

Milwaukee County Zoo 2021 Accessibility Programs

PROGRAM TITLE	DESCRIPTION	2021 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.	34,401
Mother's Day Sponsored by Noodles and Company	Free admission for all mothers.	1,606
Father's Day Sponsored by Prairie Farms Dairy	Free admission for all fathers.	959
Military Day No sponsor in 2021	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.	2,694
July 4 Celebration	Celebrate the Fourth of July at the Zoo with \$4 admission fees for all.	3,035
Sunset Zoofari No sponsor in 2021	Reduced rates to attend the Zoo in the evening (6 nights)	Event cancelled in 2021
Scouting the Zoo	The Milwaukee County Council of Boy Scouts helps visitors learn about conservation through demonstrations and activities.	182
Senior Celebration No sponsor in 2021	All visitors 55+ enjoy a FREE admission to the Zoo. Activities include bingo, health and wellness vendors, and entertainment on two stages.	895
Frosty Free Week	Free daily admission for all during the last week in December	9,730

PROGRAM TITLE	DESCRIPTION	2021 ATTENDANCE
Milwaukee County School Field Trips Program	<p>All Milwaukee County schools receive free admission during the months of November, December, January, February and March.</p> <p>Milwaukee County schools receive reduced rates during April through October.</p> <p>Non-Milwaukee County schools receive a discount off the peak rate.</p>	<p>Free: 1,716 2019 pre-COVID: 22,134</p> <p>Reduced fees: 7,389 2019: 35,341</p> <p>8,794</p>
Special Needs Program	<p>The Zoo provides free admission to approved special needs organizations on an annual basis for their clients and chaperones.</p> <p>Field Trip Special Needs</p>	<p>2,088</p> <p>694 2019 pre-COVID: 6,403</p>
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>	<p>Training Goal: 50% of staff Results: 81% of staff trained</p> <p>Checked Out: 27 times</p>
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 the Division of Vocational Rehabilitation, Department of Health Services, CESA #1 and Milwaukee Public Schools 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>2020-2021 School Year Program: 12 interns</p> <p>Employed: 85% after completing the program</p>

PROGRAM TITLE	DESCRIPTION	2021 ATTENDANCE
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.	350
Keep Greater Milwaukee Beautiful Promotion Partnership by KGMB	Each year, the Zoo provides free adult or child admission tickets to those who sign up for neighborhood, community, and school cleanup efforts.	1,176
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.	104
Wheelchair Program	The Zoo offer free wheelchairs to guests on a first come first serve basis.	949

Zoological Society of Milwaukee (ZSM)

Programs Serving Children Attending Schools with High Economic Need

Program Title	Description	School Year 2020-2021
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>1) <i>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>2) <i>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>3) <i>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>4) <i>Develop empathy for animals, nature, and other human beings and inspire students to take tangible conservation actions.</i></p>	TOTAL AMBASSADOR PROGRAM REACH: 2,194 students @ 18 metro-Milwaukee schools (detailed below)
		TOTAL: 2,242 students 1,174 2 nd and 3 rd graders @ 11 Milwaukee Public Schools, 3 non-MPS charters, and 3 Wauwatosa Public Schools 1,020 4 th and 5 th graders @ 11 Milwaukee Public Schools, 3 non-MPS charters, and 3 Wauwatosa Public Schools
Program Title	Description	School Year 2020-2021
Zoo Connect [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>	TOTAL: 5400 students from 200 classrooms 57% Milwaukee Public Schools 27% Non MPS schools in Milwaukee County 16% Schools not in Milwaukee County

<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: 38,395 students from 218 schools</p> <p>81 schools classified as >75% "economically disadvantaged" by the Wisconsin Department of Public Instruction:</p> <p>60 schools were MPS schools</p>
<p>Summer Camps and Classes</p> <p>[Grant funded, free to participants]</p>	<p><i>In summer, camps and classes returned to onsite programs, offering children and their grown-ups hands-on learning about wildlife and conservation. To ensure safe programming, the Zoo's beautiful botanical outdoor spaces were transformed into learning hubs, with a new garden, outdoor play features and tents that helped connect children directly to nature.</i></p>	<p>TOTAL: 70 14 children attended Zoo Camp for free and another 56 students from five community centers attended.</p>