



THE OGLEBAY FOUNDATION'S

AMERICAN IDEAL

IMPACT REPORT 2022



Community involvement has been the chief factor in the development of Oglebay as a self-sustaining enterprise and is one of the finest examples of what can result if we put the ***American Ideals*** to work.

– Courtney Burton, Jr.

Grandson of Earl & Sallie Oglebay

OGLEBAY'S IMPACT:

- **One of the top 20 largest public parks in the country**
2,400+ acres of public land
- **\$210 million economic impact**
4th largest regional employer
- **Most visited park in West Virginia**
WV's Tourism Leader
WV's only Association of Zoos & Aquariums Accredited Zoo

OGLEBAY FOUNDATION STAFF:

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*The Oglebay Foundation is a 501(c)(3) non-profit corporation devoted to inspiring donors to invest in Oglebay and Wheeling Park. The foundation raises strategic support through donations from private individuals, corporations, and foundation giving. In 2022, the Foundation received record support for ongoing improvements in the parks. **For more information, visit www.oglebayfoundation.org.***



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G. OGDEN NUTTING*
GARY E. WEST

*Board Members who
established the Oglebay
Foundation in 1996

Dear Friends,

The many milestones from 2022 made it a challenge to select stories to share in this Impact Report. There are a remarkable number of projects preparing to begin, underway or nearing completion, making for exciting times in the parks.

We're highlighting IMPACT as measured by the benefits to our visitors and guests these projects will achieve. When it comes down to it, all the projects, all the improvements, all the ways we strive to ensure that Oglebay and Wheeling Park remain the best municipal parks in the WORLD are nothing without YOU. Parks are about people.

Our work to ensure that everyone in Ohio County has ACCESS to our parks continues to be a major priority. In this issue, we're excited to introduce Megan Shoulders, Oglebay's new Operations Community Coordinator. Megan's important work will tie similar programs and efforts together to give the Wheeling Park Commission and the Oglebay Foundation a clearer, more complete picture so we can make informed decisions about how to improve these programs and give meaningful reports back to the generous donors who make these programs possible.

Wheeling Park improvements are underway and planning for replacement and cleanup of felled trees in both parks is on track. You'll see a brief progress report and read about the planting plans. My favorite quote in this issue is, "... we're forging a path that continues the incredible work of Brooks (Wigginton) and Andy (Barger)..." The continuum and resilience of the parks are amazing.

The Hobbs family remembers Ron, Wheeling Park Commissioner 1972–2013, with a generous donation funding what Ron felt was important: maintenance. The opportunity to memorialize or honor loved ones is so personal, it doesn't always need to be a building or a thing. The Hobbs family continues Ron's legacy to Make a Difference in the Parks.

The Good Zoo is being transformed, thanks to a community of donors with leadership support from the Helen J. Prince and Driehorst Family foundations. Dr. Joe Greathouse and his team are building a sound, sustainable business that a few years ago was in real financial jeopardy.

The numbers on Oglebay's Impact on the opposite page tell a story of a large, economic driving tourist destination. These numbers are important, but sometimes, the little things tell us something that could otherwise get lost.

Knowing that the cumulative cooking of burgers in the Glassworks in 2022 was the equivalent of 33 days reminds us that all of us coming together, line cooks, dishwashers, housekeepers, golf and tennis attendants, zookeepers, lifeguards, guests, visitors, donors – we all have an impact, where we make a difference, improving the quality of life for our community.

Thank you for all your support,

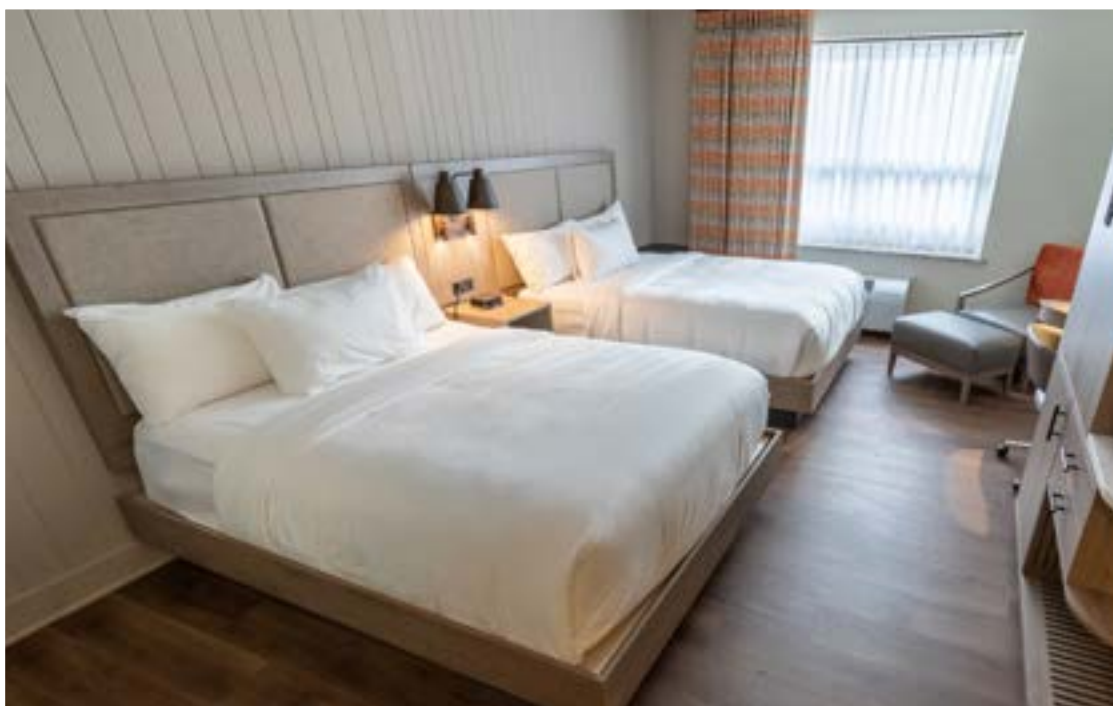


Then & NOW

Oglebay Through The Years



Wilson Lodge Rooms



Thanks to the generosity of Flip and Gary West, more than 100 rooms in Wilson Lodge have been renovated for your enjoyment.



