



2018

Annual Report



Seneca Park **Zoo** Society

Connect. Care. Conserve.

Dear Friends and Supporters:

For more than sixty years, Seneca Park Zoo Society donors like you have helped Seneca Park Zoo thrive, grow and evolve. As the nonprofit partner to Monroe County's Seneca Park Zoo, we share a common mission to inspire our community to connect with, care for, and conserve wildlife and wild places.

Our joint vision is to be a national leader in education and conservation action for species survival. And together, we are achieving amazing results.

Since the opening of the Genesee Trail in 1992, the Zoo Society has raised and provided nearly \$20 million in funding for the Zoo's capital improvement projects, from past projects including Rocky Coasts and the Animal Hospital, to the extraordinary habitats in *A Step Into Africa*. In 2018, the openings of Cold Asia, the Savanna Outpost, Animals of the Savanna, and the new tram service were made possible in part by the generosity of donors to the Zoo Society's *A Wilder Vision* campaign.

Each year, the Zoo Society raises more than \$700,000 to operate vital education and conservation action programs ranging from KinderZoo and ZooCamps to school programs

meeting NextGen and NYS Science Standards. The Society's Programming and Conservation Action Department inspires regional environmental stewardship through pollinator habitat restoration, nature hikes, park clean ups, and our new Urban Ecologists workforce development program.

In 2018, the openings of Cold Asia, the Savanna Outpost, Animals of the Savanna, and the new tram service were made possible in part by the generosity of donors to the Zoo Society's *A Wilder Vision* campaign.

On site, the Center for Biodiversity Exploration (CBE) was launched in beta testing in 2018, and is an immersive gaming space designed to connect our guests with the impact of their actions on our regional watershed. CBE was designed

in-house and fully funded by the Seneca Park Zoo Society.

Annually, the Zoo Society raises and grants nearly one hundred thousand dollars to support international conservation efforts aimed at saving the species and ecosystems represented at Seneca Park Zoo.

The Zoo Society is proud to partner with Monroe County in serving this community to save species internationally and inspire the next generation of environmental stewards.

Thank you for making it possible.



Pamela Reed Sanchez
President and CEO
Seneca Park Zoo Society



Gavin Brownlie
Board Chair, 2018
Seneca Park Zoo Society

The transformation begins!

In 2018, years of planning and preparation for the first phase of the Zoo's Master Plan came to fruition. The year included many significant improvements to the Zoo campus and experience:

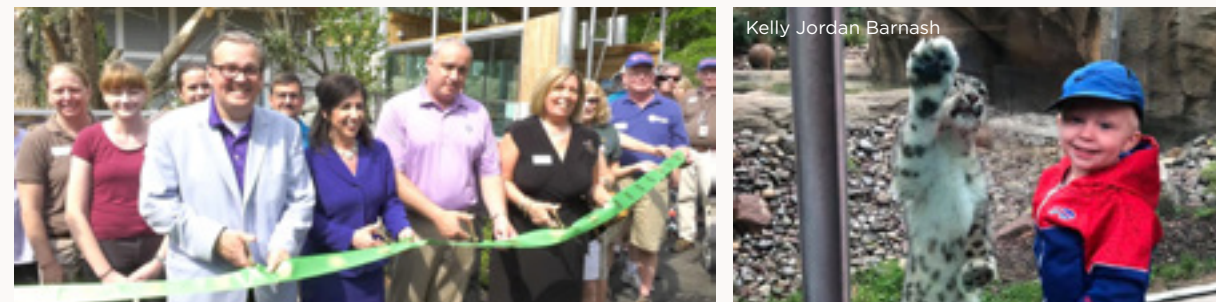
■ **June 1, 2018:**

Cold Asia opens

Members and guests encountered an entirely new type of animal experience with the openings of red panda and snow leopard habitats. With naturalistic spaces and viewing that enables close proximity to the animals, the habitats started to shift perspectives on what a zoo experience can be.



The Zoo Society is proud to have raised funds to ensure the opening of Cold Asia. Lead gifts from Empire State Development and Leonard and Lorraine Bayer were instrumental to the effort.



Top: Len and Lorri Bayer, with Pamela Reed Sanchez and Larry Staub, Director of Parks and Seneca Park Zoo, at the dedication of the Leonard and Lorraine Bayer Snow Leopard Habitat. Bottom Left: Monroe County Executive Cheryl Dinolfo with Gavin Brownlie, Board Chair, Pamela Reed Sanchez, Larry Staub and other staff, at the ribbon cutting for the Cold Asia habitats.



■ September 13, 2018:

Animals of the Savanna opens

The five-acre Animals of the Savanna expansion wowed guests, with its sweeping habitats for Masai giraffes, plains zebras and our southern white rhino. The extraordinary indoor space features multiple species representing the ecosystem of the African Savanna, and one of the biggest indoor giraffe barns in the United States.



Wayne Smith

Seneca Park Zoo Society was thrilled to announce the largest individual gift in Zoo Society history, a \$2.5 million donation from Mark and Maureen Davitt. Complemented with dozens of gifts from other donors, the Zoo Society met their funding obligation for this portion of the transformation.



Jean Darling



Laura Barrows



Elesa Kim

Top: Mark and Maureen Davitt, with their family, at the dedication of the Animals of the Savanna Building. Bottom left: Kathy Purcell and her son at the dedication of the outdoor giraffe habitat. Bottom right: A family enjoys The Animals of the Savanna on giraffe day.



Laura Barrows

Savanna Outpost opens

In addition to world class animal experiences, Animals of the Savanna features a new gift and food retail location, the Savanna Outpost. With a wide array of new merchandise and a convenient “grab and go” menu, the Outpost provides much needed services to the expanded Zoo.



Mina Johnson



Dave Zimmerman

Tram service begins

Opening with the Animals of the Savanna expansion, the seasonal Tram service was an immediate hit. Guests enjoyed the scenic ride through Seneca Park while being transported from one end of the Zoo to the other.

The Zoo Society is proud to have raised the funds from the community to help make these guest service additions possible.



Mina Johnson

Monroe County Executive Cheryl Dinolfo, with Larry Staub, Pamela Reed Sanchez and Assistant Zoo Director - Facilities Richard Mikiciuk each hold a brick from the main building as demolition began.

November 5, 2018: Main Zoo Building Razed

The transformational year ended with the demolition of the antiquated 1931 Main Zoo Building. While it was a bittersweet moment to say goodbye to a building that held so many memories, the mood quickly shifted to anticipation for the future Tropics complex.



