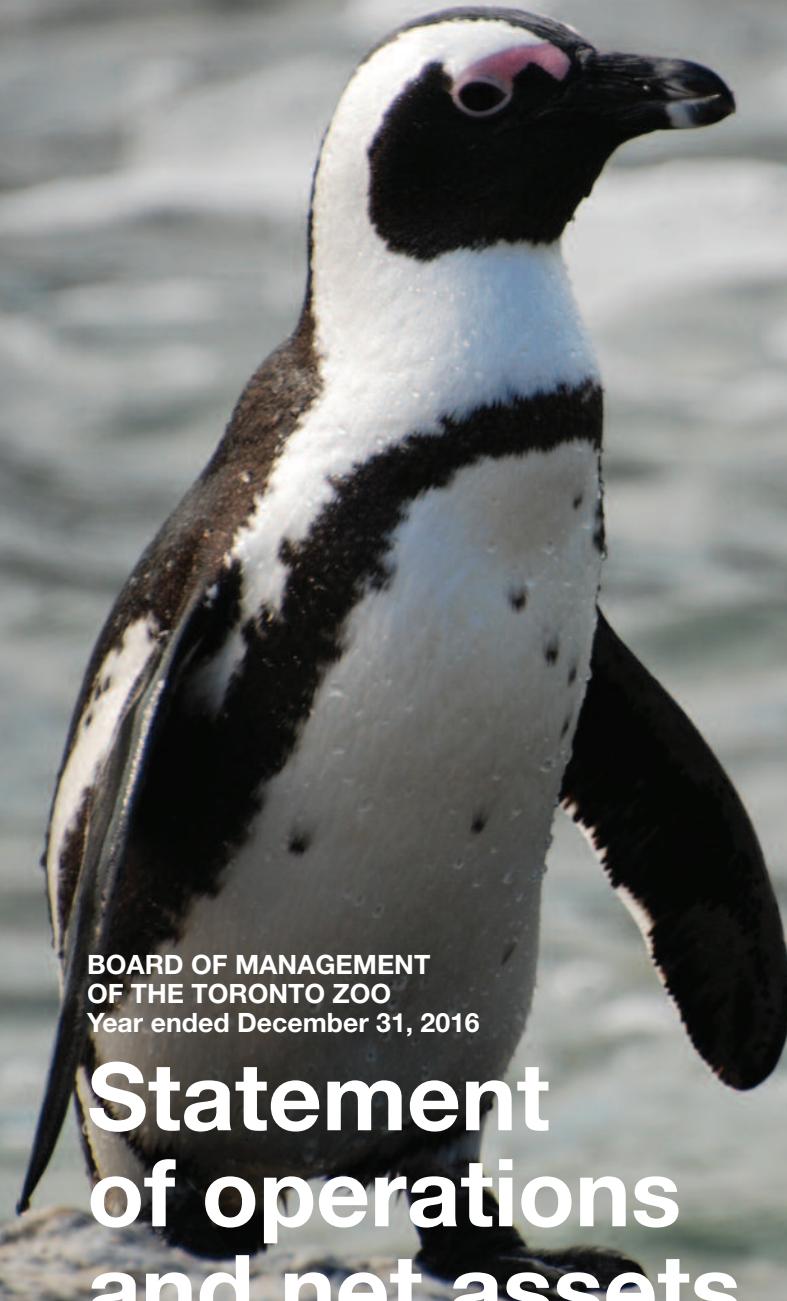
By taking full advantage of social media, the Toronto Zoo website, e-newsletters, our member publication *Wild for Life* as well as traditional media such as outdoor advertising, our message of saving species and our planet is making an impact.

**7,493
NEW TWITTER
FOLLOWERS
UP 144% OVER 2015,
WITH 12,700 TOTAL**

**56,427
NEW FACEBOOK FANS
67% INCREASE OVER 2015,
WITH A 133,382 FANBASE
AND A TOTAL REACH OF
84,000,910 FACEBOOK
USERS**

