



Photo: Ed Durbin

**COSLEY  
ZOO**



A LIFETIME OF INSPIRATION BEGINS HERE

# Annual Report

# 2016

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# Message from the Zoo Director

Despite its small size, Cosley Zoo continues to have an enormous impact on an ever-expanding audience. This trend continued in 2016 when Cosley Zoo set a new attendance record of 170,444, surpassing the previous year's record of 164,444 visitors.

Of those 170,444 guests, 89,419 (52%) participated in some type of educational opportunity. This number is also a record, increasing program participant numbers by 13% (10,153) over the previous year's record of 79,266. This number clearly demonstrates how many people the zoo is connecting to animals and nature. These important connections are often the first steps down the road that leads to the development of a personal conservation ethic.

In the past year, the zoo completed several unique projects and activities integral to the operation of the facility. These projects included:

- The complete replacement of the PVC fence surrounding the domestic livestock yards. Additionally, a privacy gate was installed to screen the staff work area by the dumpsters.
- The roofs on both of the raptor exhibits were replaced. The cedar shake shingles were replaced with metal roofing, which will have a much longer life.
- Demolition of the residence on the east side of Gary Avenue was completed in November to make way for the new Animal Care Center, which will be the first stop for new animals arriving at the zoo. Housing these facilities across the street from the rest of the zoo will not only improve biosecurity but also eliminates impact on public spaces.
- Development of additional partnerships with similar facilities and institutions of higher learning in order to expand our ability to gather visitor data.
- The acquisition of an AZA/Disney Nature Play Grant in the amount of \$5,000. The grant will be used to develop a family nature club and purchase additional components for the nature play area. Both the club and the nature play components will be focused on the inclusion of families that have children on the autism spectrum.

These and other projects are just small steps on our path to an exciting future. If we seize the opportunity to invest in our future, there is no telling how many people we can inspire or how many species we can help save from the irreversible fate of extinction.

With great pride, I invite you to review the 2016 annual report, sharing in our many accomplishments and envisioning a meaningful future.

Respectfully,



Susan L. Wahlgren  
Cosley Zoo Director





# Animal Welfare our primary focus

## Animal Health

Ensuring that our animals are mentally and physically healthy is a top priority for Cosley Zoo staff. Zookeepers perform routine checks of all animals upon opening and closing the zoo, and are constantly monitoring animal health and behaviors throughout the rest of the day.

Preventative medical care is another important aspect of each animal's health assessment. Each year, the Zoo Director and Animal Curator meet with the zoo's consulting veterinarians to review preventative health protocols, recordkeeping, and diets, and establish a schedule for routine exams, vaccinations, and other husbandry procedures.



*A Himalayan Rabbit receives a routine veterinary examination.*

Being prepared for potential animal emergencies is also an important facet of animal care. In June, Zoo Director Susan Wahlgren attended a two-day workshop in Champaign entitled "Enhancing Foreign Animal Disease Response Communication Channels". This workshop helped participants to clarify the role different regulatory organizations would play in the event of an animal disease outbreak. Later in the year, Sue and Education Supervisor Natasha Fischer attended a Zoo Ready meeting in Bloomington, where they received information on contingency planning and had the opportunity to review the zoo's emergency

plans with emergency responders and other zoos.

## Animal Training

Cosley Zoo's zookeepers are experts in operant conditioning training, in which animals are encouraged to participate in particular behaviors via the use of positive reinforcement. The behaviors that trainers teach the animals are often ones that allow the animals to participate in their own health care (for example, stepping onto a scale), but zookeepers also train animals to provide them with mental stimulation and physical exercise.

Although zookeepers undergo extensive training themselves to become animal trainers at Cosley Zoo, they still continually participate in learning opportunities to help them remain current in their field. All keepers took a training re-certification test in 2016, which was more challenging than the tests they took when they began their zookeeping careers, and reflects the increased standards that animal trainers must meet.

In April, Lead Zookeeper Jenny Theuman and Zookeeper Heather Johnson attended a one-day regional meeting of the International Marine Animal Trainers Association (IMATA) at the Indianapolis Zoo. At this conference, Jenny and Heather gathered more information on training birds of prey to assist with Cosley Zoo's raptor training program.

Notable training accomplishments in 2016 included the following:

- Training White-tailed Deer Lucy to stand up on her hind legs. This behavior promotes physical activity and encourages the animal to exhibit a natural behavior used by deer in the wild when foraging.
- Training the zoo's Angus heifer (young cow) to walk on a lead rope. This



behavior was important in order for the keepers to be able to move the now-900 pound cow safely between her indoor and outdoor exhibit spaces.

- Working with Norwegian Fjord Horse Gretchen without a lead rope, building a relationship between horse and handler which allowed us to bring Gretchen offsite to meet participants at the Mike Williams Cosley Classic Golf Outing.
- Beginning operant conditioning training with an American Kestrel and a Turkey Vulture, with the goal of eventually using these birds in education programs.
- Training Mika the raccoon to allow brushing of her teeth and gums to promote dental health. Mika was also trained to voluntarily enter a crate, which helps to facilitate her veterinary exams.
- Training bobcat Val to allow a voluntarily paw exam in which zookeepers can manipulate each of his toes. This would allow zookeepers to more easily assess a potential foot injury.

### Notable Acquisitions

Cosley Zoo exhibits domestic farm animals and native Illinois wildlife, and occasionally acquires small exotic animals for use in education programs. Each potential acquisition is carefully analyzed before making the commitment to accept it. This ensures that the animal acquisition adheres to our institutional collection plan and that we can provide excellent care for each Cosley Zoo resident.

In 2016, the following animals arrived at Cosley Zoo:

- Four-toed Hedgehog
- Tiger Salamander (2)
- Eastern Chipmunk
- French Lop Rabbit
- Nine-Banded Armadillo
- House Finch
- American Robin
- Grey Tree Frogs (12)

**Numbers and Types of Animals in Cosley Zoo's Collection (as of 12/31/16)**

Animal Group	Number of species	Number of specimens	Number of groups (populations too numerous to count)
Amphibians	3	18	0
Birds	27	75	0
Invertebrates	2	0	2
Mammals	16	37	0
Reptiles	7	11*	0
<b>Total</b>	<b>55</b>	<b>141</b>	<b>2</b>

*\*Does not include the 211 releasable Blanding's Turtles temporarily housed at the zoo as part of the Blanding's Turtle Recovery Project in 2016.*







# Conservation making a difference

## Blanding's Turtle Recovery Project

Cosley Zoo has been a partner in the Blanding's Turtle Recovery Project since 2001. While the zoo endeavors to raise awareness of the plights of all endangered species, the Blanding's Turtle is the species we have chosen as a facility to be the primary focus of our time, talents, and resources.

Cosley Zoo's contribution to the Blanding's Turtle Recovery Project is multi-faceted. Not only do we rear hatchlings for release into local forest preserve sites, but we also educate visitors through programs, interpretive signage, and the display of two permanent resident adult Blanding's Turtles, which are also used for programming, helping to create connections between our visitors and this endangered species. While guests are not able to visit the area in which we rear the releasable Blanding's Turtles, they are able to view the area via video feeds which display on a wall monitor accessible to all visitors. Being able to view the young turtles gives our guests a better understanding of the program and helps to build awareness of our conservation efforts with this species. In 2016, we released 21 young turtles into the wild, and are currently rearing 63 additional turtles for eventual release. We modified the turtles' environment at Cosley Zoo to be more like their natural habitat by adding more plant material and basking options, increasing water levels more quickly as the turtles grew, and providing more natural feeding opportunities. These actions were all taken with the goal of increasing the turtles' success in the wild once released.

Additionally, we worked to raise awareness of Blanding's Turtles and their endangered status by including them in our "Coins for Conservation" Kiosk (see page 10), creating a video highlighting our work with the Blanding's Turtle, featuring the Blanding's Turtle Recovery Project in the Winter 2016 edition of the Cosley

Tails newsletter, and publishing turtle-related posts on our facebook page. In 2017, we plan to complete work on a children's book on Blanding's Turtles with assistance from partner organization Unite for Literacy.



*Hatchling Blanding's Turtles live at Cosley Zoo until they are large enough to safely survive from predators in the wild.*

## SAFE: Saving Animals From Extinction

In 2016, Cosley Zoo continued to participate in this AZA initiative, in which the collective expertise of zoos and aquariums nationwide is used to help save species. We have used our facebook page to provide information about the ten SAFE signature species, including calls to action to let individuals know how they can help. We also collected monetary donations to support three of the SAFE species via our Coins for Conservation Kiosk (see page 10).

## Conservation Team

Several staff members comprise the zoo's Conservation Team, which in 2016 secured the donation of a rain barrel which is used to collect rainwater for watering plants and cleaning. The team also developed a plan for interpretive signage regarding endangered species to be placed throughout the facility in 2017.

## Coins for Conservation

In August 2016, we installed a "Coins for Conservation" Kiosk on the zoo's front lawn. By dropping their spare change into the

appropriate slot, visitors can choose to support one of four endangered species: three AZA SAFE species (Whooping Crane, Vaquita, and Cheetah) and one local species (Blanding's Turtle). This kiosk provides an easy opportunity for guests to put their extra coins to use to support important conservation initiatives both worldwide and in our own backyards.



*The Coins for Conservation Kiosk located on the zoo's front lawn provides visitors with an easy way to donate funds towards endangered species conservation.*

### Party for the Planet

On April 23<sup>rd</sup>, Cosley Zoo hosted its annual Earth Day event, along with approximately 130 other AZA-accredited facilities nationwide. This event hosts a variety of vendors with conservation-themed displays and activities, and in 2016 also featured "The Earth Singer" Dave Orleans.



*Dave Orleans delighted the crowd at Party for the Planet with his "earthsinging".*

### FrogWatch USA

FrogWatch USA is an AZA citizen science program in which individuals monitor local frog and toad calls, and then submit their data to scientists for use in analyzing the population status of these amphibians. In 2016, Conservation Team members Alison LaBarge and Caryn Johnson facilitated two FrogWatch USA training sessions at Cosley Zoo, training a total of 22 volunteers. Sessions were improved this year by utilizing a wireless hotspot which enabled the presenters to walk participants through the online data reporting system. Facilitators kept in touch with volunteers throughout the year, sending reminders and information via a dedicated "FrogWatch Cosley Zoo" e-mail address. They also offered four group monitoring sessions throughout the season, giving volunteers the opportunity to practice their identification skills alongside a trained staff member. By the end of 2016, 77 observations had been submitted online through the Cosley Zoo chapter of Frogwatch USA .



*Zookeeper Alison LaBarge promotes Cosley Zoo's FrogWatch USA program.*

### Turtle Day

In May, Cosley Zoo hosted its 5<sup>th</sup> annual Turtle Day event to raise awareness about turtle conservation and the Blanding's Turtle Recovery Project through interactive activities and live turtle visits. This event raised \$249 for Blanding's Turtle conservation.

### National Bison Day

On May 9, 2016, President Barack Obama signed the National Bison Legacy Act. This act named the bison the national mammal of the United States. After being on the brink of extinction in the early 1900s, and with a current population of over 500,000 individuals across North America, the bison represents a true conservation success story. On November 5<sup>th</sup>, Cosley Zoo joined zoos, aquariums, and other conservation organizations across the country by celebrating National Bison Day in support of our new National Mammal. Junior Zookeepers manned an informational booth and facilitated a "Beards for Bison" activity, encouraging families to post photos of themselves wearing bearded masks to social media in order to raise awareness of this important species.



*Cosley Zoo's Junior Zookeepers celebrate National Bison Day.*

### Bowling for Rhinos support

The American Association of Zookeepers (AAZK) has a long tradition of hosting bowling events which raise funds for rhinoceros conservation. Cosley Zoo does not have its own AAZK chapter, but we do support Lincoln Park Zoo's event by donating a raffle prize of six passes (\$72 value) for our popular Bobcats Backstage program.

This donation helps to demonstrate our commitment to conservation on a global level as well as our support for AAZK.

### Junior Zookeepers (JZ) Club

One of our goals for our Junior Zookeepers teen program is to instill a lifelong conservation ethic in our participants. In 2016, the teens participated in citizen science projects such as Frogwatch USA and The Great Backyard Bird Count. They also helped to facilitate public activities at conservation-themed zoo events such as Party for the Planet and National Bison Day on November 5<sup>th</sup>.

### Eco-Friendly Practices

As an organization that promotes the importance of conservation, it is imperative that Cosley Zoo leads by example, incorporating eco-friendly practices into zoo operations. Animal Curator Angie Dosch also serves as a co-sponsor for the Wheaton Park District's "Greening Your Park District" charter team, which works to reduce environmental impact by the Park District as a whole.

Although not every staff member serves on a conservation-related team, each person at the zoo is committed to conserving resources wherever possible. Some of the eco-friendly practices that zoo staff participated in included:

- Taking part in recycling programs for paper, textiles, printer cartridges, and batteries Utilizing Integrated Pest Management practices for controlling pest insects and rodents on zoo grounds
- Repurposing boxes, kitty litter containers, and paper shipping material for animal enrichment
- Upgrading old Christmas light fixtures by purchasing energy-efficient LED bulbs for 1-2 light fixtures per year
- Composting animal and staff kitchen scraps

- Collecting used newspapers from other Park District departments to be used for animal bedding
- Selling fair trade items such as tagua nut and hand-beaded figurines in the Wild Side Gift Shop



Wireworx fair trade beaded animals are created by artisans in South Africa and Zimbabwe.