Historic photo of the 1931 Main Zoo Building.



Austin Quinlan



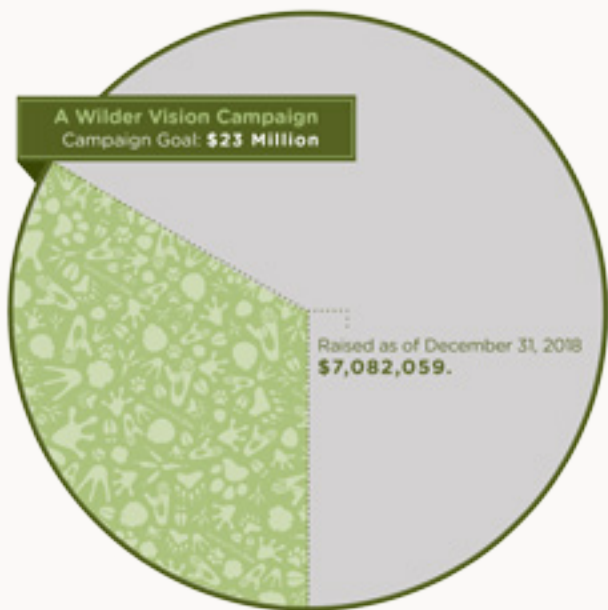
Laura Barrows



Laura Barrows



Top: Jim and Linda McElheny and Scott Hecker with the dedication of the areas they supported.
Bottom: Kathleen Gamlen, one of our first donors to the capital campaign.



The changes in 2018 are just the beginning of the implementation of the Seneca Park Zoo Master Plan. Future stages include a new café, tropics complex, conservation center, and guest services facilities.

None of this would be possible without generous support from the community. The Trustees of the Seneca Park Zoo Society committed to raising \$23 million to complement \$37 million from Monroe County. At the end of 2018 we had raised more than \$7 million through the *A Wilder Vision* capital campaign. Many thanks to our supporters.

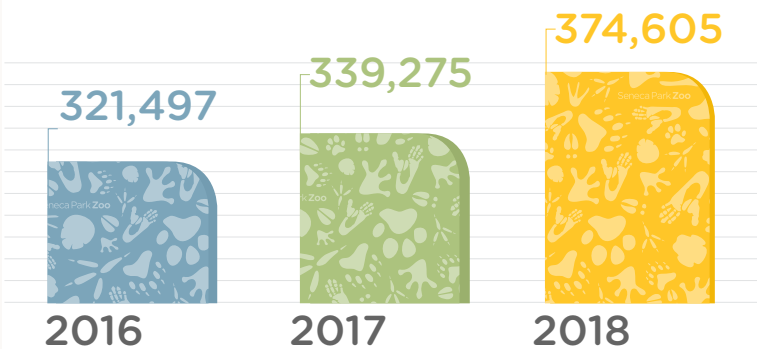


Elesa Kim

ENGAGING our community

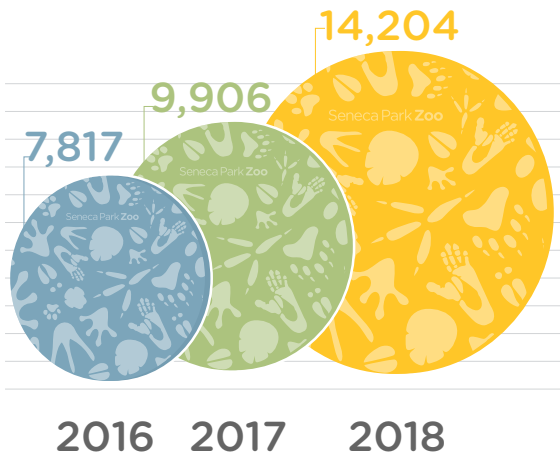
Our efforts to engage the community expanded, just as the Zoo campus did. We achieved significant boosts in key measures of engagement with the Zoo.

Zoo attendance



Sarah Hanson

Instagram followers

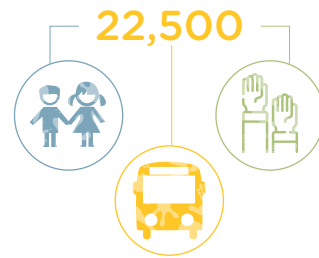


Zoo Scholars program launched in conjunction with RCSD



In 2018 we partnered with Rochester City School District to launch ZooScholars, an inquiry-based program addressing standards for science, math and language arts for 2nd graders. In April, two-thirds of the RCSD students participated in the program, which included a visit to the Zoo followed by additional projects and assignments back in the classroom. The program was a success and will be expanded in 2019.

school children



school children
visited as part of field trips

Urban Ecologist Workforce Development Program piloted



In 2018 we piloted an innovative new program designed to introduce urban youth to careers in environmental science and ecology, while empowering them to be ambassadors for the environment in their own neighborhoods. Partnering with the City of Rochester's Summer of Opportunity Program, we were able to hire three participants in the program in 2018. These youth will continue with the program in 2019, while we also add a new class of 8 year-one participants.

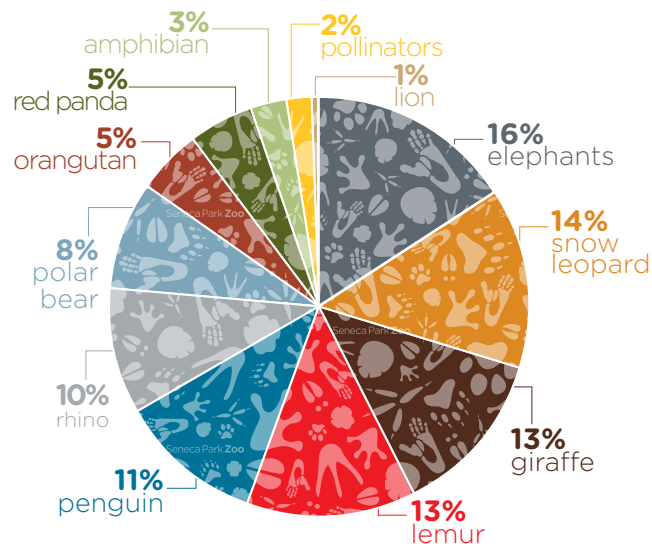


Erick Machajewski

CONSERVING wildlife

Our efforts to conserve wildlife locally and globally continue to be the bedrock of what we do.

