



ANNUAL REPORT | 2022





OUR MISSION:

**CONNECTING
PEOPLE, ANIMALS AND
CONSERVATION SCIENCE
TO FIGHT EXTINCTION.**

OUR VISION:

**A WORLD WHERE WILDLIFE
AND WILD SPACES THRIVE.**



MESSAGE FROM THE CEO

Connecting people, animals and conservation science to fight extinction.

They say we don’t grow when things are easy, we grow when we face challenges. 2022 was a year of incredible highs and some very real challenges. Despite these global challenges, or maybe even because of them, we grew stronger and more committed than ever to our mission of connecting people, animals and conservation science to fight extinction.

By the start of 2022 your Toronto Zoo, along with the rest of the world, was becoming comfortable with feeling uncomfortable. The year began with a Covid-19 closure and your Zoo team rallied again to ensure our guests and our community remained connected to the animals in our care, delivering daily online programming and the chance to connect with the natural world and escape life’s many pressures, even if only for a few moments. In the midst of this challenge, we were humbled to celebrate the 50th birthday of one of Toronto Zoo’s most iconic animals – Charles the western lowland gorilla. It was a welcome reminder of why we do what we do – delivering the best possible care for our animals each and every day.

The pandemic also resulted in a sense of togetherness for many of us– as worldwide challenges require worldwide solutions. We understand the work we do impacts the animals beyond those who call your Toronto Zoo home. Along with the Toronto Zoo Wildlife Conservancy, we committed to long-term partnerships with Sumatran Orangutan Conservation Programme (SOCP), Ape Action Africa (AAA) and Gorilla Saving Animals From Extinction (SAFE). With funds provided by the Toronto Zoo Wildlife Conservancy, your Toronto Zoo will invest \$250,000 over 10 years to support orangutan conservation in the wild, and another \$250,000 over the same period to support gorilla Conservation efforts. Long-term support allows these organizations to better plan their conservation activities and their personal lives, knowing they have the stable resources available to complete their important work.

We continued to advocate for wild species and wild spaces. In March, the Jane Goodall Act was reintroduced in the Senate of Canada, with the support of a strong coalition of Canada’s leading AZA accredited zoos and animal advocacy organizations, including the Jane Goodall Institute of Canada, World Animal Protection, Humane Canada and Animal Justice. The bill was introduced in 2020 with Dr. Jane Goodall’s blessing to protect exotic animals in captivity.

We also proudly participated in COP15, an international meeting that brings together governments and relevant organizations to set new goals and develop an action plan for protecting nature and halting biodiversity loss. Staff from our Native Bat Conservation Program presented in the Canadian Pavilion, which showcases Canada’s leadership in fighting biodiversity loss. The conversation touched on partnerships and reconciliation, the technologies involved in this research, the impact of Community Science on conservation efforts, and Environmental and Climate Change Canada and Global Biodiversity Framework priorities.

The role of AZA accredited zoos and aquariums has never been so important, and we are incredibly proud to be a profession that is working tirelessly to meet the growing need for change. The natural world needs our help, and we will continue to find new and innovative ways to meet these needs, together.

- Dolf DeJong

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ANIMAL WELFARE

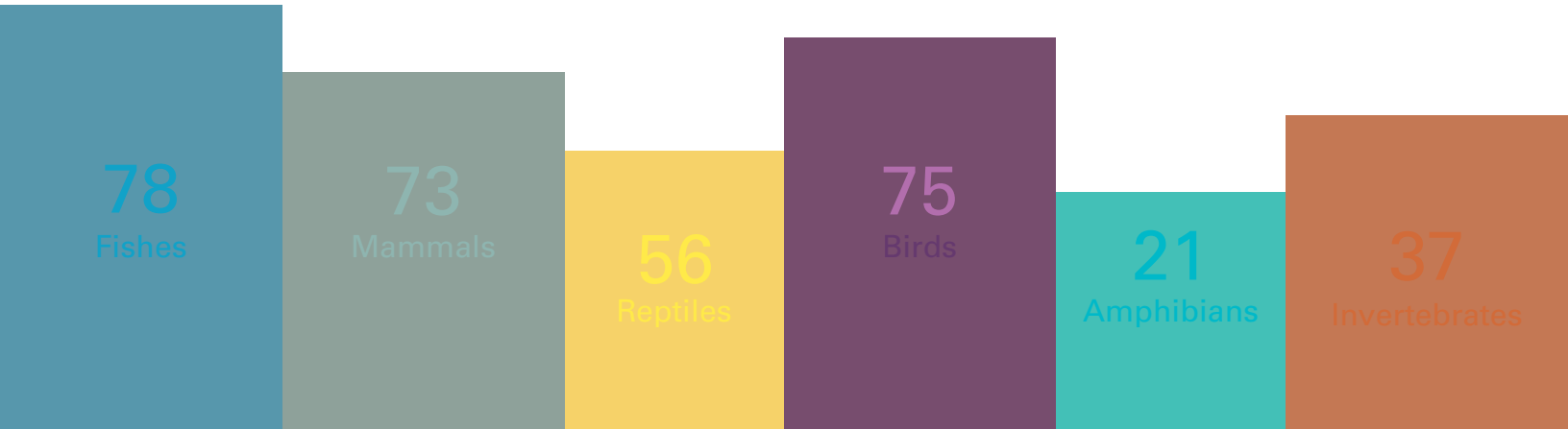
At your Toronto Zoo, we care about animals; they are the basis of our wildlife conservation and public education efforts and their well-being is our priority.

An animal’s welfare state at any given time is dependent on a combination of factors that encompass physical, behavioural and emotional well-being. Animal welfare is not only an animal’s well-being at a point in time but over its entire existence. Planning for optimal welfare begins before an animal’s birth, hatch, or acquisition and continues throughout their lifetime.

According to the Association of Zoos and Aquariums (AZA) and the World Association of Zoos and Aquariums (WAZA), accredited facilities operate based on three core principles: animal welfare, safety, and guest engagement. Although conservation of wildlife is the core purpose of leading zoos and aquariums, achievement of positive animal welfare states is a core activity. Excellence in animal welfare is the underlying foundation on which all standards and practices are premised and developed.

Your Toronto Zoo is a recognized centre of excellence for animal care and positions itself as a leader in animal welfare science.

The Toronto Zoo Welfare Science Program provides an integrated, comprehensive, and continually evolving science based welfare program and incorporates animal welfare as a decision-making filter for all Zoo activities, projects, events and initiatives. As we continue to learn about the importance of the individual animal’s experiences, physical health, behavioural health, and overall environment, we strive to develop and improve methods to assess the comprehensive welfare of animals on a consistent basis and ensure that animals residing in our care are given every opportunity to thrive.



Animal welfare assessments are filled out annually, which allows us to track various areas of concern or improvements necessary to continue to work towards the optimal well-being of all animals in our care. Assessments use various inputs and outputs to assess individual or group of animals with inputs looking at natural and individual history, as well as all the facilities, resources, programs, and procedures that go into keeping animals at our Zoo. Outputs look at how the animal experiences and reacts to everything provided. Assessments are completed as a collaboration that includes the welfare team, veterinarians, nutrition staff, and wildlife care staff.

In order to achieve high standards of animal well-being, a holistic, data driven and evidence-based approach to welfare assessment is required. This includes institutional assessments, assessment tools, and applied research to understand individual animal needs and their overall well-being.

