Every one of my 20 years at the John G. Shedd Aquarium has been inspiring, but few compare with 2014. We are extremely pleased and proud of the accomplishments achieved this year, thanks to the work we have done alongside the City of Chicago, State of Illinois, and federal and local governments. I’d like to share a snapshot of our incredible year, which could not have been possible without the support and collaboration of people like you.

Sincerely,

Ted A. Beattie
President/CEO
John G. Shedd Aquarium
2014 Highlights

**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**
1.8 million in 2014
Most-attended cultural attraction in Chicago for 18 of the last 24 years

**FUNDING**
Shedd Aquarium is a not-for-profit organization supported by earned revenue (77%), donations (16%) and the Chicago Park District (7%).

**ANNUAL BUDGET**
$56.02 million

**CHICAGO PARK DISTRICT FUNDING**
In 2014, Shedd Aquarium received $4.08 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)
- Abbott Oceanarium renovation: $79 million (2009)

**20TH anniversary of 4 AUSTRALIAN LUNGFISH**

**2,808 lbs.** of debris picked up from local beaches

**966 VOLUNTEERS**

**19,890** active Shedd Aquarium member households

**$102.1 MILLION** in local economic impact

**1 NEW EXTRAORDINARY EXPERIENCE**
Shark Feeding: Behind the Scenes in Wild Reef

**40 YEARS** of High School Marine Biology

**24,000 TICKETS DONATED** to community organizations

**1.8 MILLION** annual visitors

**442,944** guests entered with free general admission

**117,891** students attended free

**18 of the last 24 years** as Chicago’s most-attended cultural attraction

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

**1 RESCUED SOUTHERN SEA OTTER PUP**

**20 YEARS** of iguana research

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Saying Thank You
Illinois educators receive free admission, as do active-duty military personnel and Chicago police officers and firefighters.

Civic Leader
John G. Shedd wanted to give back to the city in which he had risen from stock boy to president of department store giant Marshall Field & Company. Because every great city in the United States and Europe had a fine aquarium, he decided that Chicago must have the biggest and best. To this day, with the support of more than 110 million guests, John G. Shedd’s vision remains true and the aquarium continues to be a leader in the aquarium and zoo community, creating meaningful connections between our guests and the living world.

Shedd Aquarium is one of the country’s oldest operating public aquariums. The Shedd Aquarium Society governs the aquarium. The Board of Trustees comprises 54 business and community leaders who are dedicated to maintaining the aquarium as one of Chicago’s leading education, conservation, research and cultural attractions. The board is led by 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.

Community Partner
Working closely with community organizations and benefiting from the generosity of guests, friends, corporate partners and foundations, Shedd is able to provide affordable access, support charitable causes and educate visitors, inspiring them to make a difference.

- Tickets donated by Shedd to the Greater Chicago Food Depository were distributed to underserved families that would otherwise not be able to visit the aquarium.
- Shedd offered 52 Community Discount/free days for all Illinois residents. 104,770 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.
- Shedd donated 14,560 tickets to community organizations, not-for-profits and government community-based programs throughout Chicago.
- Admission passes to Shedd can be found in every branch of the Chicago Public Library.
- Shedd provided educational outreach at various state and city festivals and programs.
- Through a grant from the Mazza Foundation, Shedd partnered with the Chicago Housing Authority (CHA) to bring 450 low-income seniors to Shedd, providing transportation, a continental breakfast and complimentary tickets, including the aquatic show.
- Through a collaboration with the Chicago Park District and Museums in the Park, Shedd participates in Park Voyagers, a program designed to provide Chicago youth with experiential educational enrichment in informal settings.
Government Collaborator

Shedd is honored to partner with the City of Chicago, State of Illinois, local and federal government representatives, and many others to carry out our mission and provide counsel on conservation initiatives, rescue and rehabilitation requests, and local wildlife and restoration needs.

