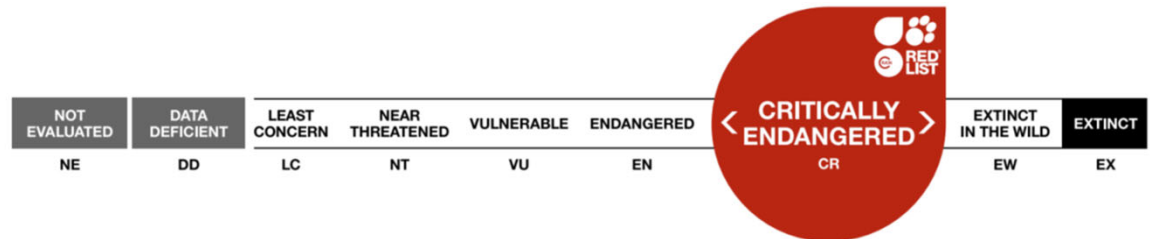


Adventure Africa Rhino Capital Project





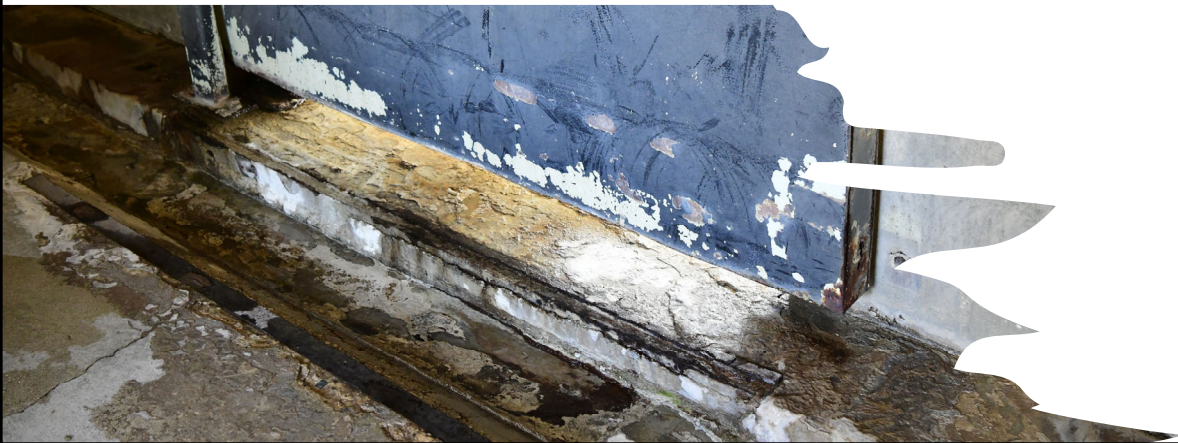
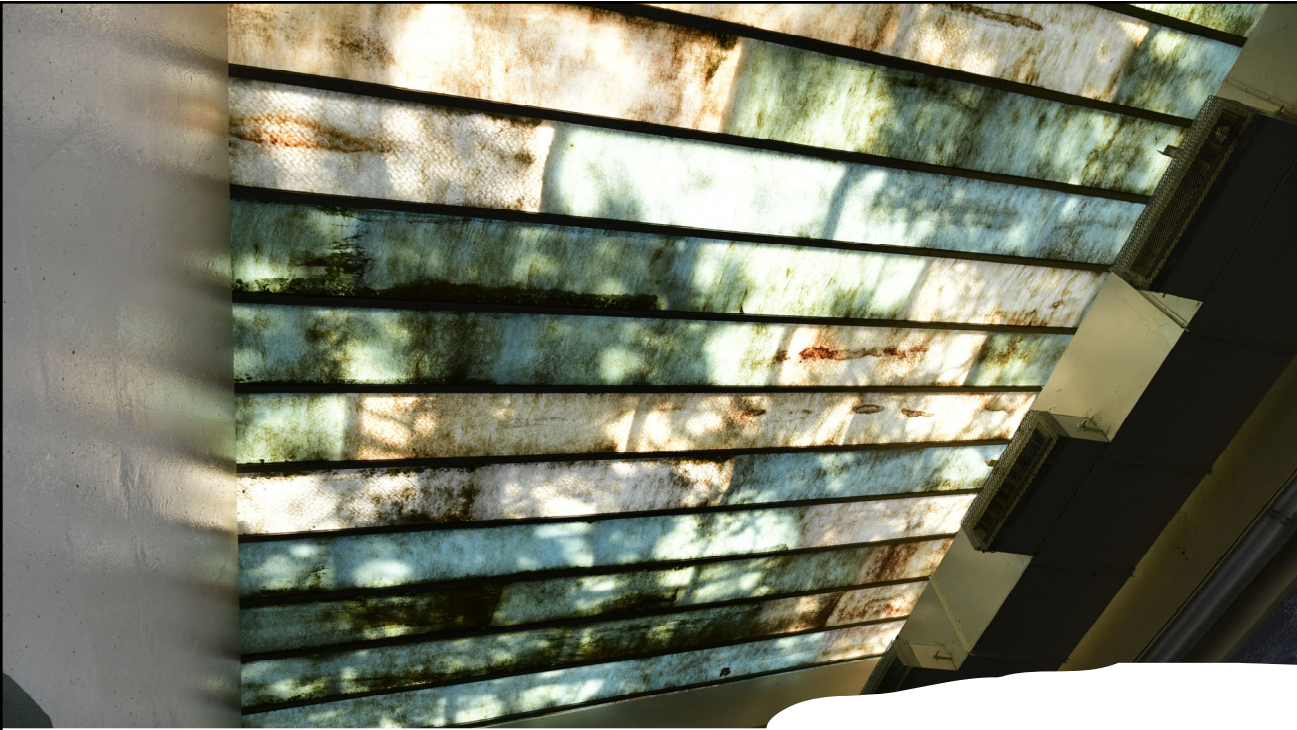
The Eastern Black Rhino



