

IMPACT REPORT

MAY '23- APRIL '24



**VALLEY
ZOO**
DEVELOPMENT
SOCIETY™

ABOUT THE VZDS WHO WE ARE

The Valley Zoo Development Society (VZDS) is a registered not-for-profit charity working in partnership with the City of Edmonton to secure a bright future for the beloved Edmonton Valley Zoo (EVZ.)

Our mandate is the continued development and awareness of the Edmonton Valley Zoo, including its education and conservation initiatives.



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CITY LIAISON

Gary Dewar

THE ZOO IN 2023

OUR LEADERS

PRESIDENT- GRAHAM BARR

What a year! The end of my term as President coincides with the birth of my third child and as I am taking a few days to enjoy the addition to my family I am also reflecting on how important the Edmonton Valley Zoo is to our community and all families. The opportunity for children to learn about the animals we share this planet with and to interact with their families or their schools is essential to them growing up to be happy individuals and productive members of their community. More and more in this world we are learning that we cannot separate ourselves and our futures from the fate of the planet and Zoo's are leading the way in trying to instill hope and positive change in their communities. I am proud of our efforts this year which included starting construction on a new habitat for the wolves, raising money for conservation initiatives and field trips for Edmonton and area students, but perhaps our most important step this year was the commitment to funding the Masterplan with the Edmonton Valley Zoo. This commitment to shaping a vision for the Zoo's next 15 years and the future of our partnership with the Edmonton Valley Zoo is a testament to the passion of our board - and a gift to the City of Edmonton. We know you our donors are as proud of this facility as we are, and we cannot thank you enough for your support of all our projects, we hope we've done you proud and we cannot wait to share with you the completion of this year's work.

CITY LIAISON- GARY DEWAR

Where to start? Thanks to a generous contribution from the Society, a team of consultants were engaged to create a new Master Plan to ensure the zoo keeps pace with evolving industry best practices for the well-being of the zoo for the next 15 years.



President: Graham Barr

A \$35.9M capital project has been undertaken by the zoo team to rehabilitate aging infrastructure and enhance animal enclosures. Two Arctic Wolves were relocated from France to be companions for our lone wolf Tundra. They will enjoy a beautiful new enclosure being funded and project managed by the Society. Our meerkat and python enclosures were enhanced, while many other animals in the zoo's care enjoyed additional enrichments thanks to the Society's support.

Prairie Can Federal Tourism funding resulted in \$1M investment in zoo facilities (new washrooms & an eco-kiosk), effective marketing campaigns and a revitalized Zoom-inescence. Satisfaction with food and beverage services at the Zoo has grown dramatically in large part to the Society taking on operation of the Charity Cafe.

Our zoo received national recognition winning Canada's Accredited Zoos and Aquarium Awards of Excellence for our Northern Leopard Frog Conservation success, the Society's Conservation Carousel, and the innovative Pay It Forward for the Planet field trip subsidy program. A newly introduced Conservation Membership Category and Quarters for Conservation admission revenue share program enabled donations to worthy conservation organizations.

We welcomed over 340,000 visitors including 38,000 program participants in 2023 and are on track to surpass this in 2024. The Society continues to play a catalyst role in the transformation of the EVZ.

MANDATE IN ACTION

CAPITAL DEVELOPMENT

ARCTIC WOLF HABITAT

The VZDS and Malliner Charitable Foundation embarked on a transformative project: the creation of a new habitat for Tundra, the Arctic wolf, and the new packmates that joined him in February 2024. By creating an enriching and stimulating environment that aligns with wolves instincts and behaviors and focuses on cognitive challenges, play, and natural expression, the VZDS aims to provide an upgrade to our Arctic wolves while promoting awareness about their conservation needs. Construction of the new habitat began in 2023. The anticipated completion date set for the summer of 2024.

CONSERVATION CAROUSEL OPERATIONS

During the first six months of operation, 21,000 people rode the newly refurbished Conservation Carousel! A ride on the Conservation Carousel is by donation, raising funds for future conservation projects while educating children about the incredible animals they're enjoying and surrounded by at the zoo. 2023 Carousel donations totaled \$7,954.00.



