



# Business and Finance Committee

DZCA Overview

July 2024



# Introduction



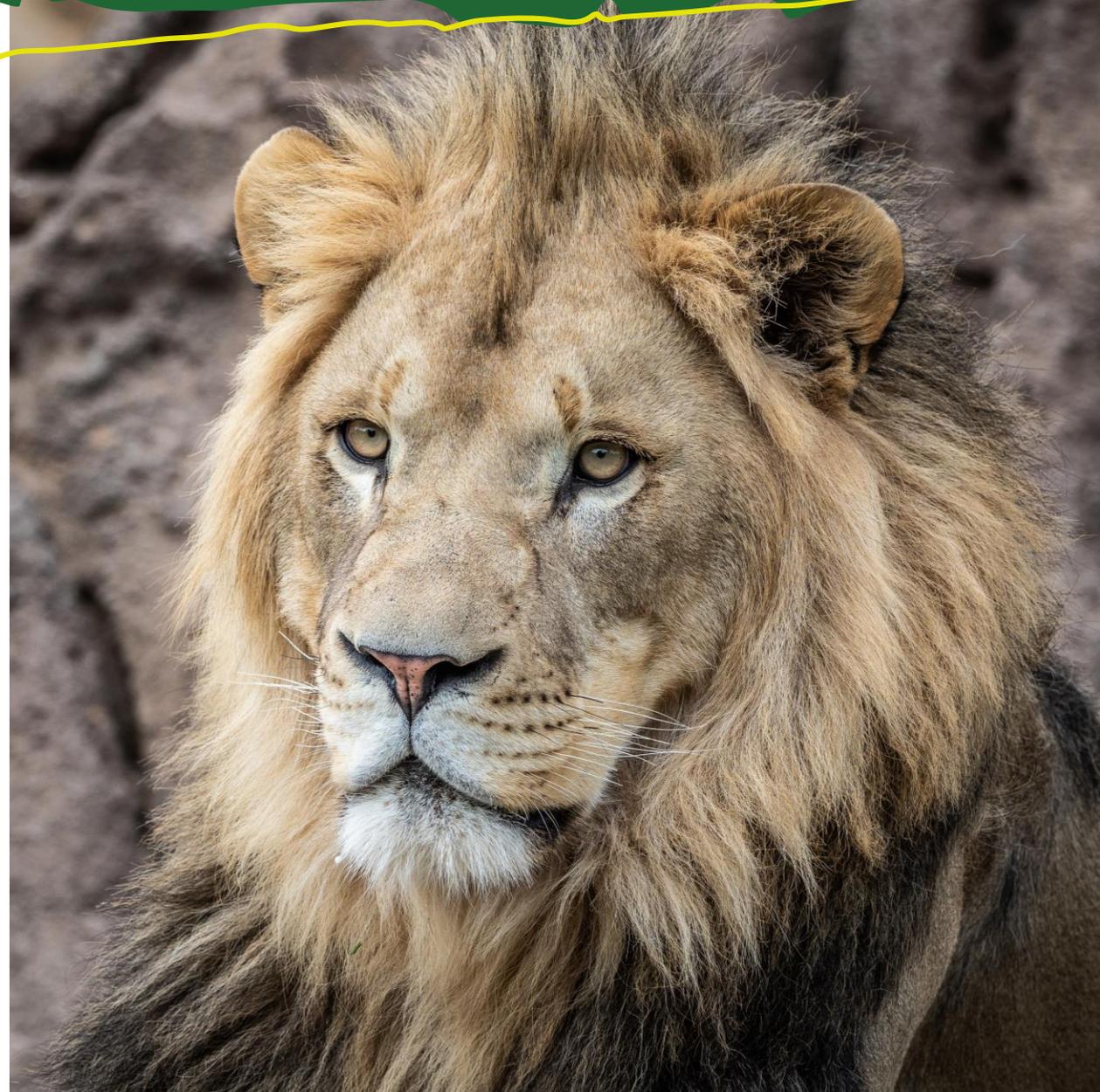
## **Bert Vescolani**

President and CEO of  
Denver Zoo Conservation Alliance



## **AGENDA**

- Overview of DZCA
- Past 5 Years
- Current Projects and Initiatives
- Future Goals and Visions
- Conclusion and Q&A



# Overview of DZCA

Saving Wildlife Together

## OUR MISSION

Inspiring Communities  
to Save Wildlife  
for Future Generations



A young boy with short brown hair, wearing a red long-sleeved shirt, is looking intently at a seal in an aquarium tank. The seal is dark-colored and is swimming in clear blue water. The boy's hands are pressed against the glass of the tank, and he appears to be reaching out towards the seal. The background shows the rocky interior of the aquarium tank.