### Research Projects

Throughout the year, Cosley Zoo participates in research projects which contribute to knowledge about animals and their welfare. Sometimes zoo staff is involved in the research process itself, and at other times the zoo will provide biomaterials such as animal hair, blood, or feces to a research institution for analysis, provided that the collection can be done without compromising the animals' welfare. In 2016, the zoo participated in several research projects, which included:

- Providing a Postdoctoral Research Fellow at Brookfield Zoo with fecal samples from Montadale Sheep for her study entitled "Development of fecal assays for assessing health parameter in sheep and closely related species"
- Donating owl pellets to a student researcher from Olivet Nazarene University for her study entitled "Digestive properties of *Bubo virginianus* vs *Tyto Alba*"
- Partnering with Loyola University, the Forest Preserve district of DuPage County, and Illinois Natural History Survey on a study entitled "An Assessment of a Blanding's Turtle (*Emydoidea blandingii*) Translocation Project: Population Structure and Physiological Health"
- Providing blood from collection animals to Baylor University, where staff is endeavoring to develop a method to create high-quality assemblies using Hi-C - a method for probing how genomes fold in three dimensions

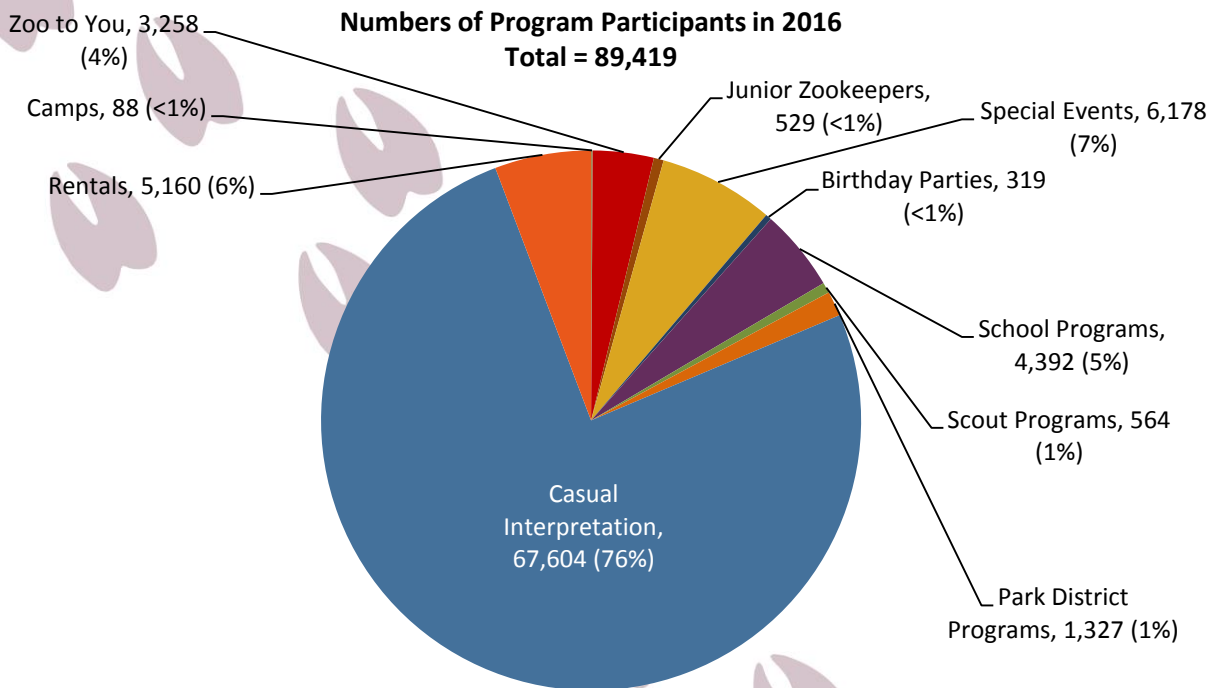




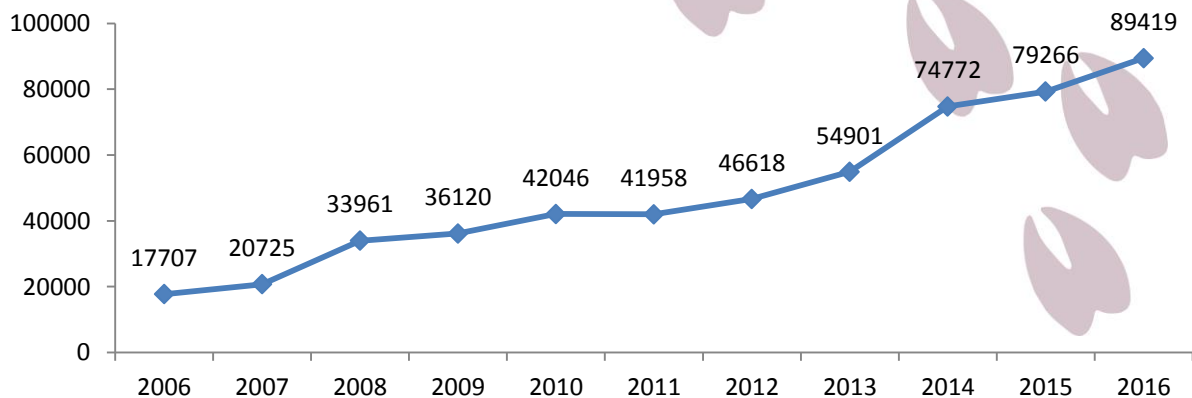
# Education sharing the message

## Education Program Numbers

Program participant numbers continued their upward trend, increasing by 10,153 participants (13%) over 2015 and reaching an all-time high in 2016.



## Program Participants 2006-2016



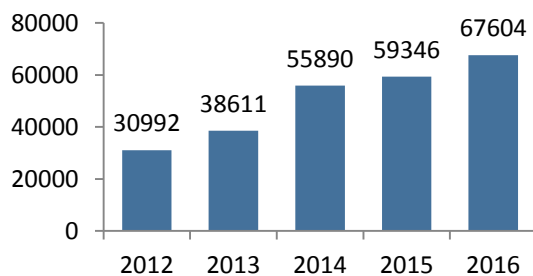
### Nature Play Grant

In September, Cosley Zoo was awarded a \$5,000 “Nature Play Begins at Your Zoo & Aquarium” grant from The Association of Zoos of Aquariums (AZA) and the Walt Disney Company. Zoo staff will use the grant funding to offer nature play activities specifically geared to families with children on the autism spectrum. The zoo will be partnering with Western DuPage Special Recreation Association (WDSRA) to develop a Family Nature Club, as well as adding interpretive elements to the zoo’s nature play area which will support nature play activities for those with special needs. The Family Nature Club and interpretive elements will be implemented in 2017.

### Casual Interpretation

Casual Interpretation continues to provide us with the largest number of participants due to the informal, drop-in nature of these programs. These informal programs (such as animal visits and training demonstrations) allow us to offer guests the opportunity to add a unique experience to their zoo visit. Due to both an increase in our volunteer base and a commitment to offering these opportunities several times a day during our busiest seasons, guest participation in casual interpretation has more than doubled in the past five years.

**Participants in casual interpretation  
2012-2016**

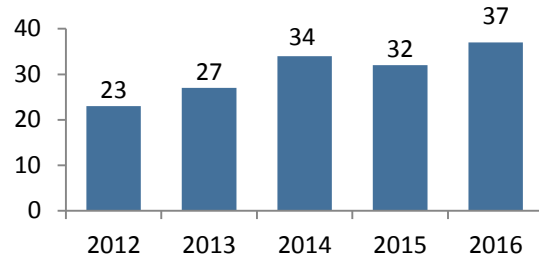


### Scout Programs

Cosley Zoo offers programs for both Boy Scouts and Girl Scouts to help them earn animal and nature-related badges. In addition to our traditional scout programs, we also offer Wild

Nights Overnights, in which scouts spend the night at the zoo participating in a variety of hands-on activities related to nocturnal animals. In 2016, zoo staff rewrote all of the Boy Scout programs to accommodate changes that the Boy Scouts of America made to their badge programs.

**Numbers of scout programs  
2012-2016**



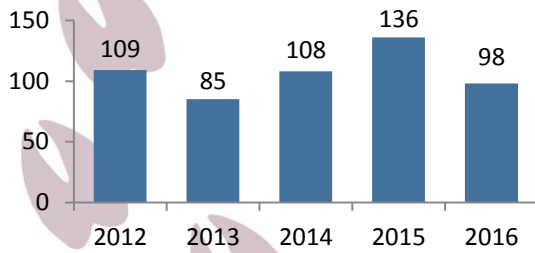
*Daisy Girl Scouts get ready to earn one of their petals by participating in a Cosley Zoo education program.*

### Zoo to You Programs

Cosley Zoo staff brings animal-themed education programs to schools, libraries, senior centers, community events, and other groups as part of our Zoo to You outreach program. For many groups that struggle with transportation costs or scheduling time for transportation to and from the zoo, outreach programs have been a popular option. Despite receiving consistently excellent reviews, the number of requested outreach programs decreased in 2016. Zoo staff is working with the marketing department to create a promotional postcard which will be mailed to potential clients in early 2017 in an effort to increase the number of bookings we receive.



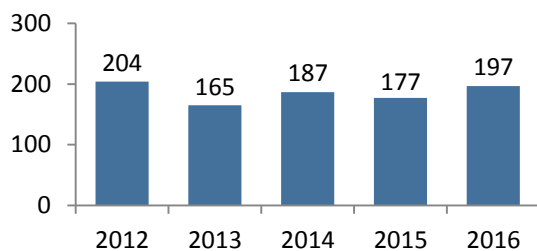
### Numbers of Zoo to You programs 2012-2016



#### School Programs

Cosley Zoo offers onsite school programs for children of all ages, from early childhood programs through seniors in high school. While we have a number of pre-developed program topics that complement many classrooms' curricula, we also can work with teachers to customize a program on a particular topic for their visit. While school program numbers have remained relatively consistent in recent years, we still continue to promote our programs, seeking ways to increase both our revenue and the number of students we are able to reach.

### Numbers of school programs 2012-2016

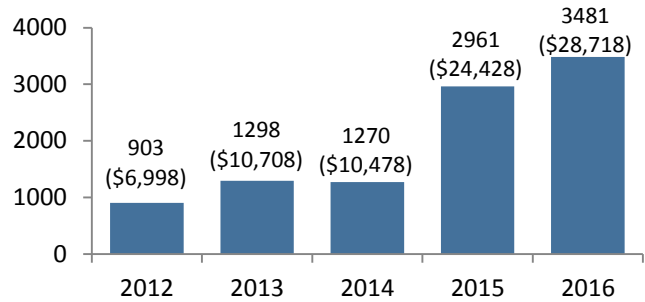


#### Junior Zookeepers Club (JZs)

The JZ Club continues to thrive under the leadership of Educator & Teen Specialist Jackie Karnstedt. Teens involved in this program often participate long-term over several years, during which time they learn about zoo animal care, education, and visitor services, and build life skills including leadership, responsibility, time management, and teamwork. They also volunteer to assist with various zoo events and

programs throughout the year, making them an invaluable resource.

### Service learning hours (and their value at \$8.25/hour) donated by Junior Zookeepers 2012-2016



*A JZ introduces a zoo visitor to a Cosley Zoo box turtle. JZs who have spent at least 70 hours in the program are eligible to be trained to handle the zoo's education animals.*

#### Highlights of the 2016 JZ year included:

- Restructuring the Summer Incentives program, an in-depth learning opportunity offered to teens who have shown exceptional commitment to the program. The program now offers three levels of participation for the teens, with the highest level providing opportunities to conduct behavioral observations for an assigned species and design a customized enrichment project.
- Representing the JZ program at the Mike Williams Cosley Classic Golf Outing in August. JZs mingled with the golfers, chatting about their experiences at the

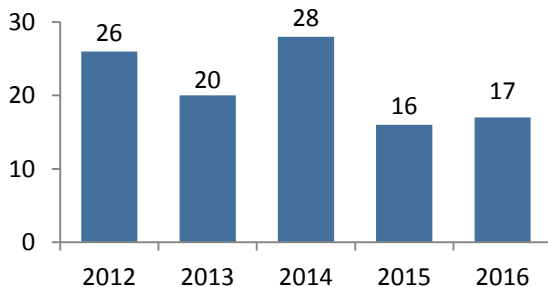
zoo and what it meant to them to be part of the club.

- Taking a group of JZs on a field trip to Milwaukee Zoo in July.
- Facilitating activities related to bison conservation at National Bison Day in November.

### Birthday Parties

Although the number of staff-facilitated parties stayed consistent from 2015-2016, facilitated party requests have decreased overall, with most families choosing to rent a space at the zoo and host their own activities. To capitalize on this trend, in 2017, Cosley Zoo will discontinue offering facilitated birthday parties and increase promotion of zoo rentals. Not only will this increase gross revenue due to the higher fees associated with rentals, but will also increase our profit margin due to the decrease in staff time previously required to facilitate the party activities.