Funds Dedicated to Conservation Priorities



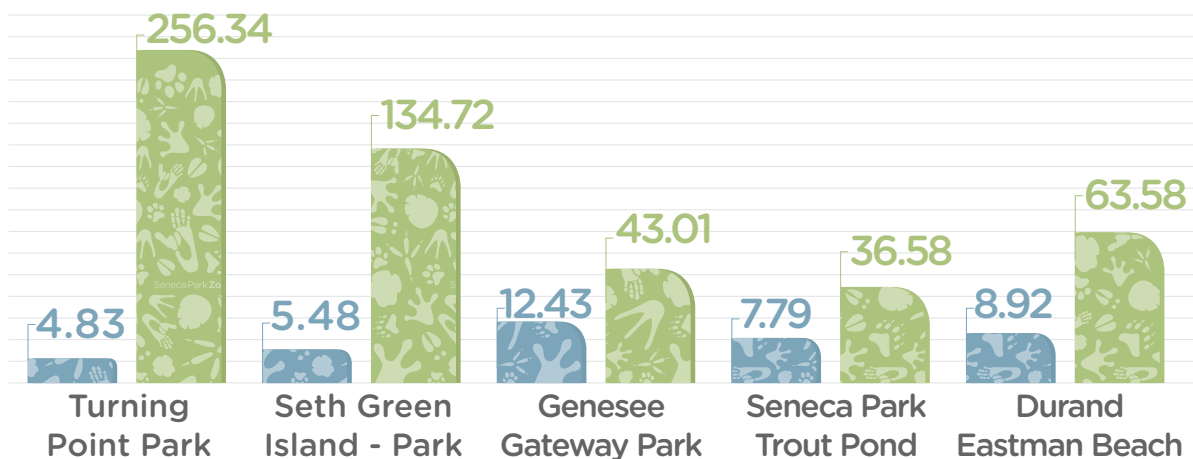
Butterfly Beltway Plantings in 2018:



covering 10 acres
of land

Impact of park cleanups

■ Acres cleaned ■ Weight of trash collected



Zoo Society leads Madagascar Reforestation Effort



In 2018, we partnered with Centre ValBio, including prior researcher in residence at the Zoo, Mahandry Hugues Andrianarisoa, to launch a reforestation project. Over 12,000 saplings were planted in 2018 alone. Each individual sapling is being tracked using blockchain technology to understand the health and success of the plantings, and to monitor the impact of the donation for each investor.

Urban Wildlife Information Network launched in Rochester



In 2018 we launched a local branch of the Urban Wildlife Information Network, coordinated by Lincoln Park Zoo's Urban Wildlife Institute. The program uses camera traps to understand how wildlife and people co-exist in urban environments. Monitoring is done in over a dozen cities, now including Rochester! With wildlife and people sharing more and more space locally and globally, this data can help educate and engage people in our community about protecting wildlife right near home.

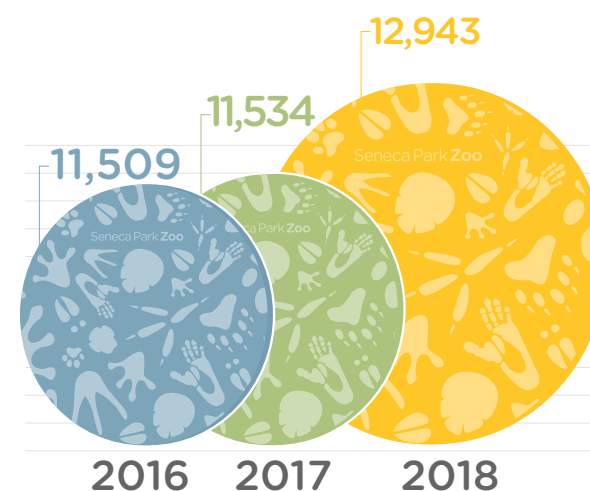


Chance Wright

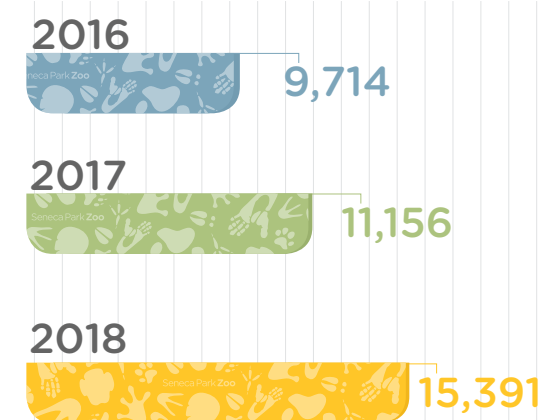
A STRONG BASE OF supporters and partners

An engaged, and growing cadre of supporters make it all possible. This year was no exception with new achievements in individual donors, event attendance and more.

