



FINANCIALS



Saint Louis Zoo
Animals Always®

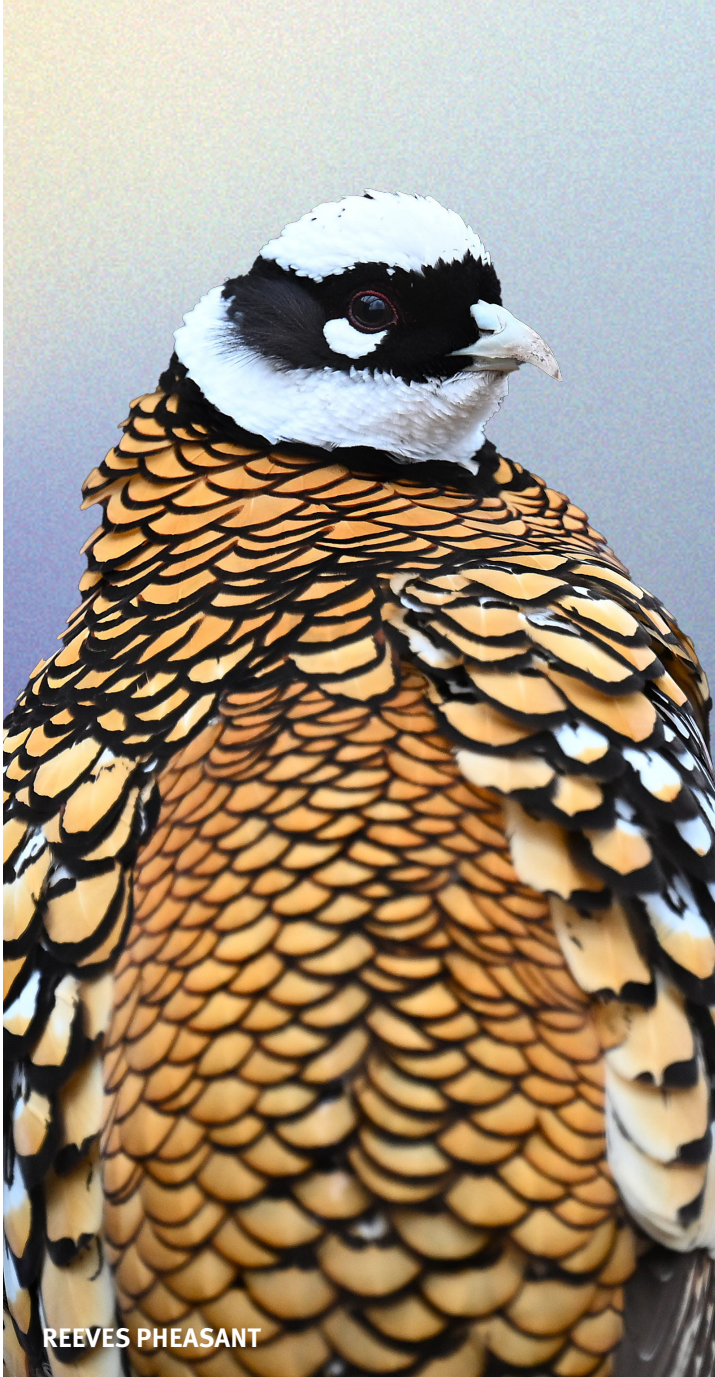
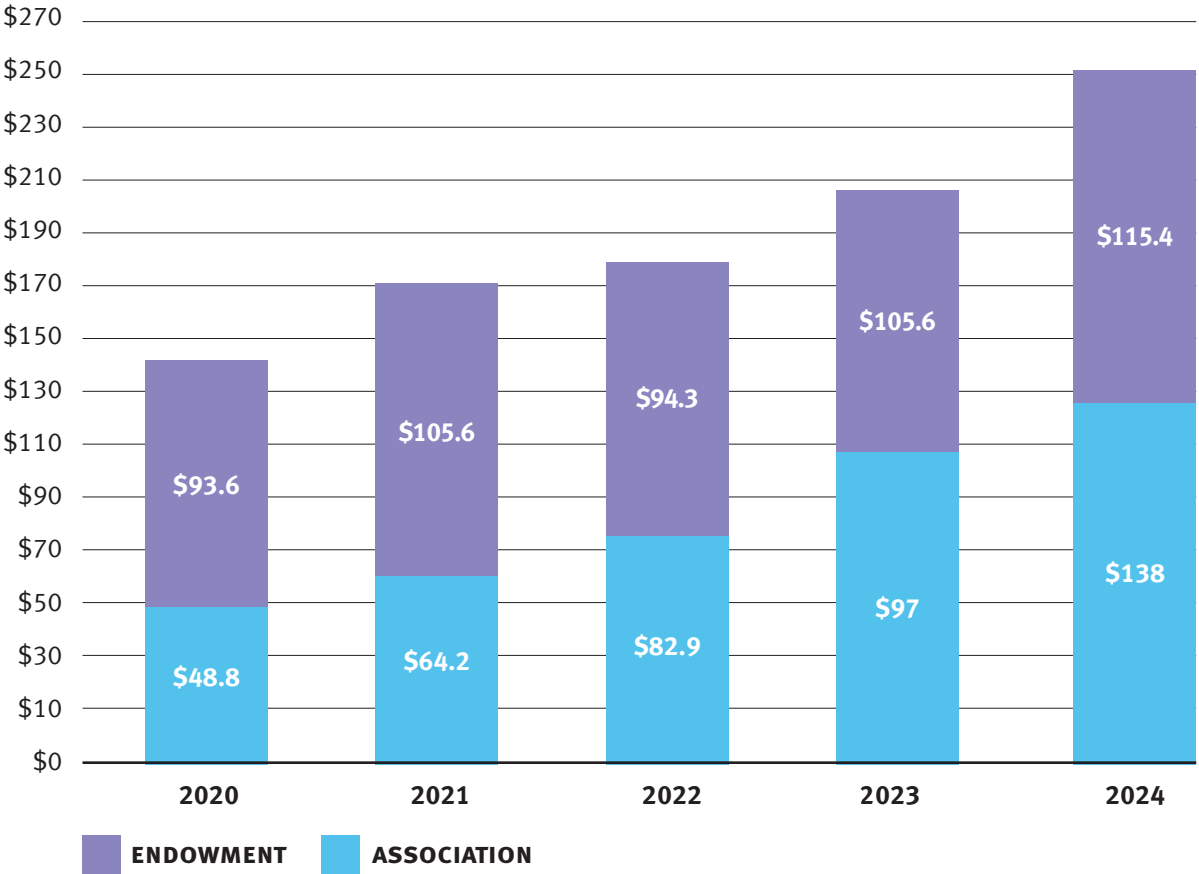
INVESTMENT PORTFOLIO

