

## Memphis Zoo



## General Information

### Contact Information

<b>Nonprofit</b>	Memphis Zoo
<b>Address</b>	2000 Prentiss Pl Memphis, TN 38112
<b>Phone</b>	901 333-6554
<b>Facebook</b>	facebook.com/MemphisZoo
<b>Twitter</b>	@MemphisZoo

### At A Glance

<b>Year of Incorporation</b>	1951
<b>Community Foundation staff conducted a site visit?</b>	No

# Statements & Search Criteria

## **Mission**

The Memphis Zoo's mission is to connect people with wildlife

## **Background**

About the Memphis Zoo

The Memphis Zoo, located in Memphis, Tennessee, is home to more than 3,500 animals representing more than 500 different species. Recently named as one of the top zoos in the country and world by TripAdvisor® and *USA Today's* 10Best, the Memphis Zoo has completed more than \$93 million in renovation and expansion since the early 1990s. The Zoo's animal inhabitants reside in one-of-a-kind exhibitry, such as Once Upon A Farm, Commercial Appeal Cat Country, Primate Canyon, Animals of the Night, Northwest Passage, Teton Trek and CHINA - home to giant pandas YaYa and Le Le. Its newest exhibit, the Zambezi River Hippo Camp, is currently under construction and opens in March 2016. The Zoo was founded in 1906 and resides on 70 acres in the middle of Overton Park. The Memphis Zoo is an accredited member of the Association of Zoos and Aquariums. Memphis Zoo, YaYa and Le Le are trademarks of the Memphis Zoo.

## **Impact**

Our vision is to preserve wildlife through education, conservation and research. Aware that the zoo of tomorrow begins today, our staff and volunteers are dedicated to providing a naturalistic and enriching sanctuary for our animals, and a clean, friendly, entertaining and educational experience for our guests. Together, we are building one of the world's great zoos.

## **Needs**

Build a New Home for the Hippos

It takes a lot of bricks to build a world class zoo. Your gift will help build the new Zambezi River Hippo Camp.

Feed the Animals

We've got 3,500 hungry mouths to feed. Want to help?

Conserve Wildlife

Help aid conservation and research projects locally and globally.

Invest in our Future

This kind of donation supports our endowment.

## **CEO/Executive Director Statement**

The Memphis Zoo is completing another exciting year. With just over one million visitors, the Memphis Zoo is the number one tourist attraction in Memphis and the sixth largest tourist attraction in the State of Tennessee. We are honored to once again be ranked as a top the zoo by Trip Advisor. This year's ranking has us as #8 in the U.S. and #23 worldwide. This is our eighth consecutive year with a top ten rating. An Economic Impact Statement completed this year by the University of Memphis found that the Memphis Zoo contributes 83.8 million dollars in total impact to the Memphis economy.

The Memphis Zoo is an important quality of life asset for the City of Memphis and we strive to be a zoo for all people in our community. Each visit is an experience that enriches, informs, and inspires. This past year, we hosted 80,000 children on school field trips and 161,000 visitors during our Free Tennessee Tuesday Program.

Our conservation work has captured the regional and national spotlight as we make significant strides in several of our flagship conservation programs including Giant Panda, Louisiana Pine Snake, Mariana Fruit Dove and Dusty Gopher Frog. We were recently awarded a prestigious grant from The Institute of Museum and Library Services (IMLS) to establish the country's first National Amphibian Genome Bank. This grant is the result of more than two decades of dedicated and diligent work by our staff.

Our new exhibit "Zambezi River Hippo Camp" is taking shape and we anticipate a March 2016 opening. This exhibit will bring state-of-the-art new homes for our hippos, crocodiles and flamingos. In addition, the exhibit will feature new species including okapi, padis monkeys, nyala, yellow back duikers, and a variety of African birds.

