



ZOOMUSEUMDISTRICT  
*Metropolitan Zoological Park and Museum District*

## 2017—2018 REPORT TO THE COMMUNITY

*Preserving quality cultural institutions for the  
St. Louis region today and for future generations*





# THANK YOU TO THE ST. LOUIS CITY AND COUNTY

residents who have provided tax support to the Metropolitan Zoological Park and Museum District (ZMD) for more than 45 years. The ZMD is the oldest and largest cultural–institution taxing district in the United States. The ZMD is also considered a national Best Practice and, we often receive inquiries as to how it was established.

In 1971, City and County voters created the ZMD to support three financially struggling cultural institutions: the Museum of Science and Natural History (now known as the Saint Louis Science Center), the Saint Louis Zoo, and the Saint Louis Art Museum. During its first year of operation, the ZMD recognized net tax revenue totaling slightly more than \$3.89 million.

In many ways, today's ZMD is radically different than the fledgling organization created in 1971. One significant difference is that the ZMD now includes five institutions. City and County voters allowed the Missouri Botanical Garden and Missouri History Museum to join the ZMD in 1983 and 1987, respectively. The ZMD has also recognized a material increase in annual net tax revenue. In 2017, for example, net tax revenue totaled nearly \$80.06 million. The increased tax support, coupled with generous donations and internally generated revenue, have allowed each of the ZMD cultural institutions to become nationally recognized.

In 2017, more than 6 million individuals visited the five ZMD institutions to view exhibits that included *The Discovery of King Tut* at the Science Center, *#1 in Civil Rights: The African-American Freedom Struggle in St. Louis* at the Missouri History Museum, *Degas, Impressionism, and the Paris Millinery Trade* at the Art Museum, *Garden of Glass* at the Missouri Botanical Garden, and *Wild Lights* at the Saint Louis Zoo. These 6 million visitors prove that the ZMD's cultural institutions impact the quality of life for residents of the St. Louis metropolitan area. We hope that you will read this report for uplifting stories on the many successes and accomplishments of these cultural assets.

The concept of "quality of life" can be defined as the standard of the health, comfort, and happiness experienced by an individual or group. Although this concept is defined in terms of health and happiness rather than wealth, economic "health" can be a significant element in measuring quality of life. This past year, the ZMD Board requested that the St. Louis Regional Chamber conduct a ZMD-wide economic impact study. The

study estimated that the ZMD and its five institutions' operating and capital improvement spending, along with related out-of-town visitor spending, had a regional economic impact of \$589.4 million in 2017. During the same calendar year, the ZMD and its affiliated institutions generated 4,845 jobs in the St. Louis region. As major employers that attract many tourists to the metropolitan area, the ZMD and its five related institutions are clearly substantial contributors to the region's economy.

It is difficult to list each of the organizational and operational changes that have occurred within the ZMD over the past 45-plus years. Although the most notable transformations have occurred within the cultural institutions, the ZMD central office itself has also experienced change. Since 2011, the ZMD Board expanded its oversight role by appointing an independent accounting firm to conduct agreed-upon procedures engagements at the institutions. The selected procedures were both financial and operational in nature. The engagements' results provided both the ZMD and institutional governing boards with the assurance that institutions met high operating standards or, if necessary, served as an indicator that improvement was required. The ZMD Board recently engaged an independent firm to conduct an information technology assessment at the ZMD office and each of the five institutions. The purpose of the assessment is to determine that each entity is managing and protecting information appropriately. Since the resulting assessment report will likely include sensitive information that is proprietary in nature, the sole recipient of an entity's report will be its governing board.

Our job, as a ZMD staff and board, is to safeguard the St. Louis City and County taxpayers' investment for future generations. We are confident that with the continued dedication and foresight of ZMD Board members, coupled with the commitment and enthusiasm of the cultural institutions' management and governing boards, the ZMD and its cultural institutions will continue to thrive for generations to come.

Christine A. Chadwick  
ZMD Board Chairman

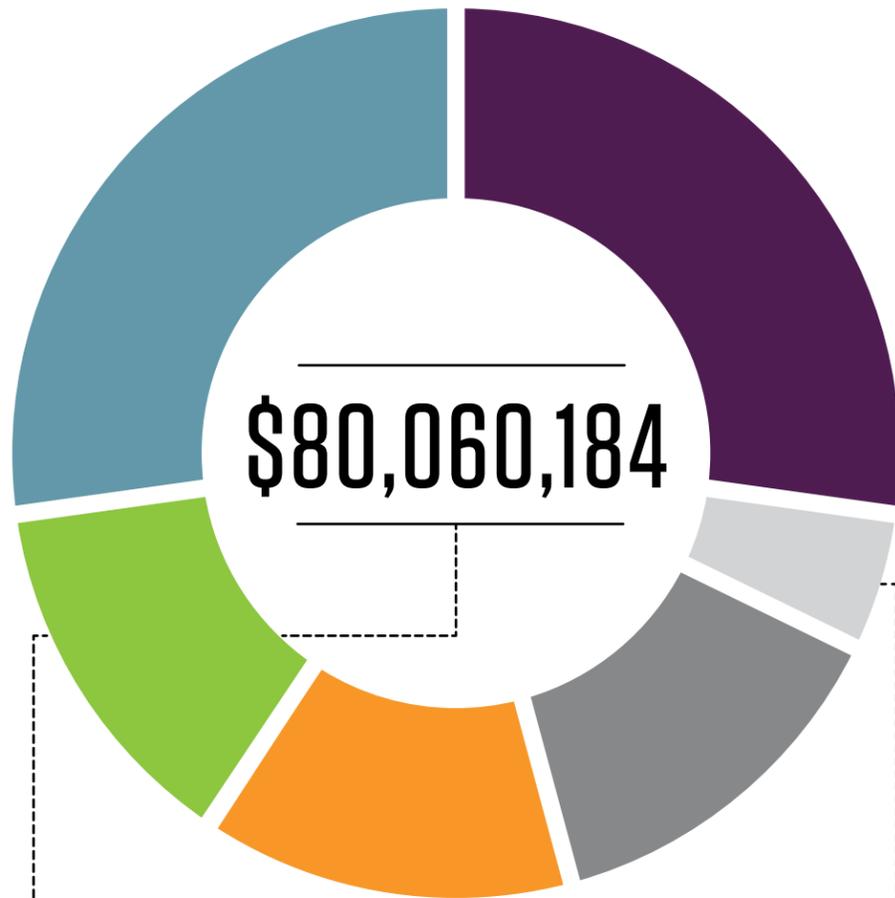
J. Patrick Dougherty  
Executive Director

## OUR VISION

The task of the Zoo Museum District is to lead, plan, and collaborate in strengthening the Subdistricts to ensure quality institutions that educate, enhance, and benefit the residents of the St. Louis region.