This is based on the 5 Welfare Domains/5 Opportunities to Thrive framework (Mellor and Beausoleil, 2015; Vicino and Miller, 2015):

- 1. Nutrition** - a species suitable diet provided in a way that ensures physical and mental health
- 2. Environment** - opportunities to self-maintain and promote comfort
- 3. Health** - access to a wellness program, rapid diagnosis and treatment
- 4. Behaviour** – social opportunities and provision for species appropriate and diverse behaviours
- 5. Mental domains/choice and control**

At the end of each assessment, an animal welfare action plan is created so that we can work together to implement changes to make a positive impact on our animals well-being.

- Using the **5 Welfare Domains and 5 Opportunities to thrive**, as our framework, **your Zoo will:**
- conduct welfare & quality of life assessments to understand individual animal needs and overall well-being
 - provide excellence in behavioural husbandry through species appropriate training and enrichment to maintain highest standards of animal care and welfare
 - ensure animals in our care comprise only those species that satisfy the requirements of our Strategic Plan and Animal Lives with Purpose Plan and for which we can properly provide
 - collaborate with academic, research, recovery teams, and other zoological institutions to improve animal welfare understanding and promote positive welfare states in all species
 - link ex situ and in situ welfare parameters for overall species recovery
 - carry out animal welfare science research
 - ensure compliance with all government and industry legislation to support individual animal well-being

Our staff and volunteers are our pillars of strength. Your Zoo ensures staff and volunteers have the resources, training & expertise, along with an understanding of the importance and complexity of animal welfare, and their role in maintaining the necessary welfare standards for all of the animals. We are focused on a culture of welfare advocacy. We want to extend this culture to our partners, guests, and the community so

YOUR TORONTO ZOO HIGHLIGHTS

Your Toronto Zoo is a major player when it comes to conservation initiatives and produces many noteworthy achievements each year. In 2022 the Zoo had many animal achievements but just a few highlights are listed below.

- In March 2022, staff from the **Zoo’s Great Lakes Program**, with support from Turtle Island Conservation, took a road trip across the province to promote aquatic conservation. The team traveled from Brockville to Salt Ste. Marie, before heading down to Windsor and back across to Toronto. Over nine days of travel they met with 10 partners and successfully presented a live broadcast from each stop. The road trip was a successful pivot of our aquatic educational programming in response to Covid restrictions, and connected many schools and students to our conservation partners across Ontario.
- 2022 saw a significant addition to our **Zoo’s Native Bat Conservation program** as we established a new partnership with Dr. Christina Davy at Carleton University. Working collaboratively we were able to establish two positions for master’s students in the Davy lab to work with and analyze data from the Zoo’s bat team. The positions are funded jointly by the Zoo’s bat program and Mitacs Accelerate, a program connecting industry and universities. One student will focus on improving our interpretations of acoustic data recorded from bats, while the other will focus on using a novel radio telemetry approach to examine the spatial ecology of endangered bats.
We also proudly participated in COP15. Toby Thorne, Toronto Zoo Native Bat Conservation Program Coordinator, discussed the declining bat species in Ontario, the threats that have led to this decline including disease, habitat loss, and climate change and highlighted the importance of having a range of perspectives to understand what needs to be done and most effective way to spend resources.
- We proudly announced the appointment of Jennifer Franks as the **Director of Indigenous Relations**. This is a new position for the Toronto Zoo, and the first of its kind in any Zoo in North America, which will help further our efforts in bridging social and conservation narratives to effect change.
- Your Toronto Zoo and the Toronto Zoo Wildlife Conservancy committed to long-term partnerships with **Sumatran Orangutan Conservation Programme (SOCP), Ape Action Africa (AAA) and Gorilla Saving Animals From Extinction (SAFE)**. With funds provided by the Toronto Zoo Wildlife Conservancy, the Toronto Zoo will provide \$250,000 over 10 years to support orangutan conservation in the wild, and another \$250,000 over the same period to support gorilla Conservation efforts. Long-term support allows these organizations to better plan their conservation activities, knowing they have the resources available.
- We welcomed **3 wood bison calves**, which were the result of artificial insemination. The team partnered with Sexing Technologies to use highly sensitive equipment capable of sorting x- from y-bearing sperm in hopes of producing predominantly female calves, an important step forward for the long-term sustainability of bison conservation herds.
- We administered **Covid-19 vaccines** to more than 120 animals. Voluntary positive reinforcement training is something the Wildlife Care staff have been working on with the animals in their care for many years, and played an integral role in ensuring this process went smoothly and efficiently with minimal disruption to the animals’ daily routines.
- On February 24, 2022 we welcomed a **Masai giraffe calf**. This beautiful male calf arrived at the same time as the horrific events were escalating in the Ukraine, which caused us to reflect and consider how this birth could connect with those facing challenges beyond our imagination. Your Toronto Zoo stands in solidarity with the Ukrainian community and made the decision to call him Matumaini, which means Hope in Swahili.
- Senator Marty Klyne reintroduced the **Jane Goodall Act**, with the support of a strong coalition of Canada’s leading zoos – including the two largest, the Toronto Zoo and the Calgary Zoo – and Canada’s leading animal advocacy organizations, including the Jane Goodall Institute of Canada, Humane Canada and Animal Justice. The Honourable Murray Sinclair introduced the bill in 2020 to protect wild animals in captivity. With his and Dr. Jane Goodall’s blessing, and contributions from this coalition, the bill contains new legal protections for captive big cats, bears, wolves, seals, sea lions, walruses, certain monkeys, and dangerous reptiles, such as crocodiles and giant pythons. The bill would also phase out elephant captivity in Canada.
- Your Toronto Zoo was excited to announce the arrival of **three beautiful cheetah cubs** born Monday January 24 – two males and one female.
- We were proud to be the **first host site** of the new **Canadian Geographic initiative, Network of Nature**. Along with their partners, Dougan & Associates and TD Ready Commitment, Canadian Geographic created this national program to strengthen our country’s biodiversity by providing Canadians with the inspiration, tools and knowledge to enhance existing greenspaces and naturalize developed areas with locally appropriate native plant species.



Since 1974 your Toronto Zoo has participated in some of the most significant conservation efforts in the zoological industry. Your zoo prides itself in the work it does for endangered Ontario species through conservation programs such as the Blanding’s Head-start program, Black-footed Ferret, Vancouver Island Marmot and Eastern Loggerhead Shrikes captive breeding programs, and many more species recovery programs.

2022 Conservation births and releases

Eastern Loggerhead Shrike

Born - 18
Released - 7

Vancouver Island Marmot

Born - 12

Black-footed Ferret

Born - 19

Blanding’s turtles

Born - 110
Released - 101

Wood Turtles

Born - 67
Released - 67

Atlantic Salmon

Born - 280
Released - 250



GREEN ECO ZOO TEAM

The Green Eco-Zoo Team (GEZT), a non-technical advisory committee to the CEO, addresses the environmental impacts of Zoo operations, policies and procedures, and makes recommendations that will lessen our ecological footprint in the Rouge Valley, the City of Toronto, and on the earth.

We published the **TZNet0 Environmental Sustainability Plan** which has set new more aggressive targets for net zero waste, water and greenhouse gas emissions by 2030, restore 200 acres of habitat and to work alongside the local community to achieve climate resiliency targets for the community.

