

2024 ANNUAL REPORT



Utah's HOGLE ZOO

CHAMPIONS FOR WILDLIFE



THANK YOU

Dear Friends,

Utah's Hogle Zoo stands as a beacon of nature's resilience and human compassion. We are particularly proud this year to have worked together as a team to have unveiled the Aline W. Skaggs Wild Utah exhibit. In the face of unforeseen global challenges and financial hurdles, our resolve never wavered, strengthened by the unwavering support of our community. We successfully navigated the complexities of redesigns and delays to present to you a remarkable display of our state's wildlife—cougars, bobcats, desert bighorn sheep, badgers, and porcupines just to name a few. Wild Utah is more than an exhibit; it's an immersive educational experience, emphasizing the Wild Aware Utah program, which equips our guests with essential knowledge to coexist peacefully with our natural world.

As we look to the future, Utah's Hogle Zoo is committed to extending its embrace to every corner of our community. Our "Zoo For All" EBT program is a stride towards inclusivity, offering discounted access to those on SNAP benefits. Similarly, our Celebrate Utah Day initiative champions state pride with special admission pricing, welcoming all to share in the wonders of the zoo. Beyond our gates, we're nurturing the next generation of conservationists by providing free educational experiences for students, fostering their connection with wildlife and underscoring the critical mission of zoos in safeguarding endangered species.

Join other supporters who believe in our mission to educate, inspire, and make the wonders of the natural world accessible to everyone. Your generosity can help us continue to develop initiatives like Wild Utah and the "Zoo For All" program, ensuring that we remain a sanctuary for both wildlife and the community.

Your partnership is vital to our journey of nurturing empathy for wildlife and fostering a community united by a shared passion for nature. Together, we can safeguard the beauty of Utah's natural heritage for generations to come.

With gratitude,

Doug Lund
President & CEO
Utah's Hogle Zoo

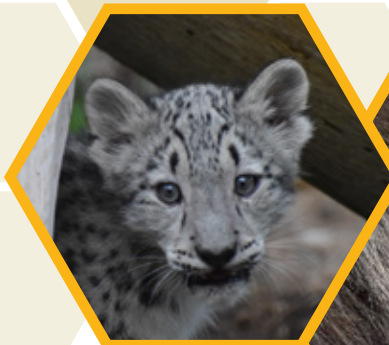


BOARD OF DIRECTORS

Chair
Vice Chair
Secretary
Treasurer
Hogle Representative

Bill Hulterstrom
Tiffini Sorcic
Lisa Livsey
Saul Weissman
Patrick Hogle

Steven Barth
Paul Dougan
Senator Lincoln Fillmore
John Garfield
Representative Brian S. King
Patrick Leary
Doug Lund
Amanda McKell
Heidi Miller
Jennifer Newell
Howard Parker
Jeri Neese Pugh
Trudy Simmons
Lance Squire
Erin Taylor



NEW ANIMALS

Born May 30, 2024

Addo | Western Lowland Gorilla

We were excited to welcome western lowland gorilla Addo this past May. His name is as strong and remarkable as he is, coming from the African Ga language of Ghana, where it means “King of the Road.” Mom, Pele, and the troop continue to do very well together and our teams continue to see positive signs and growth milestones from Addo. The birth occurred naturally, as the animal care team observed the delivery through cameras made possible by the Marriner S. Eccles Foundation. Depending on what Addo, Pele, and the troop need, you might spot them outside or in their indoor spaces at the Great Apes exhibit.

Born June 4, 2024

Bhutan & Pavlova | Snow Leopard

The snow leopard cubs, named Pavlova (female) and Bhutan (male) by generous donors Jason and Courtney Hawks Family and Greg and Heidi Miller, were born in June to first-time mom Babs. Following behind-the-scenes bonding time with mom, veterinary exams, and modifications to their Asian Highlands habitat, the cubs began exploring their outdoor area in September. Guests have enjoyed watching the siblings grow, play, and experience new enrichment items, like jack-o-lantern pumpkins, together.

