

Milwaukee County Zoo

Department Overview

Amos Morris, Executive Zoo Director



Mission, Vision, Purpose

Mission: The Milwaukee County Zoo (MCZ) will inspire public understanding, support and participation in global conservation of animal species and their environment by creating a unifying bond between our visitors and the living earth and provide an environment for personal renewal and enjoyment for our guests.

Vision: The MCZ will be a zoo renown with a reputation in animal management, conservation, research and education within a wholesome recreational environment enjoying the admiration of the citizens of Milwaukee County as well as all Zoo guests and other zoos of the world.

Department's Statement of Purpose: The MCZ will:

- Contribute to worldwide animal management, conservation and research efforts
- Foster sound physical, psychological and social development for the animal groups in our care
- Share knowledge with the intent to reinforce the human-animal-earth bond
- Provide an enjoyable experience at the Zoo for our guests
- Strive for the financial self-sufficiency of the organization



Milwaukee County Zoo Facts

- Washington Park Zoo began in 1892 and was in Washington Park until 1961
- Moved to current location in 1958 – Now called Milwaukee County Zoo
- Top 4 single-venue family attraction in the State
- 1.2 million visitors annually
- \$155 million Regional Economic Impact (more than 1,900 jobs)
- Recruitment Tool for Employers
- Regional Cultural Asset and Community Jewel
- Home to more than 2,000 animals and 330 species
- Accredited by the Association of Zoos and Aquariums (AZA)
- Licensed by the US Department of Agriculture





Services

Mandates

- Milwaukee County Ordinance Chapter 50
- AZA Accreditation Standards
- USDA Licensing/Permits
- USWF Captive Wildlife Breeding Permits
- Various breeding loan contracts
- US Department of Commerce – Marine Mammal
- MOU with the Zoological Society of Milwaukee (Society)
- Agreement with Project Search
- Bird Show Contract
- Revenue Share Contracts

Core services

- Administration, Finance and Operations
- Communications and Marketing
- Grounds, Maintenance
- Animal Management and Health

Any ancillary / Discretionary Services

- Participation in AZA programming

Zoological Society of Milwaukee

CONSERVE



EDUCATE

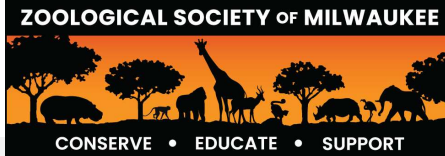


SUPPORT



The mission of the Zoological Society of Milwaukee is to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo.





CONSERVE

- Global conservation leaders
- Global, regional and local programs
- Fund Zookeeper conservation efforts for the following species:
 - Polar bears
 - Bird migration
 - Penguins
 - Iguanas
 - and many more!

EDUCATE

- Natural science education classes, camps and theater onsite at the Zoo and in schools
- Foster empathy for animals and natural world
- Inspire conservation action
- Reach ~200,000 people annually
- Free or discounted programs for families in need

SUPPORT

- ~\$4.5 million annually to support Zoo operations
- 50/50 partners on major capital projects
- More than \$25 million for Adventure Africa
- ~50,000 hours of volunteer service
- Free creative design services
- Donations of goods and services



Adventure Africa – Elephants & Hippo



Elephants opened in 2018

Hippos opened in 2020



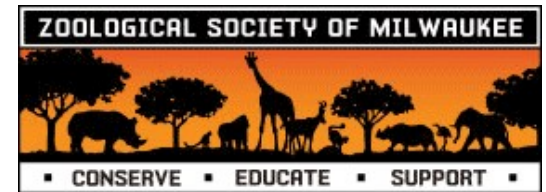
Cross-County Collaborations

- DAS-Facilities Management for Capital Project Oversight
- MCDOT – Fleet Management
- IMSD for in-house IT support
- Human Resources – HR Business Partner in-house
- DAS-Risk Management in-house Safety Specialist (AZA accreditation)
- Parks Department – Music licensing fees & support services





Your mission. Together.