**Numbers of birthday parties 2012-2016**



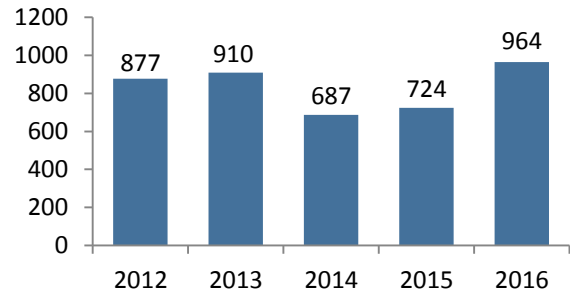
### Park District Programs

Barnyard Bedtime Stories was a new park district program offering in 2016. This program, which involves families coming to the zoo after-hours for stories, activities, and a bedtime snack, proved to be instantly popular. Conducting this type of program in the evening allows working parents to attend along with their children.

Although the number of paying park district program participants was 964 in 2016, the

actual number of individuals attending a program was 1327. This number accounts for the non-paying adult participants who attend the programs along with their children.

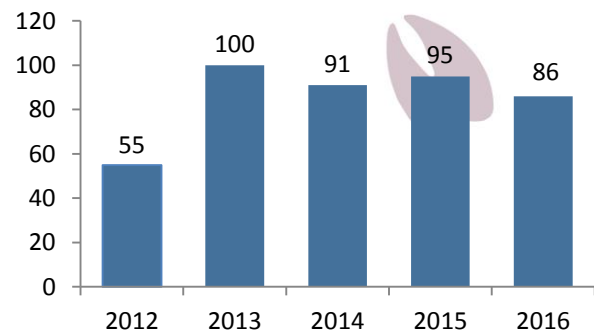
**Numbers of paying participants in park district programs 2012-2016**



### Rentals

Cosley Zoo experienced a slight decrease in the number of rentals hosted at the zoo in 2016, but an increased number of individuals participating in these rentals (5160 vs. 4909 in 2015). Although the majority of rentals continue to be for children's birthday parties, Cosley Zoo also hosted several non-traditional rentals in 2016, including a bridal shower, baby shower, two weddings, and seven business events. Weddings and business events typically take place after hours or involve rentals of the entire front lawn, leading to increased revenue for the zoo. Moving forward into 2017, we will continue to seek effective methods for promoting our rental offerings to these non-traditional groups.

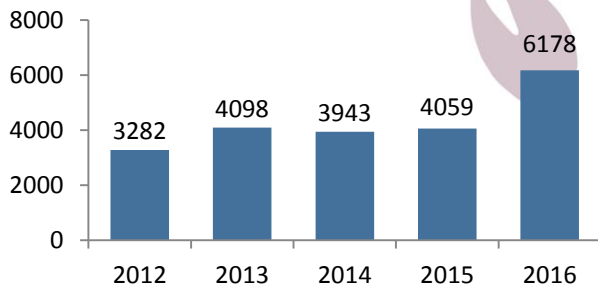
**Numbers of rentals 2012-2016**



### Special Events

Throughout the year, Cosley Zoo offers special events with various themes which help to increase attendance and offer unique recreational experiences and educational opportunities. An event that garnered record attendance numbers in 2016 was Minions Day. Visitors flocked to the zoo to meet the costumed characters despite the extreme heat we experienced on that August day. The 2,321 people who visited the zoo to see the Minions are largely responsible for the notable increase in event attendance from 2015. Other new events in 2016 included the Busy Bunny Egg Hunt, an after-hours Easter-themed family event, and Bentley Thursdays, which saw zoo mascot Bentley the Bobcat strolling through the zoo over the summer, meeting his guests.

**Numbers of participants in Special Events 2012-2016**

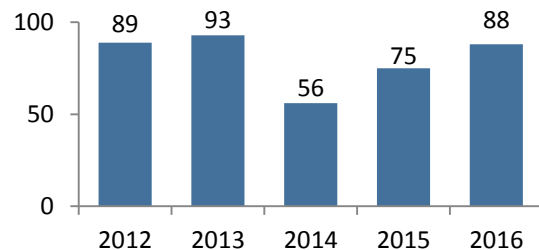


*Buildings and Grounds Assistant Dan David helps to get the zoo ready for Cosley Zoo Uncorked, our summer wine tasting event.*

### Summer Camps

Cosley Zoo experienced a good year for summer camps again in 2016, running all 6 of the camps we offered for children ages 4-15. In 2017, we will be rolling out some new camp topics, as well as an additional weeklong camp.

**Numbers of participants in summer camps 2012-2016**



### Special Programs

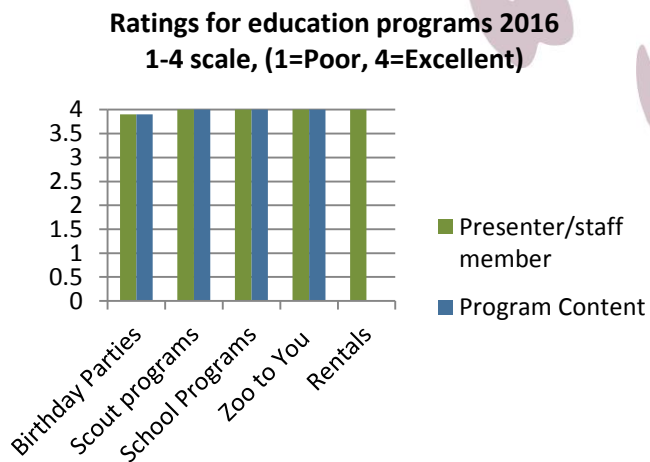
Cosley Zoo strives to offer each group the perfect program topic to meet their needs, and we are happy to work with groups to create custom programs. Some of the offerings we customized in 2016 included:

- A DuPage County Teacher Institute Day for 37 early childhood educators on March 4. The training topic “Nature Play in the Early Childhood Classroom”, focused on ways to incorporate nature and natural elements into early childhood programs for more effective learning.
- A program on 21<sup>st</sup> century zoos for an Urban Zoos camp from Lincoln Park Zoo. Lincoln Park Zoo offered this camp three times over the summer, and brought their campers to Cosley Zoo each time to participate in this program.
- A custom program for 20 District 211 (Palatine) High School students in conjunction with veterinarian Dr. Elise Ciribassi.
- On March 12, Cosley Zoo took part in the Smithsonian Institution’s “Museum Day Live!” The purpose of Museum

Day is to allow people of all demographic groups to visit museums (including zoos), by providing free admission passes. This year's Museum Day focused on encouraging minority girls to consider museum careers. Cosley Zoo developed a brochure about zoo and aquarium careers which was distributed by Junior Zookeepers throughout the day.

### Program Evaluations

Each group participating in an education program, birthday party, or rental is asked to provide feedback via an electronic evaluation. Respondents rate programs on a scale of 1-4, with 1 being "poor" and 4 being "excellent". Average ratings are shown in the following chart. Evaluations for rentals do not include specific questions regarding program content. Feedback from the completed evaluations shows a consistently high level of satisfaction with the programs Cosley Zoo offers.



In addition to the program ratings, we received numerous testimonials regarding our education program offerings in 2016. These included the following:

- *"The residents at Michealsen and Assisted Living absolutely LOVED the program Jackie brought. She was interactive, dealt great with resident questions, and was energetic and fun! ...*

*Afterwards I heard a lot of compliments from the residents about the program. The timing was great, the pictures and items to touch and of course the residents LOVED the animals. Thank you so much for providing this wonderful opportunity."*

- Michealsen Health Center, Batavia
- *"The presenter was fabulous! She did a great job working with our students that have multiple special needs due to their mental illness. She was excellent and managed the group so well."*  
-Glen Oaks Therapeutic Day School, Glen Ellyn
- *"The Cosley Zoo Staff is excellent. We have been attending field trips there for many years and we are never disappointed with the program."*  
-Lombard Park District
- *"It was a really great program and very well organized. Even the parents had a great time and we all learned something new. Everyone is still talking about it and after posting pics to my personal facebook page, I have more leaders interested in attending."*  
-Boy Scout Pack 25, Des Plaines
- *"Natasha was EXCELLENT! I cannot say enough about how good she was with my groups of mixed-age preschoolers, a number of who had special needs. She was skilled at accepting every comment and question and bringing it back to the learning focus! .... They were hooked every minute!"*  
-Winfield Primary School Preschool





# People making connections

## Staff Updates

Several significant staffing changes occurred at the zoo in 2017. Tom Day was hired as Full-time Buildings & Grounds Supervisor in August and Brad Peterson and Jon Schiewe joined the team as Part-time Buildings & Grounds Assistants.

We also welcomed two new Part-time Zookeepers, Veronica Seawall and Anna Thomas. Veronica was previously a seasonal keeper at Brookfield Zoo, and Anna is a former Cosley Zoo intern and temporary zookeeper. Both have settled easily into their new roles as members of the Cosley Zoo team.

In November, veteran zookeeper Chuck Lindquist resigned his position with the zoo to enjoy retirement. Chuck began his affiliation with Cosley Zoo as an animal care volunteer, before becoming employed as a zookeeper, a position which he held for 24 years. While Chuck is greatly missed at the zoo, we congratulate him on his retirement.



*Zookeeper Chuck Lindquist poses with veterinarian Dr. Elise Ciribassi and Animal Curator Angie Dosch at his retirement party.*

The open Full-time Zookeeper position vacated by Chuck was capably filled in early 2017 by Amanda McFarlin. During her short time at Cosley Zoo, Amanda has already proved to be a huge asset to our Cosley Zoo animal care team.

## Professional Growth

Cosley Zoo staff members are encouraged to participate in professional development opportunities whenever possible, especially when those opportunities are available for free or at low cost. In 2016, staff participated in diverse training opportunities, which included:

- Association of Zoos and Aquariums national conference
- Brookfield Zoo's Nature Start Symposium
- "Creating Senior Programming for Your Community"
- HELP – Essentials of Human Resources
- Active Shooter training
- "Making a Case for Family Nature Play"
- Wheaton Park District CPR/First Aid training
- AZA's Institutional Records Keeping course, a weeklong program held at Oglebay Resort in Wheeling, West Virginia.
- "Nature Play Begins: Framing Family Facilitation"
- Willowbrook Wildlife Center's Urban Wildlife Workshop
- Pesticide applicator training
- The E.C.S. (X) Factor: Delivering Exceptional Customer Service
- Environmental Education Association of Illinois' workshop on incorporating Next Generation Science Standards (NGSS) and Science, Technology, Engineering, and Math (STEM) into programming.
- Continued partnership with three other small Illinois zoos to offer our staff online training opportunities through San Diego Zoo Global. Cosley Zoo staff participated in 123 training courses in 2016, with a total of 459 courses taken during the three years this partnership has been in effect.

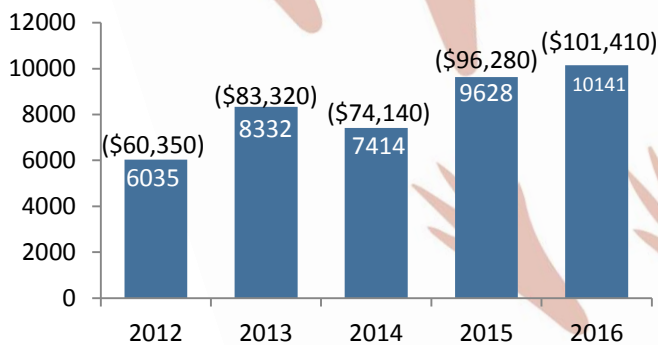
## Volunteers and Interns

Each year Cosley Zoo offers volunteer positions and unpaid internships in both the animal care and education departments. In 2016, our volunteers spent a collective 10,141 hours of time assisting the zoo!

We celebrate our volunteers throughout the year in a number of different ways, most notably during National Volunteer Week in April, when we feature volunteers on our

### Volunteer and Intern Hours 2012-2016

(and their value at \$10/hour)



facebook page, put up a celebratory banner, and provide them with treats. It is always especially gratifying when we hear that not only do our volunteers and interns provide a great service to us, but their time is greatly beneficial to them as well. Some of our recent interns had the following things to say about their Cosley Zoo experience:

- *"I love Cosley, and am always talking about how much it taught me, and how incredible it is, especially for such a small zoo. The experience, mentors, and friends I gained last summer have completely transformed my life, and has given me so much success in my career."* – former Animal Care intern Mollie Backode
- *"I never expected such a small zoo to have such a large impact on me. This internship took me from a recent college graduate with a lot of questions about my future, to an aspiring animal*

*care professional."* – former Animal Care intern Stephanie Bassi

- *"I finally got accepted to Elmhurst College this morning! My admission counselor said your recommendation letter and the essay I wrote about my time as an intern really helped to set me apart from other candidates. To this day Cosley is still helping to change my life and I can't express how much that means to me."* – former Education Intern Faith Lagunas



Education Intern Faith Lagunas introduces visitors to a hedgehog.