Member households

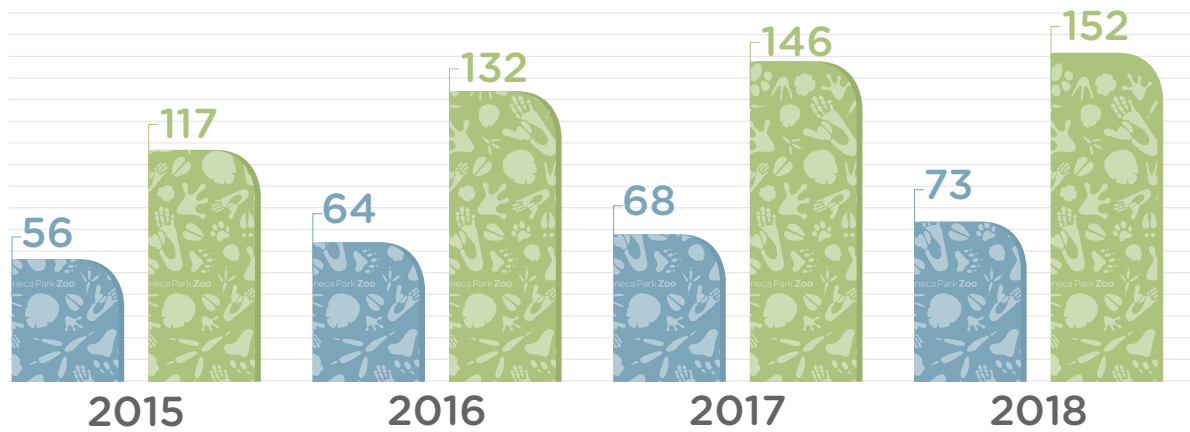


ZooBrew attendance

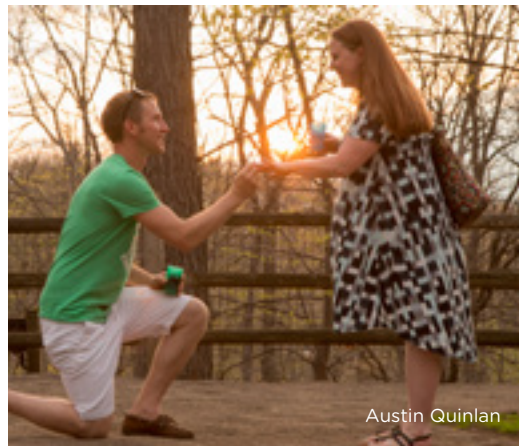


Individual donors

Forever Wild Society Participants Partners in Conservation Participants



Cinco de Rhino Craft Beer and Cider Festival has record year



Austin Quinlan

Since its inaugural year in 2016, Cinco de Rhino Craft Beer and Cider Festival has grown year over year. In 2018, the event sold out days in advance, raising more than double the funds we raised in 2016 for rhino conservation. The 500 guests enjoyed tastings from over a dozen craft breweries and cideries, while learning about ways they can support rhino conservation. We even had a marriage proposal at Cinco de Rhino, pictured above.

Inaugural Environmental Innovation Awards and Symposium held



Dave Zimmerman

To celebrate environmental leadership in our area, Seneca Park Zoo Society hosted its first Environmental Innovation Awards and Symposium. Awards were given to leaders in the large business, small business, nonprofit, youth and individual categories. Bill Browning, a national leader in sustainable design solutions delivered the keynote address and a symposium following the breakfast.



Lori Whitney-Brice

A STRONG FOUNDATION ready for our future

Recognition as a Top Workplace

For the second consecutive year, Seneca Park Zoo Society was recognized as a Top Workplace by the D&C Digital and Energage. This honor is awarded based on employee responses to a workplace satisfaction survey.

20+ years of Balanced Budgets and Clean Audits

We have achieved balanced budgets and clean audits for more than 20 years, and 2018 was no exception. Our members and supporters can feel confident of our stewardship of funds they provide in support of our mission.



Seneca Park Zoo Society

current full-time staff

As of May 1, 2019

Pamela Reed Sanchez
President and CEO
Sharon Peterson
Vice President and COO
Sarah Hanson
Director of Marketing
Chuck Levengood
Director of Development
Kelly Ulrich
Director of Education and Visitor Studies
Tom Snyder
Director of Programming and Conservation Action
Jean Aurio
Office Manager for Programming and Education
Darla Bragg
Guest Services Assistant Manager

Tricia Chapman
Family Programs Coordinator
Nicole Chevalier
Database and IT Coordinator
LaDonna Court
Receptionist and Front Office Assistant
Matt Cusimano
Catering Manager
Sue DeCaro
Retail Operations Manager
Erin Donnelly
Membership Manager
Lee Gray
Manager of Institutional Giving
Aimee Hofmann
Donor Relations Manager

Mina Johnson
Communications Coordinator
Jimmy Khederian
Building Service Worker
Arthur Kneessy
Food Operations Manager
Kristin Leathersich
Retail Operations Assistant Manager
Ashley Mault
Membership Coordinator
Rhonda McDonald
Program Manager
Meridith Mock
Guest Services Manager
Ruth Northrop
IT and Systems Manager
Sarah Pearlman Ventura
Graphic Designer

Laura Pennington
Events & Experiences Coordinator
Gretchen Spencer
School and Group Programs Coordinator
Jennine Sweeney
Accounting Associate
Tina Trimer
Manager of Volunteer Programs
Denise Wells
Food Service Coordinator
Annie Wheeler
Lead Zoo Naturalist for Programs
Dave Will
Lead Interpreter for Citizen Science
Amanda Workman
Accounting Associate

Trustees

2018 Board of Trustees

Gavin Brownlie
Chair
Peter Lutz
Vice Chair
Keith Wilson
Treasurer
Chris Stern
Secretary
Eric Allen
Leonard Byer
Stephen Brown
Trisha Butera

Tim DeGrave
Maureen Dobies
Shelly Doran
Mary Ellen Brothers Guon
Suzanne Hunt
Eileen Kreutter*
James McElheny
Michale Morse
Kevin Nowack
David Riedman
Gary Squires

Larry Staub*
Matthew Terp*
Debby Wilson
James Winebrake
Ben Wood
*Ex Officio

Trustees Emeritus
Ruth Baltzer
Ralph Code
John Nuccitelli
Robert Stiles
William Strassburg

Monroe County

Owner and operator of Seneca Park Zoo

Full time staff as of May 1, 2019

Cheryl Dinolfo,
County Executive

Larry Staub
Director of Parks and Seneca Park Zoo
Lisa Polito Nicolay
Deputy Director of Parks and Seneca Park Zoo
Dr. Louis DiVincenti, DVM
Assistant Zoo Director – Animal Care & Conservation
Richard Mikicuiik
Assistant Zoo Director-Facilities
David Hamilton
General Curator
Kristen Miles-Pavia
Supervisor of Life Support Systems/Facilities
John Adamski
Assistant Curator
Lindsay Brinda
Assistant Curator
Kellee Wolowitz
Assistant Curator
Jose Arteaga
Recreation Guard
Heidi Beifus
Zoo Keeper
Clare Belden
Zoo Keeper
Kevin Blakely
Zoo Keeper
Jenna Bovee
Zoologist
John Brankacz
Heavy Laborer
Joe Brennan Jr.
Working Foreman
Garrett Caulkins
Registrar
Susan Chilson
Office Clerk 3
Brenna DeAngelis
Zoo Keeper
Michael DiMaria
Ground Equipment Operator
Alyssa Dugan
Zoo Keeper

Isiah Eades
Recreation Guard
Robin English
Veterinary Technician
Tina Fess
Zoologist
John Gonzalez
Ground Equipment Operator
Hannah Kaiser
Zoo Keeper
Katrianna Kleinschmidt
Zoo Keeper
Randi Krieger
Zoo Keeper
Adrianna Leiske
Zoo Keeper
Nicole McEvily
Zoo Keeper
Azarra Oston
Zoo Keeper
Mary Ellen Ostrander
Zoologist

