



ANNUAL REPORT

2021



MISSION

Butterfly Pavilion exists to foster an appreciation of invertebrates by educating the public about the need to protect and care for threatened habitats globally, while conducting research for solutions in invertebrate conservation.



VISION

Butterfly Pavilion is the premier invertebrate education, research, and conservation institution in the world.

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LETTER FROM THE PRESIDENT



The past two years have been unlike any that came before them and were filled with the highest of highs and lowest of lows. In May of 2021, Coloradoans demonstrated a readiness to begin their post-COVID lives and turned out at Butterfly Pavilion in record numbers! Then, just as we were about to turn the page and welcome 2022, the Marshall wildfires wreaked more havoc on our already shaken community. With a moving truck ready in our parking lot in case we had to evacuate our animals, we watched the news coverage of the incredible loss suffered by our community, including some of our very own team. Reflecting on where we've been, these last two years have taught us a lot. First and foremost, they taught us new ways to care for and value our neighbors and our team, as well as the importance of putting people and their health first.

Up until 2020, life had been relatively easy at Butterfly Pavilion. We had never faced dilemmas where we had to make life-impacting choices. Truly tough choices. Such as layoffs versus furloughs, or masks versus no masks. Using science to guide us, we got very good at making these decisions-taking a balanced approach to our community's and team's needs. Learning to do more with less. Communicating with transparency and

authenticity. It felt like an awakening. And it resonated as our neighbors, partners, and donors continued to rally around our efforts in very meaningful ways.

Following this formula of "what counts," we were able to elevate our efforts to effect change in the most significant ways.

Around Butterfly Pavilion, we've long believed in Collaborative Conservation—the idea that we can't save the natural world alone, and that it's going to take the support of our community as well as academia and industry. Together, we can solve the biggest problems. In 2021, we made significant headway alongside our community, industry, and academic partners.

- In 2021, the community was ready for a Butterfly Pavilion comeback, and come back we did—stronger than ever, ending the year with record-breaking attendance. Our exceptional financial performance during this very difficult time allowed us to commit new resources to our team, and continue to enhance our important global conservation initiatives, educational programming, and improved visitor experience.
- Our partners and the community made it possible for our 2021 Emerge Gala for the Capital Campaign to be the

most successful Butterfly Pavilion fundraising event to date. The event secured a guest speaker, Pulitzer Prize-winning author Elizabeth Kolbert, who shares our enthusiasm for conservation and helped connect the global invertebrate crisis to our worldwide conservation work.

- Our industry partners in real estate development and energy exploration—McWHINNEY, Craft Companies, Great Western Oil & Gas, and McGregor Square—embraced our groundbreaking Pollinator District model to do their work in a more ecologically-friendly way.
- In academia, Colorado State University (CSU) and Butterfly Pavilion continue to partner to advance undergraduate and graduate student development here at the Pavilion. At the same time, we're working together to assess the baseline health of habitats in and around the three buildings CSU is constructing for its new Spur campus along the South Platte River in Denver Metro, which forms part of the National Western Stock Show site. By studying and supporting the transformation of this area, we can demonstrate together how habitat restoration of urban Colorado habitat can benefit our native wildlife, especially pollinators.

In 2020, as we focused on operating through the pandemic, we had to pause fundraising for our new, 81,000-square-foot, state-of-the-art zoological and educational center in Broomfield, Colorado. In 2021, we began to reengage the community with our Capital Campaign and their response has been extremely positive. The community is again gaining a better understanding of the impact Butterfly Pavilion has on our local and global communities, and that this conservation and education will grow and flourish at our new facility in Broomfield. As Butterfly Pavilion leads the way in invertebrate research, conservation, education, and exploration, we are



excited to be reengaging our community and look forward to connecting with ALL people who share our vision for a healthier and sustainable natural world.

Thank you for standing beside us over the past year through the ups and the downs. We greatly appreciate your continued support as we look forward to writing a new chapter of health and prosperity for all of us, as well as for the tiny giants on which our world depends.

Patrick Tennyson
President & CEO



Since Butterfly Pavilion opened its doors in 1995, we have welcomed more than five million visitors. Our guests include local neighbors and tourists from throughout Colorado, the United States, and the world. Butterfly Pavilion has become one of the top 10 cultural and scientific attractions in the Denver metro area. Beyond Colorado, our global conservation efforts reach from Tanzania and Sumatra to Saudi Arabia and Mongolia. With decades of incredible community support, we find ourselves on the verge of monumental growth—ready to transform and amplify into a world-class, educational space and expanded research facility in Broomfield.

Through an innovative partnership with the City and County of Broomfield and McWHINNEY, a Denver-based real estate investment and development company, Butterfly Pavilion will anchor the new Baseline development located at the intersection of I-25 and Highway 7. In 2025, we will open our new 81,000-square-foot facility that will become the global hub for invertebrate research, education, and conservation. This is all made possible through local and national support of Butterfly Pavilion’s *Emerge* capital campaign, including a \$13 million commitment from the City and County of Broomfield and a



donation of eight acres of land by McWHINNEY for this new building. *Emerge* is a \$55 million fundraising effort to support a state-of-the-art educational and research facility. To achieve this ambitious goal, we are looking to our current supporters and partners, as well as to new audiences, for financial support. The new Butterfly Pavilion will be a destination for the discovery, exploration, celebration, and conservation of invertebrates to foster education, activate environmental stewardship, and further fuel our global conservation efforts.

With support from the Colorado community, philanthropists, and business and environmental industries, Butterfly Pavilion’s *Emerge* campaign had an exciting year. We received a groundswell of support at our October 1, 2021 gala. We held our annual gala at The Establishment in Westminster and welcomed more than 240 guests to support and celebrate Butterfly Pavilion’s largest endeavor to date. We exceeded our goals of both heightening awareness and raising funding for our capital project, while engaging guests in a journey through invertebrate conservation. Pulitzer-Prize-winning author Elizabeth Kolbert spoke eloquently and expertly about the connection between the global insect crisis, the importance of



invertebrates, and the value of creating a global center for conservation, research, and education.

