

Milwaukee County Zoo 2022 Accessibility Programs

PROGRAM TITLE	DESCRIPTION	2022 ATTENDANCE
Family Free Days Sponsored by North Shore Bank	Free admission for all on the first Saturday in the months of January – March and October to December.	January 8 – 1,263 February 5 – 1,312 March 5 – 16,792 October 1 – 14,608 November 5 – 2,379 <u>December 3 – 1,165</u> Total - 37,519
Mother's Day Sponsored by The Corners of Brookfield	Free admission for all mothers: May 8, 2022.	2,024 (Mothers) 8,849 Total
Father's Day Sponsored by Prairie Farms Dairy	Free admission for all fathers: June 19, 2022.	1,608 (Fathers) 7,956 Total
Military & Veterans Family Day	The Milwaukee County Zoo provides free admission and parking to active military and veterans and their families residing in Wisconsin. The Zoo partners with the Milwaukee County Veterans Services Office to make tickets available at County Veteran Services Office around the state. The Veteran's office also coordinates a Veterans Benefit Expo that is one-stop-shop where veterans can learn about getting the benefits they deserve: July 3, 2022.	3,536 (Military) 9,664 Total
July 4 Celebration	Celebrate the Fourth of July at the Zoo with \$4 admission fees for all.	7,782
Sunset Zoofari Sponsored by Tri City National Bank	Reduced rates to attend the Zoo in the evening (4 nights): July 6, 13, 20, 27.	7,550
Scouting the Zoo	The Milwaukee County Council of Boy Scouts helps visitors learn about conservation through demonstrations and activities: June 3-5, 2022.	1,398

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Senior Celebration Sponsored by St. Camillus	All visitors 55+ enjoy a FREE admission to the Zoo. Activities include bingo, health and wellness vendors, and entertainment on two stages: August 31, 2022.	1,170 (Seniors) 5,618 Total																
Frosty Free Week	Free daily admission for all during the last week in December (December 26-31)	17,869																
School Field Trips	<p>All Milwaukee County schools receive free admission during the months of January, February, March, November, and December. Milwaukee County schools also receive reduced rates during the months of April through October. Non-Milwaukee County schools receive a discount off the peak rate year-round. <i>Total students and chaperones = 68,010</i></p> <table border="1" data-bbox="380 675 1988 992"> <thead> <tr> <th data-bbox="380 675 569 756">County</th> <th data-bbox="569 675 1083 756">Free Admissions (Jan, Feb, March, Nov, Dec)</th> <th data-bbox="1083 675 1535 756">Reduced Rate Admissions (April - Oct)</th> <th data-bbox="1535 675 1988 756">Discounted Rate Admissions (year-round)</th> </tr> </thead> <tbody> <tr> <td data-bbox="380 756 569 870">Milw Co*</td> <td data-bbox="569 756 1083 870">6,744 free students & chaperones 294 paid chaperones @ discounted rate</td> <td data-bbox="1083 756 1535 870">22,245 paid students & chaperones 1,778 free chaperones</td> <td data-bbox="1535 756 1988 870">n/a</td> </tr> <tr> <td data-bbox="380 870 569 951">Non-Milw Co*</td> <td data-bbox="569 870 1083 951">n/a</td> <td data-bbox="1083 870 1535 951">n/a</td> <td data-bbox="1535 870 1988 951">31,222 paid students & chaperones 2,470 free chaperones</td> </tr> <tr> <td colspan="4" data-bbox="380 951 1988 992">*Free Chaperones (1 for every 10 students)</td> </tr> </tbody> </table> <p><i>Special Needs school trips are always free, and 3,257 special needs students and their chaperones visited the Zoo in 2022 (included in total count listed above).</i></p>	County	Free Admissions (Jan, Feb, March, Nov, Dec)	Reduced Rate Admissions (April - Oct)	Discounted Rate Admissions (year-round)	Milw Co*	6,744 free students & chaperones 294 paid chaperones @ discounted rate	22,245 paid students & chaperones 1,778 free chaperones	n/a	Non-Milw Co*	n/a	n/a	31,222 paid students & chaperones 2,470 free chaperones	*Free Chaperones (1 for every 10 students)				
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Special Needs Programs	The Zoo provides free admission to approved adult special needs organizations on an annual basis for their clients and chaperones.	2,268																
KultureCity Certification	<p>The Zoo has partnered with KultureCity to make the Zoo and all the programs and events it hosts sensory inclusive. The certification enables the Zoo to accommodate guests with sensory processing needs and make it a welcoming and positive experience.</p> <p>The Zoo provides free sensory bags for guests that include noise canceling headphones, fidget tools, verbal cue cards and weighted lap pads.</p>	Training Goal: 50% of staff Results: 66% of staff Checked Out: 27 times																

