



# Annual Impact Summary

**A report detailing outcomes in 2013**

**SHEDD AQUARIUM**

*Proudly serving the City of Chicago and State of Illinois since 1930*



Civic Leader  
Community  
Partner Government  
Collaborator  
Conservation  
Trailblazer  
Education  
Economic Innovator  
Contributor



Each year, John G. Shedd Aquarium works with the City of Chicago, State of Illinois, local and federal government representatives, and many others to carry out our mission of connecting people to the living world, inspiring them to make a difference. We are incredibly proud of the work we accomplished in 2013. I'd like to share a snapshot of our successes, which could not have been possible without the support and collaboration of people like you.

Sincerely,

A handwritten signature in blue ink that reads "Ted".

Ted A. Beattie

*President/CEO*

John G. Shedd Aquarium



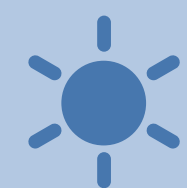
# 2013 at a glance

 **80<sup>TH</sup>**  
**ANNIVERSARY OF GRANDDAD**  
*the oldest fish in any aquarium*

 **1,300 lbs.** **OF DEBRIS PICKED UP**  
*from local beaches*

 **976 VOLUNTEERS**

 **26,058** *Shedd Aquarium member households*

 **265**  
**KILOWATT**  
*solar panel installation*

 **\$106.2**  
**MILLION**  
*in local economic impact*

 **#1**  
**TOP-ATTENDED**  
**CULTURAL ATTRACTION IN CHICAGO**

 **14,000**  
**TICKETS DONATED**  
*to community organizations*

**2.02 MILLION** *annual visitors*  **490,625** *guests entered with free general admission*

 **136,349**  
**STUDENTS ATTENDED FREE** **17** *of the last 23 years*  **AS CHICAGO'S MOST-ATTENDED CULTURAL ATTRACTION**

**15**   
**FIELD RESEARCH PROGRAMS**  
*to conserve wildlife and habitats around the world*

 **4** **SHELTER DOGS**  
*adopted by Shedd*

 **1** **NEW EXHIBIT**  
*at home on the Great Lakes*

**1**   
*new live-animal experience*  
**STINGRAY TOUCH**

## MISSION

At Shedd Aquarium, animals connect you to the living world, inspiring you to make a difference.

## GOVERNANCE

Shedd Aquarium is owned and operated by the Shedd Aquarium Society, composed of volunteer business, civic and community leaders.

## LEADERSHIP

Tyrone C. Fahner, *Board Chair*

Ted A. Beattie, *President/CEO*

## YEARLY ATTENDANCE

2.02 million in 2013

*\*Most-attended cultural attraction in the city of Chicago 17 of the last 23 years*

## FUNDING

Shedd Aquarium is a not-for-profit organization supported by earned revenue (78%), donations (15%) and the Chicago Park District (7%).

## ANNUAL BUDGET

\$58.2 million

## CHICAGO PARK DISTRICT FUNDING

In 2013, Shedd Aquarium received \$4.02 million through the annual Museums in the Park allocation.

## FACILITY

- Shedd Aquarium is listed on the National Register of Historic Places by the National Park Service.
- 422,000 sq. ft.
- Original aquarium: 225,000 sq. ft.
- Abbott Oceanarium: 170,000 sq. ft.
- Wild Reef: 27,000 sq. ft.

## CONSTRUCTION COSTS

- Original aquarium: \$3 million (1930)
- Oceanarium: \$45 million (1991)
- Wild Reef: \$47 million (2003)
- Abbott Oceanarium renovation: \$79 million (2009)





# Civic Leader

Shedd Aquarium was a gift to the people of Chicago from John Graves Shedd, president and chairman of the board of Marshall Field & Company. Through Shedd visits, more than 108 million guests have connected with the living world, from families who learn about wildlife in their own backyards to Chicago-area students who engage in hands-on science learning in our labs and in the field. From its opening, Shedd has played a role in the fabric of Chicago's rich and vibrant history.

Shedd Aquarium is one of the country's oldest continually operating public aquariums. The Shedd Aquarium Society governs the aquarium. The Board of Trustees comprises 55 business and community leaders who are dedicated to maintaining the aquarium as one of Chicago's leading education, conservation, research and cultural attractions. In 2012, the board named as its new chairman Tyrone C. Fahner, a partner and former chairman at the leading global law firm Mayer Brown LLP and president of the Civic Committee of The Commercial Club of Chicago.

Shedd Aquarium is committed to representing the diverse, dynamic population of the state of Illinois and the city of Chicago through representation on its board, its staff and its volunteer corps.



