



2021 Annual Report

ACCREDITED BY THE
ASSOCIATION
OF ZOOS
AQUARIUMS &



2021 was another challenging year for the Society as well as the Zoo. Visitors were anxious to get back out to the Zoo and the animals were happy to see them. Attendance was up in 2021 as compared to 2019 and 2020. Thank you.

The Zoological Society is responsible for raising funds for all the animal exhibits and visitor experiences at the Zoo. We are close to finishing fund raising for the Canopy Tour. Construction should begin in May and finish in late June. There is still time to contribute to this unique project. Please contact the Society for details. Our next animal exhibit will be a new home for the Snow Leopards. Fund raising will begin soon.

Dates have been set for our three fund raising events in 2022. Sip N Safari is back for it's second year. The

date for that event is June 21. Our annual Feast With the Beasts is back. That date is August 1. Glo Wild is set for September 24. You can get more information and purchase tickets at our website at newzoosociety.org.

Thank you to all our donors in 2021. We thank you for your support and dedication to supporting the Society and the Zoo. We carefully manage your donations to keep the Zoo a vibrant community asset.

Thank you to Neil and the Zoo staff. Your dedication and passion for the Zoo is remarkable. Thank you to the Society Board. Your hard work and perseverance is greatly appreciated. Thank you to all the other volunteers that donate their time to the Zoo. You help keep the Zoo a great visitor experience.

To contact the Society, please call at 920-434-6814, email to newzoosociety@gmail.com or go to our website at newzoosociety.org.

Gary Ehrbar

President

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ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**