Beyond delighting guests with our special keynote speaker, the celebratory evening provided opportunities to debut the conceptual designs for the new Butterfly Pavilion, immerse guests in a special indoor live butterfly display, provide the opportunity to hold Rosie the tarantula, the famous Butterfly Pavilion Ambassador, and participate in a silent auction. That evening, we raised over \$350,000 for Butterfly Pavilion with more than \$100,000 of funds raised designated for the new Butterfly Pavilion. The success of our gala is measured not only by the amount of money raised, but in building community engagement and educating our guests on the vital role invertebrates play in a healthy planet.

The energy and excitement of the evening demonstrated the interest and need for a place to celebrate and conserve all the tiny creatures that are so critical to our future.

Building on the momentum of the gala, we shared our vision for our new facility with more than 500 community members through special *Emerge* campaign events and community outreach. We also launched an engaging new suite of campaign materials and a beautiful new *Emerge* website at emerge.butterflies.org, designed to inspire philanthropy. We wrapped up 2021 with master planning sessions for our internal team to capture inspiring and innovative ideas for Butterfly Pavilion’s future. Thanks to the support of our donors who share our vision for the future of invertebrate conservation and education, we see a clear path forward with *Emerge*.

The *Emerge* campaign invites anyone who shares our passion to become a donor and join us on this journey to achieve this monumental goal.



ANIMAL CARE

Though invertebrates comprise 97% of all animal species, they are underutilized and underrepresented in most Association of Zoos & Aquariums (AZA) facilities. This oversight has limited the public's ability to connect with and appreciate this critical group of foundational animals. As the first AZA-accredited stand-alone invertebrate zoo, Butterfly Pavilion strives to ensure that our guests are able to experience the breathtaking diversity and beauty of as many invertebrate species as possible. In 2021, the animal care team cared for over 38,415 individual animals representing 275 species across the aquatic, terrestrial, and butterfly animal collections. By displaying and caring for this wide range of species, we not only serve as leaders in invertebrate exhibition, but also in the husbandry of these animals. Our insights and experience have allowed Butterfly Pavilion to act as a resource to other AZA institutions, pushing for better care and welfare within our own facility and beyond.

One 2021 goal for the terrestrial invertebrate collection was to increase and elevate our sustainable breeding efforts. Breeding under human care allows us to display beautiful animals while limiting the impact to wild populations. 2021



breeding successes included giraffe stag beetles, jade-headed buffalo beetles, and giant African millipedes. Butterfly Pavilion also sent surplus animals to eight institutions to support their animal collections. By having readily available animals for other zoos to utilize, we are increasing the accessibility of invertebrates and the likelihood that other institutions will be willing to display these unique species.

In 2021, Butterfly Pavilion released nearly 30,000 butterflies into our rainforest conservatory, Wings of the Tropics, spending more than \$62,000 to directly support sustainable butterfly farming and conservation practices in tropics around the world. Our butterfly longevity study, launched in 2020 to collect data on the lifespan of our butterflies, has helped us better understand each species' care needs and how to provide them with the best possible life under human care. The study's longest-living species has been a magnificent owl butterfly that lived for more than six months; for comparison, the average lifespan of a wild owl butterfly is seven weeks. This evidence that our care practices can significantly extend an animal's lifespan allows us to share our practices with other butterfly houses across the country with confidence that they're supported by data.

Butterfly Pavilion made great strides in the aquatic animal collection with the husbandry of coral in the AZA-Florida Reef Tract Rescue Project (FRTRP). The AZA-FRTRP is a unique collaborative conservation project that combines the resources of the Florida Fish and Wildlife Conservation Commission with the animal care expertise of 21 AZA-accredited facilities across the country. In 2021, we entered our second year of caring



for more than 10 coral species and had several successes. An individual colony of mountainous star coral produced an offspring in February that tripled in size by the end of 2021. Collectively, we saw the FRTRP coral in the aquatics collection add 2,380 cm² of surface area across 19 individuals within our first year of holding coral. These corals will one day be used as parent colonies to support reintroduction efforts to replenish disease-ravaged reefs in the wild. Without these reef habitats, the Florida coast would become diminished, losing not only 20 of its existing 45 coral species but also a wide range of charismatic vertebrates.

GLOBAL CONSERVATION

Butterfly Pavilion is the first Association of Zoos and Aquariums (AZA)-accredited, non-profit, stand-alone invertebrate zoo in the world and a leader in invertebrate research, education, and conservation efforts. Our invertebrate zoo is more than our exhibits. Butterfly Pavilion is also a hub that fuels a variety of global conservation efforts.

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In 2021, Butterfly Pavilion received butterflies from 11 different suppliers from around the world. By working with these businesses, Butterfly Pavilion is supporting farming practices that preserve the rainforest and the animals that call it home, while contributing to the livelihoods of farmers and their families globally.

Global Conservation – Colorado

A. Colorado Butterfly Monitoring Network

Butterflies are not only spectacular, they have an important role to play in our ecosystems as pollinators and indicator species. The Colorado Butterfly Monitoring Network (CBMN) is a long-term research project, led by Butterfly Pavilion, which harnesses the power of volunteers to conserve Colorado’s flying jewels. Monitoring butterflies helps gauge the health of Colorado’s native plant and animal communities. Consistent butterfly monitoring can lead to effective conservation plans that protect against loss of biodiversity and habitat. In 2021, CBMN’s 9th year of butterfly

The Colorado Butterfly Monitoring Network (CBMN) in 2021:

61	502	17,588	180%
active monitors	surveys conducted	individual butterflies logged	increase in monarch sightings

monitoring, the program involved 61 active monitors conducting 502 surveys. These surveys logged 17,588 individual butterflies, with a 180% increase of monarch butterfly sightings throughout Colorado. Reporting suggests that 2021 was the best year of the past decade for monarch butterflies in the state, which is consistent with increased monarch sightings across North America this past year. In addition to informing our understanding of native butterfly communities, CBMN turns community members into active stakeholders of local conservation.