**26,700
NEW INSTAGRAM
FOLLOWERS
UP 94% OVER 2015,
WITH 37,000 TOTAL**

**32,000
COPIES OF
WILD FOR LIFE
DISTRIBUTED THREE
TIMES A YEAR**

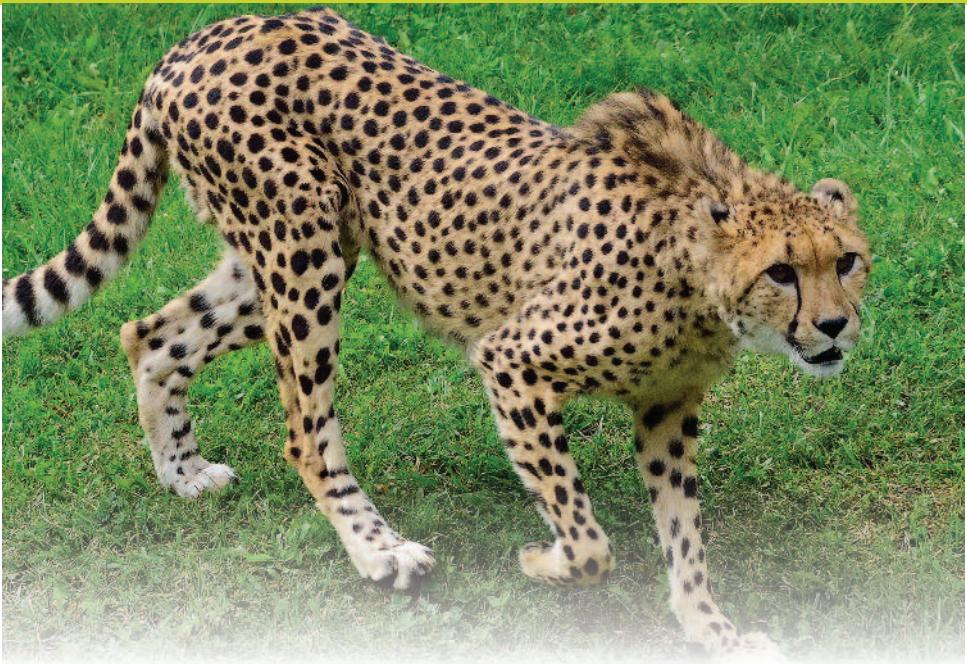


**BOARD OF MANAGEMENT
OF THE TORONTO ZOO**
Year ended December 31, 2016

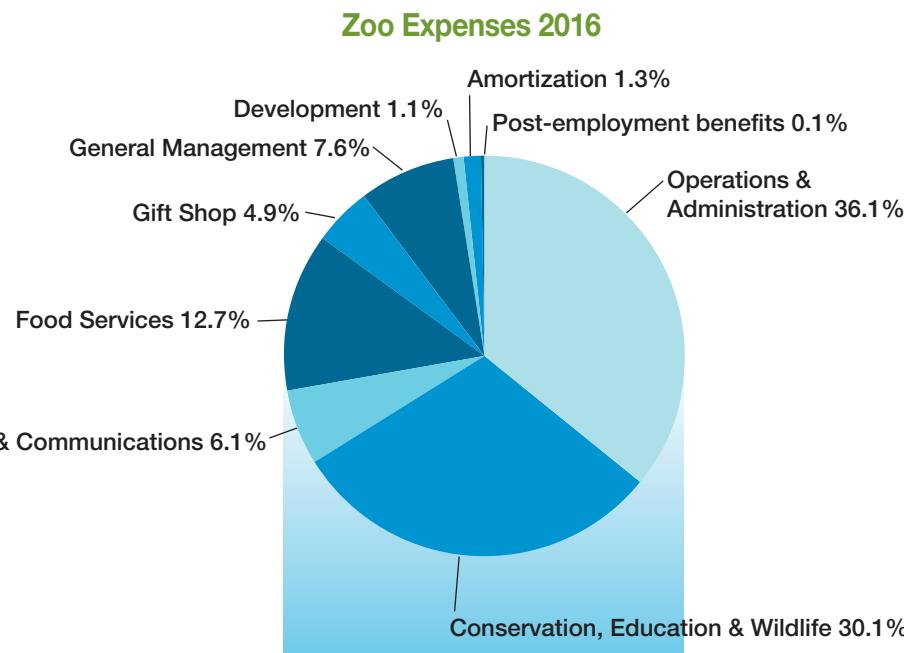
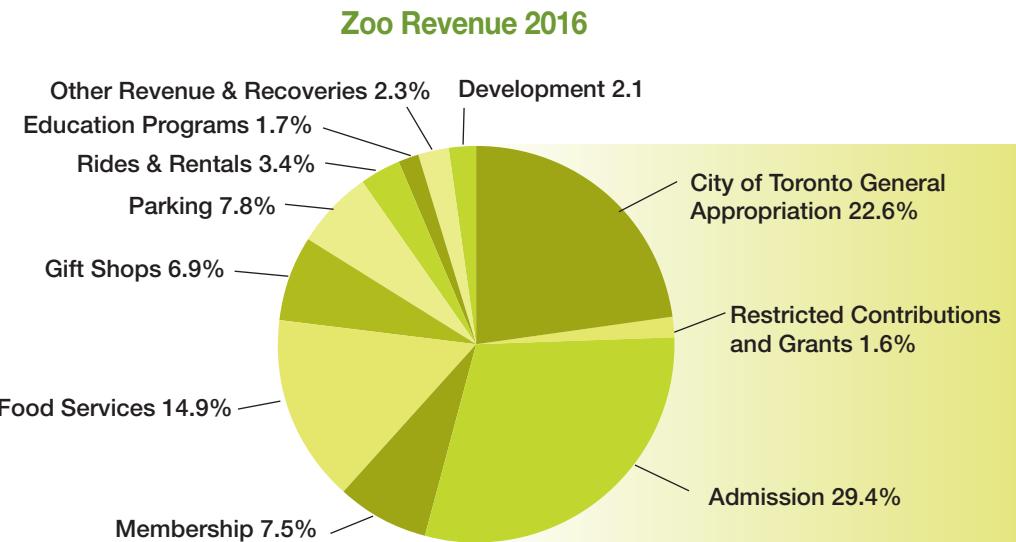
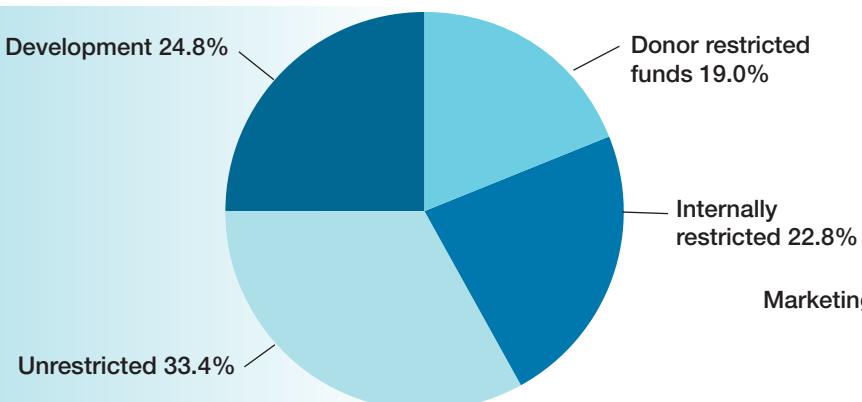
Statement of operations and net assets