Statement of Activities for the Year Ended Dec. 31, 2021

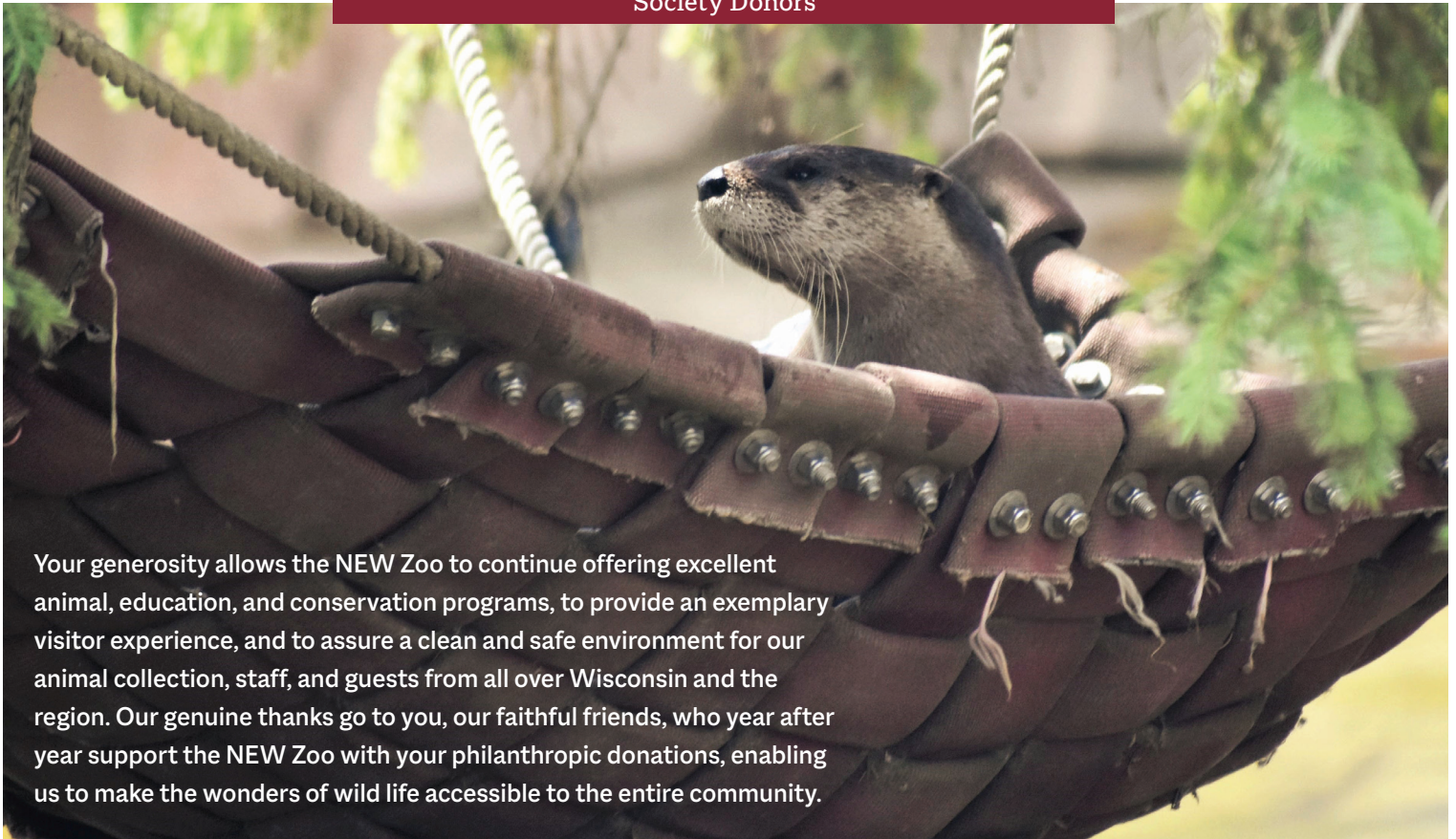
	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND OTHER SUPPORT			
Contributions	\$ 220,715	\$ 259,707	\$ 480,422
Special Events Revenue	77,452	-	77,452
Net Assets Released from Restrictions	18,893	(18,893)	-
TOTAL REVENUES AND OTHER SUPPORT	317,060	240,814	557,874
EXPENSES			
Program Services	33,268	-	33,268
Management and General	48,582	-	48,582
Fundraising	27,648	-	27,648
Total Expenses	109,498	-	109,498
CHANGE IN NET ASSETS FROM OPERATIONS	207,562	240,814	448,376
OTHER CHANGES			
Loss on Disposal of Equipment	(537)	-	(537)
Gain on Investments	68,480	-	68,480
TOTAL OTHER CHANGES	67,943	-	67,943
CHANGE IN NET ASSETS	275,505	240,814	516,319
NET ASSETS - BEGINNING	1,155,125	123,069	1,278,194
NET ASSETS - ENDING	\$ 1,430,630	\$ 363,883	\$ 1,794,513

Statement of Financial Position as of Dec. 31, 2021

ASSETS	
Current Assets	
Cash	\$ 1,148,149
Accounts Receivable	1,000
Bequest Receivable	-
Promises to Give	75,500
Total Current Assets	1,166,649
Property and Equipment	
Furniture and Equipment	12,990
Less: Accumulated Depreciation	(11,230)
Net Property and Equipment	1,760
Other Assets	
Investments	617,050
Promises to Give	
Greater than One Year, Net	9,297
Total Other Assets	626,347
TOTAL ASSETS	\$ 1,794,756
LIABILITIES AND NET ASSETS	
Current Liabilities	
Other Liabilities	\$ 243
NET ASSETS	
Without Donor Restrictions	
Undesignated	813,580
Designated for Endowment	617,050
Total Without Donor Restrictions	1,430,630
With Donor Restrictions	363,883
Total Net Assets	1,794,513
TOTAL LIABILITIES AND NET ASSETS	1,794,756