- Mayor Rahm Emanuel and The Great Lakes St. Lawrence Cities Initiative hosted a water sustainability meeting and press conference at Shedd in response to the algae bloom crisis in Toledo. Gina McCarthy, United States Environmental Protection Agency (EPA) administrator and nearly 20 mayors from municipalities throughout the Great Lakes region joined the gathering to discuss what municipal actions are necessary for keeping the region’s water safe.

- The Council of Great Lakes Governors and the Premiers of Ontario and Quebec met at Shedd for their 2014 executive meeting to discuss progress and further steps needed to improve the region’s competitiveness and environmental resources.

- With the support of the Public Museum Capital Grants Program from the Illinois Department of Natural Resources-Illinois State Museum, Shedd renovated its rotunda skylight, bringing the 4,500-square-foot glass surface into the energy-efficient 21st century while preserving its historic Beaux-Arts appearance.

- A recognized leader in animal care and conservation, Shedd Aquarium welcomed a 5-week-old orphaned southern sea otter pup from the United States Fish and Wildlife (USFWS) as part of a collaborative partnership with Monterey Bay Aquarium.

Economic Contributor

Shedd Aquarium is home to 32,000 animals and is a leading tourist attraction. As an employer, contractor and business leader, Shedd is a powerful source of economic activity in the city of Chicago.

- Approximately 88% of Shedd’s 1.8 million guests came from beyond the Chicago area, including 12.32% international visitors from more than 150 countries and regions.

- Shedd employed 268 full-time employees and 227 part-time and temporary employees, with a total payroll of $19 million.

- Shedd’s economic impact through employment, tourism and local spending in 2014 was $502.1 million. Full-time jobs created and/or retained in the Chicago region totaled 3,091. Local government revenue totaled $4.6 million, with additional state government revenue of $5.6 million. (Estimates based on Arts & Economic Prosperity calculator, Americans for the Arts.)

Creating Jobs

Shedd invested more than $10 million in capital projects in 2014, creating an estimated 120 additional jobs.
Conservation Trailblazer

At Shedd, conservation begins inside the aquarium’s doors and extends around the world. As a responsible steward of the animals in its care, Shedd is committed to conserving species and ecosystems through research that increases knowledge, informs policy, enhances livelihoods and inspires the public to become environmental stewards.

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 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.

• Shedd continued participating in efforts to breed and restore critically endangered Caribbean corals, working with the SECORE Foundation, an international organization of coral conservation scientists.

• Shedd offered the first Professional Association of Diving Instructors (PADI) Seahorse Specialty scuba diving course in the United States, taught by Shedd and Project Seahorse. The new specialty teaches divers how to search for, identify and survey seahorses to contribute to local and global conservation efforts.

• Shedd began work focusing on the spawning aggregations of Nassau groupers to assist the Bahamas Department of Marine Resources to establish a science-based management plan for the endangered species.

• As a Shedd researcher met with the president of Guyana to discuss the progress of her arapaima research and participated in a two-day meeting to discuss revising the arapaima management plan in Guyana alongside Guyana’s North Rupununi District Development Board, Ministry of Agriculture, Environmental Protection Agency and Ministry of Amerindian Affairs.

SUSTAINABLE PRACTICES

Fueled by its Master Energy Roadmap, Shedd has made significant strides toward achieving its goal of becoming the country’s first smart aquarium.

• By working with data analytics systems to efficiently target updates and replacements, Shedd cut its energy use by 570,873 kWh in 2014.

• Shedd reduced its city and lake water use by 1.8 million gallons in 2014. Since 2007, Shedd has reduced water use by 28,115,630 gallons, a 49% reduction.

• In addition to recycling 17.7 tons of metal in 2014, Shedd diverted 84% of the waste generated in the rotunda construction project.

• Walgreen’s now delivers many common medicines to Shedd’s animal hospital, reducing on-site pharmaceutical inventory and waste by 25% and saving nearly $5,000 in the program’s first six months.