## Stirring Curiosity in Children

Shedd Aquarium, the Ann & Robert H. Lurie Children's Hospital and The Harvey L. Miller Family Foundation presented a suite of programs and learning opportunities for young hospital patients and their families.

# Community Partner

Shedd works with community organizations in Chicago and throughout Illinois to provide affordable access, support charitable causes and reach out to educate neighbors. Together we provide opportunities for all in our communities to build connections and make a difference for our living world.

- Tickets donated by Shedd to the **Greater Chicago Food Depository** were distributed to underserved families who would otherwise not be able to visit the aquarium.
- Shedd partnered with **Garfield Park Conservatory** to manage three beehives in Shedd's sustainable gardens. The honey from the hives is sold in the conservatory's gift shop.
- Shedd donated tickets for each person who made a monetary contribution to **WGN-Radio/McCormick Foundation's** tornado relief fundraiser, raising an additional \$25,000 to rebuild Illinois communities devastated by tornados in 2013.
- Shedd offered **52 Community Discount/free days for all Illinois residents; 490,625** people entered Shedd's original aquarium galleries free. Illinois Resident Discount Days are sponsored by Ford Motor Company Fund, the philanthropic arm of the Ford Motor Company.
- City of Chicago residents always receive **discounted admission**.
- Working with local pet rescue partners **Chicago Animal Care and Control (CACC)**, through **Safe Humane Chicago**, and the **Anti-Cruelty Society**, Shedd adopted three dogs that were introduced to the public in the aquarium's newest aquatic show, "One World: Make a Difference." A fourth dog was adopted in December.
- Illinois educators receive **free admission**, as do active-duty military personnel and Chicago police officers and firefighters.
- Shedd worked with the **Chicago Public Library** to place admission passes in every branch.
- At the **Chicago Humanities Festival 2013**, Shedd presented a program on the unique "Shedd Way" of positive-reinforcement training used in the daily care of its animals.
- Shedd provided educational outreach at various state and city festivals and programs.
- Shedd donated **14,000 tickets** to community organizations, not-for-profits and government community-based programs throughout Chicago.



# Government Collaborator

As a trusted partner of the City of Chicago, State of Illinois, and federal and local governments, Shedd provided its expertise and counsel to elected officials and various agencies on conservation initiatives, rescue and rehabilitation requests, and local wildlife and restoration needs.

- Shedd hosted **Chicago Mayor Rahm Emanuel's** announcement of **Retrofit Chicago's Commercial Business Initiative**, a program designed to encourage energy savings. Shedd was the first cultural institution to join the program.
- Recognized as a leader in energy efficiency, Shedd Aquarium was selected to represent the **City of Chicago** in the **U.S. Department of Energy's Better Buildings Challenge**.

- Shedd's **Roger Germann** was appointed to the 15-member **U.S. Environmental Protection Agency's (EPA) Great Lakes Advisory Board**.
- U.S. Congressman **Mike Quigley** toured critical environmental sites around Chicago during his two-day Climate Tour, which concluded with an expert roundtable discussion at Shedd.
- Shedd hosted **U.S. Senator Mark Kirk** with **U.S. Congressmen Daniel Lipinski** and **Randy Hultgren** to share new beach-closure data highlighting the need for swift passage of the **Great Lakes Water Protection Act**.
- Known as a model for accessibility, Shedd hosted the **Open Doors Organization** and members of the **Chicago Mayor's Office for People with Disabilities** as they announced a groundbreaking centralized dispatch for wheelchair-accessible vehicles in Chicago.

- Guests were introduced to sea lion pup Cruz, who, through our collaboration with the **National Marine Fisheries Service (NMFS)** and **The Marine Mammal Center**, found a permanent home at Shedd after he was blinded by gunshot.
- After the **National Oceanic and Atmospheric Administration (NOAA)** declared an unusual mortality event (UME) for sea lions under the **Marine Mammal Protection Act**, Shedd responded to a community-wide call for assistance by sending staff experts to rescue centers in California. Shedd also provided a permanent home to a nonreleasable male California sea lion pup. This rescue work is funded in part by Exelon.
- Shedd conducted surveys of fish populations across Illinois on behalf of the **Endangered Species Protection Board of the Illinois Department of Natural Resources (IDNR)** to help update the state endangered and threatened species list.
- Shedd and the **Metropolitan Water Reclamation District (MWRD) of Greater Chicago** continued public awareness efforts to promote sustainable practices to residents.