HYENA HABITAT WATERFALL

The hyena habitat showcases as new waterfall feature with a specific function. The waterfall consists of four main wetland tiers that utilize beneficial bacteria and algae to naturally filter the water. The stones, bacteria and algae remove excess nutrients and add oxygen to the water within this recirculating system providing a clean water feature to the exhibit and fresh water for the hyenas. The feature will also become a sanctuary for dragonflies, birds and butterflies.



FLOATING WETLANDS

Floating wetlands are a prime example of nature-based solutions to mitigate pollution, climate change and water quality issues within storm water management and natural ponds. With the generous support of the local community six floating wetlands were installed at the entrance and proudly display the Zoo logo. The wetlands and logo are lit at night by solar lights.

ENERGY RETROFIT PROJECT

The construction phase of the Energy Retrofit Project with Ecosystem Energy Services has commenced with the replacement of the heating system in the Americas Pavilion. The old steam boilers, radiators and distribution system were replaced with five new heat pumps, new radiators in the Costa Rican Aviary and a new hot water boiler. The air-sourced heat pumps will provide primary heat throughout the year for the pavilion with the new boiler providing increased capacity during extreme winter days and emergency back up. The new system is expected to reduce annual greenhouse gas emissions by 162 tonnes.

2022 SUSTAINABILITY AT A GLANCE

- Installation of 10 water refill stations **saved over 185,000 single-use plastic bottles** from being used
- **22 EV Charging Stations** Installed for guests and staff
- Awarded one of **Canada's Greenest Employers** for a second year
- **4,419 cellphones** and **10,752 kg of electronics** were recycled through PhoneApes
- **2,000 tonnes** of manure converted to renewable electricity for the Ontario hydro grid
- **31 acres** of aquatic and terrestrial **land restored**
- **49 Climate Leaders** trained through the CALL program
- **800 trees planted**
- Reduced greenhouse gas emissions by **105 tonnes**
- **4,428 volunteer hours** committed to climate resiliency
- 20 alternative waste recycling programs earning **\$9,876 buy-back revenue**
- Reduced potable water consumption by **4,233,332 Litres**
- Divided more than **58% of waste** from landfill

PLASTIC PATHWAYS

The devastating impacts for wildlife and our terrestrial and aquatic ecosystems have contributed to plastic pollution becoming one of the most visible environmental issues around the world. The Plastics Pathway will take visitors on a journey along the value chain from production to end-of-life, highlighting how plastic can be a beneficial resource when treated responsibly each step of the way. It provides an opportunity to showcase important efforts underway to address plastic in the environment and to educate about the need to transition to a more circular approach to their use.

To do this, the **Plastics Pathway**:

- explains what a circular economy means for plastic waste;
- highlights actions taken by the Zoo to reduce plastic use;
- describes what is being done by government, organizations and the plastic industry;
- showcases how industry is reducing plastic use through product development and innovation; and showcases innovative technologies and products.

The Plastics Pathway is a partnership between Pollution Probe, GREENMANTRA Technologies and the Toronto Zoo.

Every single one of us can change the world in 3 seconds, and it begins with a decision you and I make every single day. A decision that is often confusing, rushed and almost always unintuitive. The sorting of waste makes everyone a little self-conscious. The OSCAR Sort will gamify waste diversion at Peacock Café and Caribou Café by helping guests to recycle their waste items properly at the waste bin. The Zoo is tackling educating our guests in a fun and interactive way to make right choices more than 90% of the time. OSCAR Sort will also capture our waste analytics for transparent ESG Reporting, automate waste audits, and help drive operational insights for waste management.

We need to restore Canadian native plants and trees for Canadian insect life, wildlife and ecological integrity. The Toronto Zoo collaborated with the Royal Canadian Geographical Society and Dougan & Associates to plant 700 trees at the front entrance near the Drop Off Loop as the first mini forest for the RCGS Network of Nature Program. This unique program engages Canadians to restore native biodiversity and employ nature-based climate solutions. The Network of Nature aims to establish a cross-country network of healthy habitats especially in urban centres. One-hundred and twenty-seven employees from RCGS, Dougan & Associates, and Pierre Fabre Group volunteered over 500 hours for the planting.

WATER CONSUMPTION IS 44% BELOW 1990 LEVELS • WASTE DIVERSION IS 58% GREENHOUSE GAS EMISSIONS ARE 48% BELOW 1990 LEVELS

100% SUSTAINABLE PALM OIL!

The Toronto Zoo is officiall a 100% sustainable palm oil facility across all operations including food service and retail.





HUMAN RESOURCES

In 2021-2022 the Zoo recruited a variety of roles which included the **first Director of Indigenous Relations**, in addition to professionals in wildlife care, nutrition, veterinary, reproductive and animal welfare sciences, education, conservationists, skilled trades, guest experience and a variety of support/operations staff. The diversity of positions allows the Zoo to continue to operate and deliver the highest-level of services and care for our animals, our guests and our staff.

Equity, Diversity and Inclusion (EDI) continues to be a focus, providing information sessions to staff on a regular basis, updating processes and policies, which includes reviewing our recruiting practices from an EDI lens. The EDI Steering Committee has developed a framework to ensure EDI goals are communicated and on track. The Zoo continues to offer a customized Toronto Zoo EDI certificate program, and we have continued to build partnerships across our communities. In 2021 we engaged in Collective Bargaining with our Union Partners; highlights included reaching a new provision in the Collective Agreement that adds EDI focused language to assist in creating more diversity in our recruiting efforts.

In 2022 Human Resources has expanded Learning and Development, recruiting the first Manager of Talent Development, and securing the first ever Learning Management System. With the additional resources we are providing more focused learning and development opportunities and coaching for staff at all levels. There have been major technology enhancements in Human Resources which includes roll-out of electronic forms, enhancement to the payroll system and the roll-out of the new applicant tracking system.

Human Resources rolled out two major surveys to all staff, the Employee Engagement Survey, and the Equity, Diversity and Inclusion survey. Using the data from the survey HR works with the various divisions to ensure results are communicated and support the various departments in initiatives which support overall organizational and divisional/departmental goals.



The Toronto Zoo continues to be one of Greater Toronto's Top Employers, highlighting the best places to work in the region.



In 2022 The Toronto Zoo was also awarded the Diversio DEI Impact Award.

VOLUNTEERS

In 2022, Volunteering & Engagement operated our Year-Round, Summer Information, Wildlife Health Centre, and Zoo Ambassador Volunteer programs. All volunteers support the Zoo’s educational objectives by interacting with guests, helping to raise public awareness and involvement in conservation, interpreting the zoogeographic and ecological relationships of the animal and plant kingdoms, and enhancing the experience of each Toronto Zoo guest with whom they come in contact. In 2022, a team of **251 Year-Round Volunteers, 6 Zoo Ambassador Student Volunteers, and 54 seasonal volunteers** (30 Summer and 24 Wildlife Health Centre) donated **28,276 hours** of their time to the Toronto Zoo reaching an estimated **828,730 people**.

One-hundred seven volunteers were recruited and attended volunteer training courses

In 2022 we were finally able to return to our pre-pandemic recruitment and training activities and prospective volunteers jumped at the opportunity! Fifty-three people were recruited and attended training for the Year-Round Volunteer program. In addition, 30 Summer Information Volunteers were trained to assist guests at interpretive stations throughout the Zoo during the busy months of May to August and an additional 24 joined us as part of the Wildlife Health Centre Volunteer program. Recruitment for Zoo Ambassador Student Volunteers will resume in 2023 to add to the remaining six students that are still part of the program.