## OUR MISSION

The Mission of the Zoo Museum District is to represent the taxpayers of the District in the careful oversight of the financial affairs of the Subdistricts: Missouri Botanical Garden, Missouri History Museum, Saint Louis Art Museum, Saint Louis Science Center, and Saint Louis Zoo.



**5%**  
Revenue collection percentage that legislation allows for ZMD administrative purposes

**0.8%**  
Percentage of the 2017 tax revenue collections used for ZMD administrative purposes

## 2017 Zoo Museum District Net Tax Revenue

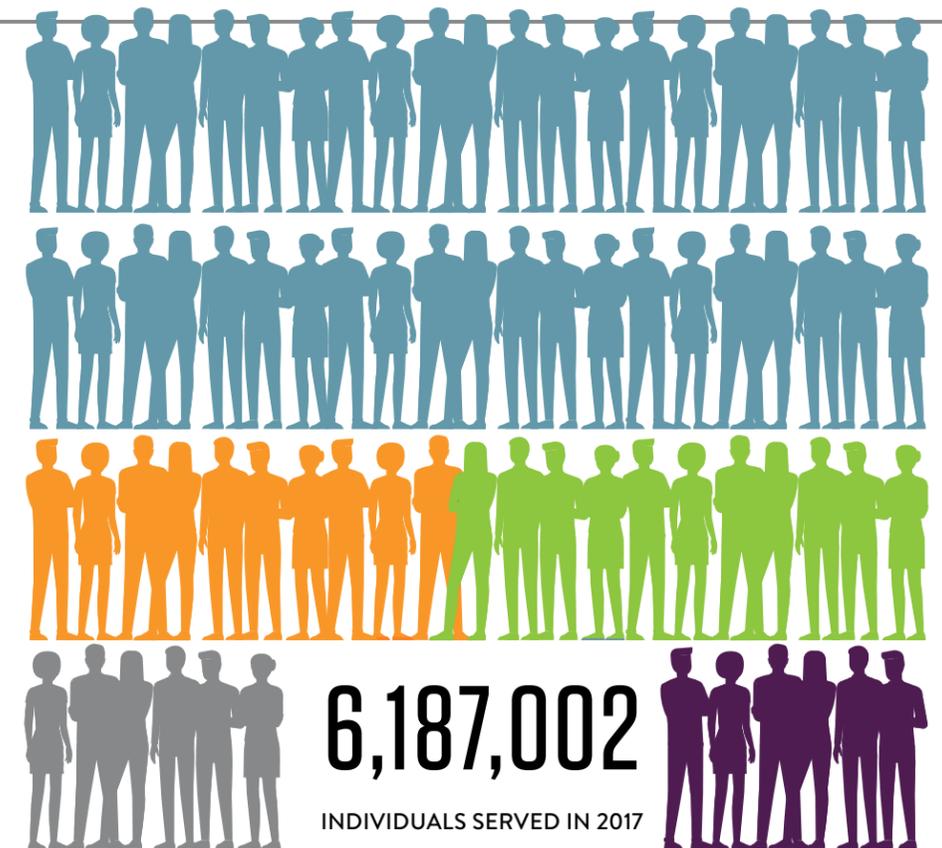
● Saint Louis Art Museum	\$21,681,920	27.1%
● Saint Louis Zoo	\$21,681,920	27.1%
● Saint Louis Science Center	\$10,896,904	13.6%
● Missouri Botanical Garden	\$10,896,904	13.6%
● Missouri History Museum	\$10,896,904	13.6%
● ZMD Administration	\$4,005,632	5.0%

## \$589.4 million

The total regional economic impact of the Zoo Museum District and its five cultural institutions' 2017 operations, average construction, and capital improvement spending along with out-of-town visitors' expenditures totaled \$589.4 million.

## 4,845 jobs

The Zoo Museum District and its five institutions' 2017 operations, average construction, and capital improvement spending along with out-of-town visitors' expenditures impacted the region's employment by generating 4,845 jobs.



## 2017 Attendance

3,117,113 50.4% ZOO	1,106,644 17.9% SCIENCE	1,037,216 16.8% BOTANICAL	509,220 8.2% ART	416,809 6.7% HISTORY
---------------------------	-------------------------------	---------------------------------	------------------------	----------------------------

### 1971

City and County voters approve the formation of the ZMD to support the Saint Louis Zoo, Art Museum, and Science Center.

### 1972

The ZMD begins operations.

### 1983

Voters add the Missouri Botanical Garden to the ZMD and increase tax rates for the Zoo, Art Museum, and Science Center.

### 1987

Voters add the Missouri History Museum to the ZMD.

### 2017

Taxpayer investment in the cultural institutions approaches \$1.8 billion.

## Tax Rates

Rates levied by the Zoo Museum District and the maximum authorized rate for each institution:

ST. LOUIS CULTURAL INSTITUTION

Saint Louis Art Museum  
Saint Louis Zoo  
Saint Louis Science Center  
Missouri Botanical Garden  
Missouri History Museum

2017 TAX RATE PER \$100 OF ASSESSED VALUATION

7.68 cents  
7.68 cents  
3.86 cents  
3.86 cents  
3.86 cents

MAXIMUM AUTHORIZED TAX RATE

8.00 cents  
8.00 cents  
4.00 cents  
4.00 cents  
4.00 cents

### A NOTE ABOUT ZMD ADMINISTRATIVE COSTS

Section 184.356 of the Missouri Revised Statutes allows the ZMD to retain 5 percent of a year's tax collections for its administration. In 2016, administrative expenses totaled \$534,055 or 0.73% of the year's tax receipts. The ZMD Board distributes "excess administrative fees" to the cultural institutions proportionately on the basis of the tax rates levied during the year in which the excess fees originated. The 2016 excess administrative fees of \$3,325,899 were distributed in 2017: The Zoo and Art Museum each received \$950,176.80 and the Science Center, Botanical Garden, and History Museum received \$475,181.80 each.

### LATEST FINANCIAL STATEMENTS

See the ZMD website ([www.mzdstl.org](http://www.mzdstl.org)) to view the recent annual financial statements of the Zoo Museum District and the related cultural institutions. The Zoo Museum District has been audited annually since operations commenced.

### TAX SUPPORT'S IMPACT ON INSTITUTIONAL OPERATIONS

Tax receipts from the residents of St. Louis City and County materially affect operations at the five cultural institutions. Recent years' tax support represented at least 34% of each institution's net operating revenue.