## Leader in Energy Efficiencies

Fueled by its **Master Energy Roadmap**, Shedd has made significant strides toward achieving its goal of cutting energy consumption in half by 2020.

- Shedd installed 913 photovoltaic solar panels on top of the Abbott Oceanarium. The 265-kilowatt installation will provide energy-efficient power for 20 years.
- Shedd has cut its use of lake and city water by 26,403,391 gallons since 2007, a 45% reduction.
- Shedd diverted 235.11 tons of waste from landfill through recycling and composting.
- Continuing its commitment to energy efficiency, Shedd recycled more than 1,750 light bulbs.



**Illinois Governor Pat Quinn** and Shedd Aquarium leadership unveiled a 265-kilowatt solar panel installation that is the largest among Illinois cultural institutions. Funding came through public and private partners including the **State of Illinois, Department of Commerce and Economic Opportunity, Illinois Clean Energy Community Foundation** and Schneider Electric.





# Conservation Trailblazer

At Shedd, conservation begins inside the aquarium's doors and extends around the world.

## GREAT LAKES CONSERVATION

Shedd is committed to protecting the Great Lakes through research collaborations with other Great Lakes organizations, joint efforts with Great Lakes leaders to address conservation challenges, and immersive learning programs and outreach for all ages.

- Shedd's **Roger Germann** is an invited member of the **Great Lakes Advisory Board** and an official Observer of the **Great Lakes Commission**.
- Shedd created the **Great Lakes Network**, bringing together eight regional organizations with dynamic Great Lakes programming to amplify their voices and efforts on behalf of the lakes.
- Shedd's **Jim Robinett** was appointed to the **Illinois Endangered Species Protection Board**, which advises the **Illinois Department of Natural Resources** on the listing of threatened and endangered species.
- Shedd studies the non-native weatherfish, a species that arrived in Illinois through the aquarium pet trade, to understand how these fish might affect local wildlife and habitats. Shedd's research, conducted in partnership with **Loyola University** and **Western Illinois University**, will inform policy and management recommendations to control weatherfish populations and prevent their spread.
- Shedd continued work with the **Illinois Department of Natural Resources** to develop a statewide distribution map of threatened and endangered fishes that will help shape regional conservation plans.
- Shedd, the **University of Wisconsin-Madison** and the **Wisconsin Department of Natural Resources** continued studying the reemergence of lake whitefish migrations. Research on lake whitefish, Lake Michigan's most valuable commercial fishery, is funded in part by the world's leading steel and mining company, ArcelorMittal.
- Shedd hosted Great Lakes stakeholders from around the basin to hear a presentation by the **Québec Government's** scientific delegate to the United States and former chief astronaut for the Canadian Space Agency, Julie Payette.
- To understand the impacts of dam removal on fish populations, Shedd began studies in recently undammed Duck Creek in Wisconsin, working with researchers at the **University of Wisconsin-Green Bay** and the **Wisconsin Department of Natural Resources**.
- Shedd partnered with the **Chicago Park District**, **Openlands**, the **Forest Preserve District of Cook County**, the **Illinois Department of Natural Resources** and the **National Parks Service** to engage the public in stewardship and citizen science projects.
- More than 800 volunteers took part in Shedd's new Great Lakes Action Days (GLADs), removing more than 1,300 pounds of trash and recyclables from lakeshore habitats and planting more than 1,000 native grasses and wildflowers.



## Preserving Species and Economies

Shedd is one of the world's leading authorities on critically endangered Bahamian rock iguanas, working with The Bahamas government, local stakeholders and citizen scientists to protect iguanas while preserving economically important ecotourism. Shedd's vice president of conservation and research, Dr. Chuck Knapp, published a study on the effects of tourism on local iguana populations in *Conservation Physiology*.

## GLOBAL FIELD RESEARCH

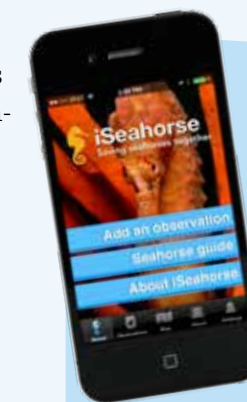
In the Daniel P. Haerther Center for Conservation and Research, Shedd scientists pursue cutting-edge conservation biology, studying species and ecosystems reflected in the aquarium's global collection of animals. You'll find Shedd in its own backyard monitoring invasive species around the Great Lakes basin, and across the globe supporting conservation research and citizen science programs.