Sustainable Garden

Shedd donated 80 pounds of food from its sustainable gardens to the Pacific Garden Mission, a homeless shelter and rescue mission located in Chicago’s South Loop, and provided 8 pounds of hops to Chicago’s Revolution Brewery for partnership beer, Penguin Hops.

Shedd is one of the world’s leading authorities on critically endangered Bahamian rock iguanas, working for the last 20 years with the Bahamas government, local stakeholders and citizen scientists to protect iguanas while preserving economically important ecotourism.
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 is an invited member of the Great Lakes Advisory Board and an official Observer of the Great Lakes Commission.

• 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 create a statewide distribution map of threatened and endangered fishes that will help develop 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 continued its studies on recently undammed Duck Creek in Wisconsin to understand the impacts of dam removal on fish populations, working closely 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 Park Service to engage the public in stewardship and citizen science projects.

• Members of the Great Lakes Network, a coalition of nine U.S. and Canadian zoos, aquariums and science centers from around the Great Lakes basin, met in person twice in 2014 to further develop strong working relationships, to expand their understanding of current Great Lakes issues and to determine the group’s goals and action plan. Collectively, these nine organizations annually welcome more than 6.7 million visitors who learn about the Great Lakes through interactive exhibits, meaningful programs and environmental stewardship events.

• Shedd Aquarium commissioned a reassessment of the five largest commercial fisheries in the Great Lakes through Monterey Bay Aquarium Seafood Watch. Shedd also partnered with the University of Michigan, whose graduate students conducted the research that informed the updated assessments of these critical Great Lakes fisheries.

• Shedd’s senior Great Lakes staff traveled to Washington, D.C., to discuss high-priority environmental issues facing the Great Lakes as a part of Great Lakes Week.

• Shedd executives attended the Asian Carp Regional Coordinating Committee meeting in March and shared Shedd’s newly completed curriculum and video series, highlighting the aquarium’s role in educating the public and raising awareness about the most pressing invasive species issues facing the Great Lakes.

• Shedd and the University of Notre Dame Environmental Change Initiative began research on the conservation and management of crayfish, including invasive species like the rusty crayfish, in the Great Lakes, investigating habitat associations of native and introduced crayfishes, modeling the effects of climate change on these species and investigating their role in freshwater food webs.

• Alongside Southern Illinois University, Shedd expanded its conservation and research projects to include the study of mudpuppies in Lake Michigan along the Chicago lakefront to examine this threatened species’ population dynamics, feeding habits and contribution to ecosystem functions.

• More than 1,100 volunteers took part in Shedd’s Great Lakes Action Days (GLADs), removing more than 2,800 pounds of trash and recyclables from lakeshore habitats and planting more than 1,000 native grasses and wildflowers.
Education Innovator

Shedd’s educators are learning innovators, constantly developing engaging ways to change how you think, what you feel and what you do to protect aquatic life for future generations.

• The Teen Learning Lab enhanced its presence through strategic partnerships in 2014, including those with Hive Chicago, Field Museum, Adler Planetarium, After School Matters and True Star.
• 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.
• Shedd welcomed 177,891 students through its doors; 117,891 of them attended free of charge, including 40.937 Chicago Public Schools (CPS) students and 77,487 schoolchildren from throughout Illinois. This equates to nearly $1.5 million that the aquarium subsidized to provide free admission to Illinois school groups.
• Through Shedd’s STEM (science, technology, engineering and mathematics)-based Underwater Robotics Club program, 211 students within 26 Chicago-area clubs designed, built and operated remotely operated vehicles (ROV) to explore aquatic environments. The Underwater Robotics program is funded in part by Motorola Solutions Foundation.
• Shedd worked with schools and youth groups to offer 19,426 students in-depth science and environmental programming both on and off site.

Luna

In partnership with Good Morning America, and with the help of our members, Shedd Aquarium named its rescued southern sea otter pup Luna. Her name is derived from Half Moon Bay, the area close to where the pup was rescued, and reflects southern sea otters’ geographic range.
Our Mission:

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