Statement of Functional Expenses for the Year Ended Dec. 31, 2021

EXPENSES	Program Services	Management and General	Fundraising	Total
Wages	\$ 5,118	\$ 27,638	\$ 1,365	\$ 34,121
Payroll Taxes	434	2,344	116	2,894
Workers' Comp Insurance	45	241	12	298
Outside Services	24	130	6	160
N.E.W. Zoo. Improvements	27,247	-	-	27,247
Memorial Garden	400	-	-	400
Brick Expense	-	-	523	523
Giving Tree	-	-	923	923
Advertising	-	-	3,426	3,426
Postage	-	293	29	322
Printing	-	2,540	251	2,791
Office Supplies	-	3,639	152	3,791
Credit Card Fees	-	1,408	59	1,467
Professional Fees	-	6,430	-	6,430
Depreciation	-	495	-	495
Insurance	-	1,259	-	1,259
Fundraising Expenses	-	-	20,786	20,786
Miscellaneous Expense	-	2,165	-	2,165
TOTAL EXPENSES	\$ 33,268	\$ 48,582	\$ 27,648	\$ 109,498



Your generosity allows the NEW Zoo to continue offering excellent animal, education, and conservation programs, to provide an exemplary visitor experience, and to assure a clean and safe environment for our animal collection, staff, and guests from all over Wisconsin and the region. Our genuine thanks go to you, our faithful friends, who year after year support the NEW Zoo with your philanthropic donations, enabling us to make the wonders of wild life accessible to the entire community.

\$10,000.00 & Up

Capital Credit Union

TRINKS

Wisconsin Public Service Foundation

Hank & Diane Wallace

Rosemary Sarkis Trust

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K.C. Stock Foundation

Cornerstone Foundation
of NE WI

Nature's Way -
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Ron C. and Pauline P. Heim Charitable
Fund, a fund of the GGBCF

\$5,000.00 - \$9,999.00

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\$2,500.00 - \$4,999.00

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Linda Curl

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E.W. & Margaret Leicht Family Fund,
a fund of the GGBCF

ATC

June Ehrbar

Festival Foods

\$1,000.00 - \$2,499.00

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CoVantage Credit Union

Tracey Gilbert

Associated Bank N.A. Fund,
a fund of the GGBCF

Bergstrom Automotive

Jeffrey & Sandra Giesler



Graphic design courtesy of Hilary Sumnicht and printing
courtesy of the Schneider National Foundation

Society Donors

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Margaret DeCoster

UP TO \$499

Patricia M Jones
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Jon & Jean Vanden Boomen
Paul & Patrice Kosmoski
Jerilyn Mackey



The NEW Zoo began the year with renewed optimism hoping for a return to a new year with no Covid related closures and the return of our visitors. In January we saw a significant increase of attendance and the trend continued through the entire year. The Zoo saw record attendance ending the 2021 year with 236,780 visitors. It was beyond our expectations and was a wonderful sight to see after only 130,454 visitors in 2020. Our industry like so many industries was hit hard, and the financial and related epidemic tolls will be felt for years to come, but 2021 showed us that our visitors were ready to comeback and connect with their Zoo. However, the Zoo saw significant challenges in staffing shortages and could not provide our entire list of services and experiences we would have liked to. The Zoo like other tourism and hospitality venues, continued to experience staff shortages through the entire year, which it is looking like a challenge for 2022 as well. We continue to adapt and change to meet the challenges to provide the community with a great zoo experience and continue to operate at the standards of an AZA accredited (Association of Zoos & Aquariums) zoo.

The Zoo won a significant award in 2021. The North Eastern Wisconsin Zoo has been AZA-accredited since 1996 – 25 years! That's a tremendous achievement, and AZA was honored to present our institution with the "AZA Quarter Century Award" recognizing our Zoo's commitment to maintaining the highest standards in animal care, welfare, management, veterinary care, conservation, education, staffing, facilities, safety, guest services, and more. The award was established in 2015, acknowledges the Zoo's continuous dedication to best modern zoological practices and philosophies – the hallmarks of AZA accreditation. What an honor to all those who made the Zoo possible over the last 25 years!

AZA Accreditation is the "gold standard" of our industry. There are over 2800 wildlife exhibitors in the country and only 238 are and have received AZA Accreditation. AZA accreditation ensures that the animals you visit at accredited zoos and aquariums receive excellent care and our animal welfare standards are at the very top of the industry. We continued to deliver on our promise as we found out even during a pandemic and all the challenges associated with.