## Painting for a Purpose

In August 2016, the area surrounding Louisiana's BREC's Baton Rouge Zoo experienced historic levels of flooding. While the zoo's animals and infrastructure were largely unharmed, 20% of the zoo's staff members experienced major losses from the flooding, and eight lost everything they had. Despite great personal hardships, the BREC's staff was still reporting to work to care for the animals. Cosley Zoo's staff was touched by the story of the Louisiana zookeepers, and immediately launched a fundraiser to help by creating custom animal paintings which were sold onsite at the zoo and via our facebook page. Through this fundraiser, we were able to



raise \$1,093.70 for the BREC's Baton Rouge Zoo Employee Relief Fund. We were very proud to be able to support this worthy cause.



*In addition to raising over \$1,000 for BREC's Baton Rouge Zoo's Employee Relief Fund, Cosley Zoo sent a custom animal painting for their staff, which was hung in their administrative offices.*

#### Michael T. Williams Memorial Scholarship

Each year, Williams Architects funds a college scholarship in memory of longtime Cosley Zoo supporter Mike Williams. This scholarship is awarded to a current or former zoo intern or Junior Zookeeper pursuing a career in a field of study that demonstrates a commitment to conservation and the natural world.

In 2016, we received a record number of applications for this scholarship, which was awarded to Caroline Fischer for the second consecutive year. Caroline began her relationship with Cosley Zoo as a Junior Zookeeper in 2012, and was later employed at the zoo as a Visitor Engagement Guide, camp counselor, and admissions attendant. Congratulations, Caroline!



*Caroline Fischer is presented with her scholarship award at the Mike Williams Cosley Classic Golf Outing in August.*

#### Visitor Surveys

Cosley Zoo staff is continually working to provide an optimal visitor experience for our guests. To help us to learn more about our visitors' needs, Cosley Zoo has partnered with local institutions to survey our visitors. Staff and students from North Central College visited Cosley Zoo on two occasions in 2016, once to conduct an exit interview of zoo visitors, and again to help evaluate the effectiveness of the zoo's existing signage. We also hosted staff and interns from Shedd Aquarium's Audience Research and Evaluation Department for four days. These Shedd representatives conducted guest surveys to measure impact of specific exhibits on visitors' empathy and curiosity as part of a joint institutional evaluation project which will continue into 2017.

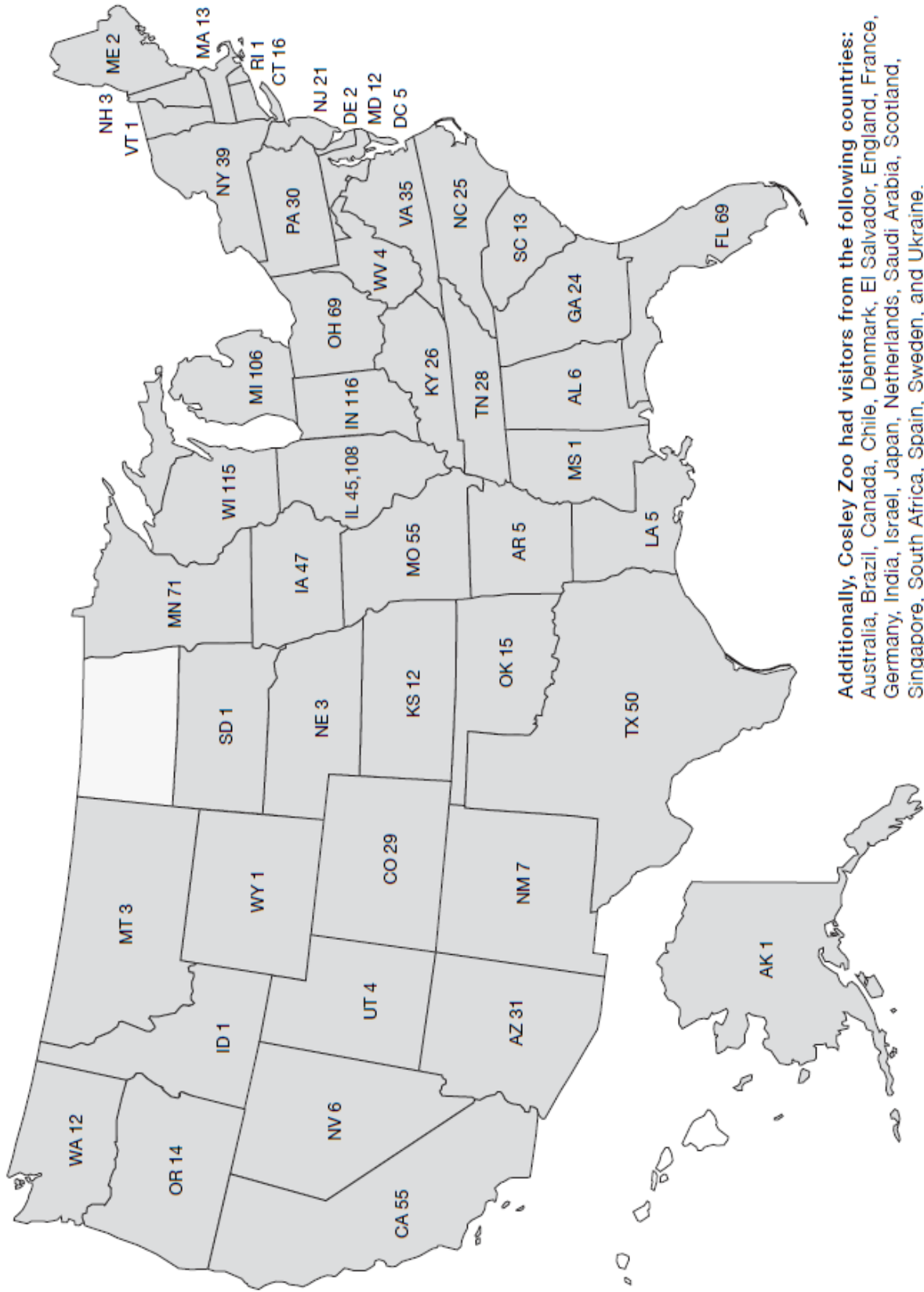
#### Visitor Data

Cosley Zoo staff collects zip code data from visitors as they enter the zoo. In 2016, we collected data from 46,355 families. Of these families, 97.3% were from Illinois, 72.0% were from DuPage County, and 28.0% were from Wheaton. Zoo visitors came from 48 US states and 20 countries outside the United States. The maps on the following pages present detailed information regarding zoo visitorship in 2016.



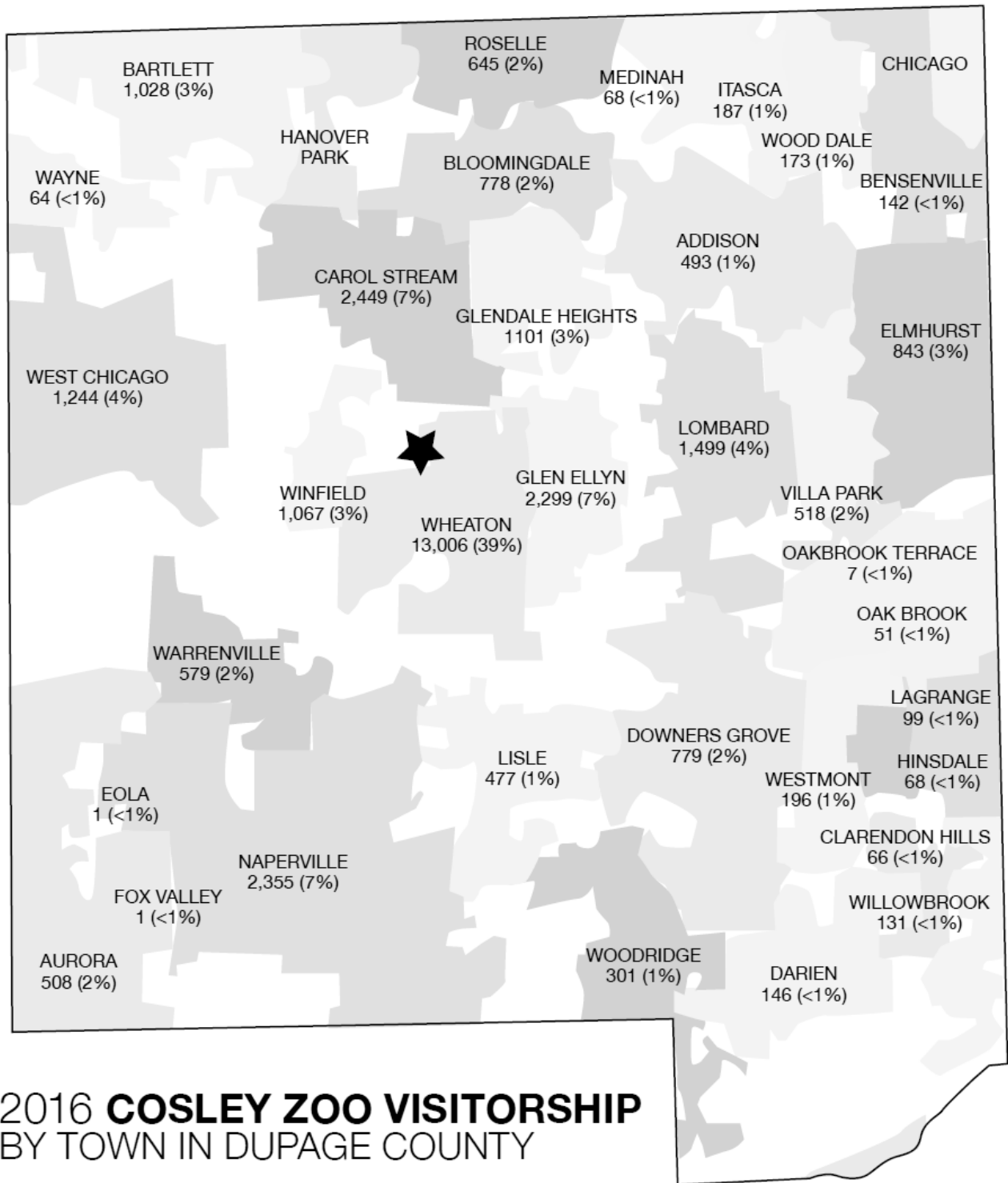
# 2016 COSLEY ZOO VISITORSHIP BY STATE

(TOTAL OF 46,320 HOUSEHOLDS FROM U.S.)



Additionally, Cosley Zoo had visitors from the following countries:  
Australia, Brazil, Canada, Chile, Denmark, El Salvador, England, France,  
Germany, India, Israel, Japan, Netherlands, Saudi Arabia, Scotland,  
Singapore, South Africa, Spain, Sweden, and Ukraine.



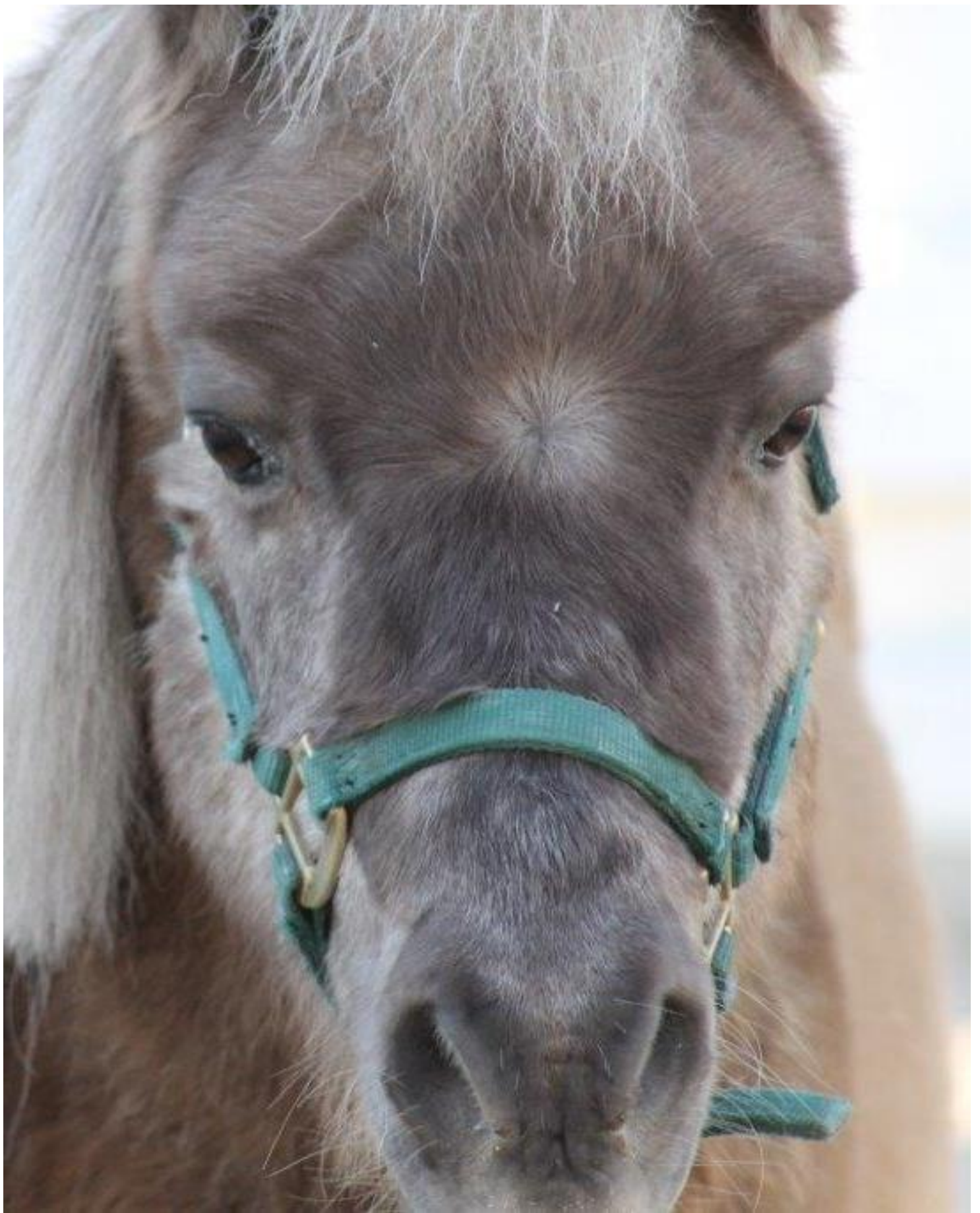


## 2016 COSLEY ZOO VISITORSHIP BY TOWN IN DUPAGE COUNTY

(TOTAL HOUSEHOLDS: 33,369)

Percentages are based on DuPage County visitation only.