- Shedd continued a partnership with **The Bahamas National Trust** and local NGOs to study ecosystem-wide impacts of overfishing on two economically significant species, queen conch and spiny lobster.
- Shedd continued participating in efforts to breed and restore critically endangered Caribbean corals, working with the **SCORE Foundation**, an international organization of coral conservation scientists.

- Shedd worked with the **National Oceanic and Atmospheric Administration**, **Alaska Department of Fish and Game**, professional colleagues and other aquariums to study the health status, distribution and movements of beluga whales in Bristol Bay, Alaska.

## There's an App for That

Shedd launched its first smartphone app, **iSeahorse Explore**, in conjunction with marine conservationists from the **University of British Columbia** and **Zoological Society of London**, as a tool for seahorse science and conservation.



## Celebrating Local Wildlife

Continuing its commitment to Great Lakes conservation and education, Shedd unveiled a new exhibit, **At Home on the Great Lakes**, that connects guests to the living world through hands-on learning and up-close encounters with more than 60 native and invasive species—including a new sturgeon touch experience.







# Education Innovator

Shedd Aquarium supports its mission of connecting people to the living world with a diverse agenda of learning experiences for a wide range of learners, including youth, teens, adults and families, and with resources for educators.

- Shedd welcomed 195,794 students through its doors; **136,349 of them attended free of charge**. This equates to nearly **\$1.5 million** that the aquarium subsidized to provide **free admission** to Illinois school groups.
- Shedd served **50,714 Chicago Public Schools (CPS) students** and **84,794 schoolchildren from throughout Illinois** through its free-admission policy.
- Shedd worked with schools and youth groups to offer **20,852 students** in-depth science and environmental programming both on and off site.
- Shedd's bus fund program, sponsored by Target, provided **280 buses** to economically disadvantaged **Chicago Public Schools** so students could connect with the animals and habitats they learn about in school.

- Through Shedd **STEM** (science, technology, engineering and mathematics) programs, 324 students and 30 Chicago-area teachers designed, built and operated 27 remotely operated vehicles (ROVs) to explore aquatic environments. The Underwater Robotics program is funded in part by Motorola Solutions Foundation.
- Shedd provided **64 teens** with the opportunity to gain work experience and engage our visitors through our teen work-study program.
- Shedd became part of the **HIVE Chicago Learning Network**, based at **DePaul University** and funded by the MacArthur Foundation, which helps youth-program coordinators collaborate on curricula to expand out-of-school learning opportunities.
- Shedd engaged **121 classrooms in 40 schools** throughout the region during the annual **Wreath-Cycled Classroom Challenge**, sponsored by the McDonald's Owner Operators of Chicagoland and Northwest Indiana.
- Forty teens with a passion for science or the environment participated in intensive research and leadership opportunities on **High School Lake Ecology** and **High School Marine Biology** trips.
- Shedd launched **Live from Behind the Scenes**, a virtual program that takes classrooms behind the scenes at the aquarium while students do real-time research on the subjects of the experience.



## Digital Learning

Shedd initiated a digital-badging program that reached 300 teachers in Illinois and beyond with a free online learning program about **Great Lakes environmental literacy**, science literacy and 21st-century skills.



## Teens Connect to STEM

In September, Shedd launched the **Teen Learning Lab**, located in the aquarium's Aquatic Education Center, providing more than 320 students a free collaborative space to develop critical-thinking skills while exploring environmental interests, conducting scientific research, creating multimedia products and participating in social media activities.





