

Milwaukee County Zoo 2025 Accessibility Programs

PROGRAM TITLE	DESCRIPTION	2025 ATTENDANCE
Family Free Days Sponsored by TriCity National Bank	Free admission for all on the first Saturday in the months of January – March and October to December.	January 4 – 1,066 February 1 – 2,649 March 1 – 4,401 October 4 – 14,312 November 1 – 4,217 <u>December 6 – 1,245</u> Total – 27,890 Value: \$ 413,747
414 Day	414 Day, celebrated on April 14, is Milwaukee Day, honoring the city with events, specials and community celebrations. The Zoo helped celebrate 414 Day by offering \$4.14 admission to all Milwaukee County residents.	April 14 – 727 Value: \$8,908
Mother's Day Sponsored by People's Bank	Free admission for all mothers on May 11th.	(Mothers) Total Attendance: 2,488 Value: \$46,567
Father's Day Sponsored by Prairie Farms Dairy	Free admission for all fathers on June 15th.	(Fathers) Total Attendance: 1,070 Value: \$20,178
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 Offices around the state. The Veteran's office also coordinates a Veterans Benefit Expo, a one-stop shop where veterans can learn about veterans' benefits. July 6, 2025.	(Military) Total Attendance: 3,547 Value: \$65,602
July 4 Celebration	Celebrate the Fourth of July at the Zoo with \$4 admission fees for all.	Total Attendance 6,281 Value: \$88,199
Scouting the Zoo	The last Friday in May, the Milwaukee County Council of Boy Scouts helps visitors learn about conservation through demonstrations and activities.	Total Attendance: 1,090 Value: \$319
Frosty Free Week	Free daily admission for all during the last week in December (December 26-30)	Total Attendance: 10,731

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Sponsored by Generac		Value: \$137,028												
School Field Trips	<p>All Milwaukee County school students receive free admission during the months of January, February, March, November, and December. Milwaukee County school students also receive reduced rates during the months of April through October. Non-Milwaukee County school students receive a discount off the peak rate year-round.</p> <p>Total students and chaperones = 92,658</p> <p>Value: \$483,828</p> <table border="1" data-bbox="382 548 1955 870"> <thead> <tr> <th data-bbox="382 548 560 626">County</th> <th data-bbox="560 548 999 626">Free Admissions (Jan, Feb, March, Nov, Dec)</th> <th data-bbox="999 548 1482 626">Reduced Rate Admissions (April-Oct)</th> <th data-bbox="1482 548 1955 626">Discounted Admissions (year-round)</th> </tr> </thead> <tbody> <tr> <td data-bbox="382 626 560 716">Milw Co*</td> <td data-bbox="560 626 999 716">17,182 free students & chaperones 1,133 pd chaperones @ discounted rate</td> <td data-bbox="999 626 1482 716">4,599 free students & chaperones 28,610 pd students & chaperones @ discounted rate</td> <td data-bbox="1482 626 1955 716">n/a</td> </tr> <tr> <td data-bbox="382 716 560 821">Non-Milw Co*</td> <td data-bbox="560 716 999 821">n/a</td> <td data-bbox="999 716 1482 821">n/a</td> <td data-bbox="1482 716 1955 821">35,529 pd students & chaperones 5,605 free students & chaperones</td> </tr> </tbody> </table> <p>*Free Chaperones (1 for every 10 students)</p>	County	Free Admissions (Jan, Feb, March, Nov, Dec)	Reduced Rate Admissions (April-Oct)	Discounted Admissions (year-round)	Milw Co*	17,182 free students & chaperones 1,133 pd chaperones @ discounted rate	4,599 free students & chaperones 28,610 pd students & chaperones @ discounted rate	n/a	Non-Milw Co*	n/a	n/a	35,529 pd students & chaperones 5,605 free students & chaperones	
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Special Needs Programs	The Zoo provides free admission to approved adult special needs organizations' clients and chaperones on an annual basis.	Total: 1,995 Value: \$31,798												
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-cancelling headphones, fidget tools, verbal cue cards and weighted lap pads.</p>	Training Goal: 50% of staff Results: 58% On average, bags were checked out: 4x/month in 2025												
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 	2024-2025 School Year Program: 8 interns 3 currently employed												

