

MESSAGE FROM THE CHAIRMAN OF THE BOARD

On behalf of the Board of Trustees, I'd like to take the opportunity to thank our 77,000 members for your continuing support of the Calgary Zoo's important work of protecting species at risk, here in Canada and around the world.

In 2017, we welcomed nearly 1.2 million visitors, sharing a message of hope and inviting everyone to step up to make a difference for wildlife and wild places. And thanks to our many youth initiatives – including programs attended by more than 60,000 school children – we are teaching the next generation of conservation leaders and inspiring future change.

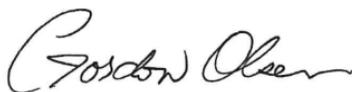
2017 was also a year in which we celebrated some remarkable milestones that showcased our unique place at the heart of our community.

- We were again Canada's most visited zoo, and are one of the few zoos in North America whose attendance exceeds its local population. With a strong membership base from every corner of our city and from across southern Alberta, along with social media followers across the nation, we are firmly rooted in our Canadian community and look forward to growing this even more with the recent opening of Panda Passage.
- We continue to be the number one destination of choice for tourists and create a tremendous amount of value for our great city, with \$80 million annually in economic impact. Panda Passage will be a huge draw for our many out-of-town guests, particularly in the year of Canada/China tourism; we are well-positioned for Year One of the pandas' five-year stay. In fact, we expect to generate an additional \$18 million in economic impact in 2018 alone.
- Importantly, we were also successful in 2017 in our drive to protect wild animals the spaces they call home. We expanded our research, breeding and reintroduction efforts, and continued to take a leading role on the international and national stage. We took the additional bold step of securing a new 333-acre property for our off-site conservation centre. This location will be the cornerstone for reintroduction science in Canada as we know this area of conservation science is very successful in combatting the loss of species.

I'd like to recognize the zoo's senior leadership team, all the employees, volunteers, donors and sponsors for your tireless work in ensuring wild animals will continue to have wild places to call home. This can be thankless work but I want you to know that your efforts do not go unrecognized.

I'd also like to extend a special thank you to the zoo's volunteer Board of Trustees. Your dedication and commitment to the zoo continually inspires me and I am grateful for your leadership.

In summary, I am more optimistic than ever that we can and we will make difference. Together anything is possible and I know that the Calgary Zoo is on the forefront of that change.



Gordon Olsen
Chairman of the Board of Trustees
Calgary Zoological Society