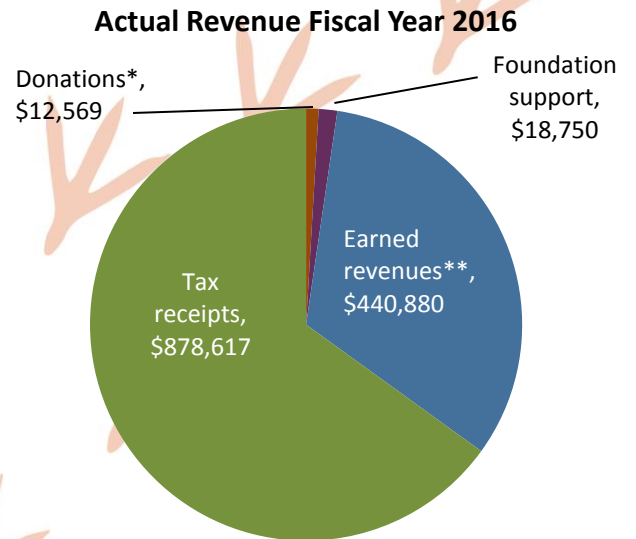
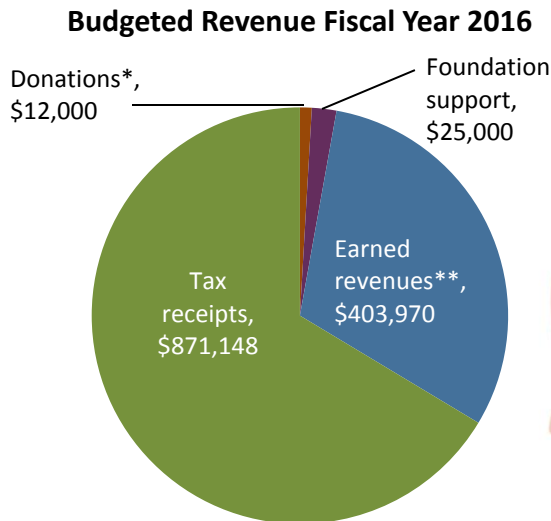




# Finance dollars and sense

## Budgeted and Actual Revenue

Budgeted revenue for 2016 totaled \$1,312,118 with actual revenue of \$1,350,828 (pending audit).

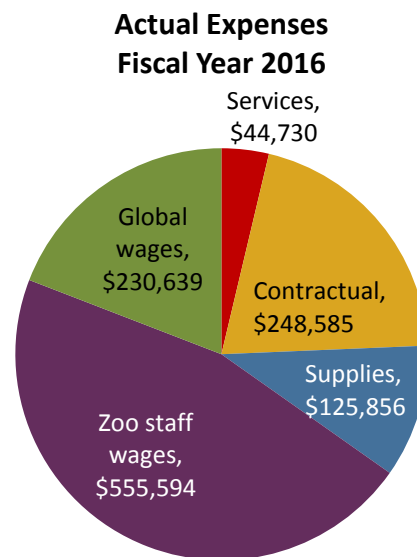
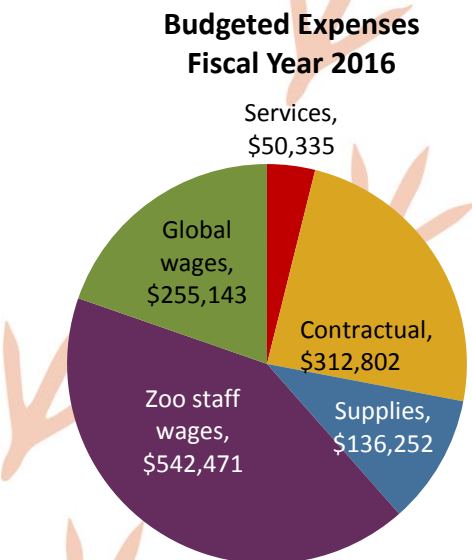


\*Donations include Holiday Wish Tree

\*\*Earned revenues include admission fees, penny and wind machine income, animal adoptions, facility rentals, program revenue, sponsorships, and interest.

## Budgeted and Actual Expenses

Actual expenses for 2016 totaled \$1,297,003 with actual expenses of \$1,211,849 (pending audit). The zoo realized a **net income of \$138,979**. The budget net in 2016 was \$15,115.





To ensure that we are consistent with industry standards, Cosley Zoo participated in several studies through the Association of Zoos and Aquariums, including the State of the Industry study, Member Compensation Survey, and Small Zoo Benchmarks Survey. Participating in these studies allows us to compare our practices, earned revenues, and expenses with those of other facilities.

### Revenue Sources

Cosley Zoo receives revenue from a variety of sources, including both Wheaton Park District and Cosley Foundation. The following data is for Wheaton Park District revenue only. Please see the information below the chart for details regarding selected areas of revenue.

Wheaton Park District Net Revenue Sources, 2012-2016					
Revenue Source	2012	2013	2014	2015	2016
Donations/sponsorships	\$11,922	\$13,932	\$14,006	\$16,728	\$12,569
Penny and wind machine*	\$614	\$510	\$3,397	\$3,641	\$3,849
Animal adoptions	\$2,347	\$741	\$1,435	\$2,511	\$2,169
General admission**	\$109,058	\$194,116	\$204,984	\$227,942	\$238,641
Programs, Events and Rentals	\$63,484	\$79,688	\$112,827	\$122,145	\$131,718
Cosley Foundation support	\$120,000	\$67,500	\$56,250	\$35,000	\$18,750
<b>Total net revenue</b>	<b>\$307,425</b>	<b>\$356,587</b>	<b>\$392,899</b>	<b>\$407,967</b>	<b>\$407,696</b>

\*The wind machine was introduced in 2014.

\*\* The admission fee increased in 2013 from \$3 to \$5 for non-resident adults and from \$2 to \$4 for non-resident seniors.

### Programs, Events and Rentals

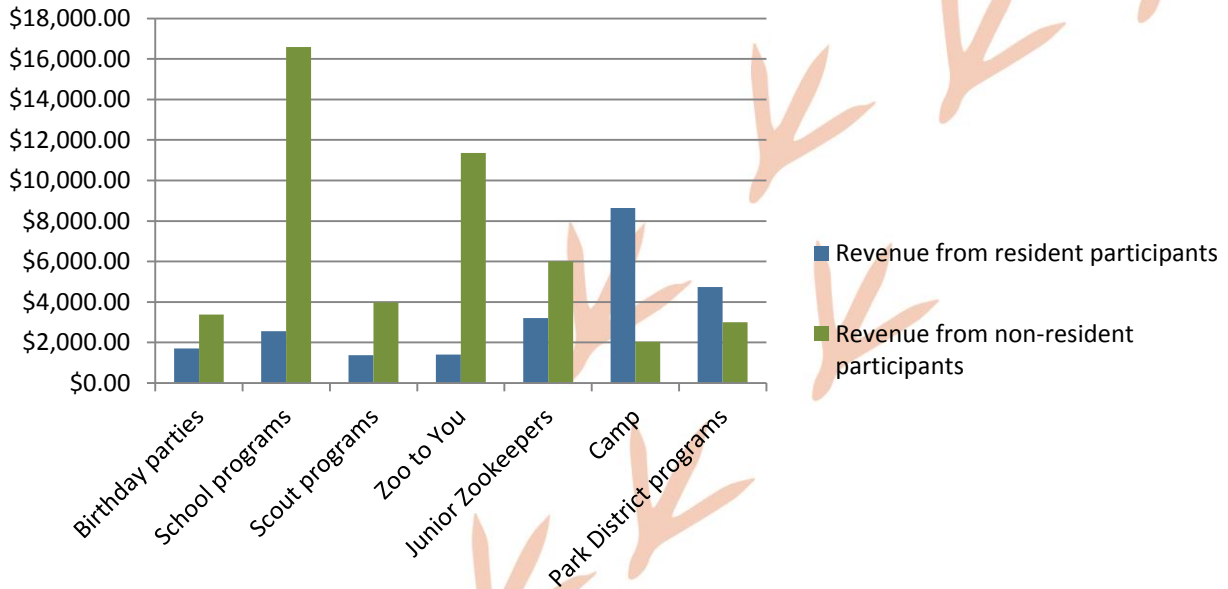
Cosley Zoo education programs make up a significant portion of the zoo's revenue, second only to admission fees. Please see below for a five-year comparison of net revenue by program type.

Net Revenue from Educational Programs, Events, and Rentals, 2012-2016					
Revenue Source	2012	2013	2014	2015	2016
Casual Interpretation	\$9,645	\$14,955	\$17,258	\$22,595	\$23,289
Birthday Parties	\$5,401	\$4,943	\$7,828	\$5,058	\$4,336
Outreach (Zoo to You)	\$6,296	\$6,258	\$10,132	\$11,988	\$7,917
School Programs	\$12,296	\$12,012	\$15,623	\$13,336	\$14,714
Scout Programs	\$218	\$1,955	\$2,673	\$2,497	\$3,543
Park District Programs	\$2,471	\$2,260	\$3,387	\$3,395	\$4,213
Special Events	\$6,837	\$7,167	\$17,706	\$16,821	\$22,546
Camps	\$4,862	\$5,885	\$4,528	\$6,970	\$7,071
Rentals	\$15,711	\$25,907	\$34,532	\$39,263	\$37,529
Junior Zookeepers	(\$253)	(\$1,654)	(\$840)	\$222	\$4,535
Volunteers	\$740	\$486	\$1,135	\$1,320	\$2,025
<b>Total net revenue</b>	<b>\$64,224</b>	<b>\$80,174</b>	<b>\$113,962</b>	<b>\$123,465</b>	<b>\$131,718</b>

*Revenue as a function of residency*

As shown in the chart below, the majority of program revenue from our summer camps and park district programs comes from Wheaton Park District residents. Revenue earned from non-residents exceeds the revenue earned from park district residents in other program areas including birthday parties, the Junior Zookeeper program and school, scout, and Zoo to You programs. This demonstrates the popularity of Cosley Zoo programs beyond Wheaton’s boundaries.

**Gross revenue from Wheaton Park District resident and non-resident participants in 2016 education programs**



## Cosley Foundation

Established in 1986 to raise funds for the development of Cosley Zoo, the Cosley Foundation is an integral component of the zoo's overall success. The volunteer foundation board works diligently throughout the year to ensure the zoo receives the support it needs to grow and fulfill its mission.

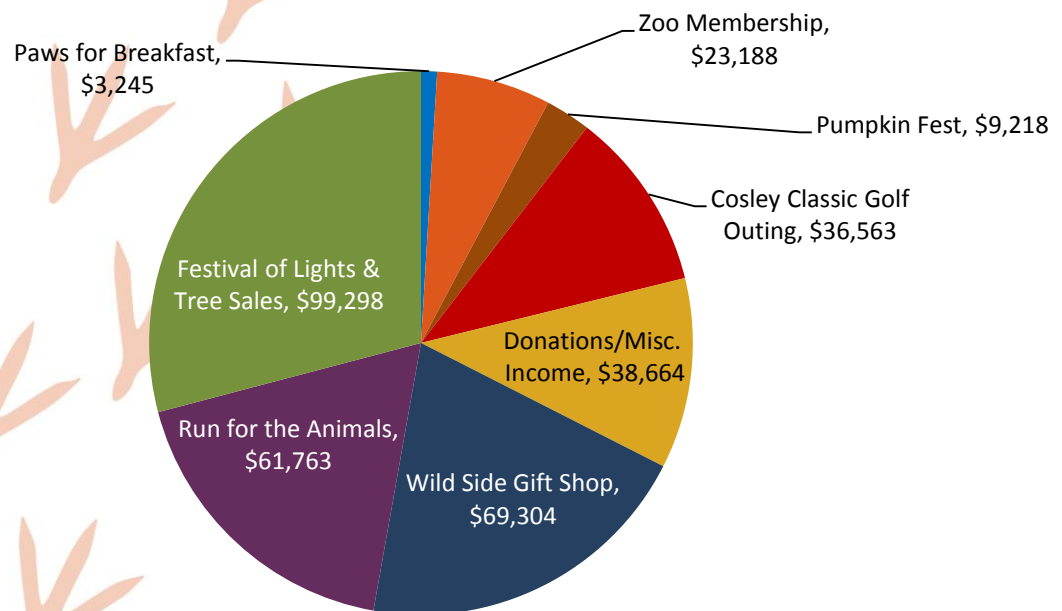
The Cosley Foundation sponsors several fundraisers throughout the year to raise money for capital projects. In 2016, the foundation experienced a record fundraising year, earning \$341,243 towards the development of Cosley Zoo. This was raised through various avenues including the sale of zoo memberships, the acquisition of donations, and hosting special events and fundraisers. Cosley Foundation highlights in 2016 included:

- Revamping the zoo's membership system. During our first full year of allowing patrons to purchase memberships online, we realized a 12% membership increase. As of December 2016, the zoo had 433 member families, up from 387 in 2015.
- Creating a custom Cosley Zoo photo calendar which was distributed as part of the year-end giving campaign. In addition to providing an incentive for people to donate to the zoo, the calendar also keeps patrons updated about zoo events.
- Supporting several events and activities including the Festival of Lights and Tree Sales, and retail operations (Wild Side Gift Shop and the Coyote Café), which all earned record revenues in 2016.