- The size of a hatchback sedan, an Eastern Black Rhino is approximately 12 ft long, 5 ½ ft tall at the shoulder, and weighs more than 3,000 lbs.
- In 2017, only 919 Eastern Black Rhinos remain in their native habitat –the highland forests & savannas of East Africa. They are extinct in Ethiopia, Somalia, South Sudan, & Sudan.
- They are threatened by illegal poaching for their horn which is used to produce ornately carved handles for ceremonial daggers as well as for traditional medicine in Asia.
- Only 27 zoos in North America care for a total of 55 Eastern Black Rhinos.



Old East and West Pachyderm Mall



Current Conditions

Current Conditions



Adventure Africa Phase 3 Rhinos

New County Process: Construction
Manager at Risk (CMAR) and
Guaranteed Maximum Price (GMP)



Milwaukee County and Zoological Society Commitment to Adventure Africa

Adventure Africa Current Funding Breakdown					
Exhibit	Cost	County	Society	Society %	County %
Elephant	\$ 16,600,000	\$ 8,300,000	\$ 8,300,000	50%	50%
LSS	\$ 4,040,072	\$ 2,020,036	\$ 2,020,036	50%	50%
Hippo	\$ 10,630,708	\$ 3,508,134	\$ 7,122,574	67%	33%
Rhino Design	\$ 902,100	\$ 451,050	\$ 451,050	50%	50%
Rhino	\$ 22,209,691	\$ 16,209,526	\$ 6,000,165	27%	73%
Grand Total	\$ 54,382,571	\$ 30,488,746	\$ 23,893,825	44%	56%

Adventure Africa Funding Breakdown After LSS and Additional Support					
Exhibit	Cost	County	Society	Society %	County %
Elephant	\$ 16,600,000	\$ 8,300,000	\$ 8,300,000	50%	50%
LSS	\$ 1,000,000	\$ 500,000	\$ 500,000	50%	50%
Hippo	\$ 10,630,708	\$ 3,508,134	\$ 7,122,574	67%	33%
Rhino Design	\$ 902,100	\$ 451,050	\$ 451,050	50%	50%
Rhino	\$ 22,209,691	\$ 13,959,526	\$ 8,250,165	37%	63%
Grand Total	\$ 51,342,499	\$ 26,718,710	\$ 24,623,789	48%	52%

Two additional files were added regarding the Society Adventure Africa fundraising campaign.

Milwaukee County Zoo Alignment to the County's Mission, Vision, Values & Focus Areas

County Mission: We enhance the quality of life in Milwaukee County through **great public service**.

- The Milwaukee County Zoo provides a solid, strong cultural institution, which is vital to vibrant, healthy, and thriving community.
- The Zoo inspires empathy for animals and wildlife in all visitors and program participants, promotes conservation by mission, vision and example and makes animal welfare the hallmark of Zoo operations.
- Focused on broadening accessibility opportunities for all in MCZ's admissions and Zoological Society of Milwaukee (ZSM) programs and memberships.
- Visitor demographics were gathered via mobile device data and compared with Census information from the surrounding area (90-minute drivetime radius). A visitor demographics analysis showed that Zoo visitation overrepresents lower-earning households by a significant margin: about 34% of market residents earn less than \$50K per year, while 41% of Zoo visitors are represented in this income bracket.
- 2016 Economic Impact of the Milwaukee County Zoo
 - \$155.48 million impact on the four-county area
 - \$52.07 million in earnings
 - 1,906 jobs