“

We made a plan to make monthly recurring gifts to support the park. It's easier on the budget and at the end of the year, our total gift will be larger than the gift we made in 2022.”

”



**Make Your 2023
Gift Today!**

Scan the QR code with
your phone's camera.

Information about specific support options is available at

oglebayfoundation.org • 304-243-4166

OGLEBAY & WHEELING PARK

TREES

Reviving the Masterplan



The word “park” conjures images of bright blue sunny skies, lush lawns and old-growth trees. Having experienced Oglebay and Wheeling Park, the image might get very specific to include your favorite spot. Beautiful, manicured landscapes blend into lush fairways and planned gardens, finally turning into naturalistic wooded wonderlands – these scenes are the backbone of the majesty of Oglebay and Wheeling Park.

Our century old tree canopy provides welcome shade on warmer days, spectacular color through the fall and year-round grace and beauty. It’s important to remember most of the farm acreage that became Oglebay Park was at one time a treeless pastureland. We’ve been blessed with a tradition of tree planting dating back before the City of Wheeling accepted the gift of Waddington Farm.

From the parks’ inception, planning played a critical role in their development. How they look and feel today were carefully designed and planted by Master Landscape Architect Brooks Wigginton and a dedicated horticulture team.



Our century old tree canopy provides welcome shade on warmer days, spectacular color through the fall, and year-round grace and beauty.

The masterplan for Oglebay was developed in the late 1940s and included the Arboretum and man-made Schenk Lake. Brooks' work was continued and enhanced by Andy Barger, the recently retired Landscape Architect for the Wheeling Park Commission.

Their combined efforts to plant, maintain and diversify the trees in our care created the parks we all know and love. Early efforts to fund their work resulted in the America's Future Trees Campaign. Donors continue to make contributions to honor or memorialize loved ones, and the fund has made a difference.

Sadly, nearly a century later, many of these early trees have reached the end of

their life span through natural and man-made circumstances. Hundreds of mature Ash trees were killed when the Emerald Ash Bore invaded our parks in 2019, and concerns for a Spotted Lanternfly infestation happening spring or summer 2023 are growing.

Late last spring, a terrible ice storm killed or severely damaged more than 40 trees in Oglebay including dozens of Honey Locust trees along Par 3 and older pines in the Arboretum and along the Crispin Golf Course. Removal and clean up has been ongoing.

Then on June 14, 2022, a historic double derecho windstorm hit Wheeling Park, uprooting over 100 trees, damaging



countless others. Many of the Wheeling Park's losses were hundred-plus year-old oaks that were completely uprooted by this devastating storm. Expenses for the cleanup is approaching \$1 million and we're not done.

The Oglebay Foundation and Wheeling Park Commission continue to raise money to complete the cleanup and removal of damaged trees and develop a holistic plan to begin replanting.

Davey Trees has been engaged to conduct a risk assessment on perimeter trees – trees alongside roads and walkways, parking lots and structures – identifying trees that need pruning or removal to minimize potential harm to people and property.

The risk assessment is catalogued by a rating system in "Tree Keeper," a professional software program that allows staff to monitor the ongoing assessment, document any changes and plan for any needed interventions.

Ryan Wilson, Wheeling Park Commission's Director of Horticulture, Roads and Grounds shared, "While the loss of trees to the parks has been tough, having an actionable, responsible plan helps me and the team to know we're forging a path that continues the incredible work of Brooks and Andy and the horticultural teams that came before us. We'll get through this, but trees don't come back overnight. We need money and time."

The lifecycle of trees is a critical component of how the money raised through our current efforts will be used. Focusing on the ongoing sustainability of our wooded areas, we're undertaking a two-pronged approach: raising \$1.8 million needed to address immediate areas of concern putting the parks on better long-term footing and raising a \$2 million endowment to maintain the plantings in the future.

Some work is happening naturally. During this past Festival of Lights, 29 ball and burlap Norway Spruce and White Spruce Pines were used to decorate the Hilltop. These trees will be planted in and around the Crispin Golf Course this spring.

Plans to replant 35 trees in Wheeling Park and another 48 in the Bloch Memorial Golf Course are underway. The trees selected include varieties of: Crab Apple, Oaks, Zelkova, Norway Spruce, Maples, as well as Sugar and Red Maples.

The WPC is also beginning work on a Forest Management Plan in partnership with EQT. Looking at the removal of invasive species, carbon sequestration and other efforts to continually improve our stewardship of the land in our care.

The masterplan is in place. With funding, the trees will return. 🌱



OGLEBAY FOUNDATION

FOUNDATION GROWTH OVER 10 YEARS

Leadership Donors



Waddington Farm
Society grew by


450%

Legacy Donors



E. W. Oglebay Legacy
Society grew by


312%

Gifts from 32 States!



Thank You!

ION DONOR IMPACT

GIVING BY SOURCE

Individual **73%**

Foundation **18%**

Corporation **9%**

**Giving in 2022
increased by 99%**

WPC 2022 REVENUE BY SOURCE

Fees for Service **91%**

Philanthropic **8%**

City Tax Levy **.9%**

**2022 WPC
Revenue approximately:
\$40 Million**

**Philanthropic support drives new
facilities and innovative
programming**

Oglebayfest

EXPERIENCE





PLANS

Making a Difference IN THE PARKS



The Hobbs Family

Landy, Marty and Ward Hobbs grew up in Shawnee Hills. Through lifetimes of summer camps, tennis, swimming, golf and early employment at Oglebay and Wheeling Park, the siblings developed an affinity for the parks that continues to this day.