The Zoo has always been a prudent steward of its investments, which include a diversified mix of money market funds, corporate notes, equities, treasuries, and alternative investment funds. As of Dec. 31, 2024, the Saint Louis Zoo Association’s portfolio totaled \$253.4 million, which represents a \$50.8 million increase since Dec. 31, 2023. The Association’s non-endowment portfolio was valued at \$138 million and the endowment portfolio at \$115.4 million. As of Dec. 31, 2024, the Association’s non-endowment portfolio had \$119.5 million invested in the short-term pool and \$18.5 million in the long-term pool. The asset allocation of the long-term pool is 70% capital appreciation assets and 30% capital preservation.

This year’s investment returns were positive due to satisfactory performances by all market sectors throughout the year, including both domestic and international equities, as well as bond markets. Association net cash flows increased \$36.2 million with earnings of \$5 million; Endowment cash flow decreased \$648,733 with earnings of \$11.9 million.

NET CASH AND INVESTMENTS

IN MILLIONS **\$253.4**



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SAINT LOUIS ZOO—AUDITED STATEMENT OF NET POSITION

(CONDENSED) AS OF DECEMBER 31, 2024

	2024	2023	CHANGE \$\$	CHANGE %
ASSETS:				
Current and Other Assets	482,481,273	450,798,027	31,683,246	7.03%
Capital Assets (Net)	175,582,265	143,532,515	32,049,750	22.33%
Deferred Outflow of Resources	1,345,025	10,243,841	(8,898,816)	-86.87%
TOTAL ASSETS	\$659,408,563	\$604,574,383	\$54,834,180	9.07%
LIABILITIES:				
Current Liabilities	20,295,036	15,591,244	4,703,792	30.17%
Long-Term Liabilities	174,466,943	184,297,622	(9,830,679)	-5.33%
Deferred Inflow of Resources	2,903,918	0	2,903,918	0.00%
TOTAL LIABILITIES	\$197,665,897	\$199,888,866	(\$2,222,969)	-1.11%
NET ASSETS:				
Invested in Capital Assets	101,998,798	103,223,412	(1,224,614)	-1.19%
Restricted Assets	166,643,331	138,151,556	28,491,775	20.62%
Unrestricted Assets	193,100,537	163,310,549	29,789,988	18.24%
TOTAL NET POSITION	\$461,742,666	\$404,685,517	\$57,057,149	14.10%
TOTAL LIABILITIES AND NET POSITION	\$659,408,563	\$604,574,383	\$54,834,180	9.07%