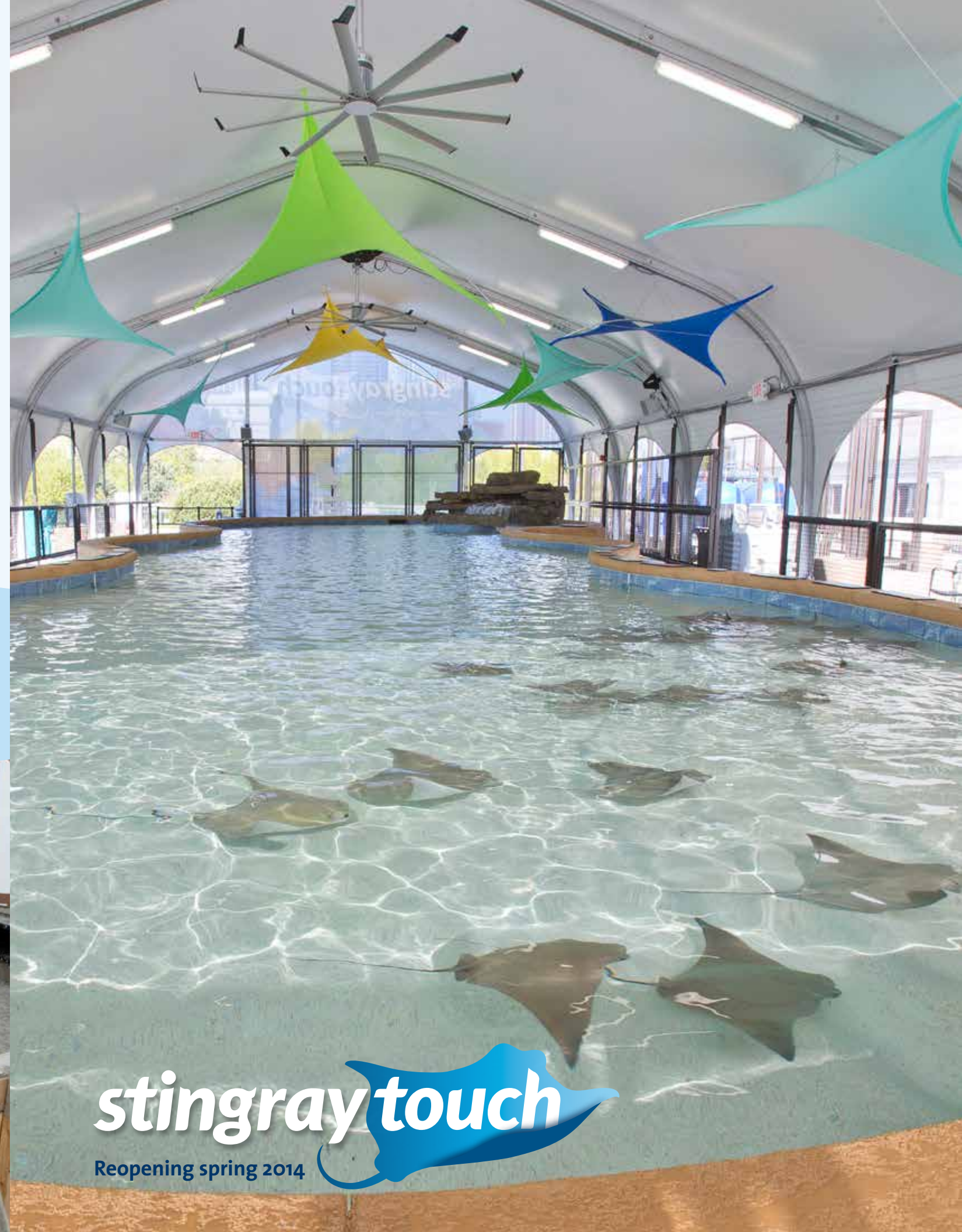
# Economic Contributor

Shedd is a living museum—and an employer, contractor, business leader and major tourist attraction. Through direct and indirect impacts, Shedd is a powerful source of economic activity in the city of Chicago.

- Approximately 82% of Shedd's **2.02 million** visitors came from beyond the city of Chicago, including 13% visiting internationally.
- Shedd employed **269 full-time** employees and 150 part-time and temporary employees, with a total payroll of \$19 million.
- Shedd's economic impact through employment, tourism and local spending in 2013 was **\$106.2 million**. Full-time jobs created and/or retained in the Chicago region equaled **3,190**. Local government revenue totaled **\$4.9 million**, with additional state government revenue of \$6.2 million. (Estimates based on Arts & Economic Prosperity calculator, Americans for the Arts.)
- Chicago welcomed **46 million visitors** in 2013, according to Choose Chicago.
- According to a study released by the **Association of Zoos and Aquariums (AZA)**, the cumulative economic impact of the 212 AZA-accredited zoos and aquariums in the United States includes \$13.2 billion in economic activity (contribution to GDP), \$4.4 billion in personal earnings (salaries and wages) and 132,015 jobs.
- **The American Alliance of Museums (AAM)** estimates that museums contribute more than \$21 billion annually to the U.S. economy. The country's estimated 17,500 museums employ more than 400,000 Americans.

## Creating Jobs

Shedd invested \$6 million in capital projects in 2013, creating an estimated 120 additional jobs. One such investment is the 80-foot-long and 22-foot-wide *Stingray Touch* habitat where guests are invited to reach in and touch a stingray.



**stingray touch**

Reopening spring 2014



## Our Mission:

**At Shedd Aquarium, animals connect you to the living world, inspiring you to make a difference.**



John G. Shedd Aquarium 1200 South Lake Shore Drive Chicago, Illinois 60605 [www.sheddaquarium.org](http://www.sheddaquarium.org)