Hatched August 29, 2024

Hatchlings | Chuckwalla

Our teams successfully incubated Chuckwalla eggs, and this past August, five Chuckwallas hatched. Chuckwallas are an important part of Utah’s desert ecosystem. They are commonly found in Utah along rocky hillsides and outcroppings in the desert and are most at home lying flat on desert rocks to absorb heat from the sun. You can see the Chuckwalla hatchlings in the Small Animal Building and at the Aline W. Skaggs Wild Utah expansion.



NEW ARRIVALS & ZOO RENEWALS

October 2024

Renewal Project | Small Animal Building

The zoo's Small Animal Building (SAB) has been home to a diverse array of reptiles, small mammals, birds, and amphibians since the 1970s. As the zoo's oldest structure, it was in need of some much-deserved care. Thanks to the generosity of the Larry H. and Gail Miller Family Foundation, we were able to renovate the building's central Rainforest Zone, a favorite among guests of all ages.

The renovation addresses several key needs, including the addition of more soil and substrate to support a wider variety of plants, which are crucial for the health of rainforest animals and their ecosystems. We've also added planter pockets on the walls, enhanced the lighting, and installed a misting system to nurture the plants (a camouflaged storage area and catch cage for canopy birds were incorporated as well). A section of the public pathway was removed to connect two areas, giving our giant Aldabra Tortoises (Kronk and Esma) more space to roam when they are indoors during the winter. As one of the largest tortoise species in the world, Aldabra tortoises require ample room to move, eat, and interact. This additional space will allow guests to engage with the tortoises year-round and learn more about their natural habitat.



Red Panda | Warthog | Mongolian Wild Horses | Giraffe
Bactrain Camels | Naked Mole Rats | Pouched Rats



NEW EXPERIENCES

May 2024

Aline W. Skaggs Wild Utah

This past May, the zoo was proud to open its newest exhibit, Aline W. Skaggs Wild Utah. Now home to native species such as cougars, bobcats, desert bighorn sheep, badgers, and porcupines, just to name a few, Wild Utah gives guests a unique opportunity to learn about and appreciate the wildlife of this beautiful state.

Main features of the exhibit include the Norma W. Matheson Education Animal Center, the Utah Amphibian Conservation Room, the Interpretive Kitchen, the R. Harold Burton Foundation Maker Space, and the Joseph M. Simmons Foundation Nature Play Area and Campsite.

May 2024

The George S. and Dolores Doré Eccles Foundation & The Eccles Express

Thanks to a transformative gift from the George S. and Dolores Doré Eccles Foundation, the zoo reopened its beloved 54-year-old train this past spring. The Eccles Express is running daily, weather-permitted, and has been upgraded to an electric locomotive. With its expanded route around the African savanna and through Wild Utah, the Eccles Express gives guests thrilling behind-the-scenes views of lions, cougars, and beautiful views of some of its most picturesque areas.





EDUCATION & ENGAGEMENT

September 2023 - August 2024

iSEE | Informal Science Education Enhancement

Our standards-based Habitat Investigations outreach program is designed to be an exciting complement to what teachers are doing in their classrooms and is available in person to all public and charter schools on a rotating basis, or available virtually every year. This 60-minute 2nd-grade program focuses on students using science processing skills to explore two Utah habitats: wetlands and deserts. Students analyze an assortment of samples collected by the Zoo's "research team." Students make observations and inferences, measure, collect data, and share their results with classmates. They then observe living Utah animals and connect their ideas with the evidence to make conclusions about the adaptations these animals possess to survive in their Utah habitats.

Students

13,381

Classes

1623

Schools

194

September 2023 - August 2024

Summer | Onsite Guest Engagement

We were thrilled with the number of educational experiences we provided to guests during their zoo visit. This includes, ambassador animal talks, Discovery Theater, biofact carts, narrated training programs, maker space and kitchen activities.