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Project SEARCH Program	<p>Project SEARCH is an innovative, business-led, school to work transition program for young adults with disabilities. Goodwill partners with the Zoo along with CESA #1, the Division of Vocational Rehabilitation and the Department of Health Services to offer unique training rotations for individuals. Program includes:</p> <ul style="list-style-type: none"> • Career exploration, training & internship experience • Experience in community organization and workplace culture • Development of job skills and independence • Work-based learning that promotes problem-solving, teamwork and social relationships 	<p>2021-2022 School Year Program: 12 interns</p> <p>75% of last year's interns are working and 10% have gone on to a post-secondary program</p>
State Fair Ticket Promotion Partnership with State Fair	The Zoo partners with State Fair, on a reduced admission "Party Animal Package." When State Fair and Zoo admission is purchased as a package, customers receive a deeply discounted ticket price.	1,095
Keep Greater Milwaukee Beautiful Promotion Partnership with KGMB	Each year, the Zoo provides free adult or child admission tickets to those who sign up for neighborhood, community, and school cleanup efforts.	1,258
Purple Heart Pass	The Zoo participates in the Purple Heart Pass Program by recognizing and granting Wisconsin's Purple Heart recipients a free pass to the Zoo along with one guest year-round.	76
Wheelchair Program	The Zoo offers free wheelchairs to guests on a first come first serve basis.	770
Milwaukee County Library System Partnership	The Milwaukee County Zoo partners with the Milwaukee County Library system to provide children with a reward for summer reading. Seventeen libraries located in and around Milwaukee, offer children ages 3 to 12, the opportunity to earn a free admission ticket. Zoo admission (donated by the Zoo) is earned by participating in and completing the required reading in the "Super Reader Squad" program.	319
DHHS Effective Response Grid (ERG) Program	Zoo passes are used in DHHS's Effective Response Grid (ERG) as an incentive to promote positive behavior with youth. As youth attend and participate in their court ordered services/programming and through their growth DHHS can encourage them by positively rewarding them through incentives like Zoo passes.	New program: No passes requested yet

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Children’s Hospital & Make a Wish Experiences	As requested, the Zoo provides admission tickets for families whose children are required to have an extended stay at Children’s Hospital. Also as requested, the Zoo staff provides experience for Make a Wish recipients. Experiences can range from admission and parking used for a one-day visit to special animal experiences and tours.	Number changes per year, based on requests
Language Accessibility	Maps are translated in Spanish and after feedback from front line Admission staff, German and Hmong map translation was added in 2021.	2,500 Spanish 1,500 Hmong 1,500 German
Milwaukee Public Schools Youth Apprenticeship Program	Beginning in 2022, the Zoo partnered with Milwaukee Public Schools (MPS) to host a paid Youth Apprenticeship program.	1 Finance Youth Apprentice
Family Farm Internship Program	Beginning in 2021, the Zoo partnered with Vincent High School to host paid Agricultural interns in the Family Farm over the summer.	2 Agricultural Interns
Celebrate Diversity Sponsored by Meijer	“Diversity is nature’s greatest strength. It should be ours too”. Activities included a Biodiversity Guessing Game, Cultural Icons Scavenger Hunt, and Sustainability Market, celebrating the diversity in our community and supporting local groups and artisans.	8,256
Marketing Strategy	The Zoo continues to earmark a percent of its advertising budget to outlets that are most used by underserved communities.	20%
Flex Ticket Pricing	In April 2022, the Zoo implemented a strategic pricing plan (now called Flex Pricing) for general admission tickets. The plan gives guests the opportunity to pick a Zoo visit day that meets their budget with “plan-ahead pricing” or “any-time tickets”. The plan also offers the Wednesday County Resident discount rate on one Sunday each month in April, May and September.	
Event Ticket Promotions	The 2022 Wild Lights event provided discounted rates were promoted with early bird tickets, black Friday sale and discounts for Wednesday nights.	2,833
Empathy Program Advisory Committee	Staff from the Zoo participated in the Zoological Society’s Empathy Program Advisory Committee. This group includes stakeholders from six community partners in the conversation on how to integrate diverse and culturally responsive practices into programming; viewed through an empathy-building lens.	2 Zoo staff participated, and 3 meetings were held in 2022

Zoological Society of Milwaukee (ZSM)