In addition to supporting several events, the foundation board is currently working to move the zoo into the future through the implementation of an innovative master plan.

The following chart and the table on page 35 show the amount of revenue gained from various fundraisers, as well as a five year comparison of funds earned.

### Net Revenue from Fundraisers, Fiscal Year 2016\*



*\*Does not include expenses for staff wages.*

Cosley Foundation Net Revenue*, 2012-2016					
Revenue Source	2012	2013	2014	2015	2016
Zoo Membership	\$11,293	\$17,758	\$18,613	\$20,352	\$23,188
Retail Revenue	\$77,155	\$79,326	\$85,687	\$102,275	\$118,035
Donations	\$29,515	\$30,823	\$30,479	\$35,167	\$38,664
Run for the Animals	\$60,484	\$59,311	\$53,268	\$61,008	\$61,763
Paws for Breakfast	\$2,195	\$2,480	\$2,514	\$4,576	\$3,245
Cosley Classic Golf Outing	\$35,254	\$27,442	\$33,846	\$35,324	\$36,563
Pumpkin Fest	\$12,225	\$14,125	\$13,694	\$8,007	\$9,218
Festival of Lights & Tree Sales	\$96,023	\$90,175	\$88,201	\$94,720	\$99,298
<b>Total net revenue</b>	<b>\$324,144</b>	<b>\$321,440</b>	<b>\$326,302</b>	<b>\$361,429</b>	<b>\$389,974</b>

*\*Does not include expenses for staff wages.*

### Marketing Highlights

Cosley Zoo attendance has increased to more than 170,000 visitors per year. The annual special events have become more popular than ever before, and interest in rentals is growing due to our unique offerings.

Marketing continues to focus on positioning Cosley Zoo as a nearby family destination. Messaging is conveyed through print and web media, publicity, signage, cross-marketing and social media while exploring other unique opportunities and trends in the marketplace. The goal is to tell the zoo's story, which includes publicizing its high accreditation standards, top-notch animal care, and strong conservation mission while also promoting the unique up-close-and-personal experience with the animals, educational programming, rental opportunities and special events.

A unique marketing technique implemented in 2016 was the addition of a custom photo wrap to the zoo's pickup truck, which is frequently driven to neighboring towns as part of our Zoo to You outreach program. The truck wrap, applied by the Wheaton Park District and featuring photography by Edward Durbin, has essentially turned the truck into a mobile billboard which has garnered attention for the zoo whenever we are on the road.



*Cosley Zoo's new truck wrap provides an additional means of marketing for the zoo.*

In 2016, the zoo's tagline "A Pretty Wild Place" was updated to "A Lifetime of Inspiration Begins Here". This tagline was chosen because it describes what Cosley Zoo is for so many children and families. It is important that children develop an understanding and care for the natural world at a young age. The updated tagline is currently displayed on entrance banners and is slowly transitioning onto various print materials, website and social media pages.

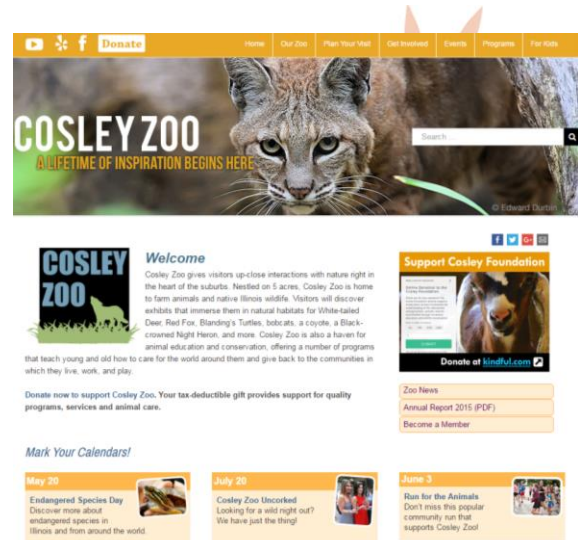


*A new facebook header for Cosley Zoo features the updated tagline.*

Additional marketing efforts in 2016 included the following:

- Developed and distributed press releases, articles and social media posts
- Reached out to local park districts and libraries to promote field trips
- Promoted outreach programs to local educators through email, direct mail and through classtrips.com.
- Renewed participation in Kid Stuff Savings booklets, distributed through 300 schools in Illinois
- Printed and distributed materials and signage to promote programs and events
- Distributed monthly e-blasts to a subscriber database of over 20,000
- Featured various print ads in Suburban Life Newspaper, West Suburban Living Magazine, and Naperville Magazine
- Featured zoo programs in quarterly district program guide
- Listed events on oakleesguide.com, chicagoparent.com, chicagofun.com, discoverdupage.org, gowestyoungmom.com, and familytimemagazine.com
- Featured digital ads on familytimemagazine.com and wheatonpatch.com
- Continued to utilize television screen located in the Wild Side Gift Shop to promote programs and events
- Designed and distributed four seasonal Cosley Tails e-newsletters
- Displayed signage at zoo, at local businesses and at various park district facilities
- Posted news, photos, and program information and more on social media regularly

Cosley Zoo's website is still a vital source of information for our visitors. In 2016, cosleyzoo.org had 11,160 unique visitors and 154,225 individual views.



The top 10 Referral sites were:


1. Google search – 2,426
2. Facebook – 1,554
3. Direct – 1,552
4. Wheaton Park District – 1,541
5. Runningintheusa.com – 1,140
6. Active.com – 978
7. GoWestYoungMom.com – 900
8. Cararuns.org: 785
9. Eventective.com – 680
10. Chicagokids.com – 580

Also, since the website switched over to a word press platform, views from mobile devices have increased. Mobile devices are now responsible for 59% of views, desktop computers for 33% of views, and tablets for 8% of views.

The zoo's Facebook page now has more than 11,500 followers, up from 9,000 in 2015. The most popular posts have always been animal photos and videos.

The next several pages feature a marketing collage highlighting ads, signage, and other graphics created by the Wheaton Park District's Marketing Department during 2016.

## Print & Web Ads



- Domestic Farm Animals and Illinois Native Wildlife
- Large Picnic Area & Concessions
- Duck & Chicken Feeding\*

\*Dates and times vary.

Located on Gary Ave. in Wheaton

**Kids are  
FREE!**





**2016 RUN FOR THE ANIMALS**

5K / 10K & 1/2 MILE ZIPPITY ZOO

**SATURDAY, JUNE 4**

More information inside this issue.

**COSLEYZOO.ORG**



**2016 RUN FOR THE ANIMALS**

**SATURDAY, JUNE 4**

5K / 10K & 1/2 MILE ZIPPITY ZOO  
Memorial Park | Wheaton

Presented by



**COSLEYZOO.ORG**



**ZIPPITY ZOO RUN | 1/2 MILE KID'S RACE**

**June 4 | 8:45A**

Followed by Taste of Wheaton  
Carnival Rides | Touch A Truck | Kid's Activities

**COSLEYZOO.ORG**



*A Wild Wine Tasting Experience*



**Thursday, July 21, 2016**

5:30 to 8:00P • \$40 per person or \$75 per couple/group rate

Enjoy a distinctive wine tasting experience, complete with the animals and atmosphere of Cosley Zoo, wine sampling, hors d'oeuvres, raffle, giveaways, and more!

Wine tasting provided by



Tickets at [cosleyzoo.org](http://cosleyzoo.org) or call 630.665.5534.

You must be 21 years or older to attend.  
All proceeds benefit Cosley Zoo.





*A Wild Wine Tasting Experience*

**Thursday, July 21, 2016**

5:30-8:00P



A distinctive wine tasting experience, hors d'oeuvres, entertainment, and more!

**Tickets on sale now at [cosleyzoo.org](http://cosleyzoo.org).**

This is a 21 and over event.  
All proceeds benefit Cosley Zoo.



1356 N. Gary Avenue, Wheaton  
630.665.5534





*Wine and a little bit of wild.*

**THURSDAY, JULY 21 | 5:30-8P**

Gary Ave. | Wheaton





*Wine and a little bit of wild.*

**THURSDAY, JULY 21 | 5:30-8P**

Gary Ave. | Wheaton

**GIVE YOUR STUDENTS A UNIQUE AND EXCITING ZOO EXPERIENCE!**



Whether you bring your students to the zoo or we bring the zoo to you, our dynamic programs include live animal ambassadors presented by a professional zoo educator.

Let the area's best zoo provide a learning experience like no other! Animals create connections with your students in a way nothing else can. Our programs will enhance your curriculum and impact your students in an unforgettable way.

To learn more and to make a reservation, call us at **630.665.5534** and ask for the Education Department.

We look forward to working with you!

Tani Romello  
Education and Guest Experiences Manager



**COSLEYZOO.ORG | A LIFETIME OF INSPIRATION BEGINS HERE!**

Print & Web Ads



**October 1-31**  
9A-5P DAILY



Apples | Pumpkins  
Rides | Straw Pyramid  
Cornstalk Tunnel

**KIDS ARE FREE!\***

\*17 and under

1358 N. Gary Ave., Wheaton | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)



**October 1-31**  
Rides | Pumpkins | Animals



**Kids are Free!**



**October 1-31**  
9A-5P DAILY



Apples | Pumpkins  
Rides | Straw Pyramid  
Cornstalk Tunnel

**KIDS ARE FREE!\***

\*17 and under

1358 N. Gary Ave., Wheaton | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)



**Holiday Fun**



**Give the Gift of Membership!**

Cosley Zoo membership provides your family with the enjoyment of our long program, discounts, and free admission to all areas of the zoo. Annual admission at more than 100 North American zoos and aquariums.

Family memberships start as low as \$30.

**FESTIVAL OF LIGHTS AND TREE SALES | 9A-9P | NOVEMBER 25-DECEMBER 30**

**SANTA'S CRAFT CORNER | 10A-2P | NOVEMBER 26, DECEMBER 31**

1356 N. GARY AVE., WHEATON | 630.665.5534 | [COSLEYZOO.ORG](http://COSLEYZOO.ORG)



**Holiday Fun**  
AT COSLEY ZOO



**FESTIVAL OF LIGHTS AND TREE SALES | 9A-9P | NOVEMBER 25-DECEMBER 30**

**SANTA'S CRAFT CORNER | 10A-2P | NOVEMBER 26, DECEMBER 31**

1356 N. GARY AVE., WHEATON | 630.665.5534 | [COSLEYZOO.ORG](http://COSLEYZOO.ORG)



**Holiday Fun at Cosley Zoo**



**FESTIVAL OF LIGHTS AND TREE SALES | 9A-9P | NOVEMBER 25-DECEMBER 30**

**SANTA'S CRAFT CORNER | 10A-2P | NOVEMBER 26, DECEMBER 31**

[COSLEYZOO.ORG](http://COSLEYZOO.ORG) | 1356 N. GARY AVE., WHEATON | 630.665.5534



**Holiday Fun**



Sponsored by

**FESTIVAL OF LIGHTS AND TREE SALES | 9A-9P | NOVEMBER 25-DECEMBER 30**

**SANTA'S CRAFT CORNER | 10A-2P | NOVEMBER 26, DECEMBER 31**

1356 N. GARY AVE., WHEATON | 630.665.5534 | [COSLEYZOO.ORG](http://COSLEYZOO.ORG)

**Start your family tradition.**

**FESTIVAL OF LIGHTS AT COSLEY ZOO**

**NOVEMBER 25-DECEMBER 30 | 9A-9P | FREE ADMISSION**



Presented by

**Festival of Lights AND CHRISTMAS TREE SALE**

1356 N. GARY AVE. | WHEATON



**Festival of Lights at Cosley Zoo**

Presented by

**NOVEMBER 25-DECEMBER 30 | 9A-9P | FREE ADMISSION**

1356 N. GARY AVE. | WHEATON



**Festival of Lights at Cosley Zoo**

Presented by

**NOVEMBER 25-DECEMBER 30 | 9A-9P | FREE ADMISSION**

1356 N. GARY AVE. | WHEATON

## Special Events

**Party for the Planet**

**Today's Event: 10A-2P**

SPONSORED BY **ADY YORK LIFE**

**FREE EVENT**

**cosleyzoo.org**  
Free Event (Regular admission rates apply)

**TURTLE DAY**

Saturday, May 21 | 10A-2P | FREE\*

Meet and learn about turtles! First 50 children will receive a TMNT swag bag. Enter to win passes to see the film in Chicago before its June 3 premier.