Indoor interpretive stations remodeled with a focus on attracting school visits

Indoor interpretive stations re-opened in the fall after a complete refresh of each of the six stations we offer. From “Fighting Extinction” to “Tigers: The Apex Predator” and much more, fresh, mission-based themes and a wide variety of new interactive and engaging curriculum-linked modules provide a high quality learning experience for both students and families visiting the Zoo. The stations will be promoted to teachers to increase school visits with this value-added learning offering.

Volunteers continued to expand and upgrade their skills

Volunteer monthly meetings provide continuing education and, since April 2020, have been held virtually for health and safety reasons. The added benefit of the virtual format is that we are now able to reach volunteers who were not typically able to attend our in- person presentations prior to the pandemic.

The Toronto Zoo continues to benefit from the dedication of long-service volunteers

We were able to return to an in-person Volunteer recognition event in June 2022 where close to 60 volunteers received recognition awards for their dedicated service to the Zoo. This included one volunteer awarded for 15 years of service, seven volunteers reaching 20 years of service, three at 25 years, one at 30 years, and one who reached a remarkable 40 years of service! We also recognized milestones in our hours-of- service program, which replaced the years of service awards for any volunteers onboarded after 2010 as a way to provide more frequent recognition of volunteer service. Nineteen Volunteers earned their 350 hours-of-service award, thirteen earned awards for 750 hours, four for 1,150 hours, five for 1,500, and three for 1,850 hours. We also had one exceptional volunteer break the hourly recognition record, achieving 4,500 hours of service over her 11-year (and counting) Zoo volunteer career.

The Toronto Zoo supports a variety of recognition events and programs for volunteers

We always find meaningful and innovative ways to recognize the incredible contributions of our Volunteer team. During National Volunteer week, April 24-30, we thanked volunteers with a coupon for a coffee and donut from Tim Horton’s. In June, we held our Strawberries & Wine volunteer appreciation event, and in December we were able to return to hosting our in-person Holiday Party as a thank you and to kick off the holiday season. Additionally, in 2022 five volunteers were honoured for their service through the annual Ontario Volunteer Service Awards organized by the Ontario Ministry of Citizenship and Immigration. One of our volunteers was also nominated and received the Platinum Jubilee Award for Scarborough-Guildwood and another volunteer was nominated and received the John McKay MP Volunteer Appreciation Award. Volunteers are kept continually engaged and informed about important Zoo information and events via email, through our volunteer blog, and through the staff newsletter “Zoo Connections,” in addition to our various monthly professional development opportunities. Volunteers also receive uniforms partially subsidized by the Zoo.



Partnerships with post-secondary institutions continue to help us strengthen our communication of messaging

We continue to partner with Centennial College, University of Toronto, Fleming College, and various other post-secondary institutions on various interpretive projects, including new and updated interpretive signage and materials. In 2022, students gained valuable experience while supporting us with various signage and assessment and evaluation projects through classwork and internships. Toronto Zoo is a sought-after placement location for internships, demonstrating the success of the partnership.

Zoo Volunteer animal welfare assessment team continues to support the Welfare Science team

Beginning in 2021, we tapped into the incredible skills and knowledge of our volunteers to formally assist the Wildlife Care & Welfare team with animal welfare assessments. We expanded our team of volunteers that were trained on how to perform these assessments and they were able to contribute important data to observations and assessments on a variety of species including cheetah, flamingo, white-handed gibbon, western lowland gorilla, and African crested porcupine.

Volunteers integral to the success of Zoo events

With a return to in-person events in 2022, the Zoo relied on our incredible volunteer team to ensure their success. Events ranged from our flagship 10k Oasis ZooRun to the Toronto Zoo Day for the American Association of Zoo Keepers Conference. Volunteers are also a very important ingredient in the success of our internal events and initiatives such as the Great Canadian Shoreline Cleanup and the 2022 Toronto Zoo Staff & Volunteer Book Sale.

Volunteers show dedication in supporting our commitment to our community

Outside of the activities of the Volunteers were also active in offering a helping hand to support our community partners and extend our reach into our community. From events like the Love Scarborough Festival and Scarborough Store Front Community Celebration, to community picnics, a tree planting, and even the CNE, our enthusiastic and knowledgeable volunteers enabled us to bring the wonder of the Zoo out beyond our boundaries.

Guided interpretive offerings for families continued

Zoo Expeditionz, fee-based, highly interpretive and interactive private tours of the Zoo’s exhibits led by volunteers were created and launched in 2020. They allowed us to offer safe opportunities for families to enhance their visit in support of the Zoo’s mission, while also generating revenue for the Zoo. The offering was continued in 2022 with 65 people (15 families) who participated.

Volunteers host Virtual Field Trip chats on Zoolife.tv

Volunteers continued to provide interactive chats with viewers connecting to the live streams from an expanded array of Toronto Zoo animal exhibits including Indomalaya Turtle World, Komodo dragon, lemur/Aldabra tortoise, orangutan, Amur tiger, giraffe, gorilla, and caribou habitats. Over the year, a team of 12 volunteers contributed 475 hours of presentation time and reached approximately 4,218 viewers. This included 18 school groups, as self-identified in the chat, tuning in as part of their school’s virtual learning opportunity. Two additional habitats, Arctic wolves and snow leopard were added at the end of December, and these will be added to the list of live presentations for 2023.

Extended corporate/community volunteer activities at the Toronto Zoo

Outside of the activities of the Volunteering & Engagement Unit, the Toronto Zoo also engages corporate and community groups/individuals in various volunteering opportunities under the larger co-ordination of the Wildlife & Science Division. These activities include tree plantings and harvesting browse cuttings to support the health and nutrition of the animals. This year, in collaboration with Royal Canadian Geographic Society, over 127 corporate volunteers donated 508 hours of their time to plant the first mini forest for the launch of the national Network of Nature Urban Forest Program.



1,270 PEOPLE IN GROUPS TOURED
49 GROUPS TOURED
28,276 VOLUNTEER HOURS

LEARNING & ENGAGEMENT

2022 was an exciting year as we continued back towards full program operations following the pandemic. We welcomed back many of our programs such as Bats & Beverages, Wolf Howl, and Serengeti Bush Camp, and were excited to see so many children connect with conservation education through our various camps and programs. Notable in 2022 was the launch of our new school programs, ‘EdVentures’, which were redesigned to incorporate more student-centred, hands-on activities and inquiry-based learning. We also introduced Specialist High Skills Major (SHSM) programming for high achieving secondary students.

We sold a record number of registrations for Zoo Camp and Bush Camp programs, with Zoo Camp being filled in 40 minutes! Through our programs and experiences (combined on-site and live virtual), we reached an estimated 25,970 participants and generated \$1,050,162 in revenue.

Included is a summary of Wildlife & Science outreach programs which are administered by the Conservation Science staff and educational experiences provided by our Guest Experience team.

Key accomplishments in 2022:

Climate Action Learning & Leadership (CALL) – Award Winning Program Providing Positive Growth Opportunities for Marginalized Youth
In 2021, the Learning & Engagement Branch, working with Human Resources and the Wildlife Conservancy, were successful at receiving a federal grant of \$380,527 to implement the Climate Action Learning & Leadership (CALL) Program. This is a unique action-oriented program borne out of equity, diversity, and inclusion (EDI) principles, and involves working closely with various community partners (Woodgreen, Storefront, Native Child & Family Services, Toronto Community Housing). The aim of this program is to engage and inspire youth from traditionally marginalized communities, including low-income neighbourhoods, Black, Indigenous, People of Colour (BIPOC) community members, and new Canadians to take action to combat climate change. The goal of this program was to raise awareness of the opportunities and development of employable skills for these youth to find their own calling in the career fields of climate change and conservation science.