SAINT LOUIS  
ART MUSEUM

# THE SAINT LOUIS ART MUSEUM



**The activities of the Saint Louis Art Museum** in 2017 were highlighted by strong attendance, an exhibition schedule featuring a popular range of art, significant new acquisitions, and programming impacting the citizens of our region.

The Museum welcomed 509,220 visitors, an increase over the Museum's 2016 attendance. Three major exhibitions brought visitors to experience art from around the world: *Degas, Impressionism, and the Paris Millinery Trade*; *Reigning Men: Fashion in Menswear, 1715-2015*; and *Thomas Struth: Nature & Politics*.

*Degas, Impressionism, and the Paris Millinery Trade*, organized by the Saint Louis Art Museum and the Fine Arts Museums of San Francisco, was a groundbreaking exhibition featuring 60 Impressionist paintings and pastels, including key works by Degas, many never before exhibited in the United States, as well as works by Pierre-Auguste Renoir, Edouard Manet, Mary Cassatt, Henri de Toulouse-Lautrec, and 40 exquisite examples of period hats. This exhibition was the first to examine the height of the millinery trade in Paris and received significant coverage in the media.

*Reigning Men: Fashion in Menswear, 1715-2015*, organized by the Los Angeles County Museum of Art, explored the history of men's fashionable dress from the 18th century to the present and reexamined the equation of "fashion" with "femininity." The exhibition traced cultural influences on men's fashion over three centuries.

*Thomas Struth: Nature & Politics*, co-organized by the Museum Folkwang, Essen; Martin-Gropius-Bau, Berlin; and the High Museum of Art, Atlanta, in collaboration with the Saint Louis Art Museum, featured more than 30 works by one of today's most renowned photographers, celebrating his large-scale color photography. *Nature & Politics* focused on technology and the manufactured landscape drawn from his travels in Europe, the Middle East, Asia, and America.

The Museum acquired 304 works of art in 2017, illustrating a commitment to thoughtful and strategic collecting. The Museum purchased *Portrait of Charlotte Cram*, an exceptional portrait from America's Gilded Age by John Singer Sargent. The acquisition fills a critical gap in the American art collection. The purchase of Mattia Preti's *Christ and the Woman Taken in Adultery* fulfills the Museum's search for a dynamic and dramatic Baroque painting. Another purchase—*Epi-graph, Damascus* by Ethiopian-American artist Julie Mehretu—references the Arab Spring and



**"The Museum's ongoing investment in learning and engagement provides support for family, school, and community programs inspired by the Museum's collection."**

the subsequent Syrian war and refugee crisis.

The Museum was fortunate to receive a transformative gift from New Jersey-based collector Ronald Maurice Ollie and his wife, Monique McRipley Ollie, that adds significant depth and breadth to the Museum's holdings of works by African-American artists. The gift of 81 pieces—including paintings, drawings, prints, photographs, and sculptures—is named in honor of Ronald Ollie's parents, Thelma and Bert Ollie, who were frequent visitors to the Museum and instilled in their son a deep appreciation of art.

The popular *Art in Bloom* weekend festival attracted more than 22,000 visitors—an increase of more than 1,700 visitors from 2016. In its eighth season, the Art Hill Film Series complemented the fashion-themed *Reigning Men* by featuring four films honored for stunning costume design. SLAM Underground, the Museum's monthly art and music event for young adults, grew to 12,000 participants, and the third annual, family-oriented Winter Celebrations weekend was attended by some 5,300 visitors.

The Museum's ongoing investment in learning and engagement provides support for family, school, and community programs inspired by the Museum's collection. Popular programs and educational offerings such as Family Sundays, Youth smART, and Art with Us are offered for free or at low cost at the Museum or throughout the region. The weekly Family Sundays programs, which provide free art-making activities, family-friendly

gallery tours, and special performances, welcomed more than 9,600 visitors in 2017. Youth smART offered 1,100 youth from community groups and summer camps the opportunity to explore the Museum's collection through a variety of creative and interactive activities facilitated by the Museum's paid Teen Assistants. The Museum's public programming celebrating Kwanzaa, the legacy of Dr. Martin Luther King, Jr., and Women's History Month served some 2,400 visitors.

In alignment with the 2016 adoption of a museum-wide digital strategy, the Museum continued the implementation of the content and data management systems and continued to work toward completing a campus-wide Wi-Fi initiative.

The Museum commissioned a capital renewal and replacement study in 2014 to ensure that the facility functions at levels commensurate with the Museum's priorities and mission. Pursuant to that plan, 2017 saw the rebuilding, replacement, or improvement of key mechanical systems.

The Museum continues to maintain a strong financial position. In May 2017, Moody's upgraded the Museum's bond rating to Aa2 from Aa3, and, as reported last year, Standard & Poor's upgraded the institution



from A+ debt rating to AA-. These ratings maintain the Museum's credit position among the top art museums in the country. As of December 31, 2017, the market value of the Museum's endowment was \$216.6 million.

The Museum's 2018 exhibition schedule included the North American premiere of *Sunken Cities: Egypt's Lost Worlds*, the most significant exhibition of ancient Egyptian art undertaken in St. Louis in more than

THE MUSEUM  
WELCOMED  
**509,220**  
VISITORS, AN INCREASE  
OVER THE MUSEUM'S  
2016 ATTENDANCE.

THE MUSEUM  
ACQUIRED  
**304**  
WORKS OF ART.

THE POPULAR  
ART IN BLOOM  
WEEKEND FESTIVAL  
ATTRACTED  
MORE THAN  
**22,000**  
VISITORS.

50 years. Featuring colossal sculptures and precious artifacts from the long-lost cities of Thonis-Heracleion and Canopus, *Sunken Cities* tells the story of one of the greatest finds in the history of underwater archaeology. The Museum is also presenting the main exhibition *Graphic Revolution: American Prints 1960 to Now*, which will celebrate more than five decades of acquisitions of works on paper by prominent American artists. Free exhibitions throughout the year highlighted new works by contemporary artists, including Sun Xun and Kehinde Wiley, who recently was commissioned to paint former President Barack Obama's portrait.

The Museum is gratified to know that so many people value its contributions to the region. Through the generous support of the taxpayers of St. Louis City and County, it will continue to advance the civic and cultural life of St. Louis.



# THE MISSOURI BOTANICAL GARDEN



A 2017 visitor survey for the Missouri Botanical Garden returned extremely positive feedback, highlighting the Garden's strengths of attracting diverse crowds of new and repeat visitors and scoring it far above similar attractions across the country.