James Paxon
Maintenance Mechanic I
Richard Razzante
Recreation Guard
Sue Rea
Zoologist
Gabriel Sanchez
Zoological Park Foreman
Melvin Sanchez
Ground Equipment Operator
Brian Sheets
Zoologist
Nick Siebert
Zoo Keeper
Mark Singleton
Heavy Laborer
Ryan Statt
Zoologist
Gail Tabone
Zoo Keeper
Lori Warner
Zoo Keeper

James Weinpress
Zoologist
Mike Wemett
Zoo Keeper
Melissa Whiteside
Building Services Worker
Catina Wright
Zoo Keeper



Docents

our motivated volunteer educators

Stuart Gebell
President
Eileen Kreutter
Past President
Jennifer Kandris
Vice President
David Johnson
Secretary
Wayne Smith
Treasurer
Jan Barney
Education Chair
Colleen Spiwak
Trunklines Editor
David Tegler
Planning Chair
Jennifer Kusse
Party Mad Chair
Kathy Guillard
Conservation Chair
Susan Herzberg
Biofact Chair
Ann Marie Mahon
Scheduler

Colleene Abair
Linda Bagdon
Darlene Benzon
Cathy Blakey
Robyn Blanchard-Tacci
Judith Bullene
Claudia Burke
William Camp
Andrea Carvalho
Susan Chapman
Jill Chesley
Erin Cole
Yvonne Daily
Barbara Densmore
Connie Douthit
Karen Downs
Marge Dunbar
Heidi Forster
Kathy Gallmon
Holly Hammond
Lynn Harris
Wendy Hembrock
Barbara Hendry
Brittany Hernandez
Pat Hoefler
Tom Hoffman
Lesia Hrycelak
Rodney Johnson
Anne Kirkpatrick
Brenda Kozlowsky
Monica Kress
Theresa Kretovic
Donna Lampen-Smith
Gretchen LaRosa
Jerald LeBlanc
Lucille Leiske
Susan Lindsay
Pamela Martin
Carol McCoy
Carol Merkel
Pamela Mortensen
Marian Nelson
Shelley O'Brien
Jane Salminen
Marge Sawnor
Cheryl Seiler

Ray Shaheen
Roger Siekierski
Amy Slentz
Tim Snyder
Kyra Stephenson
Jeanne Tankersley
Karen Turner
Charlene Varnis
Sarah Walker
Pam Walter
Jackie Washburn
Kathleen Wax
Jerry Welcher
Maureen Whalen
Lynn Willard
Amanda Wolfanger
Cheryl Yehl



Susie Schneider

Partners in Conservation

Partners in Conservation are philanthropic individuals committed to animal conservation, education, and the future of Seneca Park Zoo.

Thank you to our Partners in Conservation members.

Advocates

Mr. and Mrs. Mark Allen
Mr. and Mrs. Thomas R. Argust
Dr. and Mrs. Mark Balsamo
Ms. Karen S. Baumgartner
Ms. Minette Beabes and Mr. Isaac Toohey
Mr. and Mrs. Jack K. Best
Dr. James A. Tacci and Mrs. Robyn L. Blanchard-Tacci
Mr. Stephen Brown
Mr. and Mrs. Gavin Brownlie
Mr. and Mrs. Jason Brownlie
Mr. and Mrs. Christopher Butera
Ms. Barbara P. Carlson
Mr. and Mrs. Carl Carmichael
Mr. and Mrs. John P. Carver
Mr. and Mrs. Spencer J. Cook
Drs. Jack and Tracey Davidoff
Mr. and Mrs. Ken and Linda Dingman
Mr. Ben Dobrzynski
Mr. and Mrs. David Ebberts
Mr. and Mrs. Tarek Eldaher
Mr. and Mrs. James T. Englert
Mr. and Mrs. Frederick C. Enrich
Ms. Jessica Fingado
Ms. Janine L. Fogarty and Mr. Jim Hoestermann
Mr. and Mrs. Josh Foladare
Mr. and Mrs. Blake Gianniny
Dr. Jeffrey and Mrs. Sarah Hanson
Ms. Karen Hatch and Mr. Dirk Bernold
Mrs. and Mr. Erin Heintz
Mr. and Mrs. John B. Henderson
Mr. and Mrs. Ed Hochreiter
Mr. and Mrs. Chris Holliday
Mrs. Mary Louise H. Huff
Ms. Suzanne Hunt and Mr. Matt Kelly
Mr. and Mrs. Michael C. Hurley
Mr. Denis Jeffries and Dr. Christine Osborne
Mr. and Mrs. Thomas F. Judson
Mr. and Mrs. David T. Keehley
Mr. and Mrs. Michael Knolla
Mr. and Mrs. Urban G. Kress
Mr. and Mrs. James Kusse
Mr. Charles R. Levengood and Ms. Gina Halasinski
Mr. and Ms. Timothy Lynch
Mr. and Mrs. Sean Magin
Dr. and Mrs. Steven M. Marsocci
Mr. and Mrs. Bruce L. McLear
Ms. Hilda Jo Anne Milham
Mr. Matthew and Dr. Christa Miller
Mr. and Ms. Brandon Mink
Mr. and Mrs. Michael R. Morse
Mr. and Mrs. Jeffrey Morse
Mr. and Mrs. William C. Murray
Mr. Joshua Myers

Mr. and Mrs. Thomas Neilson
Mr. and Mrs. John F. Nuccitelli
Mr. and Mrs. Bob Oleksyn
Ms. Peggy Ooi and Mr. Barry M. Rosenberg
Ms. Sharon Peterson
Ms. Pamela Reed Sanchez
Dr. and Mrs. Carl Salvaggio
Ms. Alison Schuppert
Mrs. Shirley Shumway
Mr. and Mrs. David J. Smereski
Mr. and Mrs. Robert C. Tait
Mr. and Mrs. Robert E. Touhsaent
Mr. and Ms. Jeff Valentine
Mr. and Mrs. Eric VanDerMallie
Ms. Helen A. Vogel
Mr. and Mrs. Ramond R. Vogt
Mr. and Mrs. John Ward
Dr. Andrew Wensel
Dr. and Mrs. James J. Winebrake