As the children of the late Ron and Sally Hobbs, their Oglebay connections were pretty much preordained.

Sally was an accomplished equestrian, tennis player and skier. She was involved in Oglebay's theater, music and cultural offerings. Sally and the three kids performed in many summer musicals in the amphitheater with dad cheering them on.

Ron's affinity for the parks is better known as one of the longest-serving Wheeling Park Commissioners – for more than 41 years.

Eldest child Landy remembers, "As kids, we all had pool and tennis passes. Mom would drop us off in the park at 8 am with

some money in our pockets for a hotdog lunch. We played tennis all day, swam in the afternoon. We knew to be ready to go at a certain time. Sometimes dad picked us up on his way home from work, sometimes we got rides from neighbors and we even walked a couple of times."

All three identified a first summer job in the park, employment their dad probably had a hand in behind the scenes. Landy worked on construction projects at the Good Zoo, Marty worked at the tennis courts and Ward spent at least one summer painting the Mansion. These early jobs "taught us skills to have pride in our work, establishing a strong work ethic" that has served them all throughout their lives.

Ron's incredible legacy (see page 14) as a Wheeling citizen, for which being a Park Commissioner was just one aspect, shaped Landy, Marty and Ward's appreciation of and love for community. They lost Sally in 2016. When Ron passed away last May, the siblings knew they wanted to do something to honor the memory of their dad, but they weren't sure what.

"Dad wasn't the kind of guy who wanted his name on a building. He never sought that kind of recognition. When Marty, Ward and I started talking about honoring Dad we all wanted to do something that was important to him. We remember him saying, 'Most people put their name on stuff without considering how it's going to be maintained. No one gives money for maintenance, it's not sexy.' With this thought, the idea of the maintenance fund began to take shape," Landy shared.



Ron and Sally Hobbs

Working with Eriks Janelsins, Oglebay Foundation President & CEO, the Hobbs siblings in conjunction with their father’s attorney, Jim Gardill, mapped out a framework that in October became the **Ron Hobbs Maintenance Endowment Fund**.

The fund is specifically designated to provide financial assistance for maintenance, upkeep, repairs and replacements of facilities and improvements to Oglebay and Wheeling Park covering everything from grounds, natural habitats and trails to recreational areas.

“Our dad understood the importance of Wilson Lodge and the golf courses as a source of revenue, providing income that supports all the areas of the park that are liked and used by the local community. Tennis as an example remains popular, but fees to play will never raise enough revenue to maintain the courts by themselves. Dad took tremendous pride in the parks as community assets; he was so proud to be part of the leadership team for this model municipal park system envied by the entire country.”

Landy, Marty and Ward hope to inspire others to use the **Ron Hobbs Maintenance Endowment Fund** to make significant donations to the Oglebay Foundation with maintenance in mind. The list of projects and work that needs to be done is never ending. A small army of dedicated staff works tirelessly to keep the parks in tip-top shape, but maintenance and upkeep funding matters.

Ron Hobbs was an incredible steward of our park system. He was involved in many aspects of design, planning, construction, maintenance, bylaws, programming and more. He was part of the team that created the Oglebay Foundation. There is literally no area of the parks that Ron didn’t touch. It’s hard to fathom our parks today without his amazing generosity of time, treasure and talent.

A fitting family legacy indeed. 🌱



Planning Your Estate Gift

Charitable planned gifts offer a tremendous opportunity for you to provide valuable financial support, receive a benefit in return and leave a lasting legacy.

Wheeling Park was created through 170 leadership gifts made in December of 1924, and 99 years later the community continues to benefit from the visionary philanthropy of civic leaders who purchased Wheeling Park and created the Wheeling Park Commission.

Through a bequest, Earl Oglebay left a legacy of 750 majestic acres, gardens, historic farm buildings, a tradition of quality hospitality, and a vision for a future of first-class recreational opportunities that has grown into the park we all know today.

You don’t have to be rich to leave a legacy. There are several giving strategies that can be used to fund the things you love.

An estate gift is one of many ways you can make a difference in the parks. At the Oglebay Foundation, Eriks Janelsins can guide you or your financial advisor on the giving vehicle that makes the most sense for your circumstances.



For more information on ways your estate can shape the parks you love, go to oglebaygiving.org or contact the Foundation at 304-243-4166.

“Welcome TO WHEELING”

Roland L. “Ron” Hobbs, Sr.

Wheeling Park Commissioner 1972 – 2013

Vice Chair 1979 – 1996

Chair 1996 – 2002



Ron Hobbs was a lifelong Wheeling resident. During his 89 years, 60 of them married to his beloved wife Sally, Ron was more than an ambassador for the Ohio Valley, he was its champion. Accomplished businessman, loving husband and father, civic leader, incredible person all seem like appropriate monikers, but all fall short of the impact of his life.

He was so proud of the accomplishments and success of Wheeling's storied and important history, but that pride was for the future of our community. Ron's signature greeting, "Welcome to Wheeling!" was his call to action.

Randy Worls worked with Ron during his entire 41 years as a volunteer leader, as President and CEO of the Wheeling Park Commission and then President of the Oglebay Foundation. "Ron was 100% dedicated to the parks. He was a very effective and committed commissioner, focused on ensuring that sound business decisions, strong policies and a great team drove the parks' success. Thanks to Ron and his efforts, the park continues to develop and evolve with the changing times."