The beauty of the Garden and its relaxing, inspiring atmosphere were among the top reasons that visitors ranked their experiences so highly. Positive reviews also mentioned the good value of the Garden and that there is always something new to see. The survey calculated a net promoter score (a tool used to gauge customer loyalty) of 89 for the Garden. Nationally, botanical gardens averaged a score of 50.

One new exhibit for the summer of 2017 was *Garden of Glass*, which featured the art of Craig Mitchell Smith. More than 82,000 guests visited during the summer months to see the glass orchids, orange blossoms, dandelions, and other sculptures in the tropical setting of the Climatron.

The Garden's events remain a top reason to visit. Garden Glow, Chinese Culture Days, Best of Missouri Market, and the Japanese Festival were named as the most appealing.

Garden Glow, which runs during the holiday season, celebrated its fifth year in 2017 and saw its largest crowd to date, with more than 150,000 tickets sold.

Other signature events at the Garden include the annual Orchid Show, featuring 800 winter-blooming orchids; Grapes in the Garden, where visitors can sample more than 100 international and domestic wines; the Whitaker Music Festival, a Wednesday-evening outdoor concert series held in the summer; and the Green Living Festival, which celebrates sustainable living.

The Garden offers a wide variety of classes and other activities throughout the year. The Garden's service to the community also involves leading efforts to monitor and control invasive species in the region. Garden educators have continued their

**"The beauty of the Garden and its relaxing, inspiring atmosphere were among the top reasons that visitors ranked their experiences so highly."**



service in the community gardens in the Baden neighborhoods. Community members continue to care for the gardens there with assistance from Garden staff. The Garden's Therapeutic Horticulture team is specially trained and equipped to work with special-needs audiences. Staff members bring plant-based sensory experiences to living centers, patients in hospitals, children with different abilities, and community places of support and care.

Another draw ranked highly among guests is the uniqueness and variety of plants at the Garden. One of the more notable of those plants is the *Amorphophallus titanum*, commonly known as the corpse flower, recognized for its infamous aroma. The corpse flower bloomed for the eighth time in five years in 2017, bringing more than 2,100 people out after-hours to see and smell the rare flower.

The year 2018 provided even more for Garden visitors, including another unique summer display, *Flora Borealis*, a nighttime multimedia experience. The exhibit creates a path of destinations with lighting and interactive projections highlighting the Garden's iconic locations as galleries.



One of the Garden's more popular events, the Best of Missouri Market, offered expanded hours this year, opening at noon on Friday, October 5.

Another exciting development at the Garden in 2018 was the reopening of the Stephen and Peter Sachs Museum, which is more than 150 years old and was shuttered for many years. Dr. Peter Wyse Jackson called for the restoration of the building shortly after becoming president of the Garden in 2010.

During the restoration of the building, workers discovered hidden murals that likely date back to the late 19th century. The building opened in spring 2018 and will be used for special exhibits and events. Another treasure for visitors to enjoy, the Museum Building will be open to the public, with full accessibility.

The Garden continues to work toward the 2020 goal of establishing the most comprehensive baseline of knowledge of the world's plant diversity ever assembled: the World Flora Online. The Garden and its 40-plus institutional partners around the world unveiled the new World Flora Online portal as part of the 2017 International Botanical Congress address given by the Garden's president. It already includes information on more than 350,000 plant species and 1.3 million plant names.

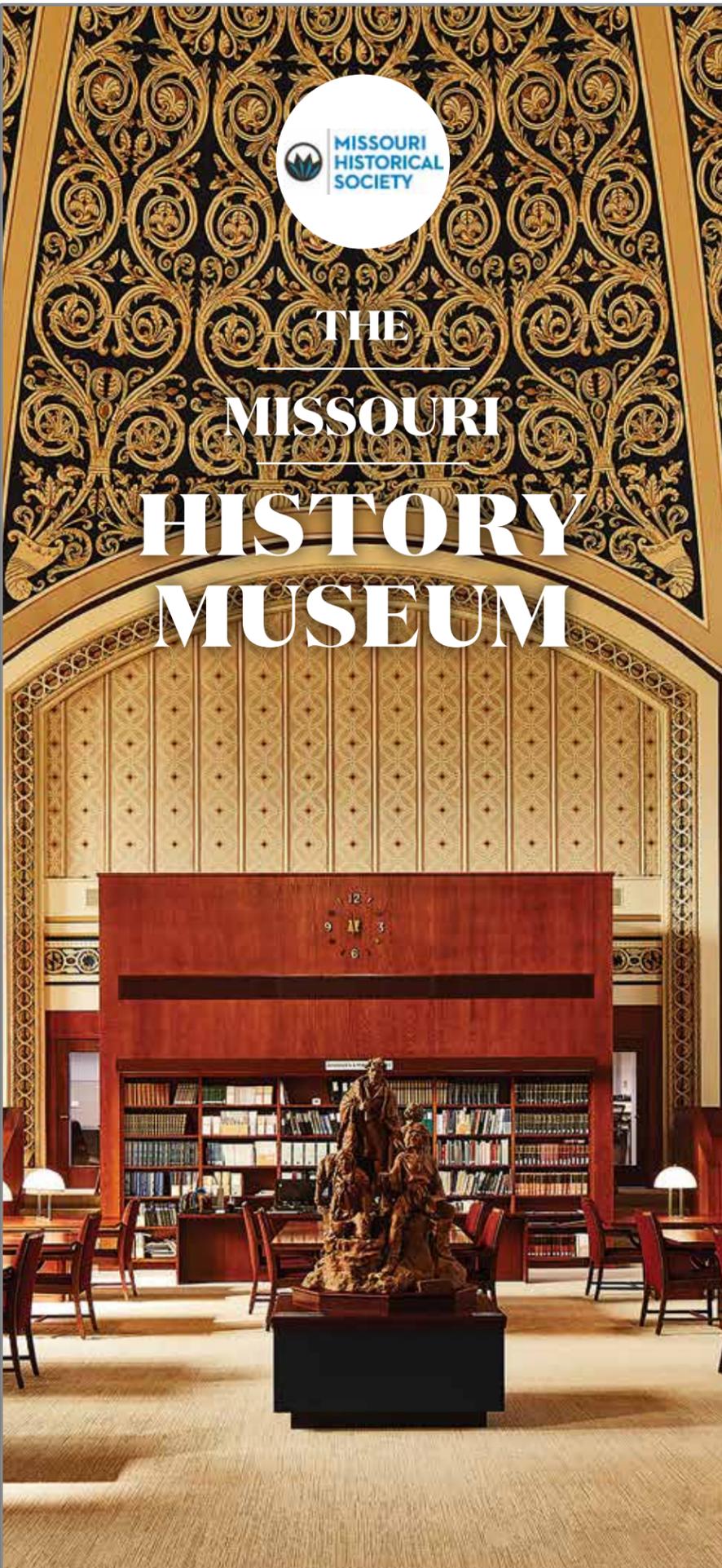
Among the Garden's additional scientific achievements in 2017-18 was the rediscovery of *Dracaena umbraculifera*, formerly thought to be extinct in the wild. DNA testing at the Garden indicated that *D. umbraculifera* is more closely related to specimens from Madagascar than from Mauritius, where it was originally thought to come from. Armed with that information, scientists conducted field expeditions in Madagascar, ultimately discovering five wild populations of the plant. The discovery highlights the importance of the Garden's living collection, including even those specimens that are centuries old and might lack information about origin. The genetic analysis of these plants can play an important role in making new discoveries.

