

2021 Toronto Zoo Awards and Achievements

Date: November 25, 2021

To: Board of Management of the Toronto Zoo

From: Chief Executive Officer

Wards: All

SUMMARY

The purpose of this report is to update the update the Toronto Zoo Board of Management on awards and achievements that the Toronto Zoo has received in 2021.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board of Management of the Toronto Zoo receive this report for information.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

The Toronto Zoo has been the recipient of several awards and accolades that are presented for a variety of reasons and through various organizations. The awards are then shared with the Toronto Zoo Board of Management for information. As well, the Toronto Zoo continues to have success in terms of social media and has reached several milestones, which are outlined in the comments section below.

COMMENTS

The Toronto Zoo has been the winner of several awards and accolades, which are as follows:

In early 2021, the Toronto Zoo received two awards, one of those being the Greater Toronto's Top 2021 Employers and the second being Canada's Greenest Employers.

At the Canadian Association of Zoos & Aquariums (CAZA) national conference, the Toronto Zoo was the recipient of the CAZA Volunteer of the Year award presented to long-term Toronto Zoo Volunteer, Pam Paterson. As well, the Toronto Zoo was presented with the Eleonore Oakes Award for Education Program Design (large facility) for the Climate Action Learning and Leadership (CALL) Program. Since its development, the CALL program has welcomed 39 Youth Champions and 10 Interns. They have been involved in 15 community projects and engaged with 2667 people to date.

The Toronto Star Reader's Choice Awards presented the Toronto Zoo with the Diamond Award for Children's Entertainment, the Diamond Award for Day Trip Destinations, the Platinum Award for Best Family Activities, and the Gold Award for Best Outdoor Tourist Attraction.

At the Association of Zoos and Aquariums (AZA) national conference, the Toronto Zoo was the recipient of the Education Award: Significant Achievement for the Great Lakes Program. Over 20,000 educators and students participate in the Toronto Zoo's Great Lakes Program annually. Reaching beyond the classroom, the Great Lakes Program also has 3,000 public participants annually (camps, libraries, festivals, etc.) and the Program contributes to habitat rehabilitation through shoreline clean-ups and tree plantings. Public events, both at the Toronto Zoo and off-site, reach even more people with the message of water conservation.

The Toronto Zoo was also the recipient for the Tourism Industry Association of Ontario (TIAO) Innovation Award - Outdoor Category for the Scenic Safari Drive-Thru. The Scenic Safari Drive-Thru was developed in response to the COVID-19 pandemic and lockdown. The Drive-Thru was able to provide a safe place for our community to visit during the lockdown and was able to bring in approximately 150,830 people.

Finally, in 2021, the Toronto Zoo has tremendous success when it comes to social media. Between all our accounts, the Toronto Zoo reached 838,000 followers and had over 150,000,000 impressions. We were able to engage over 12,000,000 people and saw an overall audience increase of 40%. Our videos had a total of 39,000,000 views, which again, demonstrates the amount of reach that we've had not only in our community, but worldwide. Our social media platforms continue to outperform other zoos in both Canada and the United States.

The Toronto Zoo is proud to have reached these milestones and be the recipient of these prestigious awards as they are a direct reflection of the ongoing dedication and commitment to increasing the Zoo's profile as a world class organization.

CONTACT

Dolf DeJong
Chief Executive Officer
ddejong@torontozoo.ca
(416) 392-5909

SIGNATURE

Dolf DeJong
Chief Executive Officer