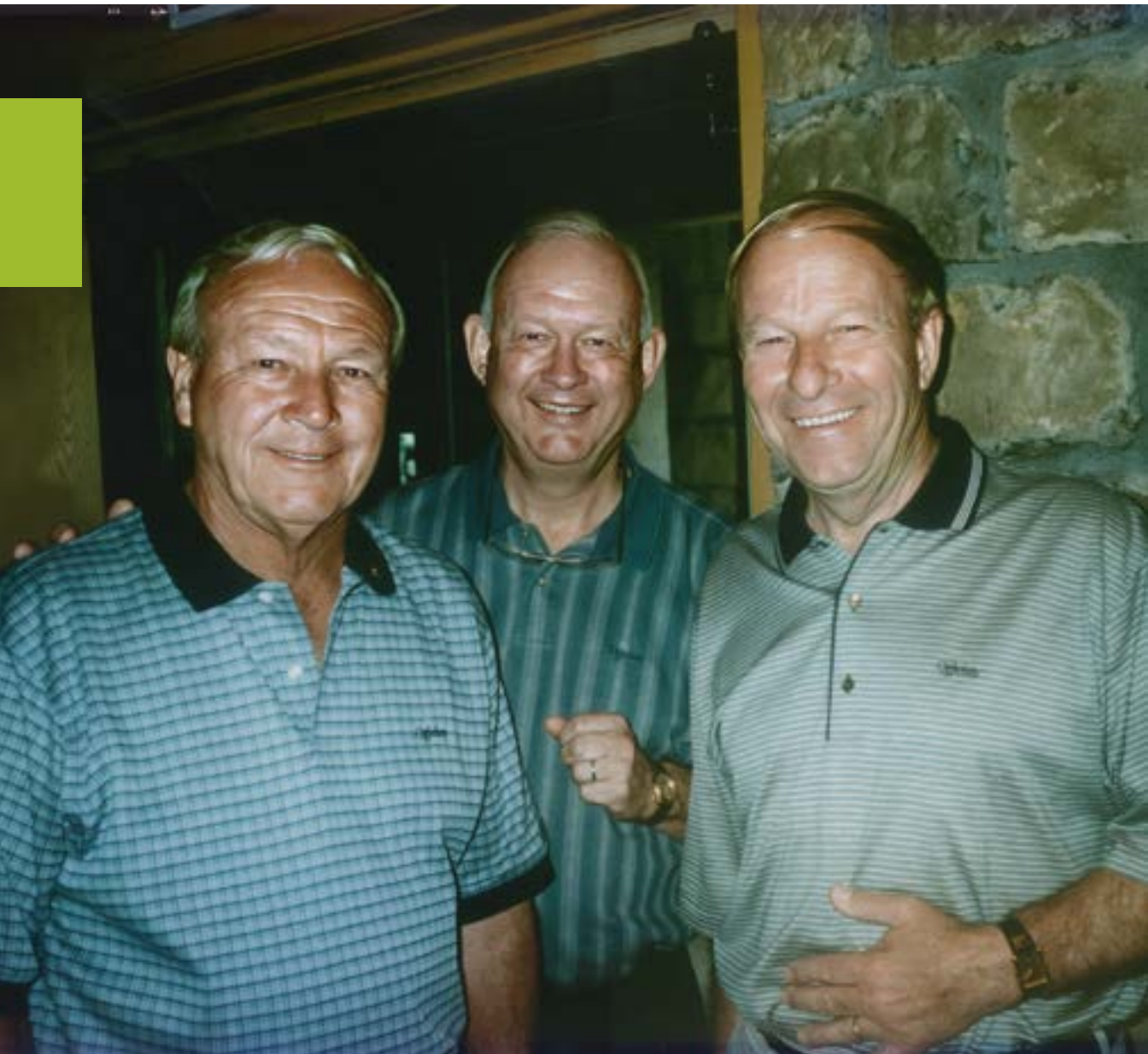
The major accomplishments that happened in Oglebay and Wheeling Park during Ron's tenure as a Wheeling Park Commissioner are too numerous to list. The following highlights demonstrate Ron's amazing dedication and commitment to improving and maintaining our parks as the major assets they are for our community, region and state.

OGLEBAY

- The Good Zoo was built and opened
- Oglebayfest was started
- Winter Festival of Lights began
- Palmer Golf Course was designed and built
- 41 cottages were built
- 164 acres were added to the park
- 132 rooms were added to Wilson Lodge
- West Spa was built

WHEELING PARK

- Winterization of the White Palace
- Tennis Dome was added
- Water Slide was added
- Improvements around Good Lake
- Wheeling Park Hilltop with tennis, soccer fields and the Sonneborn Shelter were added



Arnold Palmer, Randy Worls and Ron Hobbs, 1998 in Glessner Auditorium after Palmer announced his involvement in the design and building of the new golf course at Speidel.

In addition to his incredible tenure as a Wheeling Park Commissioner, Ron Hobbs proudly served on the following boards: Elmhurst – the House of Friendship, The Health Plan, Oglebay Institute, Ohio Valley Medical Center, Northwood Health Systems, Reco Equipment Company, WesBanco – and as board chairman 1984 -1989, West Liberty University Foundation, West Virginia Round Table, Wheeling National Heritage Area Corporation, Wheeling

Pittsburgh Steel Corporation, Wheeling Stamping Company and the Wheeling Symphony Society.