We have included in each section of the annual report the many accomplishments of our NEW Zoo staff, N.E.W. Zoological Society, and all the volunteer efforts which without each other we could not provide our community with an accredited zoo and opened during a pandemic. Congratulations to all their efforts and accomplishments even during the pandemic that are also highlighted in the 2021 annual report!

The N.E.W. Zoological Society is our official support organization and their ongoing support and efforts are crucial towards the success of the zoo as well as connecting the community with their zoo. The Zoo Society is continually raising funds for new capital improvements. Without a support organization, we would lack the connection to the fiscal support and fundraising opportunities within the community that we reside. The Zoo Society and the many donations received for various projects from their outreach to donors continued to



provide new and exciting visitor related experiences. It continues to serve as a great example of a successful public-private partnership that continues to improve your community zoo.

We couldn't have done it without great community support from our donors. When the dust finally settled, the zoo realized over \$618,913.00 in operational revenue loss in 2020. The Zoo received ARPA funding for those losses at the end of 2021 which significantly helped a very depleted fund balance. The Zoo is now back in good financial shape having secured the ARPA funding and a banner year of visitors returning in 2021. A list of all our donors is included in the report and please thank them for making your NEW Zoo a community treasure built on community support. Remember it is never too late to get involved as well as become a donor; we would love to connect you with an opportunity just right for you!

I would also like to thank our governing authority Brown County government. The support from the County Executive and Brown County Board of Supervisors over the years has been wonderful. Support also from other areas of Brown County government and staff has been instrumental in the accomplishments of 2021. Zoos truly are a reflection of their community!

In closing I would like to thank you for your continued support and investment in your NEW Zoo. The bottom line: Without you, there is no zoo. Visit, get involved, make a difference. The future is looking brighter as we continue to work towards a post pandemic year and we "hope" to see you in 2022! We can't wait to open a new visitor experience "The Canopy Tour" in 2022.

Neil Anderson
Director

2021 Research, Conservation, and Sustainability Projects at the NEW Zoo

The NEW Zoo continues its commitment to research, conservation, and sustainability in 2021. Projects included sustainability improvements within the zoo, research projects within the zoo, field work locally and across the nation, development of conservation partnerships, donations to international conservation projects, Species Survival Planning meetings and AZA SAFE (Saving Animals from Extinction) conservation programs. Research, conservation, and sustainability projects in 2021 included:

- Great Lakes Piping Plover Recovery – Assisted in the rehabilitation and care of a chick from the Cat Island Piping Plover Nest #6. Piping Plovers are listed as Endangered in Wisconsin and the NEW Zoo continues to be a resource for WDNR and USFWS for care of Piping Plovers when rehabilitation is needed
- Red-shouldered Hawk Nest Monitoring and Chick Banding – Curator Carmen Murach and volunteer Jane W. assisted field biologists with checking nests, banding chicks, and feather collection research on the Reforestation Camp property
- African Penguin Research Project – Testing of the feather-shedding moult duration in Adult and Juvenile African Penguins. An understanding of timing of moult and feeding before, during, and post-moult, is of critical importance for penguin conservation and management of wild populations. Work included feather collection, daily photographs of penguins, reporting of weight, fish consumption, etc.
- Bluebird Recovery Association of Wisconsin – On-site Eastern Bluebird trail included installing and improving bluebird boxes on Reforestation Camp and within zoo, monitoring throughout the breeding season
- Offering ecologically sustainable products in our gift shop including reusable straws, stuffed animals made from recycled plastics, etc.
- Recycling of candy bags from Zoo Boo and EggstravaganZoo events to keep plastic out of the landfill
- Provided financial support to conservation programs including:
 - o \$1,000 to AZA Wildlife Trafficking Alliance in its goal to stop wildlife trafficking from funds raised for conservation
 - o \$4,000 to the Giraffe Conservation Foundation of funds raised during our World Giraffe Day celebration at the zoo



- o Over \$2,800 towards AZA SAFE Species conservation efforts for Monarchs, Tree Kangaroos, Black Footed Ferrets, American Turtles, and Andean Bear from donations by our zoo guests and from funds raised for conservation
- o \$750 towards Sea Turtle rescue during extreme cold snap in southern states February 2021 from funds raised for conservation





ANGELA KAWSKI

Education and Volunteer Programs Coordinator

Another whirlwind year is in the books! The Education & Volunteer Departments continued to evolve and adapt in the wake of the COVID-19 pandemic.