In 2022, the CALL Program engaged youth (ages 13 to 16) in a two-week program with 50 participants in four cohorts. Participants attended the Toronto Zoo site, learned from Zoo staff about biodiversity and climate change, and their impacts on wildlife. A key aspect of this program was having the youth work together in small teams under the guidance of Zoo staff to create and deliver action-oriented awareness projects that were delivered on the Zoo site for our guests.

In 2021 the CALL Program was the recipient of the Eleanore Oakes Award for Education Program Design from the Canadian Association of Zoos and Aquariums (CAZA). In 2022, we received two more awards for this program from the American Association of Zoo Keepers and the Canadian Association of Science Centres (CASC).

The CALL Program, in partnership with the MaRS Discovery District and Innovation Hub, also received a grant from the Mitsubishi Corporation in the amount of \$22,000 to host a workshop in 2023 with potential partners to develop a roadmap to scale this special program.



Virtual Programs Continue to Connect with and Engage Many School Groups, Families, Community Groups, and Businesses
We continue to engage those who are unable to visit our site through a series of virtual programs that share important messages about conservation and our mission. These include fee-based programs that are offered in a variety of formats.

The Learning & Engagement Branch also delivered free programs to school groups and to families to continue to connect larger audiences to our mission. Many of these programs were delivered in partnership with Exploring by the Seat of Your Pants (EBTSOYP) in collaboration with the University of Toronto Scarborough.

In 2022, the virtual educational opportunities offered by the Zoo were able to offer 288 programs and connect with 15,640 participants, generating \$29,650 in revenue. We’ve been able to extend our reach to some distant audiences who may not otherwise be able to connect with our stories or visit us in person. As many of our free programs are posted on our social media, they continue to be accessible world-wide and are accumulating views.

Curriculum Connections Made with Students, both Online and In Person
The first half of 2022 was challenging due to the global pandemic and restrictions on school related travel. Despite a late start to in-person learning, the Zoo did see an increase in school attendance onsite. The Learning & Engagement Branch connected with 3,410 students virtually, and 5,608 students in person during 2022. Onsite school programs resulted in nearly \$25,000 in associated revenue. During the spring months, the Zoo offered EduTrek Tours fully delivered outdoors led by a staff and volunteer walking the Zoo site. Approximately 1,222 elementary students participated in these, resulting in \$4,888 in program revenue.

New primary & junior level tiger presentations were launched in May to tie in with our Year of the Tiger focus and directly linked to the Ontario Science and Technology curriculum. These 45-minute interactive presentations were designed for larger school groups of up to 60 students and were popular with elementary students resulting in 1,356 students participating in 2022.

With the start of the 2022/23 school year, we were excited to launch our new EdVenture programs. These programs were designed to provide a more interactive learning experience, and were designed in a format to accommodate multiple classes per day. These new programs hosted 1,668 students this past fall, generating \$8,375 in program related revenue in addition to the regular admissions revenue. New onsite programs geared towards secondary students participating in the Specialist High Skills Major program were also offered, providing custom reach ahead experiences to specific sectors of the program. In 2022, two separate events were organized, resulting in 68 students participating and \$1,360 in program revenues.

Promotion of School Programming Opportunities
To maximize the exposure of the educational opportunities available for students, the Learning & Engagement Branch develops and circulates twice during the school year a digital School Programs Brochure (Appendix 1) to all school boards in the GTA and surrounding area.

To ensure we continue to connect with teachers we also produce an e-newsletter, which is circulated to nearly 5,000 educators and highlights the current initiatives of the Zoo as well as educational opportunities for teachers and their students.

Zoo School - Delivery of Grade 11 Biology Credit Courses
Your Toronto Zoo became established as a private school with the Ontario Ministry of Education and gained the authority to grant credits for the Grade 11 Biology (University Prep) course towards a student’s secondary school diploma in 2010. In 2022 Zoo School was offered in a hybrid model format with students spending half of their time on the Zoo site and half of their time learning synchronously with the teacher virtually. A total of 35 students successfully gained their grade 11 University Preparation Biology Credit, resulting in \$64,800 revenue. The new hybrid format was received positively by students and parents.

LEARNING & ENGAGEMENT (CONTINUED)

Key accomplishments in 2022:

Conservation and Wildlife Educational Outreach

In addition to the programs delivered through the Learning & Engagement Branch, the Conservation Science Division also coordinates a number of grant funded programs each year through its Species Recovery Branch.

Great Lakes Program

2022 was an exciting and successful year for the Great Lakes Program (GLP). We reached over 14,000 students through in-class virtual presentations delivered in English and French in over 30 different school boards. A new initiative in spring 2022 was the Great Lakes Roadtrip. This livestreamed, multi-day program featured aquatic topics at different stops along the shoreline of all five Great Lakes. To date, the Roadtrip videos have been viewed over 11,000 times on the Zoo's YouTube channel. The GLP team distributed numerous resources including 2,500 activity books in English and 500 in French, 1,785 brochures, and over 400 pre-loaded USB's which contain all GLP resources in English and French.

Adopt-A-Pond

The Adopt-A-Pond (AAP) Wetland Conservation program reached many individuals across the province and beyond, thanks in large to funding from the TD Friends of the Environment Foundation. This funding resulted in the creation of curriculum-linked nature education presentations being delivered to over 35 classrooms, reaching over 650 students. An additional 250 individuals engaged with us through the Turtle Tally and FrogWatch Community Science projects, including 128 new users, who submitted nearly 1,200 frog, toad, and turtle observations in 2022. Information that is collected in this database is submitted to the Natural Heritage Information Centre at the end of each season. The 16th Annual Turtle Tally and FrogWatch Volunteer Appreciation Day was held in November, for the first in-person event since 2019. Adopt-A-Pond also hosted its second Turtle Nesting Workshop for home/landowners in the areas surrounding the Rouge National Urban Park, reaching over 50 households!

AAP distributed 6,357 printed materials to members of the public and these included: 102 books, 2,614 brochures, 2,950 laminated identification guides, and 559 posters, all of which contain excellent information, photos, and graphics of Ontario's reptile and amphibian species, their larvae, and eggs, as well as directions for stewardship actions that can be undertaken by members of the public.

Turtle Island Conservation

In order for Turtle Island Conservation (TIC) to best serve the needs of Indigenous communities, we needed to know what ways TIC can best provide resources and support. It was decided that a Virtual Indigenous Community Survey would be created and then shared with 29 Indigenous organizations or communities. In February 2022, the confidential survey was initiated with thirty-five participants completing it.

In February, TIC hosted an on-site event for Indigenous youth in partnership with Native Child and Family Services of Toronto (NCFST). The youth would join TIC staff and an Elder in a winter trail walk throughout the Tundra Trek at the Zoo. This event fostered a connection to the land, both from an Indigenous and western science perspective.

TIC then partnered with GLP in March for the "GLP and TIC Present: The [Great] Lakes Roadtrip 2022." Staff from both programs visited three First Nation communities and one GLP partner, filmed live and pre-recorded videos to be distributed to schools and Indigenous individuals across Ontario. This project was also posted on Toronto Zoo's YouTube channel.