Ron was a founder of the Wheeling Ironmen professional football team and was a member of Boy Scouts of America, Elks Club, Fort Henry Club, Linsly Aviator Society, Symposiarchs, Wheeling Country Club and the Wheeling Rotary Club. 🌱



BY THE NUMBERS



150+
MUSICAL ACTS
PERFORMED

22,348 SWIMMERS

4,722 BOAT RIDES

302 AQUA CYCLE RIDES

427 KAYAK RIDES

13,818 MINI GOLFERS

3,630 AERIAL ADVENTURERS

3,112 ROCK CLIMBERS

258 SEGWAY RIDERS

284 MOUNTAIN BIKERS

116 E-BIKERS



8,731
ROLLS OF
PAPER TOWELS



331
GALLONS
OF BLEACH



1,742
REAMS OF
COPY PAPER



29%
INCREASE

LODGE
POINT
OF SALE
DURING
FESTIVAL
OF LIGHTS

835



LIGHTED **HYACINTHS**
THROUGHOUT
FESTIVAL OF LIGHTS

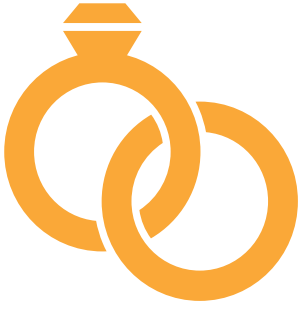


EMPLOYED

146 TEENS (13-18)

WORKING A TOTAL OF

39,665 HOURS



135

WEDDINGS
SERVING
21,254
GUESTS



1.2 MILLION+
RANGE BALLS HIT

83,121



ROUNDS OF GOLF
AT PARK COURSES



1,193

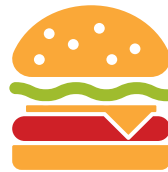
JUNIOR COMPETITIVE
ROUNDS PLAYED

THE WEST SPA



43.6%
INCREASE
IN MESSAGES
OVER 2021

GLASSWORKS GRILL



8,000

GLASSWORKS
BURGERS

@ 6 MINUTES
COOKING TIME =

33

NON-STOP DAYS COOKING

Wheeling Park



7.3% INCREASE
IN ACTIVITY BANDS
OVER 2021

2,470

HOURS OF
INDOOR TENNIS

19,000

ICE RINK
ADMISSIONS

13,640

ACTIVITY
BANDS

SPONSORSHIP

LIVE MUSIC

- Brings the Community Together
- Supports Local Musicians
- Attracts Tourists to our Area
- Provides Exposure to Music
- Celebrates our Community



VENUE OPPORTUNITIES INCLUDE

▶ **SUNDAY FUNDAY CONCERTS**

Oglebay's Anne Kuchinka
Amphitheater

▶ **FIRE PIT FRIDAYS**

Route 88 BURGERS & BREW

▶ **LIVE FROM HICKMAN LOUNGE SATURDAYS**

Wilson Lodge's Hickman Lounge

▶ **PATIO PARTY**

Lakeview Cantina

▶ **SCHENK LAKE UP LATE**

Schenk Lake Boathouse

▶ **CARIBBEAN NIGHTS**

Oglebay Pool at the Crispin Center

▶ **FUNFEST FRIDAYS**

Wheeling Park



► OPPORTUNITIES

MEDIA ATTENTION:

NAME and **LOGO** from stage
featured on all media

E-blasts for each concert
reaching more than
100,000 subscribers

2 MILLION+
billboard impressions

Reach **76,000+**
Facebook Followers

LIVE MUSIC is happening in the park
nearly **every night** of the week all
summer long.

Sponsorships can be for a specific
series where your business would
“own” the venue for that night.

Space will be reserved for you to
entertain clients, important customers,
vendors and or members of your team.



For more information contact: Heather Eddy, Director of Development
heddy@oglebay.com or 304-243-4028.

Access To The Parks and OPCA



Megan Shoulders

How do you improve on programs designed to do the right thing?

Access to the Parks and Oglebay Park Children's Association (OPCA) are incredible, free programs designed to ensure every child in Ohio County can take full advantage of everything Oglebay and Wheeling Park offers regardless of their family's financial circumstances.

These programs aim to fulfill the Wheeling Park Commission's (WPC) commitment to provide accessible, quality recreation facilities and programs to everyone. OPCA was created in 1950 when bus service to Oglebay was discontinued. Access was established in 1999.

Funding these programs has always been a priority, and a generous community of donors has made sure they happen every year. The Oglebay Foundation reports annually on the usage and growth of the programs, but data beyond the number of participants has been difficult to measure. The reporting challenge is amplified as more and more donors want to understand the impact their philanthropic dollars have.

Enter Megan Shoulders, WPC's new Operations Community Coordinator. The 36-year-old Wheeling native started her new job last September after 12 ½ years in retail sales and management.

Prior to Megan's employment, outreach, marketing and registration for Access and OPCA, along with a few other programs, has been managed across several departments within the WPC. The several community organizations requesting reduced or waived

fees to use the park are evaluated by different departments, making it difficult to track complimentary uses.

Determining the annual number of children using both parks, the areas of the parks they use most, as well as many other data points would help the WPC to invest in programmatic enhancements and improvements. The willingness to improve these programs has always been there, but where to invest and at what level has been the million-dollar question.

Megan's job in part is to strategize where these investments would be a catalyst for growth and positive change.

Right off the bat Megan sees opportunities to streamline the Access application and park pass receipt process. She's also hoping to utilize electronic surveys. "We need to hear not only about needed improvements, but also ideas to grow the programs from the people who are benefitting from them," Megan shared.

Starting at a break in the "season" has allowed Megan to dig deep into the data beginning with the number of Access letters sent and the percentage of responses. Megan is also working with Rochelle Barry, Director of Parks & Recreation for the City of Wheeling, on ways to increase public awareness of OPCA through the media, the Ohio County Schools' text communications program with parents – and other means.

Additional opportunities include more extensive training for camp counselors, a "Meet the Camp Counselors Night" for families, a Counselors-in-Training program for older OPCA participants who are ready to age out and a rain

location to avoid cancellations and early ends for camp days.