Global Conservation – Colorado

B. Dragonfly Breeding

Dragonflies are indicators of ecological health and are vital to keep Colorado’s rivers, streams, and ponds healthy. They spend the first few years of their lives as aquatic nymphs, relying on healthy water systems and food chains for survival. Losses in dragonflies indicate issues like water pollution and habitat loss that may be difficult to see immediately through other wildlife. When dragonfly populations suffer it negatively impacts all the other species in the food web, with repercussions seen across an entire ecosystem. As Colorado is continually developing, we are losing healthy wetland habitats which house these important invertebrates. By proactively studying the lifecycles and environmental needs of dragonflies under human care, we can better understand how to conserve wetlands and preserve imperiled species in the wild. Although a few organizations breed adult dragonflies under human care, none in the United States have been able to maintain these animals through their entire breeding cycle. Butterfly Pavilion has elevated and advanced this work by hatching eggs from wild mountain emerald dragonflies. In 2021, some of these larvae successfully emerged into adults after spending four years as larvae under human care at Butterfly Pavilion. We continue to obtain mountain emerald dragonfly eggs to rear in this program. In 2021, we acquired a new water system to cycle freshwater through holding containers for our dragonfly larvae population. The grant that supported our work in 2021 was through the Boulder County Parks and Open Space Small GrantsProgram The next step will be to nurture dragonflies in human care through their entire breeding cycle, informing the future of invertebrate husbandry and efforts to reintroduce native species into the wild.

Global Conservation – Colorado

C. Firefly Breeding

Watching fireflies is a beloved childhood memory for people around the world. These flashing bugs are indicators of pristine wetland habitat conditions, and they play important ecological roles as predators of snails and earthworms and as prey for birds, reptiles, and amphibians. Fourteen

14 North American species of fireflies are threatened with extinction.

species of fireflies in North America are threatened with extinction, and one species was petitioned for emergency Endangered Species Act listing in 2019. The imperiled status of wild firefly populations makes understanding their environmental needs for survival a pressing topic. Breeding fireflies under human care in the US has only been intermittently accomplished in academic settings. In 2021, Butterfly Pavilion continued our project to study, breed, and raise these animals under human care to develop industry best practices, determine their potential for display in outdoor zoo exhibits, and gain insight to inform future efforts to reintroduce native firefly species into the wild. As their native wetland habitats continue to be lost due to development and to light and water pollution, it is important that we continue to study what fireflies need to survive and reproduce in both lab settings and natural habitats. Last year, we continued to study how over-wintering firefly larvae at different temperatures affects their transformation from larvae to pupae.



Global Conservation – Colorado

D. Tarantula Ecology

Native tarantulas are important predators that regulate populations of invertebrates such as insects, scorpions, and centipedes. Their abandoned burrows provide shelter for other invertebrates, and they serve as an important food source for parasitic wasp larvae which later develop into important pollinators in the prairie ecosystem. The presence of tarantulas in our open prairies may be an indication of a healthy prairie ecosystem with good soil and vegetation for arthropod populations. In 2021, Butterfly



Pavilion, in coordination with Colorado State University and the Southern Plains Land Trust, began a study on burrow site selection by Oklahoma Brown Tarantulas in southeastern Colorado. This study examines the influence of soil characteristics, vegetation, and livestock grazing on the location and density of tarantula burrows. We will analyze this information to inform conservation efforts for grassland prairie habitat and its associated invertebrate communities in Colorado.



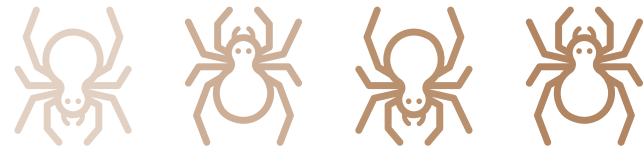


Global Conservation – Colorado

E. Tarantula Breeding

Several species of tarantula are threatened in the wild, primarily due to habitat destruction and exploitation for the pet trade. In response to this threat to wild populations, Butterfly Pavilion has been conducting research and creating protocols for breeding tarantulas under human care since 2010 to ensure the survival of these species.

Ensure the
continuation
of the species



In 2021, Butterfly Pavilion continued its leadership of the AZA SWARM (Safety Web for Arthropod Reproductive Management) for the Chilean rose-hair tarantula. We also successfully bred pink-toed and Chaco golden-knee tarantulas as a participant in those SWARMs. Finally, Butterfly Pavilion contributed to the care of several individuals in the Gooty Sapphire Ornamental Tarantula Species Survival Plan. By studying the conditions needed to breed different tarantula species, we not only ensure the continuation of those species, but also predict which environmental factors must be protected in their wild habitats for the continuation of healthy, wild populations.

Global Conservation – Colorado

F. Florida Reef Tract Rescue Project

Coral reefs are among the most endangered ecosystems on earth. Since the 1950s, the oceans have lost around half of their coral due to pressures such as warming temperatures, ocean acidification, and contamination. In 2020, Butterfly Pavilion joined several AZA facilities in the ambitious Florida Reef Tract

Crucial Ecological Roles

- Shelter for fish and invertebrates
- Regulators of carbon dioxide
- Protection of shorelines
- Natural water filters

Rescue Project (FRTRP). The project seeks to protect imperiled representatives of several coral species under human care until we can stop or mitigate the ongoing loss of corals in Florida’s reef tract due to Stony Coral Tissue Loss Disease. The cause of this deadly disease remains poorly understood, but research is underway in the hopes we can eventually reintroduce these corals back into the wild to resume their crucial ecological roles as shelter for fish and other aquatic invertebrates, protection for shorelines against erosion, natural water filters, and regulators of carbon dioxide in our oceans.