\*Regular admission rates apply.

**COSLEY ZOO**  
1356 N. Gary Ave., Wheaton, IL 60187 | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)

REGISTER NOW AT **ACTIVE.COM**

**COSLEY ZOO**

**2015 RUN FOR THE ANIMALS**

**JUNE 6**  
DOWNTOWN WHEATON

**5K/10K**  
7:30A

**1/2 MILE**  
ZIPPIITY ZOO  
AGES 9-10 YEARS  
8:45A

For more information visit:  
**COSLEYZOO.ORG/RUN**

USAIN BERTINE  
CABA

**COSLEY ZOO**  
A Priority Wild Place  
1366 North Gary Ave., Wheaton | 60187.665.5534 | [cosleyzoo.org](http://cosleyzoo.org) | [/CosleyZoo](#)

ACVH Presented by **M HeartVetPartners** | Daily Site Presented by **WHEATON BANK**

Applying Systems: **BOYER** | **First Trust** | **KIRKALD** | **WELLS FARGO** | **WINGSTON**

**COSLEY ZOO**  
A Wild Wine Tasting Experience

Thursday, July 21, 2016 | 5:30-8pm  
\$40 per person or \$75 per couple

Enjoy hors d'oeuvres and desserts, listen to live music, win fabulous prizes, meet some of the zoo's animal residents, and sample up to 50 wines!

Wine provided by... **WINE**

Purchase tickets at [cosleyzoo.org](http://cosleyzoo.org)  
Must be 21 years and older to attend. Event is held rain or shine.

Tee it Up and Support the Zoo at the

**2016 MIKE WILLIAMS COSLEY CLASSIC GOLF OUTING**

33rd Annual Mike Williams Cosley Classic Golf Outing  
Arrowhead Golf Club | Wheaton  
Monday, August 1, 2016

- Commemorative Golfer Gifts
- Cash Raffle & Silent Auction
- Steak Dinner
- Awards for Top Golfers
- Golfer Fee Includes Access to All Course Gimmicks

**COSLEY ZOO**  
pumpkin Fest

**October 1-31 | 9A-5P**  
Kids Admitted Free\*

**Pumpkin Patch | Carnival Rides**  
**Cornstalk Tunnel | Straw Mountain**  
**Seasonal Produce Sales**

Sponsored by **Big Farms** and **DuPage Medical Group**

1356 N. Gary Ave., Wheaton | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)

**SPECTACULAR LIGHT DISPLAYS**

**TREES, WREATHS, & MORE**

**FREE ADMISSION**

**COSLEY ZOO**

**Festival of Lights AND CHRISTMAS TREE SALE**

**NOVEMBER 25-DECEMBER 30** | OPEN 9A-9P\*


**Illuminate your family's holiday traditions at Cosley Zoo!**  
Donations are greatly appreciated. Proceeds support the zoo, its animal programs, and exhibit development. \*Lights come on at 3P.

**COSLEY ZOO**  
1366 North Gary Ave. | Wheaton | 630.665.5534  
Cosley Zoo is a part of the Wheaton Park District.

Sponsored by **Big Farms**



## Signage



**COSLEY ZOO**  
Wildlife and Conservation

- Open Year-Round
- Programs & Events
- Camps & Birthday Parties
- Daily Activities
- Gift Shop

**KIDS ARE FREE**

[COSLEYZOO.ORG](http://COSLEYZOO.ORG)

**MEAL DEALS**  
Includes Chips & Maltoid Drink

Food Only	\$2.75	Adult Beer & Cheese Plate	\$2.75
Hot Dog Meal	\$4.25	Personal Pizza & Hot Drink	\$4.25
Chicken Nuggets Meal	\$7.25		

**FOOD & SNACKS**

Hot Dog	\$1.00	Chicken Strip	\$2.25
Chicken Nugget	\$4.25	Hot Sandwich & Cheese	\$4.25
Pizza	\$4.25	Personal with Toppings	\$4.25
Chicken Fried	\$2.25	Personal Burger & Drink	\$2.75
Hotdog (includes french fries)	\$4.25	Child, Animal Toppings	\$1.00
Party	\$1.00	Hot Dog	\$1.00/\$2.50
		Hot Beer/Paper	\$2.75/\$1.75

**BEVERAGES**

Frozen Drink	\$1.75	Softest Water	\$2.00
Medium	\$2.25	Hot Chocolate, Coffee	\$2.25
Large	\$3.25	Juice	\$1.75

**Ice Cream Treats**

ITEM	PRICE
Rainbow Push-Up	\$2.50
Vanilla Bar	\$3.00
Firecracker	\$2.50
Snow Cone	\$3.00
Sponge Bob Stick Bar	\$3.00
Spiderman Stick Bar	\$3.00
Hello Kitty Stick Bar	\$3.00
Oreo Stick Bar	\$3.50
Cookie Sandwich	\$3.50
Giant Ice Cream Sandwich	\$3.50
King Cone	\$3.50
Rainbow Pop	\$3.00
Root Beer Float 16 oz./24 oz.	\$2.75/\$3.75

**Party for the Planet**

Today's Event: 10A-2P

SPONSORED BY **NEW LIFE**  
The Company You Know

**FREE EVENT**

[cosleyzoo.org](http://cosleyzoo.org)

Free Event (Regular admission rates apply)

**Party for the Planet**

Saturday, April 23 | 10A -2P

[cosleyzoo.org](http://cosleyzoo.org)

Free Event (Regular admission rates apply)

**COINS FOR CONSERVATION**

Visit the kiosk in the picnic area to learn more!

**BIG IMPACT**

Share Your Adventure!

**Spring & Summer EVENTS**

Party for the Planet*	Sat., April 23
Turtle Day*	Sat., May 21
Run for the Animals	Sat., June 4 Memorial Park
Bentley The Bobcat Days*	Thursdays, June 16-July 14
Uncorked Wine Tasting	Thurs., July 21
Mike Williams Cosley Classic Golf Outing	Mon., August 1 Arrowhead Golf Club
Minions Day*	Thurs., August 11

\*Free event. Regular admission rates apply.

[cosleyzoo.org](http://cosleyzoo.org)

**Bobcats Backstage**  
Carnage experience with the bobcats!

Join zookeepers for an exclusive behind-the-scenes visit with the bobcats. Learn about this amazing feline as you enjoy a close-up view of a training session.



– Available daily 11-11:30A  
– Sign up by 10:45A in the Wild Side Gift Shop  
– \$12 per person\*

\*10% discount for Wild Bunch Plus and Keeper Club Member levels

**COSLEY ZOO**

**JOIN THE HERD**

BECOME A COSLEY ZOO MEMBER TODAY!

Share Your Adventure!



**BIG IMPACT**

[COSLEYZOO.ORG](http://COSLEYZOO.ORG)

A LIFETIME OF INSPIRATION STARTS HERE!

Share Your Adventure!



**THANKS FOR VISITING!**

Share Your Adventure!

**Fall Events & Activities**

**Pumpkin Fest**  
OCTOBER 1-31

**Duck Feeding**  
ENDS OCTOBER 10

**Members-Only Zoo-Vie: Ice Age 5**  
NOVEMBER 5

**Spooktacular**  
FRIDAY, OCTOBER 28

**Chicken Feeding**  
ENDS OCTOBER 31

More information in the gift shop or at [COSLEYZOO.ORG](http://COSLEYZOO.ORG)

## Signage



### Ticket Prices

Now get ZOO NEWS on your phone!  
 \*Text COSLEY to 50555 and make your phone your zookeeper!

3 tickets per ride  
 \$1 per ticket or  
 \$18 for 21 tickets

Sponsored by **DuPage Medical Group**  
 WE CARE FOR YOU



**PUMPKINS**  
 Large .42 / lb  
 Pie: Large 3.99 ea  
 Pie: Small 2.99 ea

**STRAW**  
 Mini Bunch 0.75 ea  
 Pony Bunch 0.75 ea  
 Full Bunch 12.75 ea  
 Corn Bunch 7.25/bunch

**GOURDS**  
 Mixed .75 ea or \$2.10  
 Mini Pumpkins .25 ea or \$2.40  
 We-Ba-Littles 1.00 ea or \$3.00

**INDIAN CORN**  
 Large 4.00/bunch  
 Mini 3.95/bunch

**APPLES**  
 All varieties 30 ea or 2.99/lb

**APPLE CIDER**  
 Galson 0.50 ea  
 Half Galson 0.50 ea  
 Cup 0.50 ea  
 Cider Sipper 1.95 ea

Now get ZOO NEWS on your phone!  
 \*Text COSLEY to 50555 and make your phone your zookeeper!

Pumpkin Patch Sponsored by **Bear Paddle swim school**  
 Share Your Adventure!



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 Large .42 / lb  
 Pie: Large 3.99 ea  
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Pumpkin Patch Sponsored by **Bear Paddle swim school**  
 Share Your Adventure!

### ADMISSION FEES

Nonresident Adults (ages 18-54)	\$7
Nonresident Adults (ages 55 & over)	\$6
Wheaton Park District Residents	Free
Cosley Zoo Members	Free
All Children (17 & under)	Free

Cash, Check, Visa, MasterCard and Discover are accepted.

**October 1-31**  
 1356 N. Gary Ave. | Wheaton  
**cosleyzoo.org**

Sponsored by **DuPage Medical Group** WE CARE FOR YOU and **Bear Paddle swim school**

### ADMISSION FEES

- Nonresident Adults (ages 18-54) \$7
- Nonresident Adults (ages 55 & over) \$6
- Wheaton Park District Residents Free
- Cosley Zoo Members Free
- All Children (17 & under) Free

Your admission fees help the zoo care for its animals, participate in wildlife conservation and provide educational programs.  
 Cash, Check, Visa, MasterCard and Discover are accepted.

### COSLEY ZOO Festival of Lights AND CHRISTMAS TREE SALE

NOV. 25-DEC. 30  
**COSLEYZOO.ORG**

Sponsored by **Bear Paddle swim school**

### TREE PRICES

Your purchase supports on-going wildlife conservation, animal care, and visitor programs at Cosley Zoo and In-Isle-DeBelleilles®.

Scotch Pine	Douglas Fir
3' & 4' \$26	6' \$47
5' \$32	7' \$64
6' \$37	8' \$89
7' \$42	9' \$88
8'+ \$47	10'+ \$100

Balsam Fir	Fraser Fir
5' \$40	6' \$50
6' \$47	6' \$60
7' \$54	7' \$70
8' \$61	8' \$80
9' \$78	9' \$108
10' & 11' \$92	10'+ \$122
12'+ \$115	

Donating just got easier!  
 \*Text COSLEY to 50555 and make your phone your zookeeper!

Don't forget the tree stand or tree bag!

Now get ZOO NEWS on your phone!  
 \*Text COSLEY to 50555 and make your phone your zookeeper!

Sponsored by **Bear Paddle swim school**

### WREATHS, GREENERY & ROPING

Your purchase supports on-going wildlife conservation, animal care, and visitor programs at Cosley Zoo and In-Isle-DeBelleilles®.

Wreaths	Greenery
16" \$18	Bunch \$7
20" \$21	Mini Bunch \$14
24" \$27	Mixed Bunch \$11
30" \$33	Candle Ring \$18
36" \$41	Door Swing \$19
42" \$49	Door Charm \$29
48" \$65	
60" \$92	

Check out the holiday gift ideas inside!

Roping
Douglas Fir \$1.40/ft
Fraser Fir \$1.50/ft
White Pine \$1.60/ft

Donating just got easier!  
 \*Text COSLEY to 50555 and make your phone your zookeeper!

Stay in touch at **CosleyZoo**

Sponsored by **Bear Paddle swim school**

### VISIT WITH SANTA AT Santa's Craft Corner

Saturday, November 26  
 December 3, & December 10  
 10A to 2P | Kiebler Room (Red barn second floor)

Photo with Santa | Snacks | Holiday Crafts  
 Suggested Family Donation \$5

Sponsored by **WINDOW WORKS**

Treat Sponsor **COSTCO**

Stay in touch at **CosleyZoo**

### COSLEY ZOO Festival of Lights AND CHRISTMAS TREE SALE

NOV. 25-DEC. 30

Sponsored by **Bear Paddle swim school**

OPEN 9A-9P  
 FREE ADMISSION

# E-Blasts

**A lifetime of inspiration**  
Topics at Cosley Zoo

**Book your program today - Spring dates fill up fast!**  
Looking for a cool, unique, and inspiring learning experience for your students? Cosley Zoo's educators (in-person or virtual) are ready to connect concepts with animals and the natural world. We can help students of all ages and abilities learn through experience, involvement and discovery!