	2016	2015
	\$	\$
REVENUE		
City of Toronto		
General Appropriation	11,884,989	11,739,065
Restricted Contributions and Grants	827,888	716,556
Admission	15,434,200	12,632,833
Membership	3,924,845	3,534,938
Food Services	7,821,797	6,184,245
Gift Shops	3,606,323	2,537,174
Parking	4,093,895	3,419,284
Rides & Rentals	1,773,782	1,396,708
Education Programs	888,934	919,313
Other Revenue and Recoveries	1,227,943	1,515,813
Development	1,081,273	1,137,845
	52,565,869	45,733,774
 EXPENSES		
Operations & Administration	18,709,842	17,641,056
Conservation, Education & Research	15,620,848	14,556,975
Marketing & Communications	3,164,397	2,015,217
Food Services	6,601,541	3,236,628
Gift Shop	2,565,211	2,794,575
General Management	3,920,111	4,935,110
Development	576,246	777,143
Amortization	696,570	632,468
Post-employment benefits	27,296	227,151
	51,882,062	46,816,323
 Excess of revenue over expenses before the following	353,807	(1,082,549)
Additional funding from City of Toronto	0	1,103,269
Funding from City of Toronto related to employee future benefits payable	27,296	227,151
 Excess of revenue over expenses for the year	381,103	247,871
Net assets, beginning of year	2,612,261	2,364,390
 Net assets, end of year	2,993,364	2,612,261