Global Conservation – Colorado

G. Urban Prairies Project

Over the last century, Colorado’s incredible short grass prairie ecosystem has declined to less than one fifth of its original area. With this reduction, we’ve witnessed a staggering loss of ecosystem services that benefit both humans and wildlife alike. In addition to causing a decline in important species that sustain the food web, sequester carbon, and provide resilience to climate change, urbanization has loosened connection with and access to nature for one of our most impactful species: humans. The Urban Prairies Project (UPP)—a collaboration between Butterfly Pavilion, City and County of Broomfield, City of Westminster, Broomfield Open Space Foundation, and Denver Botanic Gardens—works to restore suburban and urban spaces across the Front Range and plains of Colorado and engage with surrounding communities for truly sustainable change.

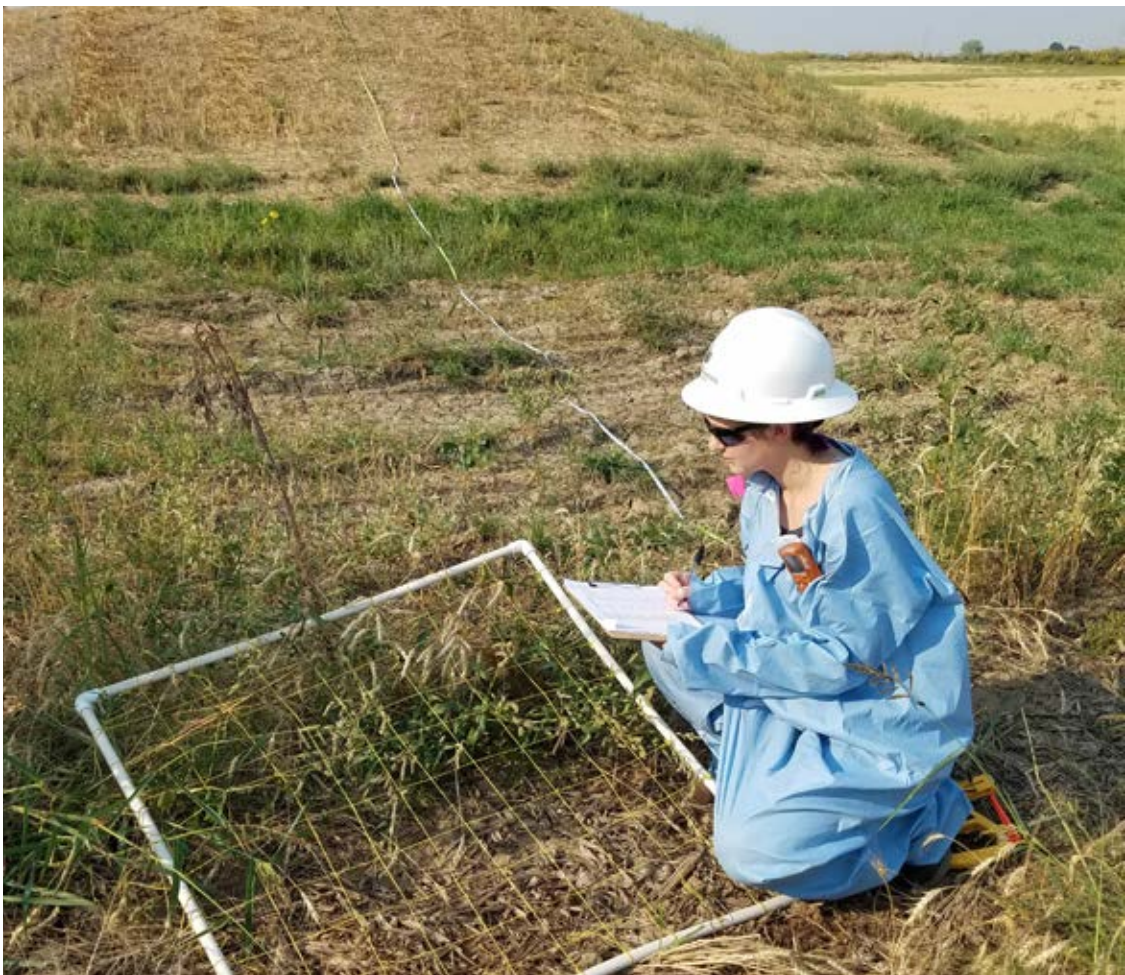
In 2021, UPP continued partnerships with municipalities and open space departments—including Boulder County, Brighton, Broomfield, and Westminster—to complete revegetation projects, invasive species mitigation efforts, and species and space health monitoring programs. UPP also resumed training for members of the community to become Restoration Master Volunteers who contribute to these same projects and become empowered to spur new work that is meaningful to them. As human expansion remains on the horizon for the foreseeable future, a healthy relationship with and educated understanding of natural spaces will be key in ensuring important ecosystem services remain viable.



Collaborative Conservation – Colorado

H. Oil & Gas Habitat Restoration

By restoring industrial landscapes to a greater degree of biodiversity, Butterfly Pavilion improves ecosystem function and quality of life for communities adjacent to extractive enterprises. Oil and gas companies have an interest in restoring their work sites after completion to not only their natural pre-development state, but also to improve the sites beyond their previous status. Butterfly Pavilion partners with these companies to inform restoration actions so the habitat is restored to a native and diverse invertebrate-friendly state that is vital for our important native pollinators. This process involves studying the composition of existing invertebrate and vegetation communities at each site, then offering our expertise to guide appropriate habitat restoration. We also study the populations that are present after restoration to ensure a positive impact is being made through restoration of our natural Colorado invertebrate and vegetation communities. In 2021, Butterfly Pavilion continued work on restoring sites for Great Western Oil & Gas along the Front Range of Colorado. We conducted a second year of assessing sites to determine the current flora and invertebrate fauna on locations slated for restoration. Future work will focus on restoring the vegetation of these sites to provide habitat for native pollinators, and we will continue to monitor the sites to measure the impact of our restoration work.



Butterfly Pavilion partners with companies to inform restoration actions so the habitat is restored into native and diverse invertebrate-friendly habitat, especially for our important native pollinators.

