



2023



Report to the Community

Our History



Our story begins over 100 years ago with the donation of two white-tailed deer. The goal was was to "create a naturalistic exhibit that would offer its visitors an opportunity to enjoy the grace and beauty of these indigenous animals". The Children's Park Zoo Club was then formed. This group of 6-12 year olds raised much of the funds needed to acquire the animals and for care. Throughout the years we have changed. With learning more, came a refocus on how to run the Zoo. We now feature animals that are indigenous to New York rather than exotic animals, with a greater emphasis on conservation education. While we have grown tremendously throughout the years, we look forward to what the future brings.

Vision

We envision a future where New York nature is valued and conserved.

Mission

Zoo New York, by example and action provides knowledge and motivation to conserve nature in New York State through science based natural and cultural experiences.



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Wow, what a crazy past two years! We survived a pandemic and slowly returned to “almost” normal. The plans for 2020 that had been put on hold began to come to fruition. With the great help of GYMO Architecture, Engineering and Land Surveying, which they provided at no cost, we were able to produce a concept of the future development of the Zoo.

We continued to rebuild our special events- Brew at the Zoo, Boo at the Zoo, and Winter Wonderlights. We also added a new event, Wine, Art and the Wild.

We also continued to add to the success of our education programs with Zoo Discovery Days (formerly Zoofari) selling out in 2022. We added scout programs and began exploring overnight opportunities at the Zoo.



On the animal front, we saw the loss of our male snowy owl and our great grey owl to old age issues. We were also saddened by the loss of Keenai, our grey wolf patriarch, again to old age, but were overjoyed to be able to reunite his daughter, Luna, with her two brothers that were returned from a Zoo in Michigan.

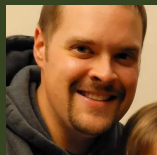
Support from our government sponsors continued to remain steady as well as support from the Northern New York Community Foundation. The Foundation holds and manages our endowment and also granted money to continue to plant trees within the Zoo.

Finally, I want to thank all our sponsors who you will see later in this report. We are proud to receive their support and thankful they think we are valuable enough to receive it! And I cannot forget all the individual supporters who give, either through their memberships or directly as gifts, to allow us to continue to operate. We are proud to be a part of the quality of life in the North Country.

—Lawrence Sorel



Board of Directors



Ryan Jones
Vice Chair



Regina Rybka-Lagattuta
Secretary



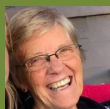
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Board Chair



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Treasurer



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Marie Hess



Andrew Majak



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Tim Reddick



Ken Mix



Cynthia Eisenhauer



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Eric Krebs

Zachery Nahmias

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Corey Campbell

CHAIRMAN'S MESSAGE

It is exciting to see the energy build as we start the summer! Our team is excited to welcome you back and on behalf of the Thompson Park Conservancy's Board of Directors, I'd like to invite you to be our guest regularly throughout the summer.

If you had asked many of us in the community if the Zoo could survive a global pandemic, I think many individuals would have had serious doubts. But we've done it! It would not have survived without such a dedicated and hard-working team of staff, volunteers, and board. Larry, Executive Director, and his team have navigated the Zoo through historic challenges while still ensuring that the animals receive top-quality daily care. And most essential, this community's genuine love of the Zoo, and the support from you – members, sponsors, donors, partners, and our elected representatives - have made it possible. Thank you!

Times have changed dramatically since the Conservancy was founded to operate the City's Zoo in the early 1990s and we need to change with it. However, the value and importance of the Zoo to our community has not changed! It continues to provide much-needed science & natural world education, it fosters economic development as an important tourism attraction, and it enhances quality of life in the North Country for individuals and families.

Now, we find ourselves largely back to a "normal" and are faced with some of the long-standing challenges that existed before the pandemic. Issues such as deferred maintenance, finances, and sustainability will become front and center as our team develops a "road map" to success that incorporates our strategic & master plans and connects to available resources. We will be assessing operational models, sequencing of projects, public support, compliance with the Association of Zoos and Aquariums' national accreditation standards and other aspects that are core to the Zoo's long-term success.