## OUR VISION

A World Where  
Wildlife Thrives

## DZCA by the Numbers

- 80-acre campus
- 2023 Numbers
  - 1.7 million visitors
  - 460 thousand visits by members



# A Look Back

Achievements of  
the Past Five Years



ANIMAL CARE & CONSERVATION  
**Accreditation and  
certifications**

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



ANIMAL CARE & CONSERVATION  
**Notable Births,  
Rescues & Additions**

Introduction of new species  
and significant animal  
additions.

**2019**



Tatu

Wookie

**2020**



Joona

Oskaar & Araali

**2021**



63 Froglets  
Panamanian  
Golden Frog

Akili

Denver, Diamond,  
and Jonas



Kylo

Betty

**2022**



Jai

Gwen



Chickpea

Jasiri

BB

**2023**



Wicket

Siska

Rocket & Slinky

Zola

Marcus & Steppy

ANIMAL CARE & CONSERVATION

# Notable Births, Rescues & Additions

Introduction of new species  
and significant animal  
additions.

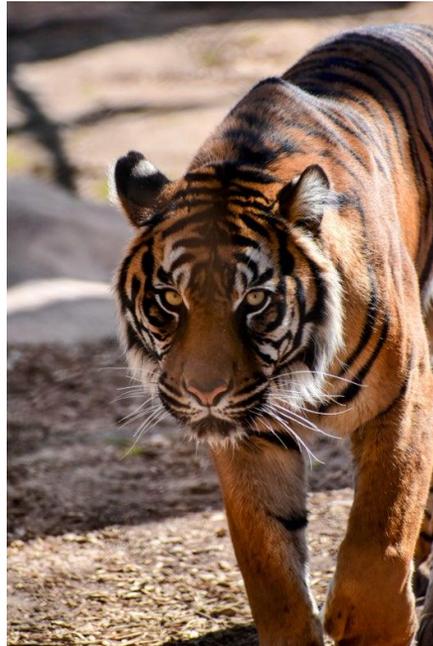
2024

Tristan



Marshmallow

ChloJo



Duncan



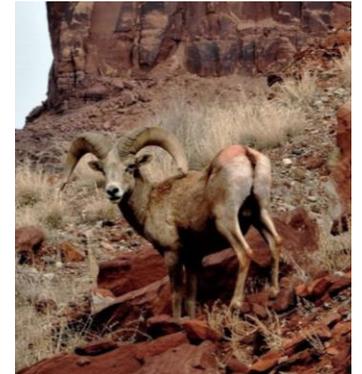
Pearl

Viktor



## ANIMAL CARE & CONSERVATION **Field Conservation**

- South African Flamingo rescue
- Boreal toads bred at DZCA release
- Bighorn project with Navajo Nation
- Mount Blue Sky
- Women in Conservation Scholarships



## Exhibits and Campus Improvements

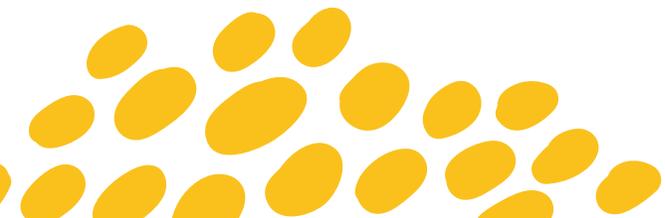
- \$62 million in capital since 2019
  - \$23 million bond supported
  - \$39 million DZCA + Donor supported
- New habitats
  - Flamingos, Harmony Hill (Brown bear), Pinnacol African Penguin Point, Stingray Cove
- Zofnass Barclay Nature Trail
- Helen and Arther E. Johnson Animal Hospital
- Pathway improvements and new wayfinding signage