Call today to learn more about the educational aspect only fee is the fee for your group

**Discovery Costs:**  
Teachers be sure and check out a Discovery Box in your classroom!

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**Cosley Tails**

**Cosley Web Contentment and Fun**  
For your students, 10 minutes is just minutes in education!

**FOR OUR MAJOR LISTS:**  
Join us on Facebook

**HELPFUL LINKS:**  
Cosley Zoo  
Cosley Zoo  
Cosley Zoo  
Cosley Zoo

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**REGISTER NOW**  
COSLEYZOO.ORG

**33rd Annual Cosley Zoo Run for the Animals SKYDOL & 1/2 Mile Kid's Run**  
Saturday, June 11 | 8:00am-11:00am

**Now 50% OFF!** For the first time ever, we're offering a 50% discount on our 33rd Annual Cosley Zoo Run for the Animals SKYDOL & 1/2 Mile Kid's Run. This amazing event is now available to all! We're excited to have you join us for this special day!

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**REGISTER NOW**  
COSLEYZOO.ORG

**33rd Annual Cosley Zoo Run for the Animals SKYDOL & 1/2 Mile Kid's Run**  
Saturday, June 11 | 8:00am-11:00am

**NEW THIS YEAR!** To thank for the donations and support, we're offering a 50% discount on our 33rd Annual Cosley Zoo Run for the Animals SKYDOL & 1/2 Mile Kid's Run. This amazing event is now available to all! We're excited to have you join us for this special day!

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**Take your zoo and museum membership with you in Spring Break!**

**Staycay Home This Spring Break?**  
Check out our Staycay Home program!

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**Turtle Day**  
Saturday, May 21 | 10AM-2PM | Free!

Join our staff, the Chicago Zoological Society, and some of your favorite reptiles as we celebrate turtles at Cosley Zoo.

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

**SHOP WHOLE FOODS AND SUPPORT COSLEY ZOO**  
MAY 10

**Shop on May 10th, 2016 to benefit Cosley Zoo.**

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

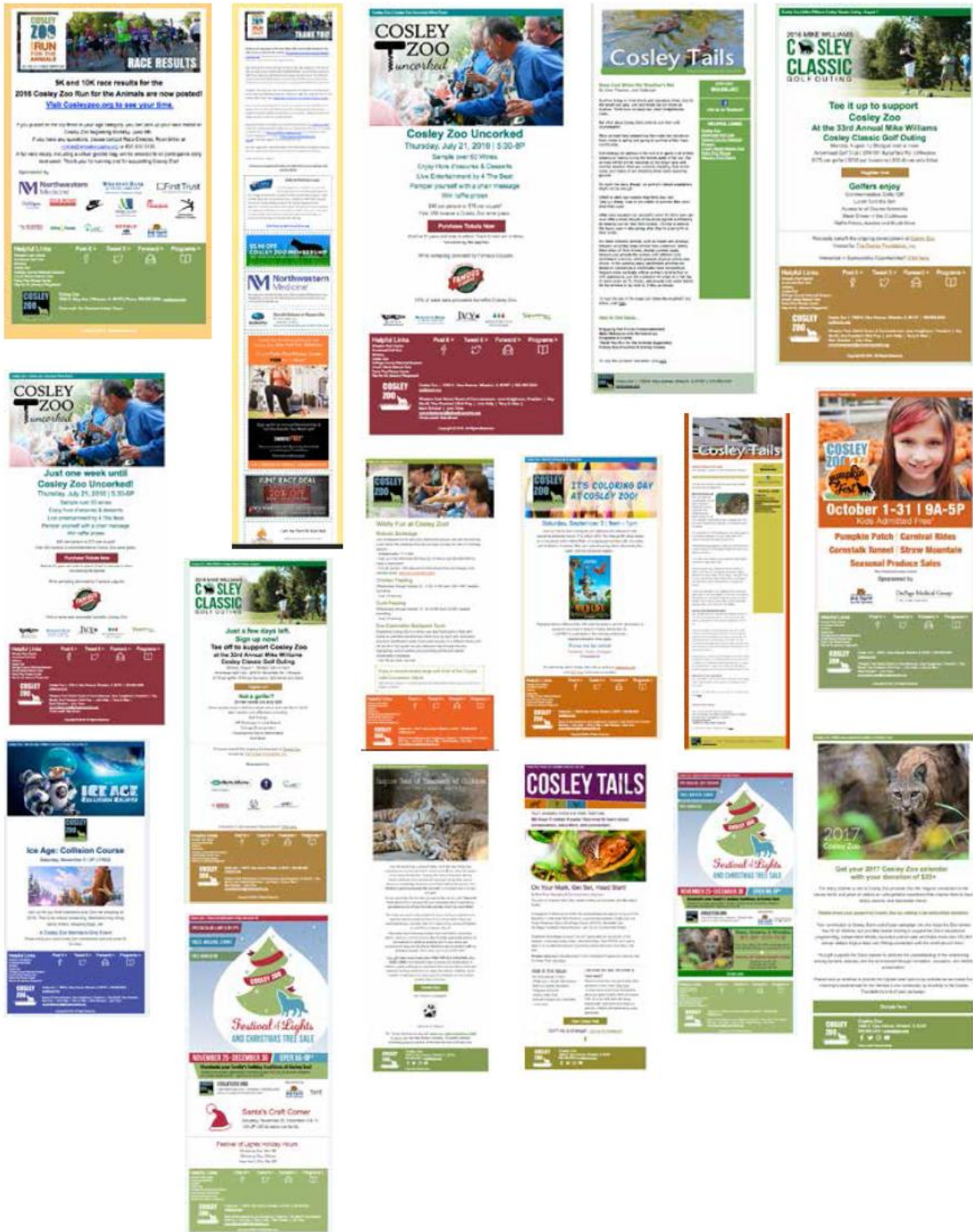
**2015 MIKE WILLIAMS COSLEY CLASSIC GOLF OUTING**

**Tee it up to support Cosley Zoo**  
At the 33rd Annual Mike Williams Cosley Classic Golf Outing

**Helpful Links:** Post it • Tweet it • Forward it • Programs

**Member:** 1-800-333-3333 | 2025 N. Gay Street, Phoenix, AZ 85017 | 480-960-0200  
www.cosleyzoo.org

E-Blasts



## Social Media



## Incentives/Coupons



## Miscellaneous



Pencil Promo

Members:

Address:

Member Level:

Expiration Date:



Magnet Promo

Cosley Zoo | 630.665.5534 | [cosleyzoo.org](http://cosleyzoo.org)  
ACCREDITED BY THE ASSOCIATION OF ZOOS & AQUARIUMS Please present member card and photo ID to receive benefits.

New Membership Card

# Miscellaneous

## Signage, Print, and Digital Media

**SMALL ZOO. BIG IMPACT.**  
COSLEYZOO.ORG/CONSERVATION

**Blanding's Turtle Head Start Program**  
2,000+ TURTLES RELEASED SO FAR

Since 2005, we've helped raise the world's population of the Blanding's Turtle which was placed on the endangered species list in 2005.

Partnering with the Herpetological Society of Chicago County, we've released over 2,000 juvenile Blanding's Turtles into the wild through our Blanding's Turtle Head Start program.

**But why do Blanding's Turtles need our help?**  
In general, along with their uncommon life cycle, Blanding's Turtles face a host of threats, including habitat loss, road mortality, and increasing waterway turbidity, which is difficult for heavily armored turtles to tolerate.

Head starting a Blanding's Turtle involves providing a carefully monitored and controlled environment for the young turtles until they are old enough to be released into the wild. This stage helps the young turtles grow their first layer of skin.

- 1 Blanding's turtles hatch naturally in shallow, warm water environments in the Midwest region.
- 2 The young turtles are raised in a controlled environment at Cosley Zoo.
- 3 The young turtles are released into the wild in their natural habitat.
- 4 Each year, hundreds of Blanding's Turtles are released into the wild through our Head Start program.

**AZA SAFE** AZA.ORG/AZA-SAFE

**Saving Animals From Extinction**  
Cosley Zoo's conservation efforts don't stop at our own five daily acres. As one of the 232 accredited facilities of the Association of Zoos & Aquariums (AZA), we contribute to AZA SAFE Saving Animals From Extinction an initiative that pairs AZA's 2,700 plus field conservation projects in over 175 countries.

AZA SAFE focuses on our endangered species, three of which you can donate directly to help!

<b>African Penguin</b> The African penguin is a seabird that lives on the southern coast of Africa. It is one of the most endangered species in the world. It is threatened by habitat loss, overfishing, and climate change.	<b>Asian Elephant</b> The Asian elephant is a large mammal that lives in South and Southeast Asia. It is one of the most endangered species in the world. It is threatened by habitat loss, poaching, and human-elephant conflict.	<b>Black Rhino</b> The black rhino is a large mammal that lives in sub-Saharan Africa. It is one of the most endangered species in the world. It is threatened by poaching and habitat loss.	<b>Chimpanzee</b> The chimpanzee is a great ape that lives in Central and West Africa. It is one of the most endangered species in the world. It is threatened by habitat loss, poaching, and disease.	<b>Gorilla</b> The gorilla is a great ape that lives in Central Africa. It is one of the most endangered species in the world. It is threatened by habitat loss, poaching, and disease.
<b>Sea Turtle</b> Sea turtles are large marine reptiles that live in the world's oceans. They are threatened by habitat loss, poaching, and climate change.	<b>Sharks</b> Sharks are large marine predators that live in the world's oceans. They are threatened by overfishing and habitat loss.	<b>Vaquilla</b> The vaquilla is a small mammal that lives in the mountains of Mexico. It is one of the most endangered species in the world. It is threatened by habitat loss and poaching.	<b>Western Pond Turtle</b> The western pond turtle is a freshwater turtle that lives in the western United States. It is one of the most endangered species in the world. It is threatened by habitat loss and poaching.	<b>Whooping Crane</b> The whooping crane is a large wading bird that lives in the eastern United States. It is one of the most endangered species in the world. It is threatened by habitat loss and poaching.

**Coins for Conservation**  
Turn that change in your pocket into change in the world!

Your generosity helps support one of our Blanding's Turtle Head Start Program's conservation efforts. Donate on the Cosley Zoo website or in person and help these special turtles to grow up in the wild.

- 1. African Penguin: \$0.10
- 2. Asian Elephant: \$0.25
- 3. Black Rhino: \$0.50
- 4. Chimpanzee: \$1.00

Each coin is made of 100% recycled metal and is available in denominations of 10¢, 25¢, 50¢, and 1.00. The coins are available at the Cosley Zoo gift shop and online at [cosleyzoo.org](http://cosleyzoo.org).

Coins for Conservation Kiosk

**COSLEY TAILS**  
Winter 2016/2017

**Inside This Issue**

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**Cosley Tails**  
Cosley Tails is the official quarterly newsletter of Cosley Zoo, a facility of the Wheaton Park District. It is published by The Cosley Foundation, Inc., a 501(c)(3) nonprofit. To learn more about the zoo or to get in touch with questions or comments, visit [cosleyzoo.org](http://cosleyzoo.org) or call 630.688.5004.

1306 N. Cary Ave., Wheaton, IL 60187  
630.688.5004  
[cosleyzoo.org](http://cosleyzoo.org)

ASSOCIATION OF ZOO AND AQUARIUMS

**On Your Mark, Get Set, Head Start!**  
BY BRETT PETO, MARKETING & COMMUNICATIONS ASSISTANT

The room is long and full of tubes, canisters, tools, running water—and Blanding's Turtles.

Endangered in Illinois since 2005, this native Midwest species is the focus of the Blanding's Turtle Head Start Program, a partnership between Cosley Zoo, the Forest Preserve District of DuPage County (FPDOC), Brookfield Zoo, the Poggio Notebook Nature Museum, and the St. Charles Park District.

Zookeeper Katy Briggs is one of the staff responsible for our portion of the program: accepting young turtles, called hatchlings, from FPDOC and raising them at an accelerated pace so they have a better chance of surviving in the wild.

The turtle room, located on the first floor of the Vern Klaber Learning Center, received 80 hatchlings in September. They're roughly the size of a quarter when they hatch.

"Once the hatchlings come to the zoo, they're placed in tubs of water, relative to their size," Briggs said. "We feed them on a daily basis. They're getting worms, fish, and shrimp. We make sure they have space for basking so they have natural movement. They learn how to swim. We weigh and measure them monthly to ensure they're not growing too slow or too fast."

They grow fast with the help of a habitat designed to limit human contact and prevent imprinting, the process whereby a young animal attaches itself psychologically to a caregiver.

That's when Briggs cues the curtains, feeding the turtles from above so they don't associate people with food. Unfortunately, that doesn't solve every issue with human activity.

"Because they travel over land for feeding sites, they're prone to road mortality," said Briggs. "The well-lit areas drying up and becoming more and more developed for human use. They don't mature until they're 15 years old, so it takes a long time for the babies to get big enough to then reproduce. They lay a relatively small number of eggs, too."

This makes the Blanding's Turtle a critical focus of conservation efforts, said FPDOC Wildlife Ecologist Dan Thompson. If one species goes, more often follow.

- continued on page 2



Blanding's Turtle video

Cosley Tails newsletter

Photo credits

Cover and pages 3, 6, and 12: Edward Durbin Photography





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