Since we knew that program sales would continue to be less than pre-COVID days, to bring in additional revenues, we created two different types of educational gift boxes. Our Valentine Gift Boxes included unique Valentine's Day cards that featured NEW Zoo animals. We sold 92 gift boxes and brought in a total of \$3,220 by early February. We also created Holiday Gift Boxes, featuring our African Penguins. Those boxes sold in November and December. Although there seemed to be less interest in them compared to the Valentine packages, we did still sell 30 boxes for a total of \$1,170.

Based on updates to COVID protocols and recommendations from the CDC and American Camp Association, we made a few changes to our summer camps. Capacity remained reduced (but slightly increased compared to 2020), and a two-day program was offered for students in grades 5, 6, 7. In total, 25 different sessions (30 program dates) of Summer Zoo Camps were offered, with a capacity of 424 slots registered and paid for (vs 168 slots in 2020 and 503 in 2019). A total revenue of approximately \$16,540 was earned (vs \$6,600 in 2020 and \$12,900 in 2019).

Overall, the Education Department's earnings for 2021 came to approximately \$69,215, which includes revenues from On-site and Off-site/Virtual programs, Birthday Parties, and Educational Merchandise items such as adoption packages and the gift boxes. (Revenues were approximately \$41,000 in 2020; \$98,000 in 2019; and \$77,000 in 2018.)

The Volunteer Department continued to remain a bit slim this year. Many volunteers have not "returned" since the start of the pandemic, and due to that, we once again modified the zoo's largest special events, like Zoo Boo and EggStravaganZoo. We pre-bagged candy with the help of regular

volunteers for both of those events, to reduce our dependence on event volunteers. We also used the Haunted Zoo Zone area during Zoo Boo, instead of the Haunted Freaky Forest, which also required fewer volunteers to be successful. I am happy to report that we were able to rekindle our relationships with several corporate groups, which had all suspended volunteer activities in 2020. Associated Bank, United Health, Wipfli, Kohl's, Bank of Luxemburg, and Festival Foods all returned to provide support to the NEW Zoo once again.

In total, *approximately 9,000 hours of service* were provided to the NEW Zoo by regular volunteers, interns, and event volunteers in 2021. (Hours were approximately 7,300 in 2020; and 13,600 in 2016.)

The final story I want to share is one of a virality that's not COVID-related. In October, we started a TikTok account to help us reach a new audience. After a bit of research and some practice, we had a video of Rollie, our armadillo, go viral. The video currently has over 21.7 million views, and a subsequent video of him has nearly 5 million. It was fun to see people get so excited about Rollie, and we definitely taught a lot of people about how an armadillo's armor works and feels. Thanks to Rollie's success, our TikTok page has over 59,000 followers and 3.8 million video likes. We look forward to continuing to interact with and reach this new audience. Although TikTok and other social media platforms may not be conventional ways to educate, they've certainly proven to provide an effective way to connect with people from all over the world.



Pumpkin carving event



Giraffe volunteers

Manager Reports



Volunteers from Kohls



Volunteers from Wipfli

NATHANIEL WAGNER

Adventure Park Supervisor

The Adventure Park was able to reopen in 2021. With a quick turn around the park was able to prepare and get staffing to open on Memorial weekend. For the month of June, the park operated Wednesday through Sunday. Once it was deemed the operations were safe and the demand was increasing, the park opened to 7 days a week in July. August faced challenges with staffing as many staff members returned to college, which required us to begin limiting what we could offer. In September and October, the park was able to offer zip lining and the climbing wall on the weekends.



