

**AMENDMENT TO THE COUNTY EXECUTIVE'S  
2015 RECOMMENDED BUDGET**

By Supervisors Jursik, Lipscomb, Haas and Bowen

Amend Org. Unit No. 9500 – Zoo as follows:

**Strategic Program Area 1: Administration & Finance**

~~Staffing reflects a decrease of one position due to the contracting of services for of concessions, catering, novelties and warehouse operations. The tax levy increase is mainly due to increased central services cross charges and to better reflect realistic revenue projections. Rental revenue is now included in the commission payment from Service Systems Associates, which is recorded in the Operations program area. The Zoo will continue to have the flexibility to reallocate major maintenance projects and equipment purchases while remaining within the total appropriation.~~

The Zoo is also authorized to enter into the following Professional Service Contracts in 2015. They are included in the budget in lieu of separate review and approval during the budget year. These contracts are with an identified vendor.

<b>Contract Amount</b>	<b>Description</b>	<b>Provider</b>
\$176,700	Sea Lion Show	Oceans of Fun, Inc.
\$103,107	Mold-a-Ramas	William A. Jones Co.
\$315,000	Dinosaur Exhibit	Billings Productions
<del>\$0*</del>	<del>Retail, Catering &amp; Concessions</del>	<del>Service Systems Associates</del>
\$92,000	Raptor Bird Show	World Bird Sanctuary

~~\*Contract amount is \$0 because the contract is contingency based, with a guaranteed minimum revenue amount plus percentage of excess revenues.~~

## **Strategic Program Area 2: Public Affairs & Services**

There are no staffing changes in the 2015 budget. The tax levy increased to better reflect realistic revenue projections. Event revenue is now included in the commission payment from Service Systems Associates, which is recorded in the Operations program area.

## **Strategic Program Area 3: Operations Division**

The Zoo will enter into a contract with Service Systems Associates (SSA) to operate concessions, catering, novelties sales, catering and warehouse operations for a five year period, 2015-2019. This contract includes an investment, from SSA, of up to \$3,000,000 in capital improvements and \$150,000 in marketing promotions during the contract period. The projected commission in 2015 is \$1,700,000, of which \$1,450,000 is guaranteed and included in the 2015 budget. The projected commission of \$1,700,000 is comparable to the 2012 and 2013 net operation results for retails and concession sales. Zoo attendees will still have the option to bring in their own food.

Staffing reflects a net decrease of 50 FTE, mainly seasonal positions, due to the contracting of services for concessions, catering, novelties sales and warehouse operations. One new position is being added to manage the contract and Visitors Services section.

The 2015 Budget continues the practice of allowing the Milwaukee County Procurement Director the authorization to issue and deliver letters of intent to overseas vendors at a cost not to exceed \$400,000. The purchases are for the ordering of the Zoo's 2015 and 2016 resale purchases for novelties and souvenirs in October of 2014 and October 2015, respectively. A substantial portion of resale merchandise sold at the Milwaukee County Zoo is purchased from import vendors to provide the quantity and variety of items desired by the general public visiting the Zoo. Due to the distance and travel time required for overseas shipments, the Zoo must order resale merchandise in the fall for spring delivery.

The Zoo is currently in the process of assessing the potential benefits of contracting with a private vendor for concessions, catering, and retail services. If a contract results from

further evaluation and vetting, the Zoo shall submit the agreement to the County Board for approval.

This amendment would have no tax levy impact.

Org. No.	Department (or Capital Project)	Expenditure	Revenue (or Bonds*)	Tax Levy
9500	Zoo	\$4,041,187	\$4,041,187	\$0
<b>TOTALS:</b>		\$4,041,187	\$4,041,187	\$0

*If approved, the Adopted Budget narrative shall be modified as needed to reflect this amendment.*

*Note: This amendment denies the proposed abolishment of the following positions: Concessions and Merchandise Coordinator, Assistant Concessions Coordinator, Merchandise Coordinator, Stores Clerk 3, and Fiscal Assistant 1. A realignment of expenditure and revenue accounts occurs within this amendment, but the net impact is \$0.*

FINANCE, PERSONNEL AND AUDIT COMMITTEE ROLL CALL		
	AYES	NOES
Haas	X	
Mayo	X	
Schmitt	X	
Romo West	X	
Jursik	X	
Lipscomb	X	
Bowen	X	
<b>Co-Chair Cullen</b>	X	
<b>Co-Chair Johnson</b>	X	
<b>TOTALS:</b>	9	0

Approved 9-0