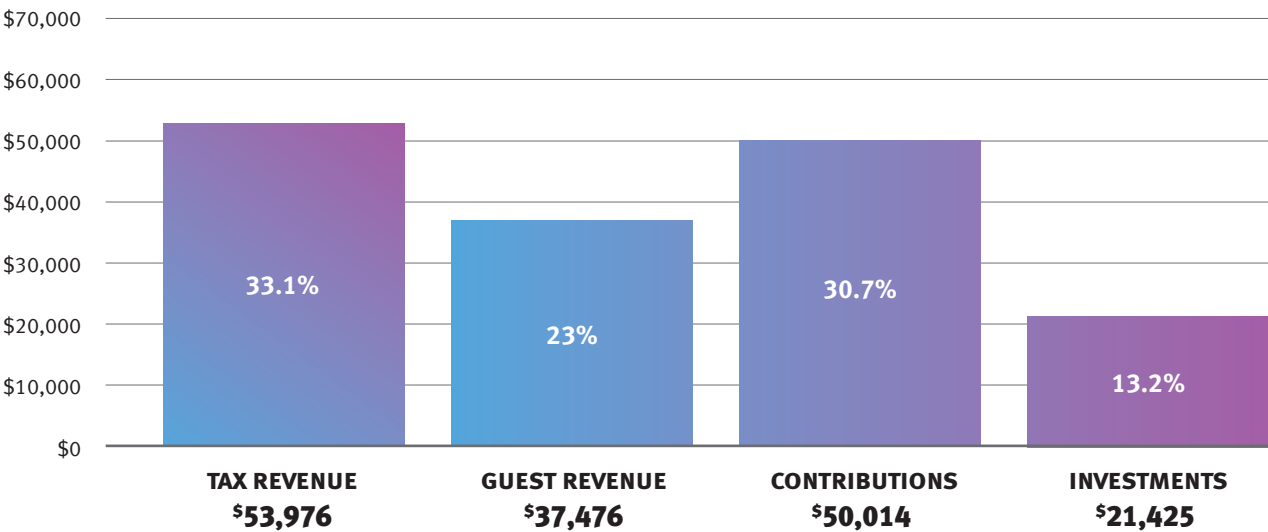
2024 REVENUES

In 2024, total revenue decreased \$17.6 million, or 9.7%, compared to 2023. This decrease was mainly due to contributions and investments. In 2023, the Association received two large and historic gifts for initiatives related to the Zoo’s Strategic Plan, which were not replicated in 2024. Additionally, while investment returns were positive in 2024, the markets experienced slightly lower performance than in 2023. These decreases were partially offset by endowment contributions, which grew by \$2.4 million; sponsorship and event revenue that increased by \$1.6 million; and food service revenue that increased by \$1.5 million. The event revenue increased due to the new Animals Aglow event.

Tax support increased by 0.9% compared to 2023 because of increases in both property tax and sales tax revenue. Tax revenue contributed \$54 million, representing 33.1% of the Zoo’s total revenue. The 2024 property tax rate increased to 6.71 cents per \$100 of assessed property value, up from 6.67 cents in 2023. This resulted in a property tax increase of \$313,329. The Zoo also received funds from the state of Missouri at a sales tax rate of one-eighth of one-cent for sales in St. Louis County. In 2024, the sales tax revenue was \$26.1 million, an increase of \$187,978 above 2023.