In May 2017, a Garden botanist also discovered a 256-year-old coloring book in the Peter H. Raven Library. Robert Sayer's *The Florist* was first published as a coloring book in 1760, with distinct instructions on how to color the pages. It is considered to be one of the world's oldest coloring books, and the discovery received national attention.

The Garden plays a vital role in the lives of people at home and across the world. For 158 years, it has provided not just a peaceful sanctuary for St. Louisans but also robust scientific, horticultural, and educational programming for the region. It is proud to be a global leader in plant science, conservation, and sustainability, helping to secure the future for the next generation, and it is honored to host more than 1 million visitors each year.



# THE MISSOURI HISTORY MUSEUM



Founded in 1866, the Missouri Historical Society operates the Missouri History Museum and the Library and Research Center. Since 1988, the Missouri Historical Society has been in a year-to-year contract with the Missouri History Museum Subdistrict to operate the Museum and the Library and Research Center.

During 2017, the Missouri History Museum and Library and Research Center welcomed more than 416,800 visitors. This marked the fourth consecutive year with an annual attendance exceeding 400,000. The Missouri History Museum continues to be one of the most visited history museums in the nation.

The Missouri History Museum prides itself on serving lifelong learners. Youth and Family Programs served more than 33,000 people in 2017, including families and preschools with children as young as 2 years of age participating in such programs as Storytelling, Parent & Me, Boy Scouts and Girl Scouts Days. Multi-generational families also attended such community events as the annual Dr. Martin Luther King Jr. Family Celebration, Dia de los Muertos, and many more.

The Museum's K-12 programs—including group visits, educator programs, and Homeschool Days—served a record-breaking 48,500 people during 2017. More than 18,000 individuals participated in the Museum's adult-learning programs, such as group tours, genealogy and house history workshops, and Discovery bus tours.

With three special exhibitions opening, on the heels of the popular special exhibition *Route 66: Main Street Through St. Louis*, the Missouri History Museum continued its increased focus on regional history and on creating innovative exhibitions in-house that feature the Society's extensive collections. During its yearlong run, *Route 66: Main Street Through St. Louis* welcomed 375,842 visitors.

During 2017, the special exhibitions #1 in *Civil Rights: The African-American Freedom Struggle in St. Louis* (opened March 11) and *Panoramas of the City* (opened September 2) welcomed nearly 200,000 visitors and 66,000, respectively.

The Museum also continued to have the privilege of hosting the country's very best traveling exhibitions. Organized by the Minnesota History Center, *TOYS of the '50s, '60s, and '70s* closed its three-month run at the Missouri History Museum on January 22, 2017, with an attendance of nearly 76,460.



## The American Alliance of Museums chose the Missouri History Museum as the first museum in the country to be recognized as an organization with the Award for Diversity, Equity, Accessibility, and Inclusion.

The Museum's 1,000-square-foot Bank of America Atrium was the site of two gallery installations during 2017: *Capturing the City* and *World War I: Missouri and the Great War*.

During 2017, the Missouri Historical Society Press published two award-winning books: *Standing Up for Civil Rights in St. Louis*, written for upper-elementary students, and *Captured and Exposed: The First Police Rogues' Gallery in America*, the institution's first foray into e-books.

St. Louis welcomed more than 5,000 museum professionals for the Annual Meeting and MuseumExpo of the American Alliance of Museums in May 2017. The Missouri History Museum received the inaugural Diversity, Equity, Accessibility, and Inclusion Award for its work with diverse audiences. In presenting the award, AAM president Laura Lott stated, "AAM is proud to celebrate the leadership, creativity, and inspirational work of the Missouri History Museum..."

The Missouri Historical Society received several additional distinguished awards, including a Will Rogers Medallion Award for the MHS Press book *It Ends Here* by Joe Johnston, an Emmy from the Mid-America chapter of the National Academy of

Television Arts & Sciences for the documentary *Show Me 66: Main Street Through Missouri*, Paraquad's Shine the Light Award for the institution's work in accessibility, and an American Association for State and Local History Award of Merit for Teens Make History, a paid apprenticeship program that introduces the museum field to local teens.

The year 2018 promises to be another successful year. *Muny Memories: 100 Seasons Onstage* shines a spotlight on the nation's largest and oldest outdoor theater.

THE K-12 PROGRAMS SERVED A RECORD-BREAKING  
**48,000**  
STUDENTS.

DURING 2017, THE MISSOURI HISTORY MUSEUM AND LIBRARY AND RESEARCH CENTER WELCOMED MORE THAN  
**416,800**  
VISITORS.

In January 2018, the Missouri Historical Society unveiled an extensive rebranding of the institution. The new brand more accurately reflects the institution's innovative and inclusive approach to history.

November 3, 2018, will mark the reopening of Soldiers Memorial Military Museum. In 2015, the Missouri Historical Society entered into an agreement with the City of St. Louis to renovate and operate Soldiers Memorial, which includes the Court of Honor. The \$30 million renovation, which started in 2016, is being funded entirely by private donors to the Missouri Historical Society. The renovated Soldiers Memorial will be LEED-certified and ADA-compliant, and it will feature two signature galleries, special exhibition space, an auditorium, meeting rooms, and outdoor programming space.

YOUTH AND FAMILY PROGRAMS SERVED MORE THAN  
**30,000**  
PEOPLE.





# THE SAINT LOUIS SCIENCE CENTER

The year 2017 was a tremendous time for the Saint Louis Science Center, with the highest attendance since 2010. The organization served 1,106,644 people through on-site attendance and off-site programs and activities. With 1,008,470 of those people coming on-site during regular hours, the door count attendance for 2017 was the fourth highest since 2005. Guest satisfaction continues to be extremely high, with 95 percent of guest comment cards having a positive rating. Crucial to this accomplishment was the support of 566 volunteers who contributed 22,659 hours in 2017, an increase of 6 percent.

