

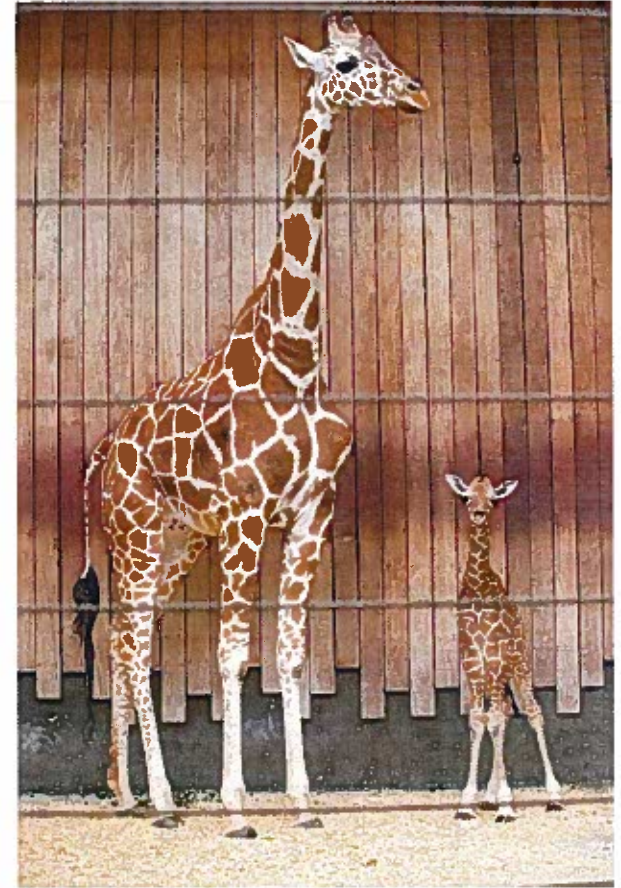


2017 Budget Hearing

Milwaukee
County
ZOO



"Where Nature and Wonder Meet"





2016 Accomplishments

- ❖ Finished the Adventure Africa – Elephants design and started construction.
- ❖ Completed a Clean Energy Plan
- ❖ Updated the Zoo's Economic Impact Study – \$101.8 million in output, \$41.85 million in earnings and 1,418 jobs.
- ❖ Opened the 2016 Special Exhibits – Bugs! Larger than Life
- ❖ 2016 Summer research results shows 99% of guests rated their visit as very good/excellent! (2015 was 98%)
- ❖ Implemented a Herbivore Animal Waste Composting with Blue Ribbon Organics Farm diverting 550 tons of waste annually from a landfill.
- ❖ Increased social media usage: Facebook followers at 72,092 and will reach 23.4 million people by year-end; Instagram followers total 6,283 gaining 100 per week; Twitter followers total 6,200.
- ❖ Continued to be ranked #3 in the Business Journal's top Milwaukee-area special attractions attendance – Potawatomi and Brewers are 1 & 2.



2016 Accomplishments

Morey Group performed a positioning study (610 surveys) to identify awareness, visitation and membership trends among individuals who visit cultural attractions in the Milwaukee area. MCZ results are:

- ✓ Awareness: highest rating of 99%, which is a reflection of high advertising recall combined with effective public relations coverage. Milwaukee Study Benchmark is 74%
- ✓ Advertising awareness: highest in the study, at 71% for the last 6 months. Benchmark 31%
- ✓ Historical Visitation: highest in the study, 97% that have visited MCZ at some point in their lives. Benchmark 56%
- ✓ Visitation in the Last 12 Months: highest in the study, at 60%. Benchmark 21%
- ✓ Overall Satisfaction: highest in the study, at 83% rated their visit as excellent. Benchmark 64%
- ✓ Market Performance Index (MaPI): MCZ National Rank was 2nd, scored .93 out of max 1.0
- ✓ Membership Performance Index (MePI): National Rank was 1st, scored .84 out of 1.0



2017 Initiatives

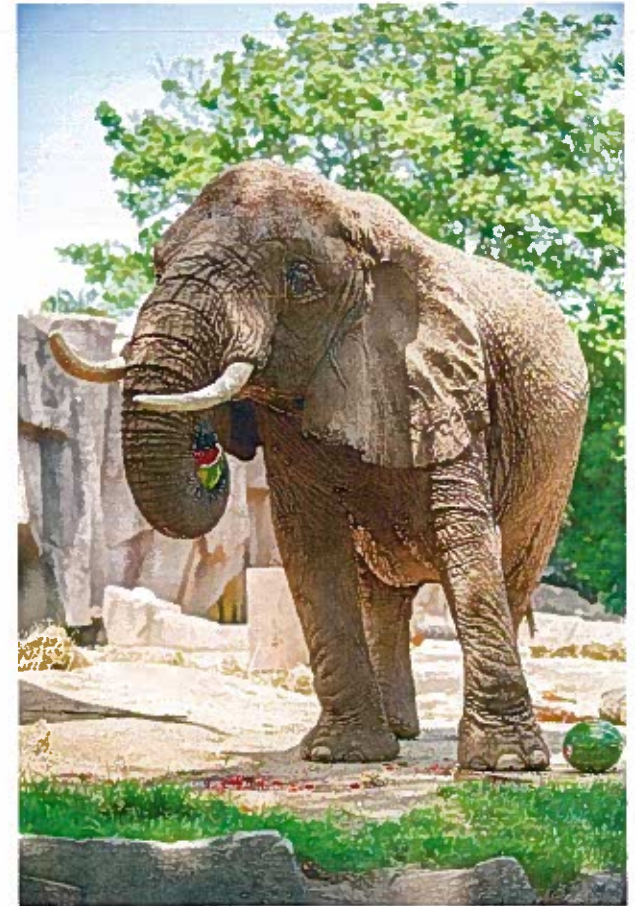


❖ Animal Body Worlds Special Exhibit

❖ 125th Anniversary Celebration

❖ West Entrance and Parking Lot opening

❖ Adventure Africa – Elephants construction continuation



2017 Position Changes

- A DAS-Risk Management organization moved the Zoo's Safety and Training Specialist position to DAS-Risk Management
- A new Conservation and Sustainability Coordinator is created in 2017
- 500 hours of additional Heritage Farm Attendant Seasonal are created to support a partnership between the Zoo and the Society to develop an Animal Ambassador Continuum program that targets local students from schools serving low-income areas to participate in interactive activities for 3 years of their elementary schooling. The entire cost is funded by the Zoological Society.