Next year will be our 110<sup>th</sup> anniversary as a Zoo. I want to thank our members and community partners for your continued support. It takes the effort of everyone to make this organization prosper, and to continue to be considered such a treasure in our community. We look forward to seeing you at the Zoo soon.

## **Areas Of Service**

### **Areas Served**

#### Areas

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TN

AR

MS

Over 300,000 tourists from outside the Memphis Metropolitan Statistical Area visit the Memphis Zoo each year. The Memphis MSA includes Shelby, Fayette and Tipton counties in Tennessee, Crittenden County in Arkansas, and Benton, Desoto, Marshall, Tate and Tunica counties in Mississippi. The impact of these tourist visits is \$62.1 million annually to the Memphis economy. The report found that two-thirds of the out-of-town visitors came to Memphis primarily to visit the Memphis Zoo.

## **Service Categories**

Zoos & Aquariums

Environmental Education

Elementary & Secondary Schools

# Programs

## Programs

<b>Description</b>	The Memphis Zoo offers compelling exhibitry and interpretation of wildlife within a highly interactive environment. The Zoo is open 363 days per year to visitors of all ages.
<b>Budget</b>	\$0.00
<b>Long term Success</b>	Two giant pandas, Ya Ya and Le Le, arrived at the Memphis Zoo to begin their ten-year visit, and launch our extensive research and conservation plan to help giant pandas in the wild. The Memphis Zoo is one of only four U.S. Zoo's to exhibit giant pandas.

### Education at the Memphis Zoo

<b>Description</b>	Have you ever felt the smooth scales of a New World python, listened for the flight of an owl, or examined the bottom of a gecko's foot? At the Memphis Zoo, we connect people with wildlife using experiences such as these in everything that we do. With a focus on science, technology, engineering and mathematics (STEM) in conjunction with conservation, the education department provides engaging and educational programs for children and adults. There are resources for school and homeschool educators to make learning relevant and exciting for students. Camps, Zoo Snoozes and Professional Development programs round out our exceptional offerings. Experience learning at the Memphis Zoo!
<b>Budget</b>	\$0.00
<b>Strategy</b>	Please select...
<b>Long term Success</b>	We see an average of 90,000 school children each year from the surrounding Mid-South region.

### Conservation and Research at the Memphis Zoo

<b>Description</b>	Our vision for the future is to become an effective and internationally recognized leader in the field of conservation biology. Regionally, we see our institution staged to become the leader in environmental science education and having a significant impact on local wildlife issues and natural resource conservation. Globally, our goal is to provide conservation training, capacity building and technical assistance to wildlife and eco-regions that we manage in our collection. Together, our staff will create one of the top U.S. zoological research, conservation and education facilities, while providing a professional and entertaining experience for our visitors.
<b>Budget</b>	\$0.00
<b>Strategy</b>	Please select...

# Board & Governance

## Board Chair

<b>Board Chair</b>	Mrs. Diane Smith
<b>Company Affiliation</b>	Community Volunteer
<b>Term</b>	July 2015 to July 2017

## Board Co-Chair

<b>Board CoChair</b>	Gene Holcomb
<b>Company Affiliation</b>	Holcomb Company
<b>Term</b>	July 2015 to July 2017

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Samantha Boggs Dean	Huey's	Voting
W. Lynn Carson	SunTrust	Voting
Joseph C. DeWane	Memphis OB/GYN P.C.	Voting
Delisa Eddings	Yusen Logistics	Voting
Thomas C. Farnsworth	Farnsworth Holdings	Voting
Brandon Garrott Morrison	Community Volunteer	Voting
Gene Holcomb	Holcomb Company	Voting
David Hopkins	KPMG	Voting
Henry Hutton	Chuck Hutton Chevrolet Co.	Voting
Dorothy O. Kirsch	Community Volunteer	Voting
Maria Leggett	AutoZone	Voting
Scott McCormick	Memphis Botanic Garden	Please select...
Joyce Mollerup	Community Volunteer	Voting
Carol Prentiss	Community Volunteer	Voting
Karl Schledwitz	Monogram Food Solutions	Voting
Jerry Shore	Fred's	Voting
Diane Smith	Community Volunteer	Voting
Kelly H. Truitt	CB Richard Ellis	Voting
Mario Walker	Self + Trucker Architects, Inc.	Voting
George Whitehead	Orgill	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	3
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	17
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0