A major initiative of 2017 was the launch of a new strategic plan with the vision of becoming the regional leader in connecting people with science. The plan has four areas of focus: understanding and engaging our audience; providing a unique science learning experience; building talent and organizational effectiveness; and sustaining financial strength. The strategic plan of the Saint Louis Science Center provides guide rails to continue to strengthen the community's connection to science and STEM education while further solidifying our institutional strength.

In May 2017, the Science Center opened *The Discovery of King Tut*. The special exhibition offered breathtaking recreations of more than 1,000 priceless artifacts and enabled guests to experience the most remarkable archaeological discovery of the 20th century. *The Discovery of King Tut* exceeded expectations for attendance and revenue. More than 106,000 visitors walked in the footsteps of archaeologist Howard Carter and experienced the tomb of King Tut ankhamun and all of its treasures as they were at the moment of discovery.

Over the summer of 2017, as excitement about the Great American Eclipse grew in St. Louis and throughout the country, the Science Center became the regional authority on the eclipse. The entire organization came together to create significant anticipation, which resulted in increased memberships, sold-out events, and multiple sell-outs of Science Center eclipse glasses.

Named a Smithsonian Affiliate in 2016, the Saint Louis Science Center opened the Smithsonian Institution traveling exhibition *Destination Moon: The Apollo 11 Mission* in April 2018. The Science Center was one of four museums nationwide—and the only museum in the Midwest—selected to host *Destination Moon* during its two-year tour across the nation leading up to the 50th anniversary of the mission. *Destination Moon* commemorates the first lunar landing and



provides a unique opportunity to see the command module *Columbia*, on tour for the first time in 46 years, before it returns to the National Air and Space Museum. Through original *Apollo 11*-flown objects, models, videos, and interactives, visitors can learn about the historic journey of the *Apollo 11* crew, including Neil Armstrong, Michael Collins, and Buzz Aldrin. The traveling exhibition has been greatly enhanced with St. Louis' aerospace and aviation history through augmented entry and exit experiences developed by the Saint Louis Science Center team.

The GROW exhibit, which opened in 2016, continues to tell the story of the science of food—including plant and soil science, farm technology, and animal biology. GROW features regular presentations by local experts from such partners as Gateway Greening, Washington University, and Saint Louis University, as well as regional agricultural experts. GROW hosts agriculture-related events throughout the year, as well as Science at Sunset, the organization's contribution to free summer evening entertainment in the community, which launched in 2017.

The GROW Pavilion, designed by Gyo Obata (architect of the iconic James S. McDonnell Planetarium) has garnered several awards, including the American Institute of Architects Distinguished Award, the Illuminating Engineering Society Section Award, the Building St. Louis Award, and the Regional Excellence Award for Wood Design.

At the James S. McDonnell Planetarium, the new VR Transporter ride takes visitors into space with state-of-the-art motion-based virtual reality. This new permanent installation pitches, elevates, and rolls in synchronization with videos of space from the International Space Station. The Prehistoric Undersea Adventure looks back in time to amazing marine life of the distant past.

Free and public programming at the Science Center continues to welcome new audiences. First Friday, the Science Center's premier adult-centric program, continues to grow as participants explore the intersection between science and science fiction. Other community outreach programs include SciFest, our series of



program that uses an inquiry-based learning environment focusing on science, technology, engineering, and mathematics (STEM) to prepare high school students from underserved and underrepresented communities for graduation, college, and future careers. Exposing the participants in the YES program to hands-on investigations allows teens to learn the academic, personal, and social skills required in higher education and professional careers.

In September 2017, the Science Center was selected to participate in the American Alliance of Museums' (AAM) Museum Assessment Program (MAP) for Community Engagement. Participation in this program helps the Science Center forge closer connections with our community and work toward meeting the highest professional standards in the museum field. Our participation coincides with the Science Center's Community Engagement Initiative and has provided structure and support to gather and analyze information needed to launch the initiative.

The Science Center continues its role as one of seven U.S. science museums leading the effort to develop a shared system for collecting data about visitors. Funded through a grant from the Institute for Museum and Library Services, the Collaboration for Ongoing Visitor Experience Studies (COVES) is designed to systematically collect, analyze, and report on visitor experience data. By facilitating collaboration, developing common instruments, and providing training, COVES enables science centers to become collaborative, data-driven organizations that are focused on their audiences. In 2016–2017, the project moved out of its pilot phase, and there are now 20 participating institutions actively collecting visitor data that will inform both those individual institutions and the science museum field as a whole.

We look forward to the coming year and continuing to inspire the next generation of scientists, engineers, problem solvers, and leaders.

weekend expos that introduce visitors to local scientists, engineers, and other experts for a behind-the-scenes look at real science.

The Science Center continues to offer educational programming tailored to kids of all ages. For early childhood, there's Science Storytime, in partnership with Ready Readers, and the Preschool Science Series (a three-part series involving interactive stories and hands-on exploration to teach about science, language, problem-solving, and social skills). Each gallery offers programming for general visitors, organized youth groups (scouts), and schools.

Field trip packages are offered each semester and focus on a variety of content areas, such as weather, electricity, agriculture, planetary science, life sciences, engineering, and technology. Programming usually includes an OMNIMAX® film or special exhibit and a hands-on program.