## COMMUNITY ACCESS

# A Few Stats

- Covid 87-day closure
- Free Days (7) + SNAP Explorer Pass
  - 28% of guests
- My Denver Card
  - 4,948 guests
- Five by Five Program
  - 4,060 guests
- Summer Safari Scholarships to 40 newcomer families
- Ronald McDonald House Residents
  - 1,367 guests



COMMUNITY ENGAGEMENT & EDUCATION

# Conservation Learning Programs & Community Nature Play

Expansion of Conservation Learning programs  
and community nature play pop-ups

- 554 Nature Play Kits Distributed
- 1250 Nature Play Pocket Guides
- 117 Denver Zoo Memberships
- 726 Denver Zoo Tickets to participants
- 129 Adults & 362 Children Participants in Year-Long programming
- 75 Families engaged in Family Nature Clubs



COMMUNITY ENGAGEMENT & EDUCATION

# Conservation Learning Access

- More than 34,000 children and adults participated in Conservation Learning
- 3,300 received needs-based scholarship
  - Attended camp, school program, etc.
- 60 teachers participate in professional development programs
- 2,700 children joined school break camps
- Autism Certification



COMMUNITY ENGAGEMENT & EDUCATION

## Collaboration with Local Organizations

- Black Birders Event each year since 2021
- SCFD Organization performances & Collaborations (2021)
  - Cleo Parker Robinson, Colorado Symphony, Colorado Ballet, Mexican Cultural Center, Dia del Nino
- Quill the porcupine's quills donated to indigenous artists
- Asian American and Pacific Islander+ Festival
- Veterans free tours + free admission during Military Appreciation week



# INTO THE GREAT WILD OPEN

## Comprehensive Campaign

- Campaign Public Launch 2023
  - Raised \$245,000 in 30 days through matching fund
- Force of Nature Gala (\$500K) honoring Eddie Robinson
- \$1 million in community support during covid
- Flock Party launched in 2020



# Current Projects and Initiatives



# INTO THE GREAT WILD OPEN

## Comprehensive Campaign

- \$75M Comprehensive Fundraising Campaign
- Since 2019 raised \$65,091,042
- 49,467 gifts
- 19,970 unique donors
- Doubled annual fundraising amount
- Fundraising Pillars
  - Open Arms: Access + Education
  - Open Hearts: Animal Care + Capital Projects
  - Open Spaces: Conservation + Sustainability

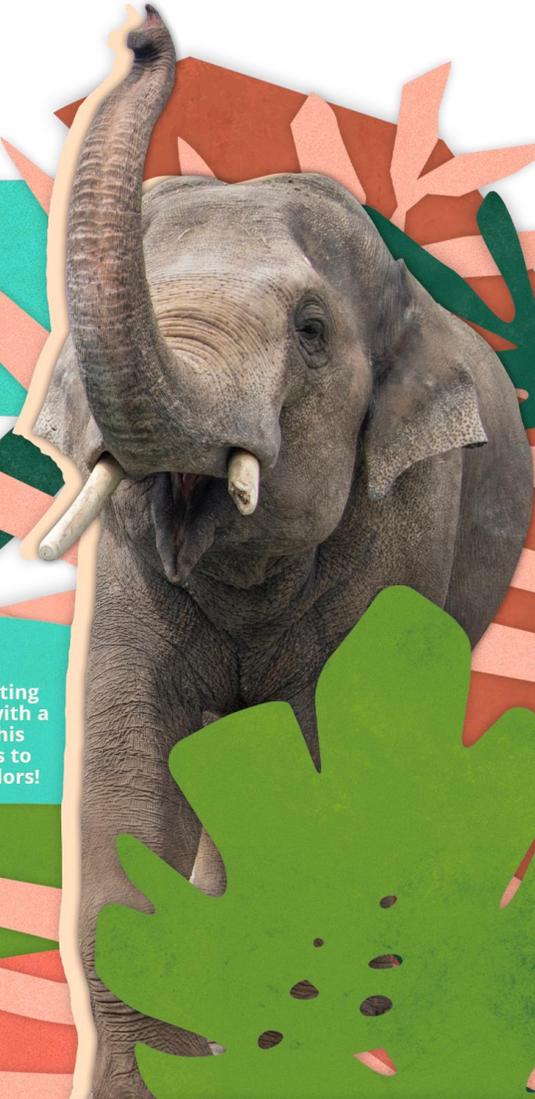
**80%** OF THE WAY  
TO OUR  
**\$75M GOAL**

### **BILLY**

Born in Dublin, it's only fitting that genetics gifted Billy with a cute, pink-freckled face. This energetic 15-year-old loves to play with his fellow bachelors!