TIC was also awarded \$6,700 from TD Friends of the Environment Fund to develop the project "Shedding Light on Reptiles: Two-Eyed Seeing Stewardship Workshops". This project partners with three First Nation communities from the Peterborough region to host two workshops – one focused on building a turtle nesting

beach and the other on snake hibernaculum which will take place on Hiawatha First Nation territory in spring of 2023. In addition, TIC is working with local First Nation communities to develop a ceremony hosted at Toronto Zoo in 2023, to distribute bald eagle feathers back to these communities.

Native Bat Conservation Program

In 2022 the Native Bat Conservation Program (NBCP) received grant funding to expand the Community Science Pilot Project across Southern Ontario. This program was designed to engage community scientists in conservation work to learn about bat species in Ontario, while also allowing us to collect useful distribution data about species at risk. Volunteers signed up for different periods throughout the summer to place an acoustic recorder on their property to identify bat activity. Acoustic data was analyzed during the summer and volunteers were given personalized reports within two weeks of their data collection, which allowed them to learn about the species that were found on their property. We conducted several virtual and in person volunteer appreciation events where participants could learn more about bats and how their monitoring efforts contributed to understanding the distribution of four species at risk. In the pilot year of our project a total of 15 volunteers were engaged and 18 monitoring sites were sampled over a period of 116 nights recording over 26,000 bat observations. In only the second year of our project we grew this number to 94 volunteers sampling 102 monitoring sites over a period of 408 nights recording almost 120,000 bat observations! We have achieved our goal of developing a successful community science project that informs the public about bats while collecting useable scientific data. We managed to collect data for a large geographic area and recorded all eight bat species found in Ontario. This year our partnership with the Nuclear Management Waste Organization (NWMO) and the Métis Nation of Ontario was highlighted at the 2022 United Nations Biodiversity Conference (COP15)

Zoo Camp returns to full capacity and sees unprecedented demand

In 2022, Zoo Camp attracted 1,714 campers over 9 weeks and generated \$588,746 in revenue. We were thrilled to be able to return to our full Zoo Camp capacity, offering week-long experiences for children ages 4-16, while remaining mindful of COVID related safety measures for both staff and campers.

Serengeti Bush Camp overnight program re-opens as a popular and unique offering for guests

After two seasons of being on hold due to COVID-19 restrictions, Serengeti Bush Camp reopened this past summer with overwhelming support and success. Despite a shortened operating season in 2022 due to ongoing concerns surrounding COVID and staffing challenges a total of 2,276 participants (families & youth groups) attended the program, generating \$242,905 in revenue.

Special day-programs for children returned throughout the year in 2022

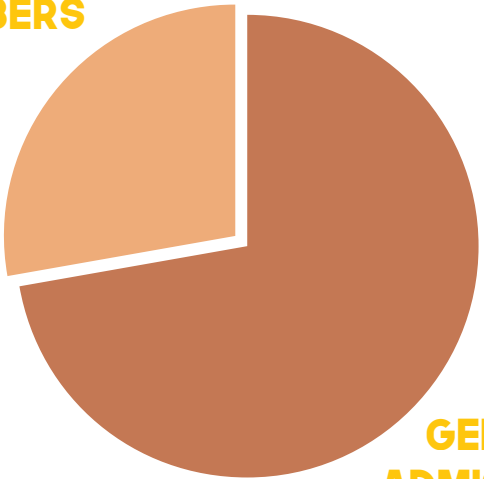
Several day camps were once again offered to provide childcare opportunities for parents and memorable experiences for young campers. Our 'Cool Cats' themed March Break Camp was offered in a limited capacity, due to ongoing COVID restrictions, for 14 campers aged 4-6. This camp focused on the wild cats of the Zoo in celebration of 2022 being the Year of the Tiger. In addition, two 'Big Day Off' camps were offered in the month of November on PA days with a total of 40 campers attending. A Holiday Drop & Shop was delivered for 16 children (ages 4-10) on Saturday December 10th providing a unique opportunity for parents to run holiday errands knowing their children were participating in a fun and safe educational experience. In addition, Parent & Tot programs returned in late 2022 with one-hundred and forty-eight participants enjoying this free-play/ exploration focused program which allows parents and their preschooler to interact with a variety of themed play stations in our child friendly Canopy Classroom. All together, these children's programs generated revenue of \$9,425 in 2022.



ZOO GUESTS

Your Toronto Zoo welcomes guests through its gates 365 days a year. These guests are made up of Zoo Members and general public visitors, including school groups, free children and day passes.

MEMBERS



2022 GUESTS

TOTAL: 1,210,817

GENERAL
ADMISSION

In 2022 the Zoo recorded a total of **1,210,817** guests, **373,116** Zoo Member visits. A total of **47,812** memberships were purchased.

GUEST EXPERIENCE

Wild Encounters

Our Guest Experience team delivers personalized tours offered through our Wild Encounter (WE) program which allow a close connection between our guests and our animals. Wild Encounters are 30-60 minutes walking tours that provide small groups of 6-8 people an up close experience in one of our accessible behind the scenes area where the Zoo's conservation initiatives are highlighted. In 2022, the Wild Encounter program generated **\$283,885.25 in revenue** with **4,620 guests** attending the tours year-round.

VIP Tours

The VIP tour program provides a personalized tour guide for up to 5 hours to escort 2-6 guests via golf cart on their own customized tour featuring behind-the-scenes, private animal encounters and a sit down lunch. Through these experiences, guests gain a deeper understanding of our Zoo's mission and conservation work leaving many inspired to do their part to help ensure a healthy planet and environment for the future. In 2022, the VIP program generated **\$102,063.64 in revenue** with **258 guests** attending the tours year-round.

Attractions and Adventures

Conservation Carousel

178,303 Riders
\$500,442 Gross Revenue
\$442,869 Net Revenue

Gorilla Ropes Course

16,012 Climbers
\$128,028 Gross Revenue
\$113,299.12 Net Revenue

TundraAir Ride

27,219 Riders
\$305,548 Gross Revenue
\$270,396 Net Revenue

Zoomobile

92,547 Riders
\$758,369 Gross Revenue
\$671,123 Net Revenue

314,081 TOTAL RIDERS
\$1,692,387 GROSS REVENUE
\$1,497,687.12 NET REVENUE



STRATEGIC COMMUNICATIONS

Our strategy with social media is all about value to our audiences. Maintaining compelling and engaging content is always our focus and priority, and has allowed us to enjoy extremely strong engagement rates which is key in building a long-term, sustainable and growing social media community.


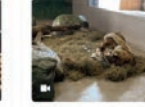


Social Media





The Zoo’s social media community now totals over **971,349 people** across all platforms,gaining a total of 96,482 followers/fans across all platforms, a **13% increase over 2021**.

Online audience and engagement growth key stats:

- Published 3,340 posts in 2022 on FB, IG and TW (the highest number of annual posts yet!)
- The Zoo’s TikTok account gained 39,490 followers, the largest total increase across all platforms.
- Ranked #1 for Facebook engagement for G5/Canada, we are #3 compared to the US Zoos and Aquariums.
- Ranked #1 for Instagram engagement among G5/Canada and #3 compared to US Zoos and Aquariums. This is consistent with 2020.
- Over 10.7 million TikTok views and 5.6 million video views on YouTube in 2022.
- Over 55,000,000 total video views last year on Facebook, Twitter, Instagram, TikTok and YouTube, up 41.7% from 2022.