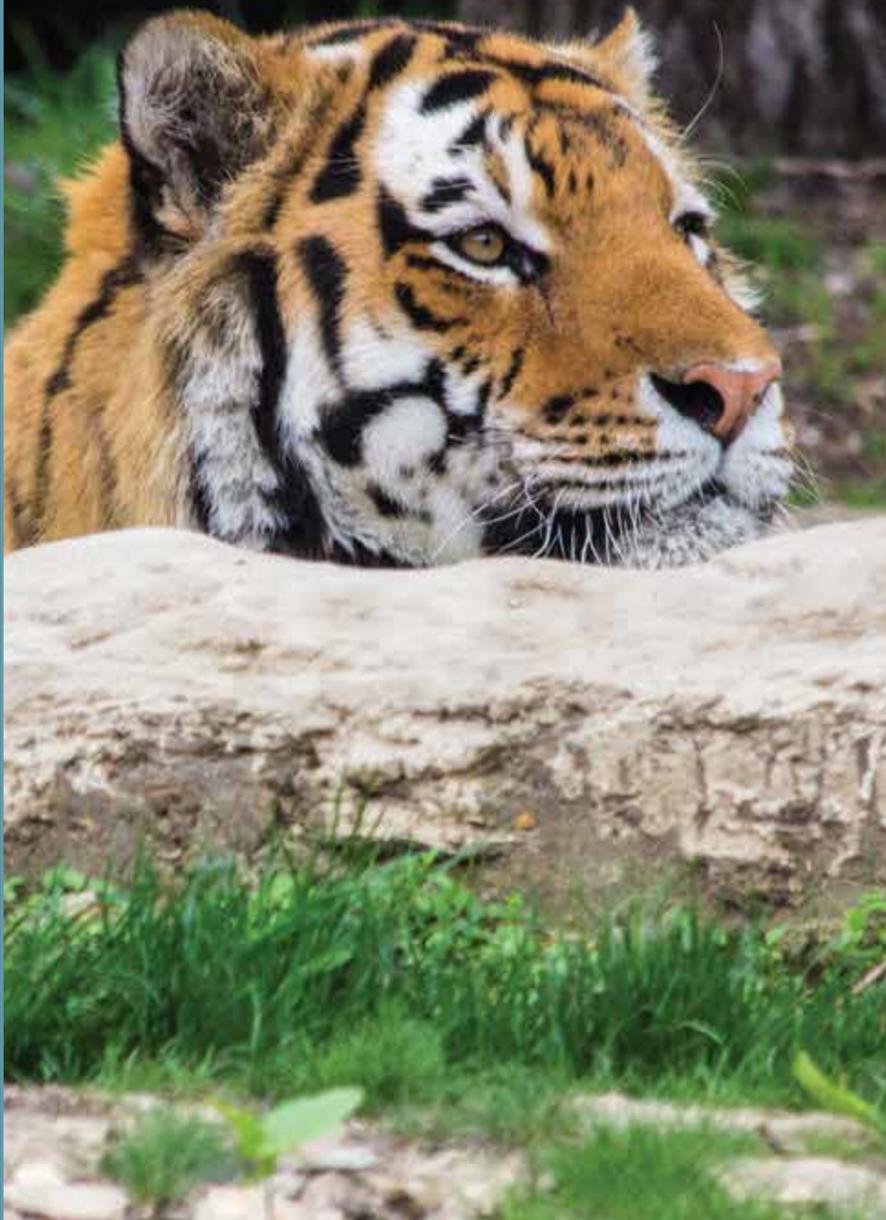
Youth Exploring Science (YES) is the signature youth development program of the Saint Louis Science Center. YES is a four-year

**“Visitors find a different experience in every season, showing up to watch as tomato seedlings go in the ground or pole beans are harvested.”**





# THE SAINT LOUIS ZOO



The Saint Louis Zoo is dedicated to providing the highest standard of care for animals and has distinguished itself as a leader in wildlife conservation, both locally and in hotspots around the globe.

It was voted America's Top Free Attraction (2016) and Best Zoo (2017, 2018) by USA Today's 10Best Readers' Choice Awards contest.

"These honors were made possible by the strong support of the taxpayers of St. Louis City and St. Louis County and our generous donors, members, volunteers and employees," says Jeffrey P. Bonner, Ph.D., Dana Brown President and CEO. "They make the Saint Louis Zoo great. This is a win for the entire St. Louis region and its residents and civic leaders who have long supported and appreciated St. Louis' world-class free zoo."

The Zoo's popularity also is reflected in its attendance figures. Approximately 3.1 million visitors came to the Zoo in 2017 from all over the nation and world, making it one of the most visited zoos in the U.S.

On September 15, 2017, Centene Grizzly Ridge opened to the public, marking the complete reconstruction of the Zoo's historic 1920s bear grottos. Visitors can watch Huckleberry and Finley, two orphaned wild grizzly bears from Montana, through gigantic viewing windows at Grizzly Ridge. "In addition to an improved habitat for the bears, Grizzly Ridge offers a strong educational experience for visitors," says Dr. Bonner. Grizzly bears are listed as a threatened species primarily due to human development and conflict. At Grizzly Ridge, keepers, interpreters, and docents let visitors know that humans and bears can live safely together.

In June 2015, the 40,000-square-foot McDonnell Polar Bear Point opened and brought visitors up close to the male polar bear, Kali. The exhibit offers new insights into the lives of polar bears and the Arctic people who rely on them.

"This wonderful habitat shows our commitment to protecting polar bears, which are declining in the wild and highly vulnerable," says Dr. Bonner. "By working not only to conserve polar bears in the wild but also to offer a wonderful habitat for breeding and caring for bears, we can help save these iconic animals."

Among the 1,116 births at the Zoo in 2017, two very significant and high-profile births took place. A black rhinoceros calf named Moyo, which means "heart" in Swahili, was



born on May 17 at River's Edge. Moyo is the second black rhino to be born at the Zoo in 26 years and only the tenth in Zoo history. The black rhinoceros is a critically endangered species. Eight cheetah cubs—three males and five females—were born to one mother cheetah on November 26 at the Zoo's River's Edge Cheetah Breeding Center. In more than 430 litters documented by the Association of Zoos and Aquariums (AZA), this is the first time that a female cheetah has produced and reared on her own a litter of eight cubs at a zoo. The average litter size is three to four cubs. Cheetahs are a threatened species in the wild.

The Saint Louis Zoo continues its conservation efforts to save wild things and places. In October 2017, the Zoo had a part in helping reintroduce 1,775 Partula snails back to their native habitat in Tahiti. The Zoo has been involved with the raising of Partula snails since the 1980s. As with many animals listed as critically endangered, the Partula snail is part of a Species Survival Plan. This was the third year the Zoo has contributed to reintroducing Partula snails into the wild but the first time a Zoo staff member assisted with the reintroduction in the field. In southwest Missouri, American burying beetle reintroduction continues to be successful. The American burying beetle is the first endangered species to be reintroduced



**"The Zoo's education programs help visitors feel more connected to nature and motivated to take action to preserve the natural world."**

to Missouri, where it had disappeared by the 1970s. In June 2017, 426 Zoo-bred beetles were reintroduced on the Wah' Kon-Tah Prairie in St. Clair and Cedar counties on land jointly owned and managed by the Missouri Department of Conservation and The Nature Conservancy. The Zoo was recognized with AZA's 2017 North American Conservation Award for the Zoo's significant achievement with the American Burying Beetle Recovery Program.

At the Zoo, plenty of conservation work

continues as the Zoo focuses on providing the best possible care for its 16,000 animals, representing 600 species.