Global Conservation – Colorado

I. CSU Spur Campus at National Western Complex BioBlitz

Butterfly Pavilion works with Colorado State University (CSU) to conduct an annual rapid biological assessment—called a bioblitz—of their Spur Campus at the National Western Complex in Denver. This site is undergoing massive renovation and will include a satellite CSU campus with landscaping devoted to water conservation and pollinator habitat. CSU is monitoring the impact of these changes on the area’s flora and fauna, including invertebrates. In 2021, Butterfly Pavilion worked with students from Front Range Community College to conduct the third bioblitz of the terrestrial and aquatic invertebrates in the area. By studying the transformation of this area, we can understand how habitat restoration of urban Colorado habitat can benefit our native invertebrates, especially pollinators.



Global Conservation – North America

J. AZA SAFE North American Monarchs Program

With their vibrant colors and awe-inspiring migratory journeys, monarch butterflies are a treasured species and celebrated cultural symbol. Despite this, significant threats continue to push the migratory monarch populations closer to extinction. AZA’s Saving Animals from Extinction (SAFE) is a program for invertebrate species of concern, including the monarch butterfly. The AZA SAFE North American Monarch Program connects over 75 organizational

The AZA SAFE North American Monarch Program connects over 75 organizational members including zoos, aquariums, and museums to fuel conservation and outreach efforts centered around the monarch.

members—including zoos, aquariums, and museums—to fuel conservation and outreach efforts centered around the monarch butterfly. In 2021, Butterfly Pavilion led these efforts as a member of the Monarch SAFE steering committee, where decision-making for best conservation practices happens. The committee coordinates activities among the continually growing list of more than 200 active AZA member organizations. These efforts include working to mitigate threats like habitat loss, pesticide use, and climate change, and to increase pollinator habitat, outreach, and species visibility. This strategic program safeguards monarchs by catalyzing pollinator conservation measures that are urgently needed across the country to preserve a future for the monarch and the countless ecosystem services it provides.



Global Conservation – California, Humboldt County

K. Effects of Dune Restoration on Pollinators

Exotic plants, especially European beach grass and ice plants, have taken over dunes in northern California and elsewhere, displacing native ecosystems and changing the dynamics of dune systems. These invasive plants choke out native plant species which provide a diversity of floral food for native invertebrates. This leaves behind a food desert with little variety to feed invertebrates, especially the iconic pollinators of the Pacific Northwest including bumble bees. This means that invertebrate diversity is reduced, causing cascading effects to the ecosystem as their roles as food, decomposers, predators, and pollinators are lost. The US Bureau of Land Management (BLM), US Fish and Wildlife Service, and Friends



Due to our expertise in invertebrate studies, BLM chose Butterfly Pavilion to conduct a study in 2018 to understand the impacts of these dune restoration efforts on invertebrates & pollinators.

of the Dunes have been working to restore native communities to these ecological systems. Due to our expertise in invertebrate studies, BLM chose Butterfly Pavilion to conduct a study in 2018 to understand the impacts of these dune restoration efforts on invertebrates, especially pollinators. We continued this study in 2021, conducting three field excursions to our study sites to compare invertebrate communities on restored and unrestored dune sites, and to compare the populations in 2021 with those surveyed in 2018. Early results suggest that restored sand dunes support a significantly higher abundance of pollinators than unrestored sand dunes. We are analyzing the data now, but early results suggest that restored sand dunes support a significantly higher abundance of pollinators than unrestored sand dunes.

Global Conservation – Sumatra, Indonesia

L. Butterfly Farming

The Indonesian island of Sumatra is one of the most biodiverse regions in the world, home to critically endangered animals like the Sumatran rhinoceros, and Sumatran tiger, along with thousands of other unique species. Money generated from Butterfly Farming will go to support conservation efforts for all species in the Leuser ecosystem, including Sumatran rhinos. In the past two decades, Sumatra has lost about 12 million hectares of forest cover, a loss of nearly 50%. The island’s treasures, including the rare and majestic birdwing butterflies, have been victims of illegal poaching and an illegal wildlife trade that has decimated their already vulnerable populations. Considering these challenges, Butterfly Pavilion and the conservation organization Wildlife Protection Solutions are working to build a sustainable butterfly farm in Sumatra to create a legitimate source of butterflies for use as powerful ambassador animals in educational exhibits like Butterfly Pavilion’s Wings of the Tropics conservatory. Butterfly farming is a sustainable wildlife-based economy



In the past two decades, Sumatra has lost about 12 million hectares of forest cover, a loss of nearly 50%.

that creates development opportunities for the local community while promoting coexistence with the natural environment by creating an economic incentive for the protection of natural resources. This leads to increasing conservation advocacy in the region that further protects the ecosystem. Profits of the project will go into habitat restoration to boost native invertebrate populations including birdwing butterflies, as well as land protection that will help the critically endangered fauna of the region. In 2021, we completed construction of the new butterfly flight house in Sumatra to begin breeding operations and native plant growth.

Global Conservation – Mongolia

M. Parnassius Butterfly Conservation

More than simply beautiful, butterflies play an important role in the ecosystems they inhabit. Important pollinators for many plant species, butterflies also serve as the proverbial “canary in the coal mine” by indicating the health of the environment. Their loss means something is wrong. Five species of Parnassius butterflies in Mongolia are listed as “Endangered” or “Threatened” due to habitat loss and over-harvesting by collectors who trade them much like postage stamp collectors.

5 species of Parnassius butterflies in Mongolia are listed as either “Endangered” or “Threatened.”

The five imperiled species in Mongolia remain poorly understood and little studied. To address this challenge, Butterfly Pavilion is working closely with the Mongolian Academy of Sciences in a research and conservation effort to understand the ecology and population dynamics of these threatened species of butterflies. This work will help us engage in conservation actions. In 2021, we conducted additional fieldwork on habitat associations and the distribution of these species. Over the long-term we hope to stop population declines and improve prospects for the recovery of these species. In 2020, Rich Reading, Director for Research and Conservation, received the Order of the Polar Star Award in Mongolia, the highest honor given to a non-Mongolian, for this work on conservation in the country.