Programs Serving Children Attending Schools with High Economic Need

Program Title	Description	# Children Reached in 2022
Animal Ambassador Programs [Sponsored by individuals, corporations and ZSM]	<p><i>The Animal Ambassador program strives to develop student appreciation and empathy for animals and the environment, increase their awareness of conservation efforts, and further their development as stewards who can make an impact in their communities. Objectives include:</i></p> <p><i>1) Increase students' awareness of the world around them and the relationship of humans to the environment through educational activities focusing on ecology, endangered species, animal adaptations, and habitat loss.</i></p> <p><i>2) Provide opportunities to underserved and/or economically challenged student populations living in metro-Milwaukee. Highlight animals and environments in the natural world around students to enhance learning.</i></p> <p><i>3) Provide students an opportunity to develop an emotional connection to animals and the environment through live animal encounters and experiences on Zoo grounds.</i></p> <p><i>4) Develop empathy for animals, nature, and other human beings and inspire students to take tangible conservation actions.</i></p>	<p>TOTAL: 3,888 students from 23 Milwaukee area schools</p> <p>3,888 students, each engaging in 2-3 programs</p>
		<p>1,318 2nd graders 1,298 3rd graders 1,307 4th/5th graders</p> <p>3 West Allis/West Milwaukee School District schools, 6 private schools, 11 MPS schools, 3 public charter schools</p>
ZooConnect [Sponsored by individuals, corporations and ZSM]	<p><i>ZooConnect provides fun, interactive, standards-based programming with a variety of virtual learning experiences ranging from live to blended classes. This age-appropriate virtual programming is designed for K-8 educators and learners to activate curiosity, expand knowledge, and foster empathy for animals and the natural world.</i></p>	<p>TOTAL: 45 students (in 1 program) early in 2022; interest in virtual programming stopped once we offered in person school programs that Spring</p> <p>Milwaukee county charter school; Kohl's funded</p>

Program Title	Description	# Children Reached in 2022
<p>Kohl's Wild Theater</p> <p>[Funded 100% by Kohl's]</p>	<p><i>Kohl's Wild Theater (KWT) is made possible by a partnership between Kohl's, the Milwaukee County Zoo (MCZ) and the Zoological Society of Milwaukee (ZSM). This educational program provides conservation-themed theater performances using drama, songs and puppetry. Kohl's Wild Theater performs for children and their families not only at the Milwaukee County Zoo but also at schools, festivals and community events. KWT school program objectives include:</i></p> <ul style="list-style-type: none"> • <i>Inspire and empower student audiences to take conservation action through participatory storytelling</i> • <i>Support lessons and themes presented by ZSM education programming and MCZ exhibit interpretives</i> • <i>Provide audiences with an accessible introduction to live theater, music, dance, puppetry and other artistic mediums</i> 	<p>TOTAL: 29,771 students from 160 schools</p> <p>48 schools classified as >75% "economically disadvantaged" by the Wisconsin Department of Public Instruction.</p> <p>24 schools were MPS schools</p>
<p>Summer Camps and Classes</p> <p>[Grant funded financial aid for qualified participants, costing \$0 to \$10 to participate]</p>	<p><i>We don't think learning should have to stop just because the school year ends! Our Conservation Education Department offers a variety of fun and engaging, science-based camps for ages 4-14, ranging from single-day to weeklong camp experiences. We also offer Zoo classes during the summer months for infants, ages 2-5 with their adults.</i></p>	<p>TOTAL 192 Children (550 seats*)</p> <p>50 Children Participated in Fully funded week-long, GeoExplorer Camp (24 from public schools, 25 from Community Centers)</p> <p>65 Children participated in camps and classes via Community Center Partners</p> <p>9 Children on low-income status for residency of a section 8 housing complex</p> <p>68 children qualifying based on income and/or use of other governmental assistance</p> <p><i>*A seat equals each day a student comes for a program. The education program is expanding weeklong (5 day) offerings. 550 seats demonstrates our increasing capacity to provide access. This is 11% of program participants and is a 7.4 times more student (740%) than the previous summer.</i></p>

Program Title	Description	# Children Reached in 2022
<p>Spring and Fall Camps and Classes</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<p><i>Big Brothers Big Sisters: Pairs participate in our seasonal programming to learn about the natural world through age-appropriate activities and meeting Zoo Animals</i></p> <p><i>Financial Aid Recipients: Families qualifying with financial need participate in our seasonal programming. Engaging, age-appropriate classes for infants with adults through age 14</i></p> <p><i>Piloted Stroller Safari in Spanish for a few families</i></p>	<p>TOTAL: 76 children (90 seats) 20 Bigs and 20 Littles participated in a total of 3 programs across the Spring and Fall in 2022 (60 kids)</p> <p>16 children (30 seats) in Spring Break Camp and Fall programs</p>
<p>School Field Trips</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<p><i>Any Spring Trips receiving Kohls Funds and fall trips receiving access funds</i></p> <ul style="list-style-type: none"> <i>* Engaging, interactive, standards-based programs K3-8th grade</i> <i>* Unique animal encounters</i> <i>* Conservation and empathy for wildlife messaging</i> 	<p>TOTAL: 457 students</p>
<p>Big Brothers Big Sisters</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<p><i>Back to School Event: Participants gained free admission to the zoo, participated in education, health and wellness stations, and picked up school supplies for the school year.</i></p>	<p>TOTAL: 230 children; 135 adults with them</p>