Ambassadors

Mr. and Mrs. Eric Allen
Mr. and Mrs. Bohdan Baran
Mr. and Mrs. Wayne Beckwith
Mr. and Mrs. Brian Bennington
Mr. David Berg and Dr. Dawn Riedy
Mr. Charles H. Bliss and Ms. Linda A. Mason
Mr. and Mrs. David Braverman
Dr. Walter S. Brooks and Mrs. Debra A. Hart-Brooks
Mr. and Mrs. Gavin Brownlie
Mr. and Mrs. John C. Buttrill
Mr. and Mrs. M. John Buzawa
Mr. and Mrs. Gary L. Chadwick
Ms. Roberta Coughlin
Mr. and Mrs. Walter Critchley
Ms. Jean Darling
Mr. and Mrs. Mark Davitt
Mr. Timothy DeGrave and Ms. Laura Fornarola
Ms. Jennifer Dell and Mr. Matt Sides
Mr. and Mrs. Scott R. DeMoulin
Mr. and Mrs. Richard J. DiMarco
Mr. and Mrs. Robert Dobies
Mr. and Mrs. Kirk Doran
Mrs. Joan L. Feinbloom
Mr. and Mrs. Bruce Ferguson
Mr. and Mrs. Robert Franklin
Mr. and Mrs. David P. Gardner
Dr. Suresh Goel and Dr. Cheryl Brunelle
Mr. D. Todd Gray and Mr. Michael J. Hardy
Mr. and Mrs. Peter Griswold
Mr. Richard Hogestyn
Mr. and Mrs. Herbert Humphrey
Mr. and Mrs. Al Keltz
Mr. Louis A. Langie, Jr.
Mr. and Mrs. R. Wayne LeChase
Ms. Nancy Lowthian

Mr. and Mrs. Richard P. Massie
Mr. and Mrs. James P. McElheny, Esq.
Mr. and Mrs. Andrew Mitchell
Mr. and Mrs. Richard Mohrmann
Mr. James Nickles and Ms. Susan Wendel
Mr. Charles E. Plant
Mr. and Mrs. Josh Pokracki
Mr. and Mrs. Jay J. Rachfal
Mrs. Barbara K. Reifler
Mrs. Suzanne Remley
Ms. Margaret E. Richards
Mrs. Jo Ann H. Richards
Mr. and Mrs. David Riedman
Mr. Ron Sassone
Mr. and Mrs. Randall Shepard
Ms. Paula V. Smith
Mr. and Mrs. Gary L. Squires
Mrs. Sherry and Mr. Alan Stephens
Mr. and Mrs. Christopher Stern
Mr. and Mrs. Charlie Symington
Mrs. Georgiana T. Thoman
Ms. Gretchen Voss
Ms. Melissa Weber
Dr. and Mrs. Tae B. Whang
Mr. and Mrs. Thomas Wickerham
Mr. and Mrs. Robert Wiederhold
Mr. and Mrs. Mark Wilson
Mr. and Mrs. Keith Wilson
Mr. and Mrs. Gary E. Wood
Mr. and Mrs. Todd Zyra

Defenders

Mr. and Mrs. Donald Titus, Jr.
Mr. Jody Fleischer
Mrs. Barbara Kelley and Mr. Tom Riley
Ms. Christine Klos and Mr. Don White
Mr. and Mrs. James M. Lamb
Mr. John W. Littwitz
Mr. and Mrs. Peter Lutz
Mr. and Mrs. Patrick McCormick
Mr. and Mrs. Gordon N. Meyer
Mr. and Mrs. Ronald T. Pritchard
Mr. and Mrs. Robert B. Stiles
Mr. and Mrs. David K. Weber

Champions

Ms. Susanna M. Ferris
Mrs. Janet Reed

Guardian

Mr. and Mrs. Leonard R. Bayer



Sue Anderson

Forever Wild Society Members

The mission of the Seneca Park Zoo Society's planned giving program is to ensure the continuation of education and conservation programs for future generations. Thank you to the following people for making a deferred gift in support of the Zoo Society.

Colleene J. Abair
Rachel Baker August
Robbie Baltzer
Bohdan and Maureen Baran
Leonard and Lorri Bayer
Nina Beach
Darlene Benzon
Kevin and Tami Best
James Tacci and Robyn Blanchard-Tacci
Charlie Bliss
Mike and Mary Lou Bopp
Stephen Brown
Gavin and Danelle Brownlie
Rita* and Lawrence* Callahan
Ralph and Barbara Code
Spencer and Elizabeth Cook
Karen and Bill Crow
Matt Cusimano
John* and Mary Lou* Davison

Bob and Maureen Dobies
David and Sandra Ebberts
Ron Fielding
Bob and Linda Franklin
Philip and Beverly Gelsomino
James Grapenstetter
Lee Gray
Sarah Hanson
Amy L. Harned
Aimee Hofmann
Richard Hogestyn
Mary Louise Huff
Mike and Meredith Hurley
Marcia and David Johnson
Harold Johnson
Barbara Kelley and Tom Riley
Donna Lampen-Smith
Patty and Larry Langdon
Lou and Sally* Langie
Chuck Levengood

Peter and Margot Lutz
Carolyn and Edward Maruggi
Elizabeth Masco
Ashley Mault
James and Linda McElheny
Donald* and Phyllis McNelly
Carol Merkel
Meredith Mock
Patricia Obstarczyk
Karen Panosian
Laura Pennington
Sharon Peterson
Michelle Picardo
Jim Quick*
Karin Quillinan
Pamela Reed Sanchez
Dennis and Patricia Ringer
Heather Rossi
Tom and Ellen Rusling

Dr. Neil Scheier
Carol Smereski
Tom Snyder
Cynthia Tag
Ric Thomann
Denise Wells
Maureen Whalen
Dr. and Mrs. Tae Whang
Pam Will*
Keith and Betsy Wilson
Dr. Jeff Wyatt
Mark and Nancy Zawacki

