



CALDWELL
— ZOO —

FOR ANIMALS. FOREVER.

ANNUAL REPORT 2025

THE FUTURE IS WILD



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— ZOO —

FOR ANIMALS. FOREVER.

Our Mission

Caldwell Zoo will be a leader in connecting people with wildlife by igniting discovery of the natural world through fun.



Letter from the CEO

Dear Friends and Supporters,

As I reflect on the past year at Caldwell Zoo, I am filled with pride, gratitude, and optimism. Thanks to your continued support, this year marked an important chapter in our journey to inspire conservation, advance animal welfare, and connect people of all ages to the natural world.

At the heart of our zoo is a simple but powerful belief: when people connect with wildlife, they are more likely to protect it. Over the past year, we continued to build on the valuable legacy of the park and take bold steps towards the future. In 2025, we welcomed a record number of guests through our gates—each with a chance to learn, be inspired, and leave with a deeper appreciation for the role we play in benefiting our community and helping wildlife.

This year also brought meaningful progress in animal care and conservation. Our animal care and veterinary teams continued to uphold the highest standards of welfare, guided by science and compassion. Beyond our campus, we supported conservation initiatives locally and globally, contributing to efforts that protect endangered species and preserve critical ecosystems.

Education remained central to our mission. Through school programs, camps, volunteer programs, internships and field trips, we reached thousands of learners, sparking curiosity and empowering the next generation of conservation leaders. Plus, we launched our first-ever community engagement program, Donor Circles, with considerable success.

None of this would be possible without our dedicated staff and the support of our community. In a world facing increasing challenges, your support ensures that Caldwell Zoo remains a place of hope, learning, and action. As we look ahead, we are excited to build on this momentum—expanding conservation efforts, enhancing guest experiences, and continuing to serve our community as a trusted leader in wildlife care and education.

Thank you for being part of our mission.

With gratitude,

Scott Maddox, President and CEO

Helping Wildlife

Every day, Caldwell Zoo strives to provide the best possible care for every animal that is a part of our park. But our efforts go far beyond our gates. We are active leaders in conservation for animals that are local to our area and species that face challenges around the world. By connecting our guests with the wonders of nature, our entire community helps to protect and save wildlife.



Texas Horned Lizard

2025 was a record-setting year! Our excellent reptile team released over 100 hatchlings into the wild. Our efforts are positively increasing the wild populations of the official reptile for the state of Texas.

Attwater Prairie Chicken

This native grouse is listed as critically endangered and that's why our dedicated bird team has been leading conservation efforts for over twenty years. Through our custom-built breeding center, we have hatched and released over 250 chicks to boost the populations in their remaining natural habitats.

250
hatches & births
of THREATENED
& ENDANGERED
SPECIES



African Cheetah

These regal and sensitive felines are facing serious threats in their native homelands. That's why we built a special breeding center and partner with other accredited organizations to help safeguard their survival for generations to come. Thanks to our expert keepers, Caldwell Zoo has become one of the most successful breeders of these magnificent cats.

African Elephant

It's well known that elephant populations are in decline in the wild. To protect these giants of the savanna, Caldwell Zoo participates in crucial programs to gather genetic information that can be used for breeding programs. By successfully collecting blood and semen from our elephants, we are able to contribute to research that directly helps current care of elephants and their long-term survival.

More now and more for the future

Not all animals get the same media attention, but we work to protect a wide range of species. Critically endangered Waldraap ibis hatched in 2025. Plus, flamingo chicks boosted our resident flocks. Another Grevy zebra graces our African Overlook. Plans are underway to breed the native endangered ocelot and we are constantly working with our partners in the Association of Zoos and Aquariums to join breeding programs to help any threatened species.

Education

Education is an integral part of the Caldwell Zoo legacy. In fact, the zoo was a companion to a pre-school when we first opened. So, providing valuable educational resources to our community is a high priority every day. By inspiring curiosity, we empower students to pursue their dreams through confidence and camaraderie.



Summer Camp Expansion

In 2025, we had the largest enrollment of campers of any summer. With our expert staff and the incredibly expansive classroom, it's no wonder our camps are among the most popular in the area. Through the imaginative programs, campers get to explore the outdoors, learn about nature, play exciting games, while making memories and building new friendships.

Zoo Crew Expansion

With the tremendous growth of our Summer Camps, we enjoyed the opportunity to enlist more volunteers. The high school-aged volunteer program launched just a few years ago and now has grown to 85 students. Zoo Crew is a tremendous benefit in making our camps and events successful, and it delivers real-world experience that is a great boost to student resumé.

85
Teen
Volunteers

Summer Campers

Field Trips

Learning should be fun, and we want every student to be able to enjoy the wonders of Caldwell Zoo. That's why, last year, we were more than happy to host over 35,000 students for field trips from local schools. By providing free admittance to students, we're able to share the importance of nature and make a school day something truly exciting.

Higher Education

Our expert curators, veterinary staff, and animal keepers are a vast wealth of knowledge and experience. Through our partnership with UT Tyler, college students can earn credits toward their major with hands-on experience. We also employ top-tier interns from around the country who want to pursue zoological careers.