Top performing content by platform:

| | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The Toronto Zoo Thu 4/25/2022 10:51 am PST</p> <p>More footage of Sekai and her son 🐾 Mom and baby continue to do well behind-the-scenes and he nurses often.</p>  | <p>The Toronto Zoo Sat 3/5/2022 9:53 am PST</p> <p>The #fawningtist@cheetahs are now over a month old and weigh 2746g, 2724g, and 3760g! They are still too small to...</p>  | <p>The Toronto Zoo Wed 3/9/2022 9:52 am PST</p> <p>Emarah's cubs continue to grow and now weigh in at 1272g, 1005g, and 1257g! They are still too small to reliably see...</p>  | <p>The Toronto Zoo Sun 3/6/2022 9:17 am PST</p> <p>The M1a Break Attack 🐾 Watch Mazy and M1a LIVE from home on Zoolife! 80% of proceeds support animal care...</p>  |
| <p>Total Engagements 995,538</p> <p>Reactions 447,429</p> <p>Comments 24,109</p> <p>Shares 33,024</p> <p>Post Link Clicks 247</p> <p>Other Post Clicks 490,729</p> | <p>Total Engagements 280,625</p> <p>Reactions 148,258</p> <p>Comments 5,127</p> <p>Shares 11,230</p> <p>Post Link Clicks 28</p> <p>Other Post Clicks 115,364</p> | <p>Total Engagements 279,909</p> <p>Reactions 163,218</p> <p>Comments 3,985</p> <p>Shares 10,031</p> <p>Post Link Clicks 62</p> <p>Other Post Clicks 102,633</p> | <p>Total Engagements 286,071</p> <p>Reactions 123,352</p> <p>Comments 1,719</p> <p>Shares 5,188</p> <p>Post Link Clicks 292</p> <p>Other Post Clicks 135,540</p> |

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>@TheTorontoZoo Tue 3/15/2022 2:16 am UTC</p> <p>While as of March 1, the Ontario Government is lifting its requirement for certain businesses under the Regula...</p>  | <p>@TheTorontoZoo Mon 3/28/2022 1:12 am UTC</p> <p>Which mood are you this fine Monday morning? 🐾 #fawningtist@cheetahs #T0cheetahs https://t.co/MVxgDg1t</p>  | <p>@TheTorontoZoo Mon 3/17/2022 12:11 am UTC</p> <p>Today's mood: https://t.co/colcewvngl</p>  | <p>@TheTorontoZoo Tue 4/19/2022 9:55 am UTC</p> <p>#LittleAngela has arrived! 🐾 Metali gave birth to a healthy Masai giraffe calf at 9:00am on Thursday, February 24...</p>  |
| <p>Total Engagements 23,555</p> <p>Likes 6,925</p> <p>@Replies 1,838</p> <p>Retweets 664</p> <p>Post Link Clicks 54</p> <p>Other Post Clicks 14,352</p> | <p>Total Engagements 21,375</p> <p>Likes 8,356</p> <p>@Replies 30</p> <p>Retweets 2,822</p> <p>Post Link Clicks 272</p> <p>Other Post Clicks 9,893</p> | <p>Total Engagements 15,013</p> <p>Likes 2,628</p> <p>@Replies 22</p> <p>Retweets 459</p> <p>Post Link Clicks 108</p> <p>Other Post Clicks 11,791</p> | <p>Total Engagements 11,264</p> <p>Likes 1,160</p> <p>@Replies 23</p> <p>Retweets 164</p> <p>Post Link Clicks 1,410</p> <p>Other Post Clicks 8,606</p> |



E-Marketing Program

We are in our second year of our E-Marketing Program, and our first full year of deploying eblasts to our Zoo Members with more content strategy and professional graphic designs.

With a full year under our belts, we have been able to collect and compare data and analytics to guide strategy and decision-making in content and email marketing management.

Some key achievement stats:

- 77 e-blasts created and sent out Zoo Member e-database in 2022
- 32,956 Email Contacts in the member email list as of January 2023 (compared to 28,060 Contacts in the Member email list January 2022)
- Average Unique Open Rate: 68.35% (1,604,492 individual emails opened)
- This is 101.86% higher than the industry average in e-marketing!
- Average Unique Click Rate: 3.71% (87,080 individual emails clicked)
- This is 179% higher than the industry average.
- 2,347,384 individual emails sent out in 2022

Examples of some top performing e-blasts. Note: in the actual emails these have gifs and video content embedded which is something new for our e-marketing that makes them even more appealing!

Tiger weekend promo

Unique Click Rate: 4.82%
Unique Open Rate: 78.8%

Holiday promo

Unique Click Rate: 3.72%
Unique Open Rate: 75.1%

Toronto Zoo Website

With over 8,000,000 page views in 2022, the Toronto Zoo website remains an active communications tool to share information with our audience.

The Toronto Zoo website saw 6,645,652 unique page views and 2,033,627 user in 2022.

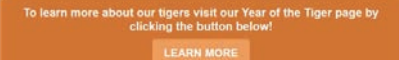
NEW to the website – Chatbot!

Towards the end of 2021 we introduced a new website feature, the Toronto Zoo Chatbot. It is a button located in the bottom right of our website pages, and in our Facebook messages.

2022 was our first full year of implementing this new technology to provide enhanced guest experience and reduce some strain on our frontline staff in responding to guest inquiries over the phone/email.

Some key chatbot stats:

- 42,421 inbound messages received
- 14,866 active users (14,444 unique users)
- 117 average message per day
- 41 average users per day
- 1,284 employee hours saved



STRATEGIC COMMUNICATIONS - MEDIA ACTIVITY

Media Relations continues to be an integral component of our strategic communications strategy to support our limited advertising budgets.

Media Stats for 2022:

- Total Mentions in 2022: 13,127 compared to 9,673 in 2021.
- Ad Equivalency: 2022: \$60.11M compared to \$26.18M in 2021.
- Aggregate Readership (total) 2022: 4.2B

Highlight of Media Relations/PR activity included:

- 20 Newsletter submissions written and submitted (Scarborough Community Renewal Organization SCRO, Highland Creek Villager)
- 12 Scarborough Mirror Columns written and submitted
- 42 press releases and media alerts issued
- Onsite Media Events included; Lunar New Year Launching Year of the Tiger, Masai giraffe calf announcement, Tiger Awareness weekend, Sumatran orangutan baby with participation of the Indonesian Consulate, Terra Lumina re-opening, Network of Nature partner media event with Canadian Geographic, Plastics Pathway launch with David Piccini, Ontario's Minister of Environment, Conservation and Parks.