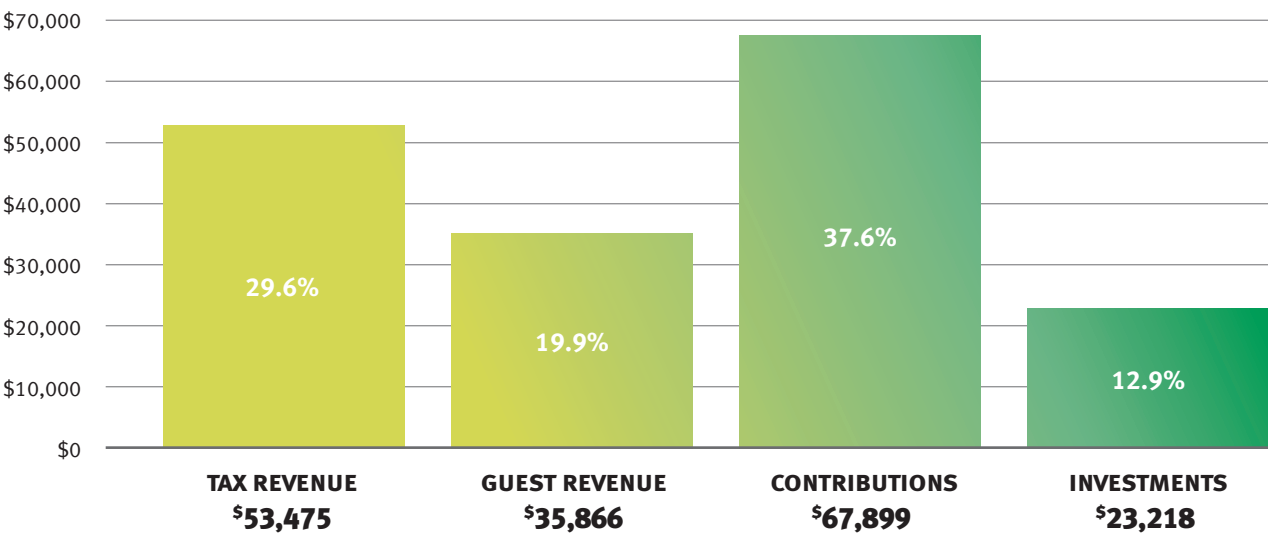
2024 TOTAL REVENUE

IN THOUSANDS OF DOLLARS **\$162,891**



2023 TOTAL REVENUE

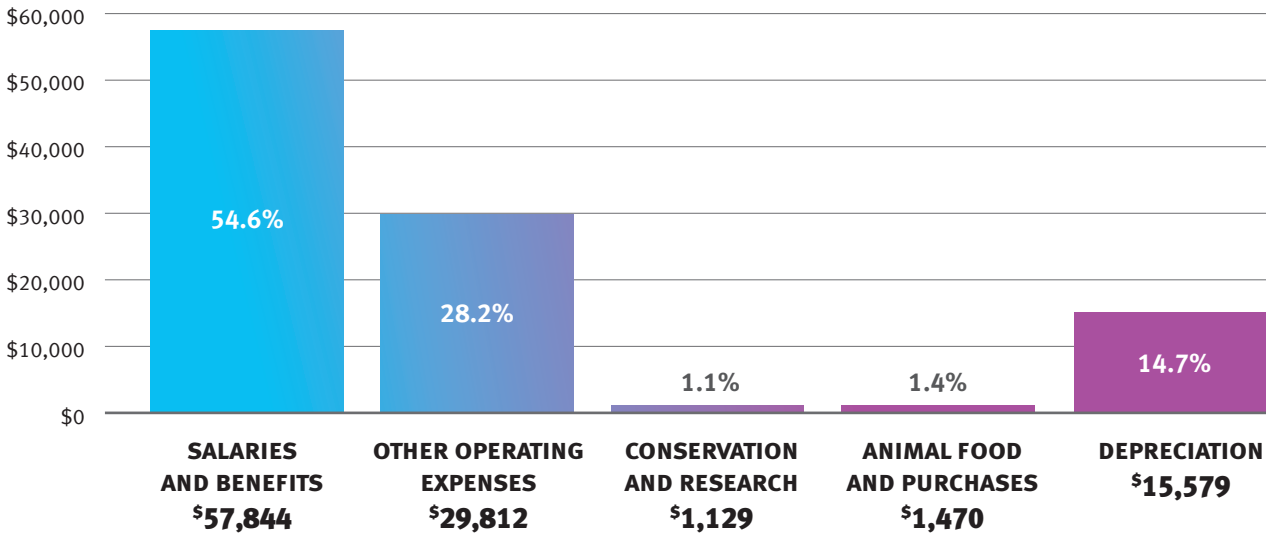
IN THOUSANDS OF DOLLARS **\$180,458**



2024 EXPENSES

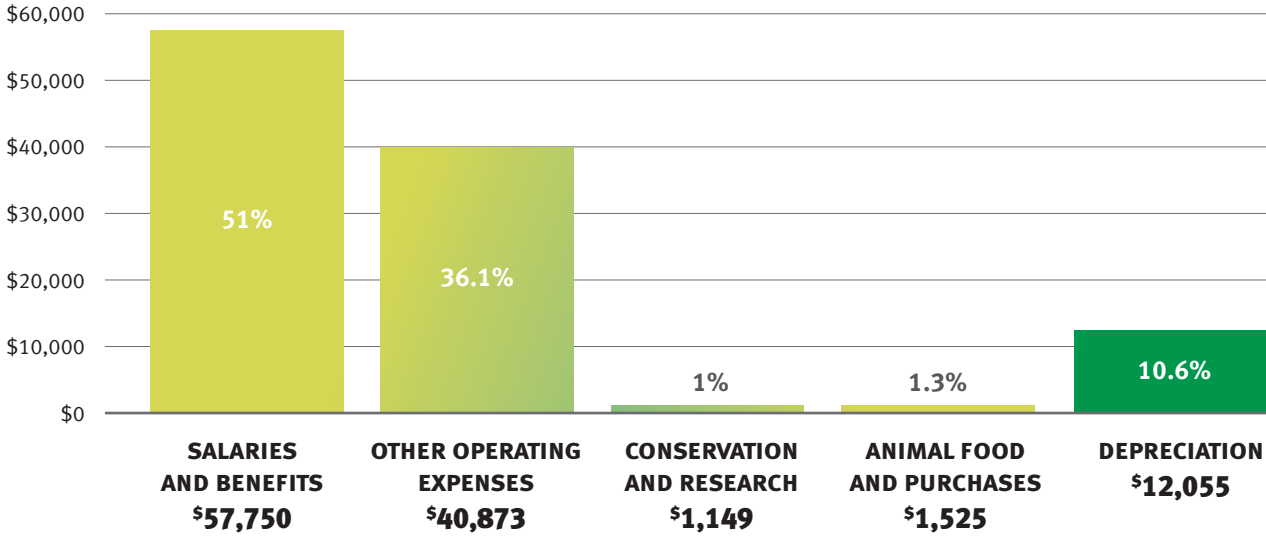
2024 TOTAL EXPENSES

IN THOUSANDS OF DOLLARS \$105,834



2023 TOTAL EXPENSES

IN THOUSANDS OF DOLLARS \$113,352



The Zoo’s total expenses of \$105.8 million in 2024 decreased 6.6% from 2023. This decrease was the result of lower fringe benefits, other operating expenditures, depreciation and net bond interest expense. These were offset by increases in salaries and merchandise.

Salaries increased by \$3 million, or 7.5%, due to new positions, annual merit increases, and higher part-time labor costs related to increased earned income on grounds.

Fringe benefits decreased by \$2.9 million from 2023. This was mostly attributable to the year-end pension liability adjustment, which was \$3.8 million less than in 2023. The remaining variance difference when compared to the previous year is the increased fringe benefit expenses associated with the higher salaries.