Zoo School

For students who want to learn beyond the confines of the regular classroom, our Education team has developed a brilliant array of exciting courses. These carefully crafted classes are designed to go beyond any textbook for students aged 4-18. Due to their popularity, Zoo School classes are now offered both in Fall and Spring semesters.

Accomplishments

Caldwell Zoo was built on a framework of excellence. When we do something, we do it right. The opening of *Amazon River's Edge* serves as an example of our high standards, and we apply that to every aspect of our business. This last year gave us many examples of excellence in action.



Cheetah Breeding Centers Coalition

We've invested considerable resources through our custom-built breeding center and thousands of hours of study from our dedicated staff. This expertise was exemplified in 2025 as we hosted the annual conference of the coalition. Our team gave tours of the facilities and shared insights about how we've been one of the most successful breeders on the planet.

AZA Top Honors

Caldwell Zoo has been an accredited member of the Association of Zoos and Aquariums for over 35 years. In 2025, we went through the official multi-day accreditation inspection and once again exceeded requirements across the board. Then, we took it to a higher level. At the AZA annual awards show, Caldwell Zoo was granted Top Honors for Marketing Excellence among more than 250 organizations.

**Caldwell Zoo
CONTINUALLY
AZA
ACCREDITED
SINCE 1985**

Safety First

Details matter and providing a safe atmosphere for our entire staff is top priority. We're proud to announce that we have been awarded an Insurance Safety Award in recognition of our strong commitment to workplace safety and risk prevention. This achievement reflects the dedication of our team to maintaining safe practices and protecting our people every day.

Fun for All

We are very serious about protecting wildlife and providing for our community. We also know that having fun is important, too. Actually, we take great pride in being a resource for some serious family fun. This year, the Tyler community really showed how much they appreciate our efforts at the annual Boo at the Zoo. Despite the inclement weather, over 6,000 happy guests and community partners made our Halloween celebration a huge, happy success.

**OVER
6,000** HAPPY GUESTS &
COMMUNITY PARTNERS
FOR BOO AT THE ZOO

Community

We want to be a great place to work, a champion for wildlife, an inspiration for our children and an uplifting asset to our community. Over the years, the zoo has grown from a small menagerie of animals cared for by a handful of staff to a collection of thousands of birds, mammals, reptiles and amphibians receiving the best possible care.

Our zoo is a multi-faceted and diverse organization that employs 100 full-time staff, along with dozens of part-time and seasonal employees. The professionals who keep the zoo open to the public throughout the year, through rain, sleet and snow, are the backbone of the organization. Many of our employees have been with us for years and they've been a crucial part of our growth. We plan to continue to build on this strong framework of a united team as we serve our community and plan for the future.



**The Community
CONTRIBUTED
OVER \$556,111
in 2025**



Financial Impact

The zoo isn't just a great place for animals and a fun place to visit. Caldwell Zoo has been a cornerstone of the community for generations. As the park has expanded and our team has grown, our influence reaches far beyond our entry gates. The Hibbs Institute for Business & Economic Research at The University of Texas at Tyler produced a thorough review and estimated that the zoo's financial benefit to Smith County over a five-year span exceeds \$50 million.

Engagement and Support

As the requirements and expectations for zoos have evolved over the years, with expansive habitats, nutritious diets and extensive veterinary services, the costs for maintaining the many facets of a top-quality organization have grown exponentially. Community support is more important than ever. So, we are sincerely grateful for the successful launch of Donor Circles, our first invitation for the community to directly contribute to the zoo's operations. In 2025, the community contributed over \$556,111, which directly benefits conservation, animal care, and guest experience.



**Sincere gratitude to our supporters and the
Founding Members of Caldwell Zoo's Donor Circles**



EAGLE'S FLIGHT \$10,000+

Austin Bank
The Ballou Family
Susan and Michael Bosworth
Ann and Brad Brookshire
Ruth and Roe Buckley
Joyce Buford
Debra Ann Callahan
Linda Davidson
East Texas Woods and
Waters Foundation

Jennifer and John Gaston
Ginger and Fred Haberle
Valorie and Jim Hedrick
Henry & Peters
The Julietta Jarvis Foundation
Harriet McArthur
Britt and Zachary Sabota
Carrie and Evans Smith
Ronald W. Wuensch
Sharon and James Wynne



ELEPHANT PARADE \$5,000+

Hayes Caldwell
Lucy and John Carr
Mary Ann and Ray Cozby
Susan and Lee Gibson
Cindy and Barry Goldblatt
Valentine Wilcox Harness
Heidi and David Lockridge

Laurie Rossman
Elizabeth and Reed Smith and
Huntleigh Wells
The Swen Family
Kate McCormick and Champ Warren
Ann and Robert C. Weissmann III
Amy and Tom Woldert



LION PRIDE \$2,500+

Melissa and Chris Boyd
Ashley Bracken, Jr.
DeeDee and John Bufe
Debbie and Steve Calhoun
Jacqueline and Clay Cavender
Nancy and Joe Cavender
The Cefalu Family
Callie and Collen Clark
Venona and Thomas Clyde
Jane and Mike Coker
Camie and Dwight Evans
Kristin Vehrs and John Everett
Mary Lauren and Bruce Faulkner
Shannon and Chris Glenney
Lisa and Gary Gross
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Ellen and Reg Jones