Recently, we have sought input from City Council, requesting a "Blue Ribbon Panel" to explore how this City asset would best be operated to truly reach its potential and thrive. In the coming months, you can expect to see and hear more about your Zoo and how we can sculpt its future. We will need your support more than ever and hope you will consider lending your voice when there is a call to action.

Again, thank you to our dedicated staff and to the countless individuals, organizations and businesses that have helped our Zoo to overcome such a challenging period. Our Board is excited to see that the Zoo remains a vibrant, fiscally sound recreational facility that connects our community to animals and the environment. I hope that you will join us.

Mark D. Irwin, DVM
Chairman, Board of Directors
Thompson Park Conservancy, Inc.



Administration

Lawrence Sorel

Executive Director/CEO

Jesse Stevenson

Bookkeeper

Marketing

Tim Greening

Director of Marketing and Development

Kristina Friel

Special Events Coordinator

Guest Experience

Ryan Farris

Director of Guest Experience

Amanda Gage

Guest Experience Coordinator

Maintenance

Adam Adair

Maintenance Supervisor

Zachary Stone

Grounds Assistant

ZOO STAFF

Education

Haley Sylvan

Director of Conservation Education

Kathrine Ashland

Education Assistant

Animal Care

Jen Graham

Lead Keeper

Riss Taylor

Education Keeper

Steve Chorma

Zoo Keeper

Katie Burke

Zoo Keeper

Korinthia Hubbard

Zoo Keeper

Nova Billick

Diet Keeper



Thank You Tom!!

Tom Liptrott dedicated 17 years to the Zoo as our Maintenance Supervisor. He retired in 2023, becoming the first zoo employee to retire . Enjoy your retirement Tom!!

VOLUNTEERS

Jen Clark

Kayla Marx Rhode

Emily Sweet

David Sharry

Ebony Ewell

Alex Whitmire

Glenda Padilla

Lesley Mickinney

Herb Reed

Maia Bernhard

Madison Mcguire

Mariska Biella

Emily Allen

Aubrey Halfhill

Julia Carrick

Peter Bertrand

Ben Kaiser

Shawn Norton

Sheri Baker

Brianna Obert

Ally Butler

Elliana Alicea

Cindy Eisenhauer

Chris Putney

Diana Guevera

Mindy Monogough

Erica Cabone

Molly Costa

Kasey Gardner

Haley Penner

John Scofield

Camden Johnson

Megan Hickey

Paisley Ashland

Teresa Salter

Tao Wang

Francis Ashland

Lucas Fairlie

Justin Jones

Jessica Fry

David Tweedy

Daniel Steward

Russ McCullough

Kelly Martin

Kalli Loveland

Andrew Perrin

Kennedy Sullivan

Troop 26G & 26B

Pack 144- Hermon Dekalb

Troop 144

Troop 1099

Troop 496 Watertown

Pack 496 Watertown

Crew 13



2021 HIGHLIGHTS

March- Lawrence Sorel began working with Gymo to develop a master plan for the future of the zoo.

May - Held a military appreciation event for military families.

July- On the 17th and 18th Thousand Island Coming and Gaming convention was hosted at the Zoo.

September- Brew at the Zoo.



May- The summer season kicked off with a birthday for the zoo to celebrate 100 years of being open.

June- Wine, Chocolate and the Wild fundraiser event held at Thousand Islands Winery.

October- The Master plan was released to the public for the first time.

Our annual Boo at the Zoo event took place.

November-December: Held the second annual Winter Wonderlights.

2022 HIGHLIGHTS



February- Expanded the Zoo Discovery Day's program to include a winter camp option during winter break.

July- set up a booth and participated in the parade at the Jefferson County Fair.

April- Started of the season by putting Mayor Jeff Smith and Councilman Cliff Olney in a dunk tank to raise money for the zoo.

August- Held our annual Brew at the Zoo, with our very own Marketing Director, Tim Greening taking the stage.



May- Partnered with Gato Diablo to put on our first ever bird friendly day in conjunction with World Migratory Bird Day.

September- Our Education Department went on their farthest ever recorded outreach in either direction by visiting both Masena and Fayetteville.

June- Held our first ever Wine, Art, and the Wild event. Also began participating in local community events, including the Watertown block party and parades.