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	<ul style="list-style-type: none"> • Experience in community organization and workplace culture • Development of job skills and independence • Work-based learning that promotes problem-solving, teamwork and social relationships 	70% of last year's interns are working, and 30% are looking for employment.
Islands of Brilliance Workshop with Autistic Youth	In partnership with The Zoological Society of Milwaukee's Education Programs – Islands of Brilliance, the Zoo waived admission and parking for 50 guests to attend the Islands of Brilliance workshop event for Autistic Youth on April 20, 2025.	50
State Fair Ticket Promotion Partnership with State Fair	The Zoo partners with State Fair each year on "Party Animal "promotion. When State Fair and Zoo admission is purchased as a package, customers receive a deeply discounted ticket price.	1,168 packages purchased
Keep Greater Milwaukee Beautiful Promotion Partnership with KGMB	In 2025, the Zoo provided free child admission with the purchase of an adult admission. For those who signed up for neighborhood, community, and school cleanup efforts.	30 tickets redeemed Value: \$456
Purple Heart Pass	The Zoo participates in the Purple Heart Pass Program by recognizing and granting Wisconsin's Purple Heart recipients free, year-round Zoo access to the recipient and one guest, including free parking.	88 recipients Value: \$1,413
Children's Hospital & Make-A-Wish Experiences	When requested, the Zoo provides admission tickets for families whose children are required to have an extended stay at Children's Hospital. Also, when requested, the Zoo staff provides an 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 translated into Spanish, German, and Hmong are available. In addition, wayfinding maps located at points around the zoo grounds have a key translated into Spanish. In 2025, Group Sales brochures were also translated into Spanish. Also in 2025, two of our rides added instructions in Spanish: Skyglide and Carousel.	
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.	3 Agricultural Interns in summer 2025

PROGRAM TITLE	DESCRIPTION	2025 ATTENDANCE
Celebrate Diversity Sponsored by Meijer	The Zoo continued to celebrate diversity in 2025 with activities that included a Biodiversity Guessing Game, exploring Wisconsin's forest station, and a Sustainability Market, celebrating the diversity in our community and supporting local groups and artisans. May 18, 2025.	7,617
Marketing Strategy	The Zoo continues to earmark a percentage of its advertising budget to outlets that are most used by underserved communities. In 2025, the Zoo had a goal of 20% of its advertising impressions to attract diverse audiences. In addition to these targeted efforts, the Zoo increased the number of advertisements that were translated into Spanish.	2025 results = 34.4%
Milwaukee County Discounted Sundays	The Zoo offers discounted pricing to Milwaukee County Residents on three Sundays throughout the year	Total Attendance: 1,822 Value: \$12,193
Milwaukee County Discounted Wednesdays	The Zoo offers discounted pricing to Milwaukee County Residents every Wednesday throughout the year.	Total Attendance: 4,903 Value: \$14,737
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.	County Discounted Sundays: April : 1,874 May : 1,201 Sept : 680 Value: \$22,874
Event Ticket Promotions	The 2025 Wild Lights event provided discount ticket prices for multiple promotions, including Early Bird, Black Friday, Wild Lights Wednesday, Drive Thru Nights and Zoo Year's Eve.	Total Attendance 14,261

Zoological Society of Milwaukee (ZSM)

Programs Serving Children Attending Schools with High Economic Need

Program Title	Description	# of Children Reached in 2025
<p>Animal Ambassador Programs</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<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> <ol style="list-style-type: none"> <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> <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> <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> <i>4. Develop empathy for animals, nature, and other human beings and inspire students to take tangible conservation actions.</i> 	<p style="text-align: center;">TOTAL: 2,675 students from 23 Milwaukee area schools</p> <p>2,675 students, each engaging in 2-3 programs, for 5112 touchpoints total</p> <p>731 2nd graders 694 3rd graders 1,250 4th graders</p>
<p>Arts Education, Kohl's Wild Theater</p> <p>[Sponsored by foundations, individuals, corporations and ZSM]</p>	<p><i>Kohl's Wild Theater (KWT) is made possible by a partnership between the Milwaukee County Zoo (MCZ) and the Zoological Society of Milwaukee (ZSM) and key funding partners, including Kohl's Department Stores. 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. 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 interpreters.</i> 	<p style="text-align: center;">TOTAL: 4,979 students from 44 schools were children of high economic need.</p> <p>A total of 11,579 students from 102 School participated. Of that total, 43% of the venues served during 2025 were located in disadvantaged neighborhoods serving historically underrepresented children, and 29% were MPS schools.</p>