The Zoo's education programs help visitors feel more connected to nature and motivated to take action to preserve the natural world. In 2017, the Zoo reached approximately 1.7 million people through visitor experiences and through 4,570 formal education programs. On average, 100,000 visitors each year are school-age children and their teachers, which account for 1,500 school field trip visits. The Zoo is fortunate to have experienced staff and highly trained volunteers to offer many educational opportunities. More than 2,000 volunteers contributed over 100,000 hours to the Zoo and educational programs in 2017.

"In 2018 and beyond, we will continue our discussions with community leaders throughout the region to create a sustainable plan for responsible long-term care of our beloved Zoo," says Dr. Bonner. "With this support, the Zoo can continue for the next 100 years to provide superior care to animals here and around the world and offer a world-class experience to generations of residents across the region. We'd like to thank the taxpayers of St. Louis City and St. Louis County and to the Zoo Museum District commission for all they do to make our Zoo a great place and for keeping it accessible and forever free."



# BOARD MEMBERS 1972—2018

## CURRENT BOARD MEMBERS

Christine A. Chadwick  
Chair

Michelle Harris  
Vice Chair

Robert E. Eggmann  
Treasurer

Darnetta Clinkscale  
Secretary

Thomas C. Mummert  
Assistant Secretary

Pat Coleman  
Board Member

Thomas J. Campbell  
Immediate Past Chair

## PAST BOARD MEMBERS

Mary Elliott Brandin \*  
Harry T. Bussmann III  
Jacqueline L. Butler  
Barbara C. Claggett  
George K. Conant Jr.  
Thelma V. Cook \*  
Gerald P. Deppe  
Judge Jimmie M. Edwards  
Jennifer H. Fisher  
Frankie Muse Freeman\*  
Jerome E. Glick  
Anne P. Gorham  
Clarence T. Hunter  
Roy W. Jordan \*  
Perry Joseph  
Donna G. Knight  
Gerhardt Kramer \*  
Hal A. Kroeger Jr.  
Betty J. Lee  
Robert G. Lowery Sr. \*  
Joyce L. Margulis  
Kay A. Marshall \*  
Adrienne B. Morgan  
Robert A. Powell  
Francis A. Rankin

Georgia P. Rankin  
Paul K. Richey  
Kenneth J. Rothman  
Joan W. Ruesing  
Armentha M. Russell  
Homer E. Sayad \*  
Gerard J. Schmidt  
Vincent C. Schoemehl  
Alice Scott  
Hugh Scott III  
Bishop Richard F. Stika  
Sheldon H. Stock \*  
Donald J. Stohr \*  
Leon Strauss \*  
John H. Thomas  
Richard E. Thomas  
Ruth M. Trusheim \*  
Ben Uchitelle  
Charles E. Valier  
Floyd C. Warmann  
David S. Weber  
Joan J. Weber  
Gary C. Werths  
Gloria Wessels  
Pat Whitaker

\*Deceased

## STAFF

J. Patrick Dougherty  
Executive Director

Jina Choi  
Deputy Executive Director

LaQuana S. Dilworth  
Office Manager

## SUBDISTRICT BOARDS OF COMMISSIONERS

Section 184.358 of the Missouri Revised Statutes states that each Subdistrict established by voters will be governed by a ten-member Commission. Five Commissioners are appointed by the Mayor of the City of St. Louis and five Commissioners are appointed by the St. Louis County Executive. Each Subdistrict Commission will also include four nonvoting Advisory Members. Two Advisory Members are appointed by the City Mayor and two Advisory Members are appointed by the St. Louis County Executive. Each ZMD affiliated cultural institution has established supplemental nonprofit organizations that support and promote the cultural institution's activities and mission. Members of the five Subdistrict Commissions include:



### ART MUSEUM SUBDISTRICT BOARD OF COMMISSIONERS

John R. Musgrave,  
*President*  
Gary Wolff,  
*Vice President*  
Adrienne D. Davis,  
*Secretary*  
W. Randolph Baker,  
*Treasurer*  
Jeffrey T. Fort  
Kent Q. Kreh  
Joseph D. Lehrer  
Judith Weiss Levy  
Charles A. Lowenhaupt  
Anabeth C. Weil  
Thomas S. Carnahan  
John R. Fox  
Barbara W. Roberts  
Donald M. Suggs



### BOTANICAL GARDEN SUBDISTRICT BOARD OF COMMISSIONERS

Brian A. Murphy,  
*Chair*  
Yemi Susan  
Akande-Bartsch, Ph.D.,  
*Vice Chair*  
Marjorie M. Weir,  
*Treasurer*  
Adrian E. Bracy,  
*Secretary*  
John C. McPheeters  
Marcia B. Mellitz  
Lydia Padilla  
Pamela Shephard  
Francis Yueh  
Hillary B. Zimmerman  
James F. Hoffmeister  
Naretha A. Hopson  
Janice M. Nelson  
James H. Yemm



### MISSOURI HISTORY MUSEUM SUBDISTRICT BOARD OF COMMISSIONERS

Frank Hamsher,  
*Chairman*  
Valerie Bell,  
*Vice Chairman*  
Laura Cohen, *Secretary*  
Judy M. Abrams,  
*Treasurer*  
Joan Briccetti  
Jeremy Colbert  
Simone Cummings  
Constance Gully  
Austin Tao  
Cynthia Crim  
Joan Cronin  
Judge Thomas Grady



### SCIENCE CENTER SUBDISTRICT BOARD OF COMMISSIONERS

Juan Ferreira,  
*Chairman*  
Eugene M. Toombs,  
*Vice Chairman*  
Joshua Randall,  
*Secretary*  
Timothy Eberlein, M. D.,  
*Treasurer*  
Thomas F. George, Ph. D.  
Daniel G. Korte  
Shelley K. Lavender  
William C. Rusnack  
Frank Thurman  
Donna Wilkinson



### ZOOLOGICAL PARK SUBDISTRICT BOARD OF COMMISSIONERS

Winthrop B. Reed, III,  
*Chair*  
Cynthia J. Brinkley,  
*Vice Chair*  
Lawrence E. Thomas,  
*Treasurer*  
Robert R. Hermann, Jr.  
Karl A. Grice  
Jerald L. Kent,  
*Immediate Past Chair*  
Chonda Nwamu  
Robert F. O'Loughlin  
Steven C. Roberts  
Will R. Ross, M.D., MPH  
Neal F. Perryman  
Peggy Ritter  
James G. Sansone  
Carol A. Wilson





## ZOOMUSEUMDISTRICT

*Metropolitan Zoological Park and Museum District*

**Metropolitan Zoological Park  
and Museum District**

7733 Forsyth Blvd.  
Suite 550  
St. Louis, MO 63105

314.862.4222  
[www.mzdstl.org](http://www.mzdstl.org)