Mobile Accessible Washrooms

"If we don't have a place for nature in our heart, how can we expect nature to have a place for us." – Abhijit Naskar



EVZ Zookeepers Releasing Tadpoles

NORTHERN LEOPARD FROG PROJECT

In October of 2019, 22 juvenile endangered Rocky Mountain Northern Leopard Frog frogs arrived at the Edmonton Valley Zoo. The goal of the Northern Leopard Frog Project was the breeding of captive individuals to produce healthy tadpoles for release.

We are thrilled to report that in June of 2023, two EVZ zookeepers journeyed to a protected wetlands area in British Columbia where they released 277 zoo-born and raised Northern Leopard Frogs.

WASHROOM & ECO KIOSK

The mobile accessible gender-neutral washrooms and eco-kiosk constructed with a grant from the Federal Tourism Relief Fund we secured in 2022 were completed and fully operational during the 2023 season.



FOLLOWERS: 5.6K
REACH: 187.6K (+122%)
CLICKS: 5.6K (+160%)
INTERACTIONS: 8.2K (+128%)
MINS. VIEWED: 7.3K (+559%)



FOLLOWERS: 2.9K
REACH: 43.4K (+492%)
INTERACTIONS: 13.8K (+100%)
CLICKS: 254 (+100%)

MANDATE IN ACTION

EDUCATION & CONSERVATION

CONSERVATION

In 2023, we supported the conservation efforts of the International Elephant Foundation, Polar Bears International, Red Panda Network, Grevy Zebra Trust, Snow Leopard Trust, and the Lemur Foundation.

During the summer of 2024, we will promote conservation and learning through play with the World Premier of the Little Ray's Wildlife Rescue Exhibition, featuring 12 climbable animal statues.

VIRTUAL VIDEOS SERIES

In collaboration with the Edmonton Valley Zoo, we created seven NEW! virtual learning opportunities that allow educators and students to join our animal care and education team for an opportunity to Get Closer to our animals from the comfort of their learning spaces. Tailored to meet the Alberta curriculum and its applicable age groups, but flexible for any viewer, these interactive programs highlight some species not always seen during on-site programs and often exhibit behind-the-scenes highlights. After the video concludes, classes are welcomed to join a member of the zoo education team for an interactive Q&A session.



Tiger Tales: Ecosystems & Interactions Virtual Program

"In the end we will conserve only what we love; we will love only what we understand; and we will understand only what we have been taught." Baba Dioum



St. Maria Goretti Grade 1 Community Cleanup

PAY IT FORWARD TO THE PLANET

In its first full year of operation Pay It Forward sent 660 students to the Edmonton Valley Zoo. With an age range of 2-16, we enabled students of all ages and backgrounds to engage in hands-on learning, both in and out of the classroom. These projects didn't only reach the students and teachers, but also their friends, families, and communities.

With the generous help of several donors, we funded a total of 31 classes and 28 conservation projects. These projects included schoolyard and community clean-ups, the construction and installation of bat boxes, gardening initiatives, and more. Read about these classes and their projects at buildingourzoo.com/pay-it-forward/.

31
CLASSES

660
STUDENTS

28
PROJECTS

MANDATE IN ACTION EVENTS AT THE ZOO



2023 EVENT ATTENDANCE

ZOOBREW: 4,624

ZOOMINESCENCE: 30,000

ZOOBREW

In 2023, Zoobrew at the Edmonton Valley Zoo was expanded to a three-day event, with dates occurring in June, July, and August. A smashing success, we saw a 28% increase in attendance, with a total of 4,624 attendees. Guests enjoyed beers, wines, and spirits from 40 provincial vendors. Food stations included various local food trucks in Food Truck Alley and on-site concessions. Thirteen talented performers took to the Amphitheatre stage, including Marianna Henriques, Jon Martin & Lovers, Jungle Monkey, and Shiny Big Tunes. Unique animal encounters were enjoyed by all. Free bus service to an after-party at The Pint kept the fun going all night.

We can't wait to see you during one of our three 2024 dates. Get ready to raise a glass and say cheers to conservation!

ZOOBREW 2024 DATES:
JUNE 14, JULY 13 & AUGUST 17



Crowd Enjoying Zoobrew



Northern Spirits Art Installation by Ace Wood Co.