Other Media Features/Highlights

- Cover and feature story for North American Attractions industry magazine "Funworld" (first time!)
- W5" feature that exposed the unacceptable conditions of roadside Zoos, using interviews and footage from our Zoo as the example of responsible and high level animal care and well being
- CHUM FM Tour and Media visit and tour with Jamar and Caitlin Green (on-air hosts) from CHUM FM radio which resulted in multiple on air segments and Zoo promotion
- "Frankie Flowers" live remote with Breakfast Television promoting Fall/Halloween activities at the Zoo and promoting our Greenhouse
- Two advertorial stories curated throughout the year as part of special sections with Mediaplanet in Toronto Star and National Post that allowed us to tell impactful conservation, science and research stories which were:



"Springtime Excitement at the Zoo and in the Wild" (featured the release programs and some animal births as part of larger conservation programs)



"Zoos are Inspiring People to Contribute to the Important Ways they Are Helping to Protect Endangered Species" (part of a "Social Purpose" feature on programs and activities that people can support that have large societal impact)

PROMOTIONAL PARTNERSHIPS

The need to leverage strong partnerships and in-kind promotional opportunities has never been more important. A few significant partnerships included:

- **Toronto Star:** We continue to maintain a strong partnership with the Toronto Star securing in-kind advertising to support a number of our activities and events. In-kind promotional value exceeded \$100k in 2022.
- **City Parent Magazine:** City Parent is Canada's largest FREE Family publication for 35 years reaching 125,000 readers in the GTA. Our ongoing partnership supports full page ads in monthly issues (value of ~\$3k per issue). Value of \$36k a year.
- **Retail Pages:** Front page advertisements in a monthly publication called Retail Pages which is distributed free in East Toronto region in exchange for Zoo passes. The Zoo has a different ad for each month of the year and will continue to utilize this to promote Zoo events and activities.
- **Attractions Ontario** – continued supporting various promotional opportunities with Attractions Ontario through online contesting and exchange of passes for digital promotions.
- **Destination Toronto** – participated in various campaigns and initiatives to promote the Zoo and our Lumina Experience to larger tourism markets, including support through their new Bandwango app experience
- **ParentSource.ca** and **Toronto4Kids.com** – maintained partnerships with these targeted family online resources to share updates and information about the Zoo in exchange for Zoo passes/ giveaways
- **NFL Collaboration for Superbowl** – partnered on cross-channel content, tagging eachother and sharing engaging themed posts, with over 350,000 impressions.

SPONSORSHIP

Sponsorship Canada is the organization that currently holds the contract with the Toronto Zoo for securing Sponsorships. 2022 started out once again with some challenges as we were closed for the first 5 weeks of the year which lent great uncertainty for potential sponsorships. However we were able to secure some great corporate alignments nevertheless, securing the following great mutually beneficial opportunities.

- **Windex** - "This Clear View" brought to you by Windex at polar bear habitat - \$25,000 Demonstrate Windex's leadership and environmental commitment by continuing to raise awareness for Windex's recyclable plastic bottle, made of 100% ocean—bound plastic. Promote sustainability in a meaningful and impactful way
- **Giant Tiger** – presenting sponsor of Year of the Tiger activities - \$100,000 Giant Tiger wanted to grow their brand presence within the GTA and make a meaningful connection with families. It also helped drive content for their social platforms
- **Playmobil** - Wiltopia playset activation at various habitats around site in Sep/Oct - \$35,000 Opportunity to profile sustainable playsets targeted to family demographic Giveaway for social media and members Retail opportunity



EVENTS & COMMUNITY OUTREACH

Every year, your Toronto Zoo coordinates and participates in a vast array of guest experiences, events, and programs, ranging from on-site signature and 'added value' events, activations, seasonal activities, off-site community and partner events, and corporate and private events.

Year of the Tiger Launch

Sponsorship from Giant tiger for 2022. Celebrated with lion crowns for guests and activation from Giant Tiger. This including an International Tiger Day weekend on the Civic long weekend celebration of the Tiger including Giant Tigers sponsorship and new posters around the Zoo.

March Break

#SpotTheStripes 2022 March Break engaging activity for in-person guests to the Zoo.

#SpotTheStripes was tiger-themed, tiger-deigned, and tiger-ific enrichment pieces being distributed across site and through all areas of the Zoo. In-person guests encouraged to take a photo of our Amur or Sumatran tigers or the tiger-themed enrichment with the animals and post the photos on social media using the hashtag #SpotTheStripes. Entries using the hashtag were entered in a random draw to win a prize!

10th Annual Science Rendezvous

Virtual format including Facebook live. Science Rendezvous is an annual Canada-wide event with over 100 unique host sites bringing you some amazing science content and fun experiments that you can take part in from home!

PRIDE at the Zoo

Pride events included a Drag story time at the Marquee and a Drag show at the Waterside theatre for all ages.

National Indigenous Peoples Day

With an opening ceremony at Admissions the NCFST team Celebrated at the First Nations Art Garden with a program of traditional teachings et al including a raffle and a walk through the First Nations Traditional Knowledge Trail.

Brew at the Zoo

ALL Zoo guests 19+ will be able to walk through the Brew at the Zoo experience (with ID) to sample FREE* samples from the originally planned Brew vendors, enjoy live music, purchase merch, and take photos in fun photo ops!

BOO at the Zoo

Zoo guests were spooked through the Zoo Halloween displays.

37th Annual Remembrance Day Ceremony

Toronto Zoo proudly held its 37th Annual Remembrance Day Service.

TPS Toy Drive

Donation to help 'Cram a Cruiser!' The Toronto Police Auxiliary Toy Drive helped over 3000 children in 2021 and this one took place in the hope to grow that to over 5000 children! Cruiser and uniformed officers set up in drop off loop in the front of the zoo.

Winter Break Activities

Enrichment demos were planned for 12 days throughout the 16 day 2022 Winter Break. Paper mache Christmas trees, boxes for Boxing Day, and plenty of browse and carcass feeds were the highlight of the calendar.

Oasis Zoo Run

Cubrun, 5K and 10K participants raised \$65 000.

CORPORATE EVENTS

Group Events took place from June throughout the rest of the year with great efforts and focus on keeping in-line with the Federal Covid Rules and to ensure both staff and guest safety while striving for the optimal guest experience.





Board of Management of the Toronto Zoo
Statements of Income and Expense | December 31, 2022

| Revenue | Consolidated 2022 | 2021 |
|-------------------------------------|----------------------|------------|
| Funding from City of Toronto | | |
| General appropriation | 17,419,086 | 19,444,300 |
| Capital Works Contribution | 171,000 | 171,000 |
| Restricted Contributions and Grants | 763,709 | 1,140,321 |
| Admission | 16,301,823 | 10,084,796 |
| Membership | 5,296,812 | 2,740,737 |
| Food services | 7,830,987 | 4,202,771 |
| Gift shop operations | 3,280,024 | 1,738,572 |
| Parking | 4,319,870 | 3,015,831 |
| Rides and rentals | 1,966,291 | 881,923 |
| Learning & Engagement programs | 886,097 | 353,359 |
| Other revenue and recoveries | 3,427,624 | 1,160,194 |
| Development | 229,826 | 67,000 |
| Interest | 1,613 | 421 |
| Total | 61,894,762 | 45,001,225 |
| Operations and administration | 15,582,294 | 13,397,344 |

| Expenses | Consolidated 2022 | 2021 |
|------------------------------------------------------------------------------------|----------------------|-------------|
| Conservation, education and wildlife | 16,148,987 | 14,452,479 |
| Marketing and communications | 8,125,284 | 5,175,481 |
| Food services | 6,446,676 | 3,438,441 |
| Gift shop operations | 3,012,575 | 1,674,964 |
| General management | 5,304,552 | 4,141,374 |
| Development | 219,279 | 159,352 |
| Amortization of capital assets | 1,577,707 | 752,042 |
| Amortization of intangible asset | 1,521,253 | 1,944,695 |
| Employee future benefits (note 7) | 334,126 | 371,320 |
| Total | 58,272,733 | 45,508,092 |
| Excess (deficiency) of revenue over expenses before the undernoted | 3,622,029 | (506,867) |
| Additional funding from City of Toronto | (3,929,157) | (1,750,456) |
| Funding from City of Toronto related to employee future benefits payable (note 3b) | 334,126 | 371,320 |
| Excess of (deficiency) of revenue over expenses | 26,998 | (1,886,003) |