**Denotes Deceased*



Walter Brooks



Designated Giving

Capital

Mr. and Mrs. Eric Allen
Mr. and Mrs. Bohdan Baran
Mr. and Mrs. Leonard R. Bayer
Mr. and Mrs. J. Kevin Best
Mr. Charles H. Bliss
Bond, Schoeneck & King, PLLC.
Estate of Martha Bullock
Mr. and Mrs. David J. Burns
Mr. and Mrs. Christopher Butera
Mr. and Mrs. John C. Buttrill
Mr. and Mrs. P. Hamilton Clark
Mr. and Mrs. Spencer J. Cook
Davenport-Hatch Foundation, Inc.
Mr. and Mrs. Mark Davitt
Mr. and Mrs. Kirk Doran
Frontier Glass
Mrs. Kathleen Gamlen
Mr. James R. Grapenstetter
Mr. A. Scott Hecker
Ms. Christine Klos and Mr. Don White
Lake Immunogenics Inc.
Mr. and Mrs. Jeff Mapstone
Dr. and Mrs. Edward A. Maruggi
Mr. and Mrs. James P. McElheny, Esq.
Mrs. Barbara Kelley and Mr. Tom Riley
Mr. and Mrs. Gary Muisus
Mrs. Kathy Purcell
Ms. Pamela Reed Sanchez
Riedman Foundation
Mr. and Mrs. William Shaheen
Mr. and Mrs. Randall Shepard
The Hollowell Fund
Mr. and Mrs. Robert E. Touhsaent
Mr. Matthew Vahue
Ms. Maureen T. Whalen

Ms. Lynn Willard
Mr. and Mrs. Keith Wilson

Center for Biodiversity Exploration

Avangrid Foundation
Mrs. Janet Reed
Ms. Paula V. Smith

General Operating Support

Accountable Digital
Ms. Lynne Allen
Mr. and Mrs. Eric Allen
Ms. Nina H. Beach
Bob Spatola's Party Rental
Mr. and Mrs. Joseph C. Briggs
Brochures Unlimited Advertising, LLC.
Mr. and Mrs. Gavin Brownlie
Canfield & Tack Commercial Printing
and Fulfillment
ConServe
David Klos Family Memorial Fund
Mr. and Mrs. Robert Dobies
Mr. and Mrs. Kirk Doran
Entercom Marketing Results Group
Ms. Susanna Ferris
Five Star Bank
Mr. and Mrs. Robert Franklin
Mr. and Mrs. Peter Griswold
Mr. A. Scott Hecker
Helen and Ritter Shumway Foundation
Ms. Susan E. Henderson
Herman and Marlene Duerr Fund
Mr. Richard Hogestyn

Mr. and Mrs. Theodore Horne
Ms. Christine Klos and Mr. Don White
Kohls Department Stores, Inc.
Lake Immunogenics Inc.
Estate of Geraldine Lane
Mr. and Mrs. R. Wayne LeChase
Leland T. Shafer Charitable Trust
Mr. John W. Littwitz
Max and Marian Farash Charitable
Foundation
Mr. and Mrs. Gordon N. Meyer
Mr. and Mrs. Richard Mohrmann
Nosh
Olsan Medical Group
Partners & Napier
Ms. Marlaine Pilittere
Estate of James V. Quick
Mrs. Jo Ann H. Richards
Robert C. and Jane K. Stevens Legacy
Fund
ROC the Day Donors
Sammy Pierson Memorial Fund
Mr. Ron Sassone
Sinclair Broadcast Group
Sirness Vending
Spectrum
Mrs. Sherry and Mr. Alan Stephens
Ms. Sheila Swigert
Mr. and Mrs. Charlie Symington
The Donald F. & Maxine B. Davison
Foundation
The Joseph and Anna Gartner
Foundation
Wendy's of Rochester
Dr. and Mrs. Tae B. Whang
WROC-TV Channel 8
Dr. Jeff D. Wyatt

Endowment

Estate of Rita and Lawrence Callahan
Mr. James R. Grapenstetter

Exhibits and Enrichment

Coca-Cola Refreshments
Dr. and Mrs. Jerald T. LeBlanc
Rochester Institute of Technology
Salena's Mexican Restaurant
Thomson Reuters
Urtz's Farm, Inc.

Education

Association of Zoos & Aquariums
Canandaigua National Bank
Diamond Packaging
ESL Federal Credit Union
Ms. Kathleen Holt and Mr. Stephen
Lurie
M&T Bank
Monroe Veterinary Services
Paychex Inc.
The Hollowell Fund
Wegmans Food Markets
Urban Ecologist
Marie C. & Joseph C. Wilson
Foundation
Max and Marian Farash Charitable
Foundation
National League of Cities

Event

Admar Supply Company Inc.
Alstom Signaling Foundation, Inc.
AT&T
Audio Images Sound & Lighting
Bank of America
Mr. and Mrs. Leonard R. Bayer
Best Times Financial Planning
Bob Spatola's Party Rental
The Bonadio Group
Bond, Schoeneck & King, PLLC.
Boylan Code, LLP
Broccolo Tree & Lawn Care Inc.
Brown & Brown of New York, Inc.
BSG Building Services Group
Buckingham Properties
Canfield & Tack Commercial Printing
and Fulfillment
Chateau Niagara Winery
Citizens Bank
City Blue Imaging
Clark Patterson Lee
CMI Communications
Constellation Brands, Inc.
crosby-brownlie, Inc.
DAVE-Digital Audio Visual
Environments
Mr. and Mrs. Scott R. DeMoulin
DGA Builders
Diamond Packaging
The Dolomite Group Manitou
Concrete Co.
ESL Federal Credit Union
Everdry Waterproofing
Excellus BlueCross BlueShield
Fiandach & Fiandach
Five Star Improvements
Flaum Management Company, Inc.
Foresters Financial
Grant Taylor Photography
Hamilton Stern Construction LLC
Harris Corporation

We take great care to ensure accuracy of these lists. If you see anything inaccurate, please let us know at 585.336.7205.

Hunt Green LLC
I.B.E.W. Local Union #86
Iron Smoke Whiskey
KeyBank
Lake Beverage Corporation
Landsman Development Corp.
LeChase Construction Services, LLC
M&T Bank
Manning Squires Hennig Co. Inc.
McDonald's of Greater Rochester
Medved Running & Walking Outfitters
Monroe Veterinary Services
National Electrical Contractor
Association-Rochester, NY Chapter
New York Life Insurance Company
Norry Management Corp.
OppenheimerFunds, Inc.
Partners & Napier
PASCO Building Automation Systems
The Rabbit Room
Rapp/Spence Design
Rath Electric, Inc.
Regent Financial Group LLC
Riedman Companies
Rita's Italian Ice of Brighton
Rochester Institute of Technology
Rochester Kung Fu & Fitness Inc.
Ry-Gan Printing, Inc.
Secret Ingredient Cupcakery
Sheet Metal Workers' Local 46
Mr. and Mrs. Christopher Stern
Stifel
Strathallan Hotel a Doubletree by
Hilton
UA Local 13 Plumbers, Pipefitters &
Service Techs
USA Payroll, Inc.
Walmart
Wegmans Food Markets
William G. McGowan Charitable Fund
Wilmore
Woods Oviatt Gilman LLP
Xceed Financial Credit Union
Dr. Seth Zeidman and Dr. Eva
Pressman
Zweigle's