In 2021 the Adventure Park served 5,494 guests. The park offered group programming again and hosted 39 groups. These groups included birthday parties, team building, extreme team challenges, and traditional group visits. The park employed 10 guides throughout the year, 2 of which returned from the 2019 season.

The appearance of the park continues to improve. Fencing throughout the park was finalized. New landscaping was added to the front of the building. Paint touch up on the building was completed as well as staining of the decking throughout the course began.

In 2022 we are looking forward to the addition of the Aerial Canopy Tour as well as the return of our fat bike rental program, adventure camps, and special events.

BARBARA BASTEN

Memberships & Donations

Our members are a wonderful part of our zoo. They continued to support the NEW Zoo during the COVID closure in 2020, through the re-opening, as well as through the changes we had to implement in 2021 for safety. We are happy to say the memberships grew in 2021 to around 4,500 households and we hope to continue that trend into 2022.

The NEW Zoo received several monetary and in-kind donations in 2021. Donations that are directed towards animal care and enrichment are always strong and we continued to see that in 2021. The greater Green Bay community supports the NEW Zoo in so many ways and has continued to show that support in 2021. We look forward to having a busy, safe, and fun 2022.




CARMEN MURACH

Curator of Animals

We strive to ensure a high standard of Animal Welfare for the more than 200 animals residing at the Northeastern Wisconsin Zoo. Zookeepers are responsible for behavioral enrichment, feeding, cleaning, monitoring health status, implementing breeding recommendations, animal introductions and all other facets of ensuring a good animal welfare for the zoo animals. Animal care staff works closely with contracted veterinarian Dr. Tracey Gilbert, DVM to ensure the good health of the Zoo animals.

In addition to overseeing the animals and animal care staff, the Curator is responsible for ensuring USDA compliance; maintaining wildlife permits, licenses and animal records; managing the Animal Department budget; serving as Institutional Representative for AZA business; developing all Animal Department policy, procedure, protocol and programs; and serving as chairperson for the NEW Zoo Animal Welfare Committee.

Zookeepers are dedicated to saving species through their work with many captive breeding conservation programs on site. They are also committed to conservation efforts beyond this facility. Typically, staff members travel throughout the country to participate in field conservation projects and AZA workshops, planning meetings and conferences. Unfortunately, most of this activity was curtailed by the COVID 19 pandemic during 2021

Notable Animal Dept. achievements in 2020:

COLLECTION

New additions (births/transfers from other zoos) include:

- A male red panda arrived from another zoo on 1/14/21 to join a single female bringing the red panda population at the NEW Zoo to 4.
- Three North American River otter siblings (born here in 2019) were “switched” with an adult pair from another zoo on 2/1/21. The adult pair have a breeding recommendation but were not successful at their previous location. Because the NEW Zoo has experience breeding this species, we hope to repeat our previous success.
- A female snowy owl joined our resident male on 2/10/21