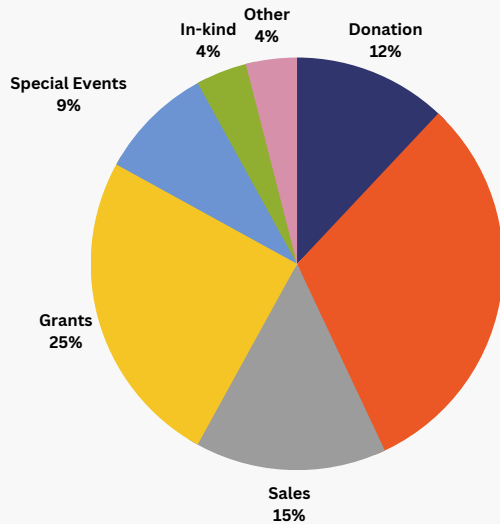
October-Held our annual Boo at the Zoo Event with record attendance.

November-December: Held the third annual Winter Wonderlights.

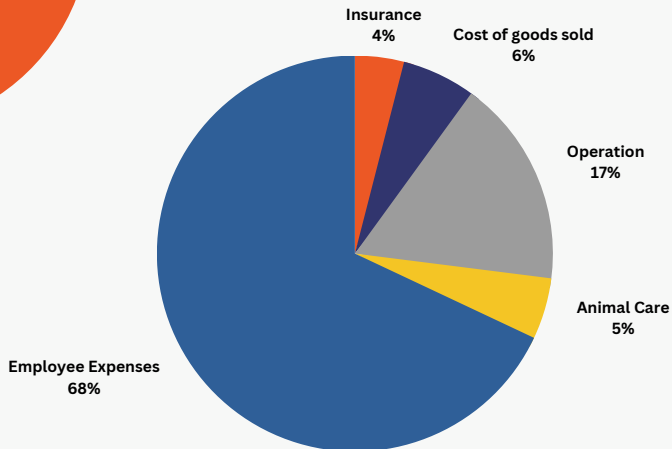


FINANCIAL REPORT 2021

Revenue 2021



Expenses 2021

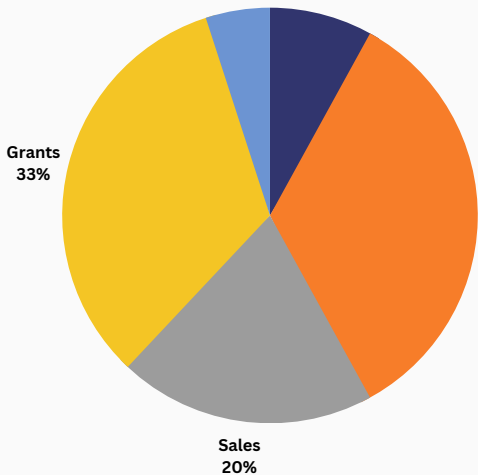


FINANCIAL REPORT 2022



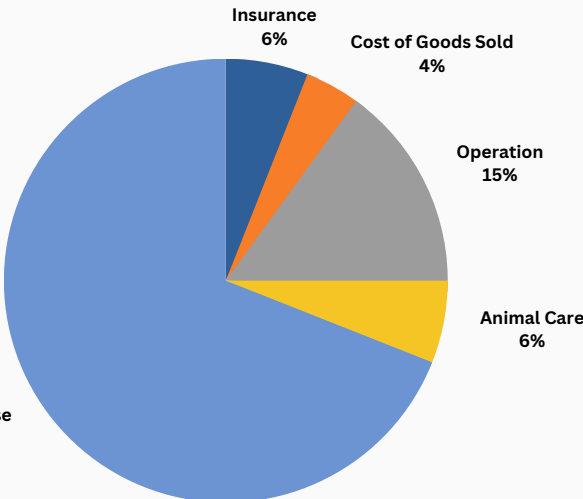
Revenue 2022

Special Events 5%
Donation 8%



Expenses 2022

Admissions 34%



THANK YOU TO OUR SPONSORS & PARTNERS



BAUGN VOYAGE TRAVEL AGENCY

SITTIN PRETTY PET GROOMING

BILLY VECCHIO-ALLSTATE AGENT

ONTARIO HVAC SOLOUTIONS

84 LUMBER

WILLIAM LEEPY- NNY HOMES AGENT

LA QUARRY