financials

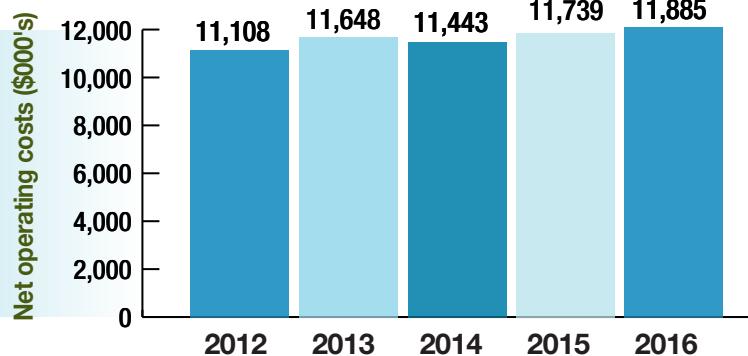


Market Value Assets
as at December 31, 2016 \$16.2 million

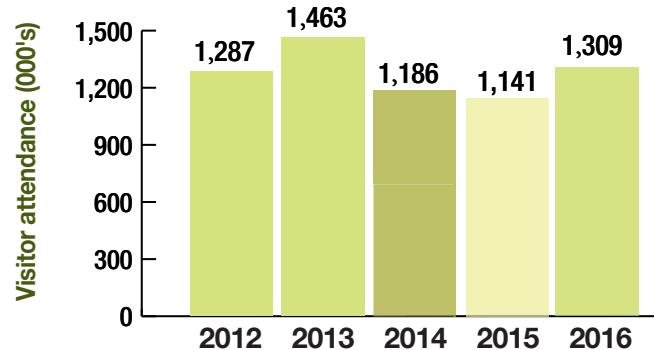




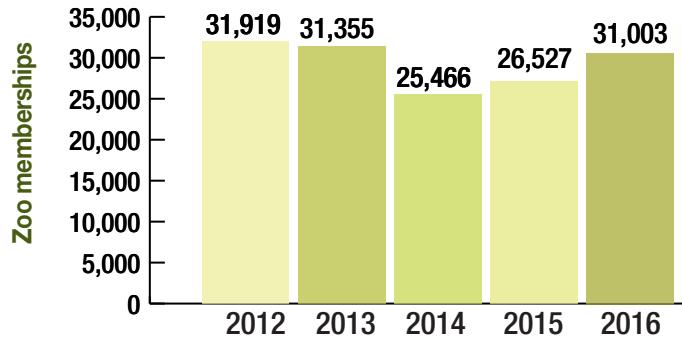
Net operating costs to City of Toronto 2012-2016
(Excluding Capital Financing)



Zoo visitor attendance 2012-2016



Zoo memberships 2012-2016



financials



who's who at the Zoo

Chair

Councillor Paul Ainslie

Board Members

Dr. Cal Bricker
Dr. Ming-Tat Cheung
Dr. Vanessa Choy
Mr. Matthew Cole
Councillor Glenn De Baeremaeker
Mr. Paul Doyle
Councillor Giorgio Mammoliti
Ms. Tisha Tan
Mr. Joshua Vinegar
Mr. Benjamin Wulffhart

Toronto Zoo Senior Staff

Chief Executive Officer
Mr. John Tracogna

Chief Operating Officer
Mr. Robin Hale

**Executive Director
Conservation, Education & Wildlife**
Dr. William Rapley, D.V.M., M.Sc.

**Senior Director,
Marketing, Communications & Partnerships**
Ms. Jennifer Tracey

Director, Corporate Planning
Mr. Lance Alexander

Director, Facilities & Services

Ms. Leona Mitchell

Director, Wildlife Care

Dr. David Barney, B.Sc., M.Sc., Ph.D.

Senior Veterinarian

Christopher J. Dutton, B.Sc., B.V.Sc., M.Sc., Dipl. A.C.Z.M., Dipl. E.C.Z.M.

Business Development Officer

Mr. Peter Simpson

Campaign Director

Mr. Darryl Swain

Senior Development Officer

Ms. Marion Zimmer

Curator, Amphibians & Reptiles

Dr. Andrew Lentini

Curator, Birds & Invertebrates

Dr. Kevin Kerr, Ph.D.

Curator, Conservation & Environment

Ms. Kyla Greenham

Curator, Fishes

Ms. Cindy Lee, B.Sc.

Curator, Mammals

Ms. Maria Franke, M.Sc.

Curator, Reproductive Programs

Dr. Gabriela Mastromonaco, M.Sc., Ph.D.

Nutritionist – Animal Nutrition

Mr. Jaap Wensvoort, B.Sc., M.Sc.

Manager, Education

Ms. Heather House, B.A., B.Ed.

Manager, Wildlife Care

Mr. Eric Cole

Manager, Computer & Telecom Services

Mr. Charles Duncan

Manager, Financial Services

Mr. Paul Whittam

Manager, Horticulture & Grounds

Ms. Anna-Marie Burrows

Manager, Human Resources

Ms. Shawna Findlay-Thompson, CHRP

Manager, Marketing

Ms. Kimberly Haider
Mr. Rey deGuzman

Manager, Member & Guest Services

Mr. Rey deGuzman

Manager, Public Relations & Events

Ms. Cynthia Shipley

Manager, Retail & Rides

Mr. Andre Wattie

Manager, Retail & Rides

Mr. Adam Huston