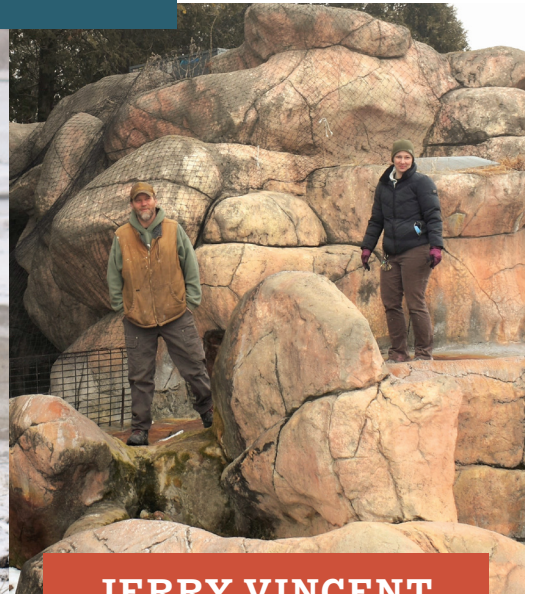


- A male burrowing owl arrived with a breeding recommendation on 3/18/21. He and our resident female produced a chick on 1/15/22
- A second American badger was added to the collection on 4/9/21
- A male whooping crane joined our female on 4/12/21.
- A colony of giant cave cockroaches was added to the educational program animal collection on 4/14/21
- A baby Japanese snow macaque was born at the zoo on 5/28/21
- An endangered black-footed ferret and two domestic ferrets arrived at the Zoo on 8/2/21
- A new species of bird was added in 2021. A male tawny frogmouth arrived on 9/23/21 from one zoo and a female was transferred here from another on 10/26/21. The two birds have a breeding recommendation.
- An orphaned male moose was transferred from Alaska to the NEW Zoo on 10/11/21
- A male red wolf was exchanged with one from another zoo to fulfill new breeding recommendations critical for the survival of the species.

ANIMAL WELFARE

- Successful USDA inspection – no non-compliant issues found in 2021
- AWC reviewed welfare implications and approved participation in several research projects
- Further refinement of Animal Care and Welfare Assessment Program ensures documentation of efforts to enhance the welfare of the zoo animals.
- Rearranged Zookeeper routes to provide higher level care for reptile/amphib/invert/program animal collection





JERRY VINCENT

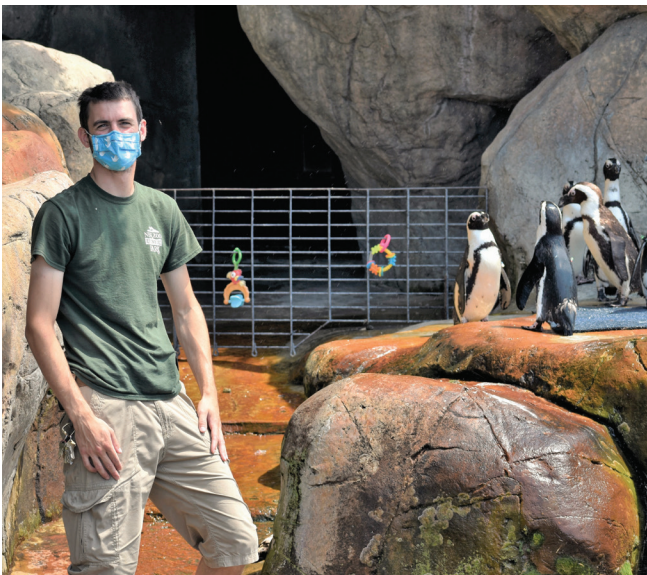
Facilities and Maintenance

The Facilities and Maintenance dept. covers all the repairs, maintenance, snow removal, lawn maintenance, security issues as well as handles traffic control during special events for the NEW Zoo. We continue to strive for energy savings and earth friendly ways to improve and sustain our zoo while keeping conservation in mind. For the maintenance department, 2021 was a challenging year with employee shortages along with higher costs and reduced availability of supplies. Even though there were challenges, we have been able to make several updates to save on electricity and water around the zoo as well as accomplish several major projects. We hope to see all the happy faces again in 2022 and have lots of new exiting things for you to see!

The list below highlights just a few of our guest safety, conservation, and animal welfare accomplishments for 2021.

- Built a new crane shelter for the critically endangered whooping cranes.
- Built a large decorative cedar frame for a donated red wolf statue.
- Fabricated and installed a training port in the fence for giraffe.
- Installed new infrared heating systems at Crane and Emu shelters
- Built a custom shelter for the badger exhibit.
- Installed a new energy efficient compressor and evaporator coil for the animal food freezer.

- Replaced the old wooden children's zoo bridge with a new concrete bridge with safer chain link fencing.
- Installed water saving flush valves on the visitor center toilets.
- Installed several new flat panel LED fixtures in the Mayan.
- Built a custom penguin feeding platform.
- Assembled our new Flex Farm hydroponic lettuce growing system.
- Replaced an old wooden fence with a safer chain link up the giraffe platform ramp.
- Changed out the older style high-pressure sodium lights in several of the light poles and retrofitted them to energy efficient LED lights.