Global Conservation – Tanzania

N. Bees for Elephants

As human populations develop in Africa and Asia, they are increasingly moving into wild habitat in search of more space for homes and cropland. This expansion means that people are increasingly sharing space with elephants that have historically used these areas to move and forage, especially in transition zones between developed and conserved habitat outside of national parks. This proximity can erupt into tensions when elephants move through communities, raiding crops and water stores and putting people’s lives and livelihoods at risk. This creates negative sentiments towards elephant conservation and can even lead to physical retaliation against elephants by local communities. A method for deterring human/elephant conflict



called beehive fencing has become popular in sub-Saharan Africa due to its sustainability. Beehive fencing uses hanging hives that are connected by wire to deter elephants and protect homes and crops from elephant intrusions. Elephants have a documented fear of bees and will communicate hive locations to their herd. When an elephant contacts a connecting wire, the hive is disturbed and bees emerge to defend the hive, causing the elephant to retreat. The honey and wax produced from beekeeping provide a supplemental income for communities. Butterfly Pavilion supports this method of using native African pollinators–honeybees–to solve human/wildlife conflict. In 2021, Butterfly Pavilion began working with a new partner, the Tanzanian Elephant Foundation, to plan and fundraise for the construction of a beehive fence near Mkomazi National Park in northern Tanzania that will help protect the Kisiwani community from elephant crop raids.

HORTICULTURE HEALTH



Butterfly Pavilion Horticulture Elevates the Profile of Pollinators

While Butterfly Pavilion’s mission focuses on invertebrates and their conservation, the role of the horticulture department is to show the importance habitat plays in these animals’ survival by providing a model of healthy, biodiverse habitats and working to conserve them. Butterfly Pavilion horticulturists not only manage invertebrate habitats at our zoo, but they also work throughout the Colorado Front Range to create connected and complex habitats for native pollinators and other wildlife. By doing this, the horticulture team elevates the potential of landscapes we regularly take for granted. We strive to make street medians bloom with color and once-degraded trails welcome monarch migration. With 40% of North American pollinator species in peril of extinction, we must act now to protect the food we eat and the landscapes we love. Butterfly Pavilion’s horticulture programs confirm that every place and everyone can play a role in conserving pollinators and their habitats.



Education and outreach

For the past 20 years, Butterfly Pavilion horticulturists have taught educators and learners to create pollinator-friendly schoolyard plantings. This year, we collaborated with Graland Country Day School 2nd graders to design and install a pollinator garden on their campus. We also served as subject matter experts in the Summer STEM Institute, helping to teach local educators about pollinators and their habitat needs.

Collaborating with Graland Country Day School 2nd graders to design and install a pollinator garden on their campus.

Pollinator-friendly communities

Butterfly Pavilion created the Pollinator District program in 2019 to collaborate with communities in the creation of better habitat for pollinators. A Pollinator District is a community that is committed to conserving and improving habitat for pollinators in all aspect of operations. It engages all the people who live, work, and play there in this vital work; community members are essential resources who become community scientists, beekeepers, gardeners, and stewards of the land. Our horticulture team is collaborating with the Manitou

Pollinators and the City of Manitou Springs to create a city-wide Pollinator District. To achieve this lofty goal, Butterfly Pavilion shares our expertise to support schools, plant nurseries, and the parks department in their pollinator projects. We also are working with the City of Boulder to create eco-corridors that support biodiversity and climate resilience. To ensure the long-term flourishing of these corridors, Butterfly Pavilion horticulturists have created the Pollinator Advocate volunteer program, which cultivates neighborhood expertise to promote pollinator habitat on urban private property.



Collaborative Conservation

For pollinators and people to have the healthy habitats they need, industry must lift its share of the load. Butterfly Pavilion horticulturists consult with local developers and other industries to raise the bar when it comes to land management. By restoring pollinator habitat, we can transform plugged well sites into prairies that improve quality of life for surrounding communities. Butterfly Pavilion guides developments in native landscape design, connecting their residents with nature while saving water and other resources. In 2021, Butterfly Pavilion expanded its professional services to earn revenue to Butterfly Pavilion projects, while improving pollinator habitat throughout the Front Range. In 2021, our team worked with partners including Craft Companies, Great Western Oil and Gas, McGregor Square, and Monarch Casino.



EDUCATION AND COMMUNITY ENGAGEMENT

In 2021, Butterfly Pavilion embarked on an exciting exploration of our programs and exhibits to elevate our education and community programming through identifying the specific learning outcomes that best meet Butterfly Pavilion’s mission and vision. We have developed a Learning Framework, by which we can measure Butterfly Pavilion programming and clearly identify the messages and methodology behind educational activities. With this framework we can better guide programming, while more effectively describing what we teach and how it aligns with current educational trends. Our Learning Framework ensures that we are not only able to continue our history of providing meaningful community engagement and powerful STEM education through invertebrate exploration, but also elevate it to the future and meet the changing needs of education.

Through innovative distance learning, school day programs, and out-of-school experiences we support young learners throughout the day both in Colorado and beyond. With grants, scholarships, and participation in initiatives such as Great Outdoors Colorado (GOCO), we serve a wide array of learners and truly engage young guests in authentic,

12,111

school-aged learners served with curriculum-aligned content

51,464

online viewers reached through distance learning programs

4,690

scholarships awarded to underserved students

901

adults &

902

youth served onsite through

181

community programs

6,813

member households connected with year-round invertebrate education and entertainment

69,654

adults & youth served offsite – in person and virtually – through community programs and speaking engagements

3,210

kids engaged through

89

hands-on day camps



hands-on, and one-of-a-kind opportunities. These experiences are mirrored in programming offered for learners of all ages through our Community Programs which also includes programming for youth such as out-of-school day camps, families through our Family Nature Club, and adults with highly engaging events like Beekeeping Bootcamp



or our incredibly popular Valentine’s Sunset Stroll. With this model, we can inspire all learners, regardless of age, to be aware of and empathize with invertebrates and encourage them to take action towards invertebrate conservation and stewardship. Through our programs, we have empowered thousands of people to shift their habits and mindsets to help support invertebrate conservation.