In 2024, other operating expenses decreased by \$7.6 million, mainly due to a \$8.4 million decrease in expense related to a pledge discount expense accounting adjustment, plus smaller changes in gift annuity expense, small machinery and equipment, and payroll processing.

Cost of Sales expenditures fluctuate based on food service and retail revenue and increased by \$623,256 due to higher revenues.

During 2024, the Zoo paid the second year of interest payments related to the tax-exempt revenue bonds. The bond interest expense (net of earnings) was \$3.7 million, \$430,393 less than in 2023.

SAINT LOUIS ZOO WILDCARE INSTITUTE FINANCIAL HIGHLIGHTS

The Saint Louis Zoo WildCare Institute, the Saint Louis Zoo’s field conservation branch, is comprised of Centers and Programs that are dedicated to the conservation of animals and their habitats across the globe, from the hellbenders of Missouri to the frogs of Ecuador and Grevy’s zebras in Africa.

2024 SAINT LOUIS ZOO WILDCARE INSTITUTE FUNDING SOURCES

The WildCare Institute has five primary funding sources, shown below.

ENDOWMENT **\$1,100,675**
This amount is the harvest from the endowment that was created in 2003 by a \$16 million gift from the Saint Louis Zoo Friends Association (now the Saint Louis Zoo Association).