### **SALEM**

A Cassowary from Australia, these impressive birds are cousins to emus and stand over 5 ft tall!



## Brand Refresh

Why did we refresh our brand?

- To better align its branding with the mission, vision, values and goals of the organization, especially if those have transitioned over time.
- Our goals with our new brand are to:
  - **AMPLIFY** the heart of our mission and vision
  - **ATTRACT** and **EMPOWER** new conservation allies, including guests, members, donors, communities and the general public
  - **FOCUS** on the future of wildlife conservation and the future of DZCA



CONSTRUCTION PROJECTS

## In-Progress & Recently Completed

- Down Under Opening—\$7 million project
- Sea Lions—\$15.7 million project
- Entry Ramp – \$900,000
- Adult Changing Rooms
- Automatic Doors for access



## Construction & Infrastructure

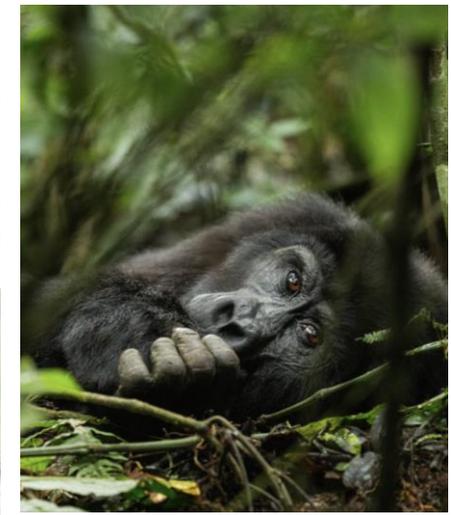
- Goals for enhancing visitor experience and animal habitats
  - New guest barrier design
- Investments and Improvements
  - New ticketing system, HRIS implementation
- Facility Condition Assessment and campus capital projects totaling approximately \$50 million
- City Assessment indicates \$22.5 million needed annually to support deferred maintenance and current needs.