Community Programs

In 2021, Butterfly Pavilion reengaged our community program initiatives, continuing our commitment to inspire people of all ages. Programs like Rainforest Yoga, Tripod Photography, and our Halloween evening Flashlight Tours provided unique opportunities for our community to connect with invertebrates and appreciate the need to advocate for their conservation and protection. In 2021, we renewed our connection with community partners such as Girl Scouts and Scouts BSA, providing Butterfly Pavilion new opportunities at community events throughout the region, while expanding our reach and education efforts with new audiences for our organization.



In 2021, with the return to in-person programming, the activities in which learners participated had a renewed focus on sustainability initiatives in addition to conservation, nature, and invertebrates.

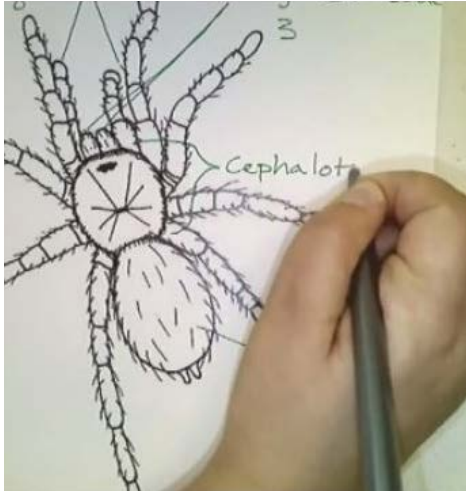
Great Outdoors Colorado

In partnership with Great Outdoors Colorado (GOCO), which invests a portion of Colorado Lottery proceeds to help preserve and enhance the state’s parks, trails, wildlife, rivers, and open spaces-and the City of Westminster, Butterfly Pavilion was awarded a five-year grant to support nature-based, after-school programs for underserved youth in Westminster schools. In 2021, with the return to in-person programming, the activities in which learners participated had a renewed focus on sustainability initiatives in addition to conservation, nature, and invertebrates. Participating in the program has developed a sense of stewardship amongst the participants through activities like community clean-ups, engaging not only students but also their families. We’ve been able to see the impact of these programs in real time during the GOCO afterschool clubs in which students have begun to set aside time to clean up their playground and have so far spent an aggregate of seven hours working to create a safe and clean place for themselves and their classmates to play.



Distance Learning

In 2021, Distance Learning continued to be successful, especially with a heightened familiarity with online programming in a new hybrid-centric world. Butterfly Pavilion grew its programs and curriculum to reach and educate both classrooms of students and individuals worldwide. Distance Learning programs have been carefully designed to elevate the possibilities for virtual learning by actively engaging learners with innovative web tools such as Jamboard and Nearpod that make the distance seem to vanish. Through partnerships with some remarkable organizations such as Varsity Tutors, an online learning platform that supports academic achievement through tutoring and engaging classes, Butterfly Pavilion has conducted programming with more than 1,000 participants in nearly every state and some Canadian provinces, all eager to learn about the amazing invertebrates around the world.



The Return of Rosie

After a brief hiatus due to the pandemic, 2021 saw the return of guest interactions with Rosie, our Chilean rose hair tarantulan. Rosie is an important “ambassador” animal which guests can hold, helping many face their fears, preconceptions, and misconceptions about invertebrates, while acting as an important entry-point for learning about and appreciating invertebrate conservation and protection.

Each year more than 26,000 people hold Rosie and the experience is one that can be transformative, bringing guests from a place of fear to understanding in one interaction. By walking across a hand, Rosie helps guest build deep and personal connections with the invertebrate world, and ultimately may inspire them to share their experience and learnings with others.



Each year more than 26,000 people hold Rosie.

EVENTS AND VISITOR EXPERIENCE

Butterfly Pavilion is committed to providing unique and educational experiences throughout the year for Colorado residents and visitors from around the world. Butterfly Pavilion started out 2021 with lower-than-normal attendance due to COVID-19 restrictions, but once restrictions were lifted, we rebounded in May and saw historically higher general admission for most months through the end of the year.

We understood that people were being more selective of where they spent time out of their homes, particularly when they were considering visiting a popular local attraction. So, in addition to our engaging and enlightening animal exhibits, we brought back long-standing traditions and created new events to provide fun, immersive, and educational interactions that our guests were craving. And we did not disappoint.

Immediately following the afterglow of a successful gala, we hosted a series of safe, fun—and sometimes spooky—events from October 1 through the end of the year.

Halloween at Butterfly Pavilion

Butterfly Pavilion’s Halloween events included “Bug-A-Boo” indoor Trick-or-Treating for the kids; after-hour, guided flashlight tours through our exhibits; and the comeback hit Spider Pavilion, which allowed guests to walk among free-ranging, orb-weaving spiders inside an exotic enclosure in the Wings of the Tropics exhibit. Halloween was the perfect holiday to showcase our animals in an entertaining and educational way, while allowing our guests to face their fears and realize that spiders and other invertebrates aren’t so scary after all.



Monarch Magic

In November, Butterfly Pavilion celebrated the return of one of its most beloved events, Monarch Magic, with the release of more than 300 monarch butterflies in the Wings of the Tropics butterfly conservatory. Exposing people to invertebrate species like monarchs—and providing educational information in an enchanting, magical, natural environment—helps foster a new appreciation for the work that is required to protect them. Visitors explored alongside this iconic species while learning about its vital role in sustaining the healthy ecosystem necessary for the survival of all life on earth.



Living Lights

We ended the year with Butterfly Pavilion’s Living Lights Festival, which hadn’t been on our calendar for many years. The two-week event immersed guests in an enchanted, indoor festival of lights as they embarked on a quest to meet the Firefly Princess. This entertaining and educational event highlighted biofluorescent invertebrate animals, a charming Firefly Forest, an aerial performance artist, and interactive performers, culminating in an electrifying kids’ glow-in-the-dark dance party.