	<ul style="list-style-type: none"> • <i>Provide audiences with an accessible introduction to live theater, music, dance, puppetry and other artistic mediums.</i> 	
Program Title	Description	# Children Reached in 2025
Summer Camps and Classes [Grant funded financial aid for qualified participants, costing \$10 per day to participate]	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 4-15, 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.	TOTAL: 1018 seats filled 512 Children participated in camps and classes via Community Center Partners 506 seats filled by children qualifying based on income, section 8 housing and/or use of other governmental assistance.
Spring and Fall Camps and Classes [Sponsored by individuals, corporations and ZSM]	Financial Aid Recipients: Families qualifying with financial need participate in our seasonal programming. Engaging, age-appropriate classes for infants through children age 14. Early childhood participants are accompanied by adults	TOTAL: 210 seats filled
School Education Programs [Sponsored by individuals, corporations and ZSM]	Any Spring Trips and fall guided education programs receiving access funds, including: <ul style="list-style-type: none"> • Engaging, interactive, standards-based programs K3-12th grade • Unique animal encounters and/or hands-on experience with biofacts • Conservation and empathy for wildlife messaging. 	TOTAL: 3083 students 1104 attending programs held at schools, called "Zoo to You" 1785 attending programs held at the Zoo 194 attending through Jr Achievement 3DE partnership program

<p>Big Brothers Big Sisters</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<p>Back to School Event: Participants gained free admission to the zoo, participated in conservation education, health and wellness stations, and picked up school supplies for the school year.</p>	<p>TOTAL: 200 participants</p>
Program Title	Description	# Children Reached in 2025
<p>Access Zoo Pass</p> <p>[Sponsored by individuals, corporations and ZSM]</p>	<p>In 2023 the Zoological Society of Milwaukee piloted a program that works with community partners to provide Zoo Passes to low-income families referred through by our program partners. Access Zoo Pass provides families with a full year of Zoo admission, parking and other member benefits (valued at \$175 each pass). Access MKE Zoo Pass voucher program partners included:</p> <ul style="list-style-type: none"> • COA Youth and Family Centers • Park Club residents, and • Havenwoods Neighborhood Partnership 	<p>TOTAL: 26 household Zoo Passes</p> <p>63 vouchers were distributed, and 26 were redeemed by 12/31/24.</p>
<p>CLTS waivers Zoo Pass program</p>	<p>The Children’s Long-Term Support (CLTS) Waiver Program is a Medicaid Home and Community-Based Waiver program that provides services for children with severe disabilities, works with the Zoo to provide zoo passes for children who have severe physical, developmental, or emotional disabilities may be eligible for the program. Children must meet the following criteria:</p> <ul style="list-style-type: none"> • The child must have a Disability Determination from SSI Medicaid, Katie Beckett Medicaid, or State Waiver Medicaid. • The child must meet financial requirements in accordance with Medicaid guidelines. 	<p>TOTALS: 1,303</p> <p>Milwaukee County – 1,212 Racine County – 90 Kenosha County - 1</p>

	<ul style="list-style-type: none">• The child must meet a Level of Care as determined through an assessment and functional screen.	
World Languages Day	Upper-level K-12 grade students showcase their language skills by presenting to guests in the language they are studying, as they interpret animal exhibits throughout the Zoo. This event is tailored for school field trips and homeschool students eager to practice their language abilities. Presenting students also visit other student presenters with a "passport" that is stamped after each presentation. Piloted in 2023.	TOTAL: 417 student presenters