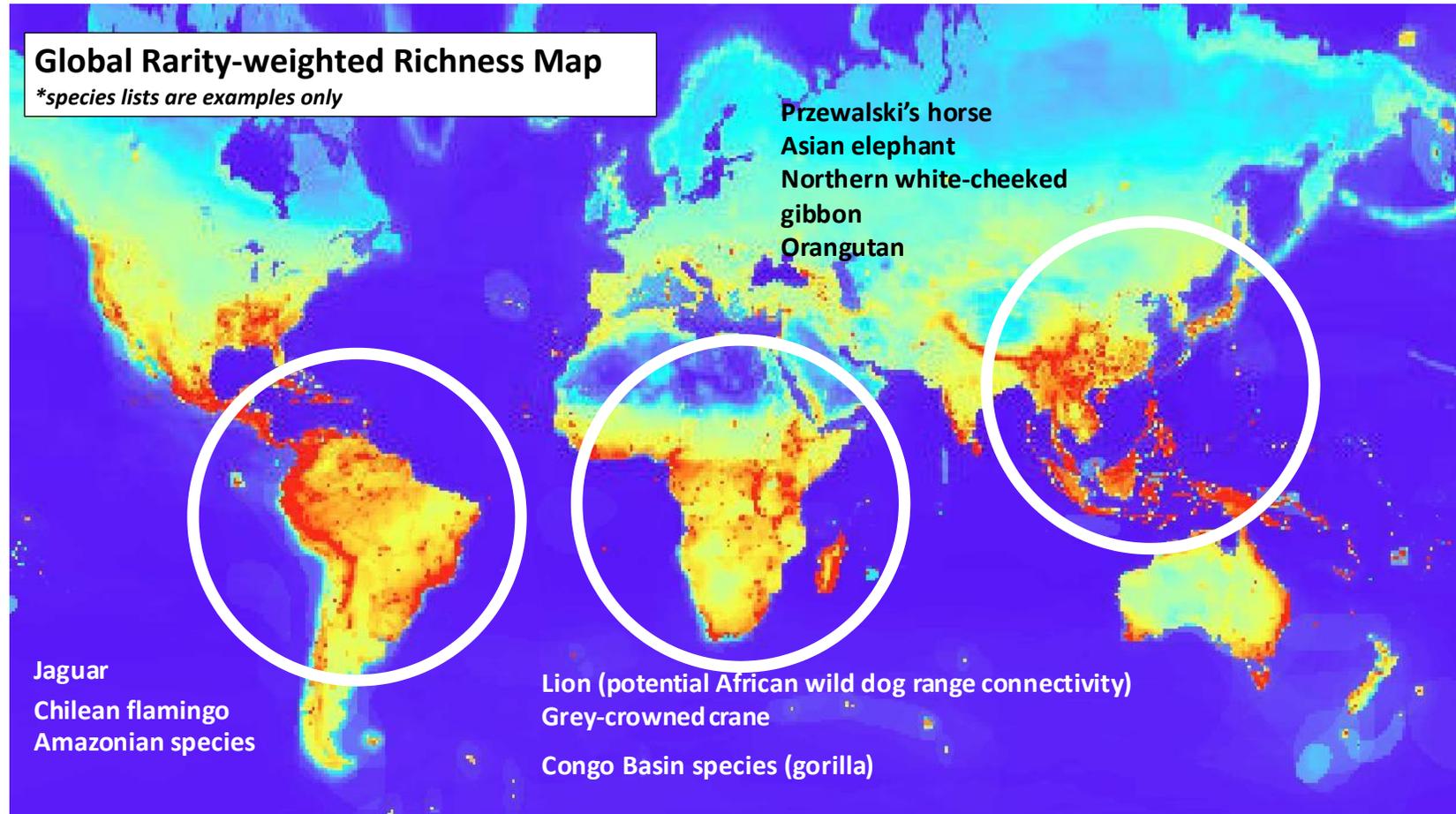
## Field Conservation - International

Connection to wildlife in our care

- Peru: Lake Junin and Lake Titicaca Frogs, Chilean Flamingos
- Uganda: Conservation through Public Health
- Indonesia: Leuser Ecosystem
- Laos: Elephant Conservation Center



# Field Conservation - International



# Field Conservation- Colorado

## Focused on: Jurisdictional Gaps

- Nearly endangered species
  - Boreal toads - American pika - bison
- Tribal conservation
  - Navajo Nation bighorn
- Interagency gaps
  - Wildlife crossings - Mount Blue Sky wildlife



## Community Outreach & Connection

- Created Belonging Division in 2023
  - Elkin Alfred, Chief Belonging Officer
- Focus on Career Pathways
  - Internships
  - Apprenticeships
  - Upskilling & Reskilling
- Community Outreach & Engagement
  - Partnerships with organizations within DZCA neighborhood
  - SCFD organizations



# Future Goals & Vision

## Future Habitats

- Africa
- Latin America
- North America



Africa: Phases 1, 2, & 3



## Lembke Family Preserve

- Providing conservation opportunities
- Relieving pressure from the campus with the goal of enhancing guest experience
- Details
  - 570 Acres
  - Weld County Colorado
- Zoo-Based Conservation
- Plans for 2024 and Beyond
  - Holding + Breeding
  - Research + Reintroduction



# Sustainability & Environmental Impact

- **Historical Achievements:**
  - LEED Gold and Silver certifications
  - Conversion of Zoo Lights to LED
- **Future Focus:** Emphasis on long-term sustainability goals and future projects, highlighting DZCAs dedication to ongoing environmental improvements
- **Future Goals**
  - **90% Waste Reduction**
  - **50% Water Usage Reduction**
  - **25% Energy Reduction Goal**



# Conclusion

Recap & Questions



## Conclusion

### Summary

- Achievements
- Current projects
- Future vision

### What's Next?

- Support and Collaboration



# Questions?

A close-up photograph of a dog's face, likely a pit bull mix, with a mix of brown, black, and tan fur. The dog has large, upright ears and is looking slightly to the right. A bright yellow speech bubble with a dark green outline is positioned on the left side of the image, containing the text "Thank you!".

**Thank you!**