CHARITABLE GIFTS **\$454,357**
Donations fund nearly one quarter of the WildCare Institute’s wildlife conservation efforts. While some of these donations are unrestricted, many support specific Centers and projects.

CHANGE FOR CONSERVATION **\$216,673**
The Change for Conservation program offers Zoo guests an opportunity to donate a dollar or more to support conservation with select purchases.

OTHER **\$194,471**
Much of this funding is thanks to Mary Ann Lee Conservation Carousel ticket sales, which support conservation initiatives in the U.S. and around the world.

GRANTS **\$22,198**

TOTAL FUNDING SOURCES
\$1,988,374

2024 SAINT LOUIS ZOO WILDCARE INSTITUTE EXPENSE BREAKOUT

CONSERVATION AND FIELD CONSERVATION TRAVEL **\$1,450,437**
A majority of the WildCare Institute budget goes to direct support for conservation activity in the field or is directly related to the field.

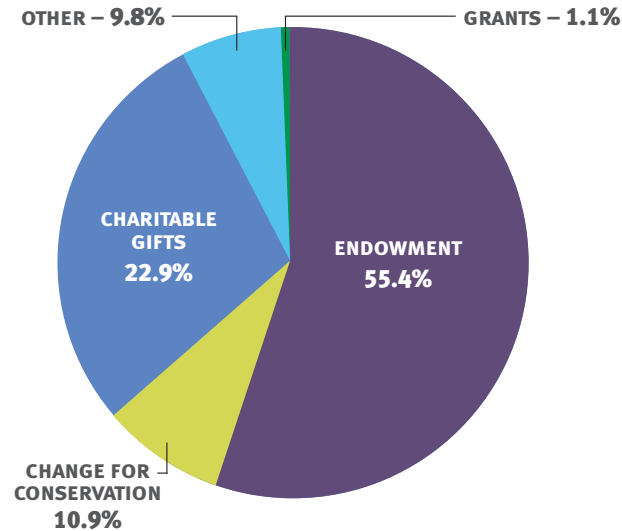
SALARIES AND FRINGE BENEFITS **\$428,167**
This is the cost of salaries and fringe benefits (including pension, FICA and insurance) associated with WildCare Institute employees.

CONSULTING **\$85,658**
Several Centers provide financial support to contract employees who serve leading roles in managing in-range wildlife conservation research.

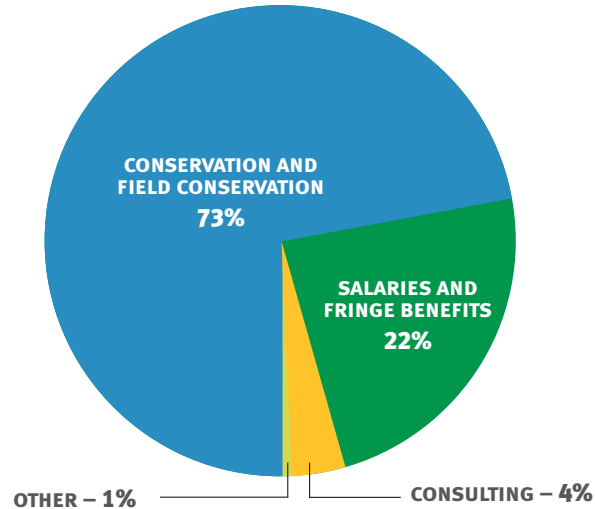
OTHER **\$24,112**

TOTAL EXPENSES
\$1,988,374

2024 SAINT LOUIS ZOO WILDCARE INSTITUTE FUNDING SOURCES



2024 SAINT LOUIS ZOO WILDCARE INSTITUTE EXPENSE BREAKOUT



CONSTRUCTION

Work continued on the Saint Louis Zoo WildCare Park site in north St. Louis County. This included the construction of animal barns and safari pastures, major landscaping and earthwork, work on utility infrastructure, and building and renovations.

Construction began on the Henry A. Jubel Foundation Destination Discovery, a new experience for families and children that will be built on the site of the former Children's Zoo.

CONCLUSION

In 2024, the Zoo recorded an increase in total net position of \$57.1 million, primarily due to tax revenues, on-grounds earned income, campaign contributions and investment income.

The Zoo's dedicated group of supporters, volunteers and staff provide the best possible experience for guests, which in turn helps the Zoo in its commitment to conservation, research and education.

The Zoo's audited financial statements are available to any interested parties through the Office of the Dana Brown President & CEO.



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