Zoo Donors



\$5,000.00 - \$9,999.00

Linda Fowles

\$2,500.00 - \$4,999.00

Norman Jensen Trust

Nancy Kwaterski

\$1,000.00 - \$2,499.00

Diana Rockhill

\$500.00 - \$999.00

Bev Liebhauser

Ashwaubenon Lioness Club

De Pere Area Men's Club

UP TO \$499

Mary Kay Hanamann

James Graefe

Joann DeCleene

James Kroscher

Sandra Yanke

Bari Rieth

Deborah Ewer

Ann Schrader

Jean Watson

Mike Meeuwssen

Donna Harteau

Memory of Paul DeCoster

Suzanne Sorenson

Anonymous

Marie Cork

Vickery Village Venue

Mary & David Emerson

The Rees Group

Marilyn Lambert

Patricia O'Hearn

First United Church
of Christ Women's
Fellowship

Ralanna Zimmer

IN KIND

Jeremiah Plansky

Dan Moreau

WI DNR

*We could not
do it without you!*





GIVING TREE

Personalized NEW Zoological Society Giving Tree leaves make great gifts for a birthday, wedding, anniversary, employee or boss appreciation, remembering a loved one, or for the person who has everything! Your engraved leaf will be placed on the NEW Zoological Giving Tree located near the Lion Exhibit. Installation dates vary throughout the year.

PET MEMORIAL GARDEN

A final resting place for your special companion...

Beautiful landscaped natural area available where pet owners can memorialize their pet with the burial of pet cremains and/or with the purchase of a Memorial Garden natural river stone. The stones can be engraved with pet's name, dates, or other brief message of commemoration.

PLANNED GIFTS

Please consult with your attorney or financial advisor regarding the following gifts to the NEW Zoological Society:

- General Bequest
- Specific Bequest
- Residual Bequest
- Life Insurance

ENDOWMENT FUND PROGRAM

This fund was established to ensure that the growth and quality of the NEW Zoo will continue to expand well into the future. The earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.

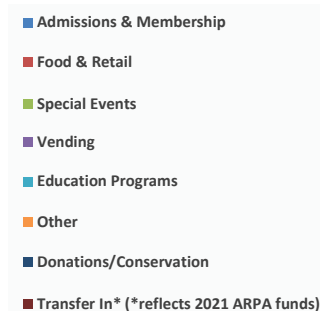
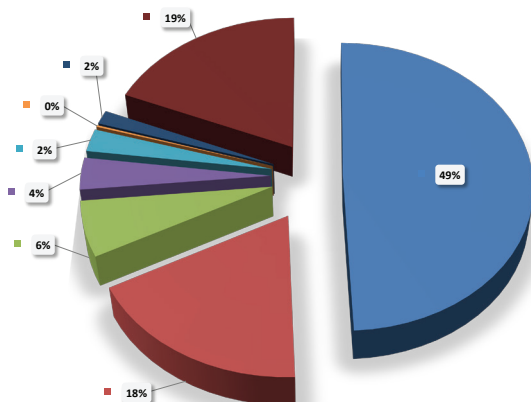


Please contact the NEW Zoological Society for more information about any of the programs offered at 920-434-6814 or online newzoosociety.org



NEW ZOO EXPENSES - 2021

Personnel Costs & Benefits*	\$ 1,044,311
Cost of Sales	\$ 266,345
Depreciation	\$ 176,299
Operating Costs	\$ 252,165
Animal Food & Veterinary Care	\$ 142,411
Utilities	\$ 96,824
Intra-county Expense	\$ 112,484
Indirect Costs	\$ 87,622
Repair & Maintenance	\$ 47,279
	\$ 2,225,740



NEW ZOO REVENUE - 2021

Admissions & Membership	\$ 1,638,107
Food & Retail	\$ 597,891
Special Events	\$ 205,504
Vending	\$ 119,066
Education Programs	\$ 84,261
Other	\$ 6,391
Donations/Conservation	\$ 51,361
Transfer In	\$ 620,745
	\$ 3,323,326



**NEW
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P.O. Box 252
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**NEW
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