SSA AT THE MILWAUKEE COUNTY ZOO

ALL ABOUT OUR OPERATION

WHO IS SSA GROUP? – OUR LOCATIONS



- Over 60 Locations Nationwide
- Focus on Zoos, Aquarium, Iconic Attractions, Museums (including DWM)

FOOD PROGRAMS AND LOCATIONS

Our Locations:

- 4 restaurants
- 1 coffee shop
- 2 food trucks
- 3 popcorn wagons
- 2 beer stands
- 5 snack stands
- 1 ice cream shop



RETAIL LOCATIONS

Two Gift Shops

- Seasonal Carts & Special Exhibits
- 2021 brought our retail division their best year yet, just over \$2 million in sales!



Rides and Experiences

- Train Ride
- Zip Line & Ropes Course
- Zoomobile Ride
- VR Gorilla Trek Theater (new for 2022!)
- Dragons Special Exhibit
- Wild Connections
- Carousel
- Goat, Giraffe & Kio Feedings
- Strollers
- Bird Show
- Animals in Action



Special Events

- Samson Stomp
- Inside the Zoo
- Egg Day
- Celebrate Diversity
- Military Day
- Mother's & Father's Days
- Animal Conservation Days
- Sunset Zoofaris
- A la Carte
- Senior Celebration
- Boo at the Zoo
- Wild Lights



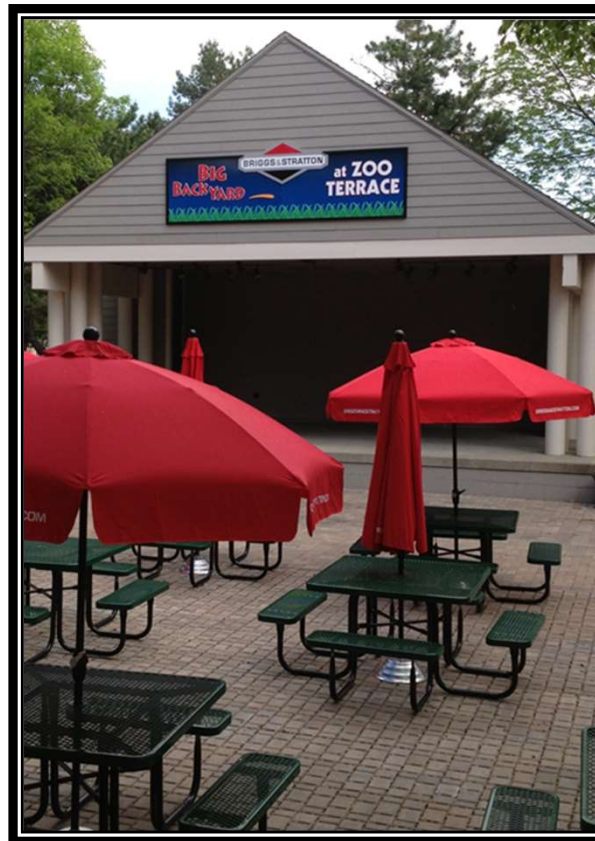
Group Sales

8 Rental Facilities
6 Picnic Areas

Corporate & Private Events

- Picnics
- Weddings
- Meetings
- Quinceañera Celebrations
- Birthday Parties

Over 600 events annually (Pre-COVID)



Accessibility Programs

- Free Saturday Days (one per month for January-March and October-December)
- Mother's & Father's Day
- Military Day
- July 4 Celebration - \$4 Admissions
- Sunset Zoofaris (4 nights at reduced rates)
- Scouting the Zoo
- Senior Celebration
- Frosty Free Week
- School Field Trip Program
- Special Needs Program
- KultureCity Certification
- Project Search Program
- State Fair Ticket Promotion
- Keep Greater Milwaukee Beautiful Promotion
- Purple Heart Pass
- Wheelchair Program
- Society – Animal Ambassador Program
- Society – Connect
- Society – Kohl's Wild Theater
- Summer Camps & Classes



Thank you!

Any questions?





**MILWAUKEE
COUNTY**