**Board Demographics - Gender**

<b>Male</b>	13
<b>Female</b>	8
<b>Unspecified</b>	0

**Governance**

<b>Board Term Lengths</b>	2
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	0
<b>Written Board Selection Criteria?</b>	No
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100
<b>Number of Full Board Meetings Annually</b>	6

**Standing Committees**

- Finance
- Nominating

# Management

## Executive Director/CEO

**Executive Director**

**Term Start**

**Email**

Dr. Chuck Brady

May 1979

[cbrady@memphiszoo.org](mailto:cbrady@memphiszoo.org)

## **Experience**

CHARLES (CHUCK) A. BRADY

PRESIDENT & CEO

MEMPHIS ZOO

EDUCATION:

Undergraduate: State University of New York at Cortland

Bachelor of Arts, 1973, Biology

Graduate: Ohio University

Master of Science, 1975, Zoology

Ohio University

Doctor of Philosophy, 1982, Zoology

ZOO EXPERIENCE:

1975-1978 Research Assistant – National Zoological Park

1978-1979 Research Fellow – National Zoological Park

1979-1999 Curator of Mammals – Memphis Zoo

2000 Associate Director of Animal Programs – Memphis Zoo

2000-2002 Vice President & Director of Animal Programs – Memphis Zoo

2003 Senior Vice President and Zoo Director

2003 – Present President/CEO

## **MAJOR ZOO DESIGN AND CONSTRUCTION PROGRAMS**

1989-2003 Zoo Master Plan: Comprehensive ten year program which charted direction for growth and development of the Memphis Zoo.

1993 Cat Country: Fourteen open-air exhibits featuring both predators and prey. Cost \$4.9 million.

1994 Primate Canyon: Seven open-air primate and ape exhibits. Cost \$6.1 million.

1995 Animals of the Night: A nocturnal building featuring 19 nocturnal exhibits featuring over 400 nocturnal mammals. Cost \$1.5 million.

1996 Once Upon A Farm: Eight farm yard exhibits and a large discovery center with the theme of man and agriculture. Cost \$3.5 million.

2000 China: Three acre state-of-the-art exhibit designed to immerse the visitor in the architecture, culture, history and wildlife of China. The exhibit has a conservation theater which features an eight minute film on conservation efforts for the Giant Panda and numerous imperial style and Suzhou-style structures. Wildlife



exhibits include Giant Pandas, White-Cheeked Gibbons, three species of Chinese Pheasants, Asian Small Clawed-Otters, Chinese ornamental goldfish, Red Pandas, Pere David Deer, Hog Deer, White-Naped Cranes and Chinese waterfowl. Cost \$15 million.

2004 Northwest Passage: A series of exhibits for boreal mammals including Polar Bear, Sea Lions, Gray Seal, Black Bear, Bald Eagles and Ravens. Cost \$25 million.

2006 Teton Trek: 3 acre exhibit that showcases the animals and history of the Yellowstone Teton Basin. It features Grizzly Bear, Timber wolves, Elk, Trumpeter Swans and Sandhill Cranes. Cost \$17 million.

2013-2015 Zambezi River Hippo Camp: 3½ acre exhibit showing the wildlife, culture and traditions of the Zambezi River Valley. It will feature Hippos, Crocodiles, Ciclids, Flamingos, Mandrills and Okapi. Scheduled to open in 2015.