ZOOMINESCENCE: A FESTIVAL OF LIGHT

Presented by The King's University, the eleventh annual Zoominescence: A Festival of Light, was our biggest winter festival yet! Just under 30,000 guests attended in 2023, nearly doubling our 2022 attendance. The 2023 theme was "Northern Animal Conservation." The Zoo was illuminated with over 50 light installations, including 5 conservation-themed art installations by local artists Trew Facks & GABS, Retro Active Arcade Ltd., Ace Wood Co., We-Met Wire Work and Sokaris Inc. Live entertainment included 12 character performers and much, much more!

Going into our twelfth year, our 2024 theme is "Animal Conservation Success Stories." We're excited to bring even more creative animal light displays to our Zoo for all to enjoy this winter!

ZOOMINESCENCE 2024 DATES:
NOV. 29-DEC. 1, DEC. 6-8, DEC. 13-23,
DEC. 26-JAN. 1, 2024

LOOKING FORWARD FUTURE PLANS

INCOMING PRESIDENT: LEIGH WILSON

The past year has seen some significant progress for the Valley Zoo Development Society - we had a full roster of tremendously committed people on our board, and with some natural changeover occurring we are welcoming a couple more this year!

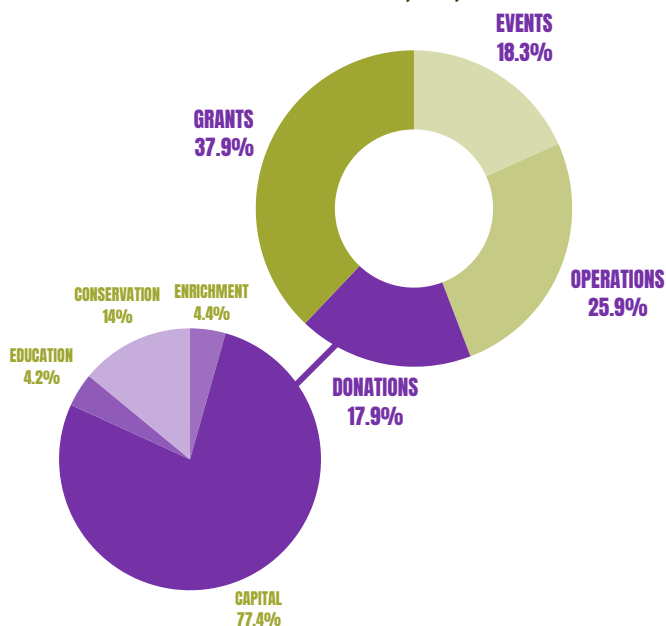
The next year is an exciting one for the Society as we continue to build on our strategic pillars with Conservation and Education programs such as the Pay it Forward for the Planet program, supporting various conservation initiatives with the Zoo, as well as continuing to build our digital video library to widen awareness of the fantastic things happening at the Zoo. Further, we will continue to advance our capital commitments and plans with the Zoo with the opening of the new Wolf Habitat exhibit this summer, as well as working closely with the Zoo on the master plan to shape the future outlook of the Valley Zoo! I look forward to spending this year advancing the Society, getting to know our donors and volunteers better, as well as continuing to support and invest in the Edmonton Valley Zoo!



Incoming President: Leigh Wilson

2023 FINANCIAL SUMMARY

TOTAL FUNDS RAISED: \$2,750,036.00



Richard & Anna Fahrion

At the heart of our conservation efforts, two remarkable individuals, Anna and Richard, illuminated our path with their support and dedication. Though Anna has passed, she will remain permanently etched into the heart of the zoo. Richard's impact, too, has left an incredible mark. Their collective generosity has transformed our dreams into reality, making the Conservation Carousel possible, supporting the recovery of the endangered Northern Leopard frog, and helping us build our zoo. In remembrance of Anna and with deepest gratitude to Richard, we honour their boundless generosity and unwavering dedication.

THE VALLEY ZOO DEVELOPMENT SOCIETY
THANKS YOU
FOR SUPPORTING OUR CONSERVATION &
REVITALIZATION EFFORTS



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