"These programs have been part of the park for decades. Starting the new year with a dedicated person focused on the success of these important programs is going to be a game changer," commented Mike Potts, Oglebay's Director of Operations.

Megan is already making inroads with the participating organizations requesting reduced cost use of the parks.

"People make the parks come alive. Any obstacle keeping people away, especially children, needs to be removed. We're excited to have a person who can shine a light on these obstacles, so that the parks will proactively ensure we're giving everyone an opportunity to play, learn and explore," said Eriks Janelins, Oglebay Foundation President & CEO.

Megan's position has been generously underwritten by a matching grant from the Raymond A. & Gertrude D. Hyer Charitable Foundation.



In addition to Access and OPCA, Oglebay and Wheeling Park have several other programs serving area children and teens. Fee-based summer camps are offered at both parks. Sport instruction for groups and individuals are available for tennis, golf, ice skating and skiing. The Good Zoo has a volunteer docent program for teens, and the WPC offers part-time teen employment opportunities for 13-18-year olds. 🌱



ACCESS TO THE PARKS

Access to the Parks is a scholarship program, covering the cost of admission and associated equipment fees for more than 15 activities in both parks for a child and accompanying adult. The program serves children 3-17 years of age and eligibility is determined by the Department of Health and Human Resources.

Oglebay Park Children's Association (OPCA) is a free summer day camp program providing area children round-trip transportation from 17 local playgrounds to the park. In partnership with the City of Wheeling, the OPCA program serves all Ohio County children 7-12 years of age. The City of Wheeling provides camp counselors to supervise the various activities during the seven-week window.

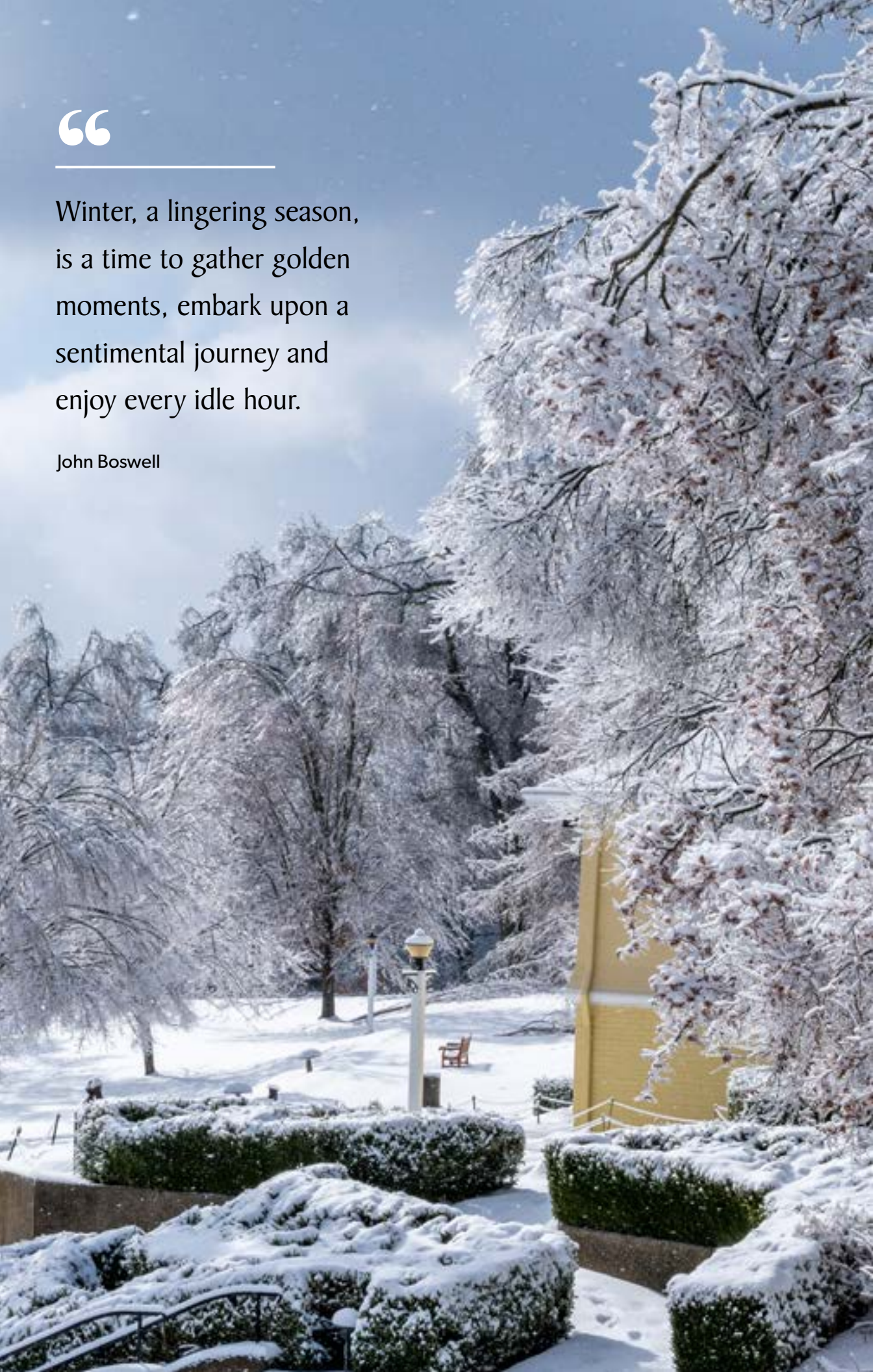
During the day the children enjoy swimming, hiking, games, boating, mini golf, the Good Zoo and other park activities. Lunch is provided by Ohio County Schools. The children need to wear comfortable clothes and tennis shoes, as well as bring a swimsuit and towel. Oglebay and Wheeling Park provide the transportation, setting and equipment.