#### PROFESSIONAL ACTIVITIES:

Memberships: American Society of Mammalogists

Animal Behavior Society

American Association of Zoological Parks and Aquariums

Society for Conservation Biology

International Society for Behavioral Ecology

World Association of Zoos and Aquariums

#### BOARD PARTICIPATION:

2001-Present Jaguar Conservation Fund

2003-Present Giant Panda Conservation Foundation

### Staff

<b>Full Time Staff</b>	153
<b>Part Time Staff</b>	80
<b>Volunteers</b>	200
<b>Contractors</b>	0
<b>Retention Rate</b>	0

### Plans

<b>Organization has a Fundraising Plan?</b>	Under Development
<b>Organization has a Strategic Plan?</b>	Under Development
<b>Organization Policy and Procedures</b>	Yes
<b>Nondiscrimination Policy</b>	Under Development
<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes

# Financials

## Fiscal Year

	July
<b>Fiscal Year</b>	2016
<b>Projected Revenue</b>	\$14,613,981.00
<b>Projected Expenses</b>	\$14,600,000.00
<b>Endowment Value</b>	6349769
<b>Spending Policy</b>	Income Only
<b>Percentage (if selected)</b>	0%

## Form 990s

[Form 990](#)  
[Form 990](#)  
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[Form 990](#)  
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[Form 990](#)  
[Form 990](#)  
[Form 990](#)

## Detailed Financials

### Revenue and Expenses

Fiscal Year	2015	2014	2013
<b>Total Revenue</b>	\$21,004,239	\$16,795,174	\$18,773,341
<b>Total Expenses</b>	\$22,772,589	\$16,276,552	\$15,513,198

### Revenue Sources

Fiscal Year	2015	2014	2013
<b>Foundation and Corporation Contributions</b>	\$1,024,588	\$1,294,656	\$3,558,195
<b>Government Contributions</b>	\$6,396,508	\$1,482,929	\$1,652,966
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	\$6,396,508	\$1,482,929	\$1,652,966
<b>Individual Contributions</b>	--	--	--
<b>Indirect Public Support</b>	\$0	\$0	\$0
<b>Earned Revenue</b>	\$8,812,197	\$9,176,562	\$8,718,724
<b>Investment Income, Net of Losses</b>	\$120,689	\$67,026	\$81,032
<b>Membership Dues</b>	\$2,475,340	\$2,733,172	\$2,713,750
<b>Special Events</b>	\$543,750	\$575,866	\$597,750
<b>Revenue In-Kind</b>	\$66,706	\$64,577	\$37,270
<b>Other</b>	\$0	\$0	\$0

### Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$20,240,889	\$13,948,700	\$13,263,751
Administration Expense	\$2,360,316	\$2,184,869	\$2,053,820
Fundraising Expense	\$171,384	\$142,983	\$195,627
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	0.92	1.03	1.21
Program Expense/Total Expenses	89%	86%	85%
Fundraising Expense/Contributed Revenue	2%	4%	3%

### Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$24,170,441	\$25,035,752	\$23,678,364
Current Assets	\$15,067,425	\$15,670,131	\$14,187,194
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$4,136,616	\$2,918,814	\$3,263,086
Total Net Assets	\$20,033,825	\$22,116,938	\$20,415,278

### Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	3.64	5.37	4.35

### Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

### Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

## Capital Campaign

**Currently in a Capital Campaign?** Yes

### Campaign Purpose

Soon our historic hippos will move to a new home – the Zambezi River Hippo Camp. Construction is underway! We need your help. To date, we have raised \$21.2 million towards the total exhibit cost of \$22.4 million. We need your help to fund the remaining \$1.2 million and close out the campaign.

**Goal** \$0

**Date** 2009

**Amount Raised To Date** \$0

**Capital Campaign Anticipated in Next 5 Years?** Yes

## State Charitable Solicitations Permit

**Permit?** Yes Dec 2017

## Comments

**Foundation Comments**

9/21/2016

Organization has not provided:

- Most recent (past 3 yrs.) Audit/Financials



COMMUNITY  
FOUNDATION  
OF GREATER MEMPHIS

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901-728-4600 |