Events at Butterfly Pavilion are not just fun and engaging, they also help foster an appreciation for invertebrates and their integral role in ensuring a healthy planet. We find that immersing people from an early age in environments where they get to experience these tiny giants in their natural habitats can fuel a lifetime of gratitude and dedication to protecting them.



VOLUNTEER IMPACT

Throughout 2021, volunteers were essential in supporting Butterfly Pavilion's mission and operations while elevating guest experience and community programs.

We are thankful for our core volunteers, interns, teen volunteers, and community scientists, who share their time and expertise to support our programs. More than 250 volunteers provided more than 21,510 hours of service in 2021, a value of more than \$634,000 dollars, to support Butterfly Pavilion.

In 2021, Butterfly Pavilion was recertified as a Service Enterprise. A Service Enterprise is an organization that uses volunteers and their skills across all levels of the organization to successfully deliver its mission.



Volunteer service valued at:

\$634,600



21,510

hours served by **258** volunteers

10,380

hours served by **133** adult volunteers

9,033

hours served by **45** interns

1,546

hours served by **20** teen volunteers

551

hours served by **62** Community Science Volunteers

THANK YOU VOLUNTEERS

7,000+ Hours

Steve Chady

4,000+ Hours

Gary Gagnon
Pat Tennant

3,000+ Hours

Rich Jarboe
Lora Kreutzer
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2,000+ Hours

Cathy Fennelly
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500+ Hours

Courtney Benson
Kiernin Biggs
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Elizabeth Cheadle
Haley Colling
Helen Honeyman
Anna James
Maddie Lindauer
Anita Liuzzi
Isabella Manning
Lorraine Martinez
Brionna McCumber
Beverly Shaver

100+ Hours

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GeriLynn Arthurs
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2021 FINANCIALS

Q. How do the overall 2021 numbers compare to pre-pandemic years?

A. 2021 was a vastly different year from what we have seen historically. In early 2021, Butterfly Pavilion received federal assistance in the form of a second Paycheck Protection Program (PPP) loan (which was fully forgiven in November 2021), applied for Employer Retention Tax Credits (ERTC), and operated under capacity restrictions until mid-May. On Memorial Day weekend, the capacity restrictions ended and Butterfly Pavilion had our busiest summer ever. From a guest visitation standpoint, 2021 was an amazing year. Additionally, the gift shop saw an all-time sales record.

Also on the positive side, we successfully launched our Professional Services Program, which focuses on how we can partner with businesses and government to ensure that both development and land use restoration projects are done in ways that increase pollinator habitat. Also, our approach to the pandemic was to further develop and build our virtual learning programs allowing us to reach children and adults across the country.

However, other parts of the business did not respond as well. Specifically, our school programs lagged behind historical norms due to Covid restrictions that limited both field trips and our offsite school programs were well below pre-pandemic levels. Given consumer uncertainty, we also saw a major change in annual membership sales, with people less willing to invest in an annual pass.

Q. What is driving the change in equity from 2019-2021?

A. In June of 2020, Butterfly Pavilion restructured to ensure that we had an operating model that could be supported by our revenue and ensure that we could be successful. We maintained our staffing model into late 2021. This meant our revenue increased in Q3 of 2021 while our expenses did not. Although, we found it was extremely difficult to find staff once we were able to hire new positions. In addition, both the ERTC and PPP, allowed us to maintain our operation and rebuild our reserves. Our new operating model allows us to ensure that we can both invest in the organization and our amazing people and ensures that Butterfly Pavilion is a strong and healthy organization.

Q. Where did you see the most growth?

A. General admission was our strongest area of growth, particularly in the last half of the year. Additionally, we benefited from federal assistance that helped us and many other organizations and businesses survive the worst of the pandemic.

Q. How important is third-party support, such as funding Butterfly Pavilion receives from the Scientific & Cultural Facilities District?

A. The Scientific & Cultural Facilities District (SCFD) was founded in the late 1980s as a regional tax that gives one penny from every \$10 purchase back to cultural organizations across Denver-metro seven-county region. Butterfly Pavilion receives around \$900,000 annually from SCFD. This funding was extremely important during the pandemic as it provided our most stable source of funding. SCFD allows us to provide reduced admissions to anyone who receives SNAP/EBT benefits. Additionally, it allows us to ensure that we remain an affordable family experience and provides world-class

educational programs.

Q. How did Q3 and Q4 events and programs contribute to total year numbers?

A. Simply put, Q3 and Q4 were amazing. People demonstrated a desire to have fun through new and reoccurring educational and immersive experiences for their kids and whole family. While some areas such as school programs continued to lag well behind historical trends, we saw families looking for amazing experiences, and Butterfly Pavilion was able to host incredible experiences for people of all ages.

2021 FINANCIALS

ASSETS	
Current Assets	3,199,892
Fixed Assets & Other Assets	3,467,406
Total Assets	6,667,298
LIABILITIES & EQUITY	
Total Current Liabilities	776,918
Long-Term Liabilities	645,000
Total Liabilities	1,421,918
EQUITY	
Net Assets	5,245,380
TOTAL LIABILITIES AND EQUITY	6,667,298



REVENUE		EXPENSES	
Zoo Admission	1,924,455	Programs	
Membership	182,394	Invertebrate Zoo	1,498,190
Education	212,030	Guest Experience	985,475
Gift Shop (Net)	697,974	Education	604,641
Contributions	756,709	Supporting Services	
In-Kind	46,012	Management and General	838,559
SCFD	974,325	Marketing	431,290
PPP/ERTC	1,412,658	Membership Development	57,954
Other	332,987	Fundraising	541,787
Total Revenue	\$6,539,544	Total Expenses	\$4,957,896

NET INCOME	
Total Revenue	\$6,539,544
Total Expenses	\$4,957,896
Net Income	\$1,581,648

DONORS

We are grateful to all who made philanthropic gifts to Butterfly Pavilion in 2021. Butterfly Pavilion donors make a tremendous impact by helping us serve our community at home in Colorado and lead conservation and research projects around the world. We sincerely appreciate all our donors and the community for the support we receive. Thank you!

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