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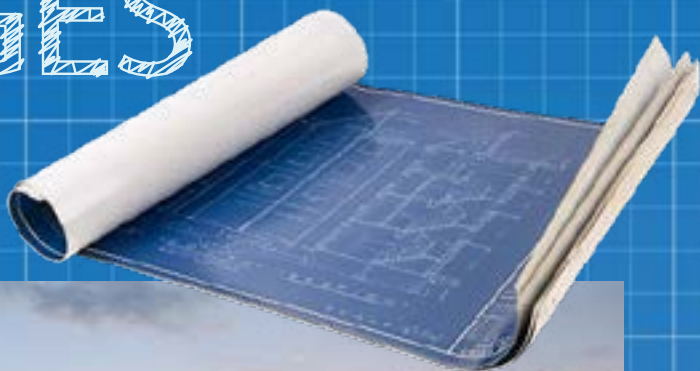
Winter, a lingering season,
is a time to gather golden
moments, embark upon a
sentimental journey and
enjoy every idle hour.

John Boswell



WHEELING PARK CHANGES

**Progress
Being Made**





Construction at Wheeling Park is underway. The revitalization plans include converting the Wheeling Park Offices into a Proudly Serving Starbucks Café with indoor and outdoor seating, new grand entrance to the to-be-refurbished White Palace Ballroom, refreshed meeting rooms and bathrooms.



Be part of the change by making a donation of support today!

Scan the QR code with your phone's camera.



THE GOOD ZOO

Six years ago the Good Zoo was attracting guests to the park, but it was unable to cover operational expenses with zoo admission fees alone.

To counter this trend, the zoo launched an ambitious, multi-year plan to enhance the experience with new animals, new programming and new attractions. This forward-thinking vision, under the leadership of Dr. Joe Greathouse, is why today we proudly say, "The GOOD ZOO IS GREAT & GETTING BETTER ALL THE TIME." More than a marketing tagline, it's a statement of fact, backed up by the numbers which tell a story of deliberate investment, steady growth and sound business decisions.

As one of 235 accredited Association of Zoos and Aquariums (AZA) facilities world-wide, the Good Zoo is required to meet the highest standards in animal care practices and welfare while providing a fun, safe and educational family experience. Home to more than 68 species of animals (376 individuals), 20 of which are rare or endangered, the Good Zoo

is the only institution of its kind in the state of West Virginia.

The education component of the zoo is doing important work that is having incredible impact in the region and the state.

In partnership with West Liberty University (WLU), the Good Zoo acts as a hands-on training facility for students in their Zoo Science major, where Director Dr. Joe Greathouse, is currently an Assistant Professor of Biology. The program has granted 97 undergraduate and 28 graduate degrees since graduating its first class in 2019.

Also, more than 300 zoo professionals come to Oglebay for Professional Development Courses during the week-long AZA National Training School held every February.

The Good Zoo's education opportunities aren't strictly about professional development. They also incorporate bringing area students into the equation, teaching important lessons about animal care, wildlife conservation and

environmental sustainability – where the Good Zoo leads by example.

Conservation Education over the last 5 Years:

- 1,200 camp participants
- 45,000 WV, OH & PA school students in programs
- 350 teen docents
- 120 apprentices
- 11,000 guests participating in interactive Animal Encounters
- AZA Professional Development Advisor

Wildlife Conservation

- Over 500 hellbenders reared in human care released to the wild in collaboration with the West Virginia Division of Wildlife and the Wilds Columbus Zoo with the support of Williams Companies
- Statewide physical and eDNA surveys for hellbenders with graduate students from the WLU Masters in Biology program, collaboration from the Wilds, and support from the Southeastern Association of Fish and Wildlife Agencies
- USFWS Federally Licensed Raptor Rehabilitation Center: Over 170 injured or ill native raptors in care
- Global conservation partnerships with organizations such as Proyecto Titi, Snow Leopard Trust and Chesapeake Coffee Roasters via retail sales

Environmental Sustainability

- Conversion of over 120 fluorescent and incandescent light fixtures to LED fixtures
- Addition of low flow toilets and waterless urinals in renovated restrooms
- Expanded recycling and composting programs

Dr. Joe and his team's strategic plan encompasses education, guest experience and increasing the diversity of animals in our care. By developing and delivering programs that attract and retain membership, the team has transformed the zoo's entire footprint.

"Part of the team's focus is on getting guests in the door and ensuring that once here,

they have a great experience. But increasing attendance isn't enough. Many of the recent zoo enhancements have been about giving families activities to do while they're here," Dr. Joe explained. "Activities that disguise education through play and exercise as fun extends a family's length of stay, which helps create more revenue generating opportunities through concessions, activities and the like."

The Little Engine that Could, the well-known children's book that teaches the power of optimism, hard work, confidence and believing in yourself is an apt analogy for our Good Zoo.

The story comes to mind for several reasons: thanks to the power of unrestricted giving by our community of donors, we were able to purchase a new ADA-accessible trackless train in 2022. And the new train has transformed how our guests experience the zoo.



The trackless train has been enormously popular with guests since its debut last spring. It replaced two tracked trains that were installed almost 50 years ago. The old trains had recurring mechanical problems and did not run during cold weather. With the new, more consistent, reliable and accessible service, train revenue for 2022 was double that of 2021. By removing the temperature obstacle alone, the new train was able to run through Festival of Lights, bringing in an additional \$50,000 during that window alone.

The similarity to the children's story goes beyond the obvious. It also comes to mind

when you look at the incredible growth the zoo has experienced.