In Situ Support

Mr. and Mrs. Leonard R. Bayer
Bergmann Associates
GreenSpark Solar
Hockey Western NY LLC
Lake Immunogenics Inc.
Sammy Pierson Memorial Fund
Seneca Park Zoo AAZK Chapter

Matching Gifts

Bank of America
Dell Direct Giving
Exxon Mobil Foundation
Thomson Reuters

One Cubic Foot

Smithsonian Institution

Butterfly Beltway

Daisy Marquis Jones Foundation

Restricted Projects

Ms. Colleene J. Abair
Mr. and Mrs. Leonard R. Bayer



Marie Kraus

Balance Sheet

Seneca Park Zoo Society
for the year ended December 31, 2018

| | General Operating Fund | Board Designated Fund | Restricted Gifts & Grants Fund | Capital Campaign Fund | TOTAL |
|-----------------------------------|------------------------------|-----------------------------|---|-----------------------------|-------------|
| ASSETS | | | | | |
| Cash and Cash Equivalents | \$310,601 | \$0 | \$0 | \$14,152 | \$324,753 |
| Investments | \$531,485 | \$466,335 | \$122,045 | \$2,938,903 | \$4,058,768 |
| Endowment - General | \$0 | \$879,610 | \$183,386 | \$0 | \$1,062,996 |
| Endowment - Intern Program | \$0 | \$0 | \$177,314 | \$0 | \$177,314 |
| Accounts Receivable | \$13,896 | \$8,216 | \$0 | \$0 | \$22,112 |
| Grants Receivable | \$0 | \$0 | \$3,720 | \$1,500,000 | \$1,503,720 |
| Promises to Give-Net | \$15,416 | \$0 | \$2,850 | \$860,611 | \$878,877 |
| Due from other funds | \$0 | \$268,000 | \$0 | \$0 | \$268,000 |
| Inventory | \$111,152 | \$0 | \$0 | \$0 | \$111,152 |
| Prepaid Expenses | \$19,746 | \$4,140 | \$0 | \$0 | \$23,886 |
| Property & Equipment Net | \$98,052 | \$0 | \$591 | \$0 | \$98,643 |
| Total Assets | \$1,100,348 | \$1,626,301 | \$489,906 | \$5,313,666 | \$8,530,221 |
| LIABILITIES & NET ASSETS | | | | | |
| Accounts Payable | \$165,624 | \$0 | \$0 | \$1,500,000 | \$1,665,624 |
| Accrued Payroll | \$46,383 | \$0 | \$0 | \$0 | \$46,383 |
| Accrued Vacation | \$68,533 | \$0 | \$0 | \$0 | \$68,533 |
| Deferred Income | \$54,193 | \$0 | \$0 | \$0 | \$54,193 |
| Due to other funds | \$268,000 | \$0 | \$0 | \$0 | \$268,000 |
| Total Liabilities | \$602,733 | \$0 | \$0 | \$1,500,000 | \$2,102,733 |
| Beginning Net Assets | \$494,706 | \$1,503,936 | \$450,769 | \$1,938,376 | \$4,387,787 |
| Net Surplus/(Deficit) | \$2,909 | \$122,365 | \$39,137 | \$1,875,290 | \$2,039,701 |
| Total Net Assets | \$497,615 | \$1,626,301 | \$489,906 | \$3,813,666 | \$6,427,488 |
| TOTAL LIABILITIES & NET ASSETS | \$1,100,348 | \$1,626,301 | \$489,906 | \$5,313,666 | \$8,530,221 |

Statement of Operating Finances

Seneca Park Zoo Society
for the year ended December 31, 2018

| | 2018 | | 2017 | |
|--|---------------|-----------------------|---------------|-----------------------|
| | Amount | % of Total Revenue | Amount | % of Total Revenue |
| SUPPORT AND REVENUE | | | | |
| Membership & Admissions | \$2,861,207 | 42.90% | \$2,570,992 | 45.39% |
| Retail Operations | \$1,618,223 | 24.27% | \$1,341,791 | 23.69% |
| Fundraising & Events | \$810,715 | 12.16% | \$824,215 | 14.55% |
| In Kind Contributions | \$544,021 | 8.16% | \$431,795 | 7.62% |
| Education & Conservation Action Programs | \$348,662 | 5.23% | \$315,916 | 5.58% |
| Net Assets Released from Restriction | \$483,295 | 7.25% | \$177,894 | 3.14% |
| Interest Income | \$2,645 | 0.04% | \$1,878 | 0.03% |
| | \$6,668,767 | 100.00% | \$5,664,481 | 100.00% |
| EXPENSES | | | | |
| | Amount | % of \$'s Raised | Amount | % of \$'s Raised |
| Retail Services | \$1,209,987 | 18.14% | \$1,068,016 | 18.85% |
| Education & Conservation Action Programs | \$703,524 | 10.55% | \$639,349 | 11.29% |
| Communications | \$838,333 | 12.57% | \$617,724 | 10.91% |
| Fundraising & Events | \$599,873 | 9.00% | \$614,925 | 10.86% |
| Administration | \$567,003 | 8.50% | \$535,976 | 9.46% |
| Membership & Admission Services | \$541,985 | 8.13% | \$519,723 | 9.18% |
| Conservation Initiatives | \$149,419 | 2.24% | \$65,199 | 1.15% |
| Depreciation | \$32,047 | 0.48% | \$33,078 | 0.58% |
| | \$4,642,171 | 69.61% | \$4,093,990 | 72.27% |
| Increase in Net Assets | \$2,026,596 | | \$1,570,491 | |
| Net Assets At Beginning of Year | \$494,706 | | \$488,165 | |
| Support to Seneca Park Zoo Fund | \$(82,267) | | \$(70,729) | |
| Revenue Share with Monroe County Parks Dept | \$(1,673,420) | | \$(1,478,221) | |
| Board Designated Restrictions | \$(268,000) | | \$(15,000) | |
| Net Assets At End Of Year | \$497,615 | | \$494,706 | |

A complete financial statement including Board Designated, Restricted Programs and the Capital Campaign is available upon request.



Ron Kalasinskas



2222 St. Paul Street, Rochester, NY 14621 | 585.336.7200 | senecaparkzoo.org