Educational Experiences

92,730



STRATEGIC PRIORITIES

Hogle Zoo | A Zoo for All



This year, Utah's Hogle Zoo proudly introduced the "Zoo for All" EBT program as part of our commitment to making the zoo accessible to a broader audience year-round. Through this initiative, individuals receiving SNAP benefits can purchase up to six tickets at a significantly reduced rate of just \$8 each. By offering this discount, the zoo aims to ensure that families and individuals from all socio-economic backgrounds can experience the excitement, learning, and wonders of the zoo.



Be the wildlife conservation leader in Utah



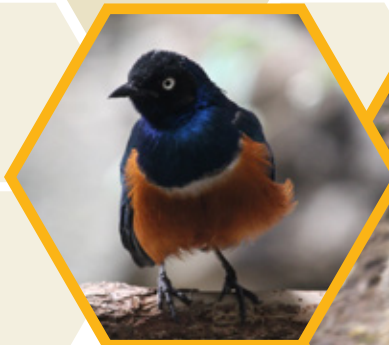
Be financially sustainable for long-term growth



Be a destination with a purpose

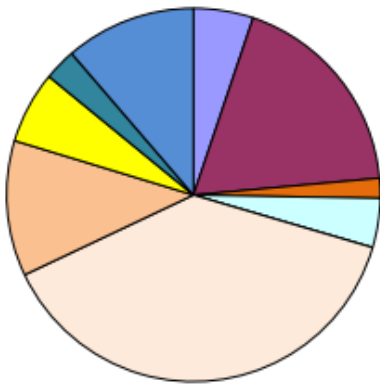


Be a provider of excellent animal care and wellbeing



2023 FINANCIALS

Attendance
948,750
 11/23 – 11/24



OPERATING SUPPORT:

State of Utah:	\$	1,147,000	5.2%
Salt Lake County (ZAP Tax):	\$	4,085,812	18.4%
Isee	\$	381,588	1.7%
Donations and Grants:	\$	945,608	4.3%

OPERATING REVENUE:

Admissions:	\$	13,126,717	
Memberships:	\$	8,521,389	38.4%
Concessions:	\$	2,608,839	11.8%
Group Sales	\$	1,385,239	6.2%
Other Income:	\$	611,250	2.8%
Education Programs:	\$	101,759	11.3%
Train: (Closed in 2023)	\$	-	0.5%
Carousel	\$	653,670	
Miscellaneous:	\$	743,147	
Interest:	\$	1,012,198	

OPERATING REVENUE: \$ 22,197,499 100%

OPERATING EXPENSES:

Animal Care:	\$	5,145,252	28.9%
Building, Grounds, Housekeeping & Exhibits Maintenance:	\$	2,310,138.00	13.0%
Administrative:	\$	2,604,012.00	14.6%
Marketing, Development, Graphics:	\$	1,286,964.00	7.2%
Guest Services & Security:	\$	1,400,250.00	7.9%
Education/Educational Programs :	\$	1,064,554.00	6.0%
Concessions	\$	8,517.00	0.0%
Memberships	\$	88,376.00	0.5%
Other Expenses:			21.9%
Advertising	\$	495,122.00	
Utilities	\$	1,004,371.00	
Train	\$	78,001.00	
Carousel	\$	98,471.00	
Insurance	\$	322,458.00	
Contract Services	\$	1,247,333.00	
Information Technology	\$	259,396.00	
Major Repairs & Projects	\$	386,442.00	

OPERATING EXPENSES: \$ 17,799,657 100%



ANNUAL FUNDRAISER

September 2024

Wildlife Ball | The Great Catsby

The zoo's re-imagined annual fundraiser, Wildlife Ball: The Great Catsby, was a beautiful success. The Wildlife Ball was an exciting departure for the zoo to an intimate fundraiser designed to create connections between event guests and zoo staff. With the George S. and Dolores Doré Eccles Foundation as our Presenting Sponsor, we exceeded our fundraising goal by \$40,000 and raised \$205,000. We appreciate the support of our incredible sponsors and guests who showed that, like us, care for wildlife and also recognize the zoo's importance in our community. This was the first of many Wildlife Balls to come—each with their own uniquely glamorous theme. We hope to see you next September at our second Wildlife Ball and at our other fundraisers throughout the year.



2023 Operating Revenue

\$22,197,499