Increases over the last 5 Years:

- 4.2% attendance
- 27.5% in revenue
- 10.3% in payroll, due to growth in staff
- 265.8% in net revenue

The growth is in part thanks to strategic investments in improvements to the guest experience including:

- Del and Dottie’s Accessible Playground (2020)
- 85% of walkways and parking lots resurfaced (2021)
- New ADA accessible restrooms in the Children’s Zoo (2021)
- New LED lighting along walkways and parking lot (2021)
- Addition of new ADA-accessible trackless train (2022)
- New inflatable air pillow (2022)

This year the Oglebay Foundation is raising funds for a Low-Ropes Course that will leverage the former train station location with a fantastic obstacle course where guests can experience climbing, swinging and hanging like some of the monkeys in our care.

All these added activities are a boon not only to families and visiting school groups, but also to community events like Boo at the Zoo, The Good Zoo Lights Up for You during Festival of

Lights, and for private events like sleepovers and birthday parties.

Obviously, animals are central to any zoo story which are also benefitting from some of the guest enhancements. Del and Dottie’s Accessible Playground for example is within the sight line of our serval habitat. The children running and playing on the playground nearby provide the serval with visual stimulation to enrich her during the day.

Care of the animals is always central to the work done at the zoo. Dr. Joe and his team carefully consider species to include in the zoo, how they help enhance the education opportunities, the guest experience and their compatibility with animals that are already in our care.

During this period of growth, the habitat expansion and introduction of new animals in the zoo’s care is impressive.

New Animal Habitats

- Red Panda habitat
- Snow Leopard habitat
- Bobcat habitat
- Eastern Hellbender rearing facility
- Red River Hog habitat
- Porcupine habitat
- Cheetah habitat
- Serval breeding facility
- Red Wolf breeding facilities
- Central Chinese Goral breeding facilities
- Two-toed Sloth habitat
- Additional animals
 - Black-and-White Ruffed Lemurs
 - Pallas’s Cats
 - Maned Wolves

Many of the new habitats were created to provide guests with opportunities for closer experiences with animals. These opportunities, called Animal Encounters, are available to small groups who learn from the keepers with direct access to the animals. Keepers share information about the animals’ personalities, what they like, don’t like, and how they interact with other animals. In addition to this more personal experience, the keepers describe the animals in the wild, their natural environment, diet and efforts to



Dr. Joe Greathouse, Good Zoo Director



Lauren Mort, Program Keeper

conserve wildlife generally, always returning to the core mission of animal care and conservation education.

Rebuilding the Raptor Mews is another 2023 funding priority. Located behind the Red Barn, the mews houses injured migratory birds of prey and lift up the important role birds of prey play in the ecosystem.

Each year the zoo cares for 25-50 ill or injured hawks, owls, and falcons in the raptor rehabilitation program. The animal care team and veterinarians provide critical care, physical therapy and flight reintroduction to assist these migratory birds and help maintain populations of these species in our region.

The new mews will be expanded to allow the birds more room to roam. Using galvanized panels and aluminum frames will ensure the new mews' lifespan for 50 years or more.

As the number of animals in our care grows, the areas that support the animals need to grow as well. The foundation is raising money to increase the commissary facilities for food storage and preparation and space for student instruction in animal dietetics.

Current refrigerator and freezer space are at maximum capacity. Bulk purchases of food, up to six months at a time, ensure that the



Raptor Mews

zoo is getting the best prices and with the expanded commissary, the team will maximize operational savings by reducing shipping costs. Increasing the space to prepare, currently 107 meals per day, will also increase staff efficiencies.

Thanks to an incredible group of donors, the Good Zoo is on much more sustainable footing. If you haven't been to the zoo recently, you're in for a surprise. Even in the dreary months of winter, the transformation of the zoo is palpable.

The Good Zoo doesn't use the Little Engine's "I think I can," they truly are "Great & Getting Better all the Time." 🌱

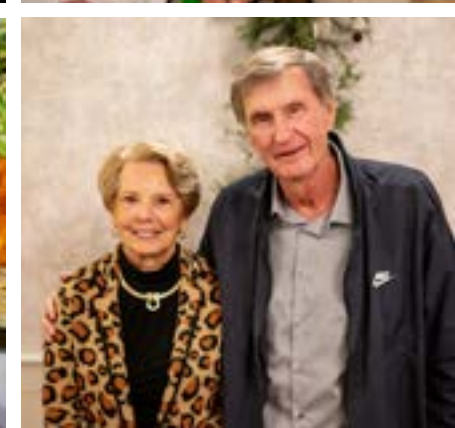
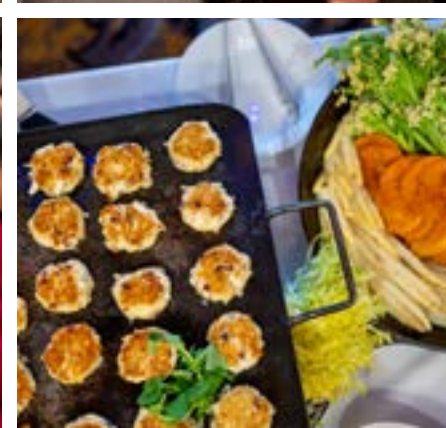
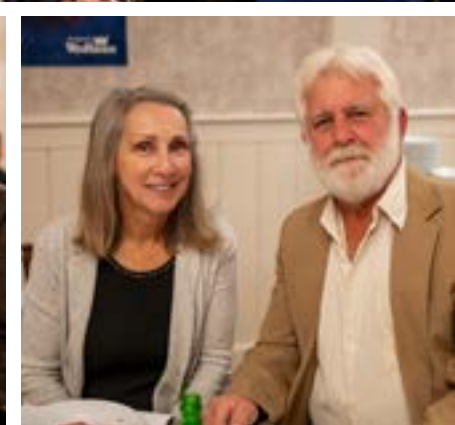


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