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3 From the Executive Zoo Director Requesting Approval to Accept the State of Wisconsin
4 Tourism Capital Grant, by recommending adoption of the following:

5
6 **A RESOLUTION**
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8 WHEREAS, the Milwaukee County Zoo (Zoo) is one of the top four attractions,
9 and largest cultural institution in Wisconsin (the State); and
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11 WHEREAS, in a typical non-Coronavirus Disease year, the Zoo is visited by over
12 1.2 million people, and it is one of the area’s most popular attractions for families and
13 animal lovers of all ages for the surrounding communities and out-of-state visitors; and
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15 WHEREAS, according to the Association of Zoos and Aquariums demographic
16 study, over 183 million people in the United States, and over 200 million world-wide visit
17 accredited zoo facilities annually, more than the National Football League, National
18 Basketball Association, National Hockey League, and Major League Baseball annual
19 attendance combined; and
20

21 WHEREAS, on October 7, 2021, the State Department of Administration
22 announced funds available from the American Rescue Plan Act (ARPA) to provide
23 grants to local governments and tourism-entity nonprofits, for tourism-related investment
24 projects that help promote, maintain, or bolster Wisconsin’s tourism industry and that
25 have a substantial capital component; and
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27 WHEREAS, since the Zoo is a leading Milwaukee and State tourism destination,
28 an application was submitted on November 19, 2021, to renovate the Humboldt
29 Penguin Exhibit (the Exhibit); and
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31 WHEREAS, on February 2, 2021, notification was received that the Zoo’s
32 application was selected at the maximum funding level of \$3.5 million; and
33

34 WHEREAS, the focus of the State grant will accommodate an expansion of the
35 pool to create an engaging, nose-to-nose interaction for visitors as well as some
36 upgrades to the life support systems; and
37

38 WHEREAS, the Zoo submitted a Milwaukee County (the County) ARPA
39 application for the February 4, 2022 deadline, requesting \$3,760,828 to supplement the
40 State grant, to accommodate the full scope reconstruction of the Exhibit as estimated by
41 the Architecture, Engineering, and Environmental Services Section, Facilities
42 Management Division, Department of Administrative Services; and
43

44 WHEREAS, the State Tourism Capital Grant, and any additional County ARPA
45 funds will help the Zoo meet its mission to continue to inspire public understanding,
46 support, and participation in global conservation of animal species and their
47 environment by creating a unifying bond between visitors and the living earth, and will
48 provide an environment for personal renewal and enjoyment for guests; and
49

50 WHEREAS, the Committee on Finance, at its meeting of March 17, 2022,
51 recommended adoption of File No. 22-335 (vote 7-0); now, therefore,
52

53 BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby
54 authorizes the Director, Milwaukee County Zoo, to accept the \$3.5 million State of
55 Wisconsin Tourism Capital Grant; and
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57 BE IT FURTHER RESOLVED, the Director, Office of Strategy, Budget, and
58 Performance (OSBP), in cooperation with the Office of the Comptroller (Comptroller), is
59 hereby authorized to process an appropriation transfer to recognize \$3.5 million in grant
60 funds, and establish expenditure authority of \$3.5 million to carry out the grant for the
61 Humboldt Penguin Exhibit (the Exhibit); and
62

63 BE IT FURTHER RESOLVED, the Director, OSBP, and the Comptroller, are
64 authorized to process an appropriation transfer to recognize any additional Milwaukee
65 County American Rescue Plan Act funds that may be awarded and establish
66 expenditure authority for the reconstruction of the Exhibit.
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