Tana and Francis Kay
Kathryn Lake
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Martha and John Minton
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Rebecca and J. Chad Parker
Deborah and Mark Race
Dorian and Carroll Rogé
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Lee and Cory Shepherd
Carrie and Jerrod Shough
Betty Byars Summers
Patricia and Robert Wells
The Wilson Family

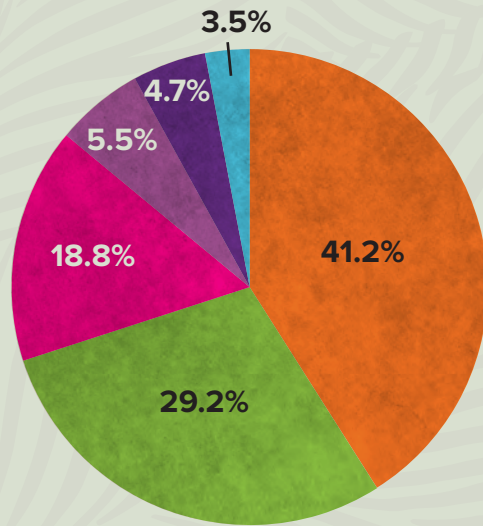


CROWNED CRANE \$1,000+

Patrick, Louise, and Eleanor Almanza
Barbara and Billy Bass
Stacy and Josh Betts
Lori Booher
Susan Fry Bracken
Wendy and Steve Bratteli
Teresa and Scott Butcher
Maelen and Kirk Bynum
Shelley and Waterson Calhoun
Ann Buchanan, DVM and Steve Carpenter
Jackie and Hunter Carr
Linda Crowley Colvin
Kelsey and Raymond Cozby
Mary and Milford Davis
Jennifer and Patrick Deen
The Durr Family
Dr. D. M. Edwards
Kim and Robin Farrell
Annette Marie Findley
Nichole and Stephen Ford
LaVerne Gollob
Pamela Graham
Ashley Spence and Jake Greenberg
Jo Ann and Randy Grooms
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Eric Smith
Susy and Brad Smith
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Alyce and Bruce Spruell
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Missy and Jim Teeter
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Kelley and Lonny Uzzell
Gigi and Brent Wadle
Emily and Eric Weissmann
The Gail and John White Family
Debbie and Chris Woldert
Carrie and Sam Wolf
Paula and Trey Yarbrough

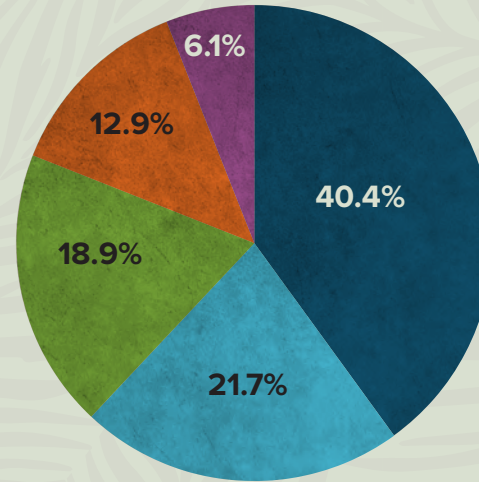
Financials



2025 Revenue

- Caldwell Foundation Donations - Operations
- Admissions Income
- Guest Experience
- Royalty & Interest Income
- Caldwell Foundation Donations - Capital
- Donor Circle, Sponsorships and Donations

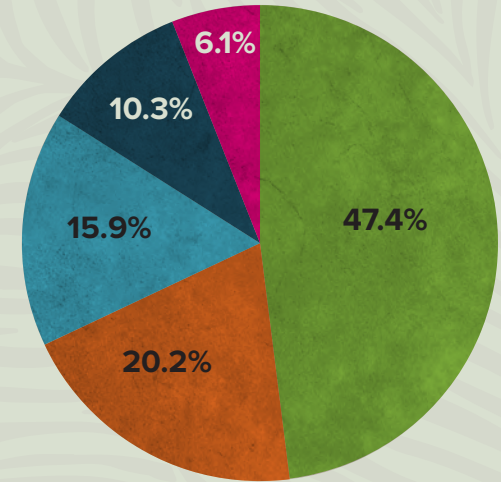
TOTAL REVENUE \$15,865,247



2025 Expenditures

- Animal Care & Conservation
- Guest Experience
- Facility Maintenance
- General & Administrative
- Advancement

TOTAL EXPENDITURES \$14,010,410



2025 Attendance

- General Admission - 164,621
- Discounted Tickets - 70,197
- Member - 55,316
- Free School Kids - 35,901
- Senior - 21,114

TOTAL ATTENDANCE 347,149



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LOCATION:

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Tyler, Texas 75702**

MAILING ADDRESS;

**P.O. Box 4785
Tyler, Texas 75712**

**903.593.0121
caldwellzoo.org**

