

# Milwaukee County Zoo

2025 Annual Report to the Milwaukee County  
Board of Supervisors



# Zoo's Strategic Plan

## VISION

A world where wildlife and people thrive.

## MISSION

Inspire people to conserve wildlife and wild places

## VALUES

Inclusion

Accountability

Empathy

Fun

Respect

Innovation

Collaboration

**Foundational Principles:** Culture, Community Impact, Financial Strength and Stewardship



## KEY COMMITMENTS

### Care

Enhancing wellbeing and pursuing the highest standards in veterinary care, husbandry, and zoo habitat design.

### Connect

Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.

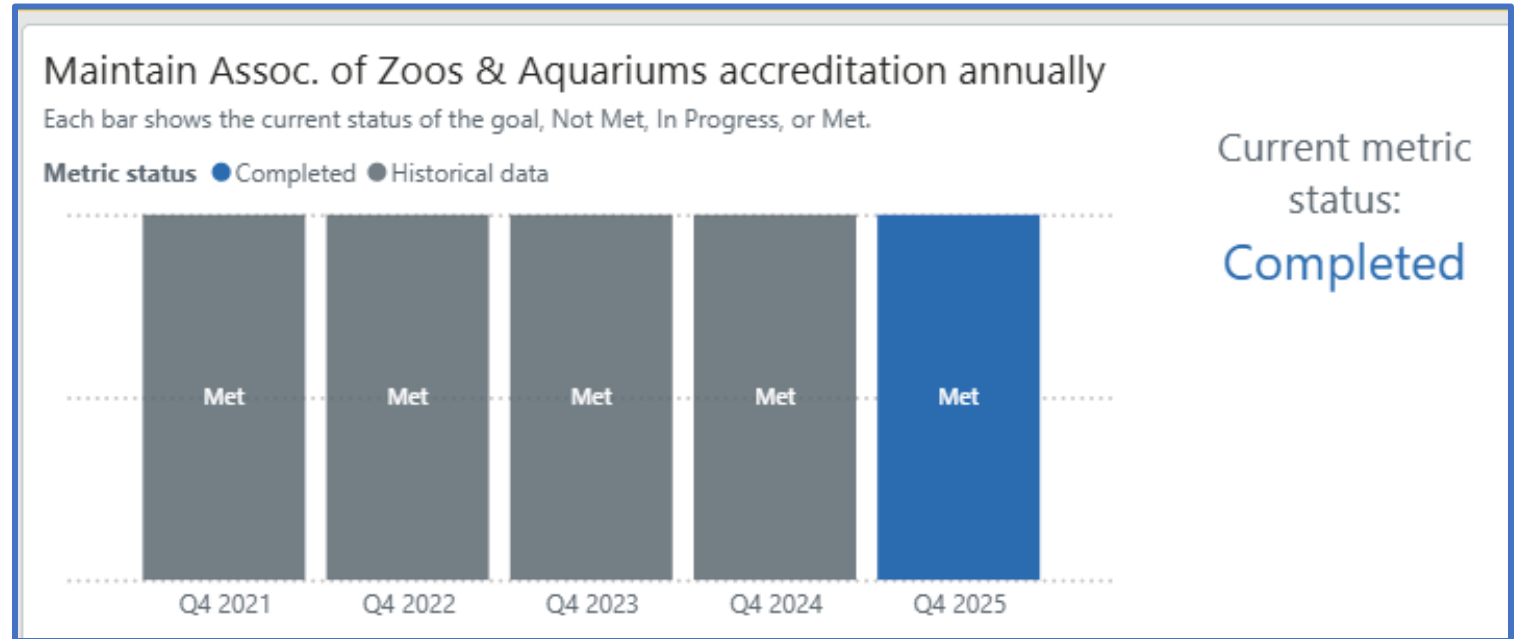
### Conserve

Saving wildlife and wild places here and across the globe by leading and partnering on conservation projects.

# Goal 1

*Continuously Maintain Professional Accreditation and Licensing*

*Aligns with the Zoo's Strategic Plan Key Commitment of **Care**: Enhancing wellbeing and pursuing the highest standards in veterinary care, husbandry, and zoo habitat design.*



# Goal 2

*20% of Advertising Media Impressions are Directed Toward Diverse and Underrepresented Audiences*

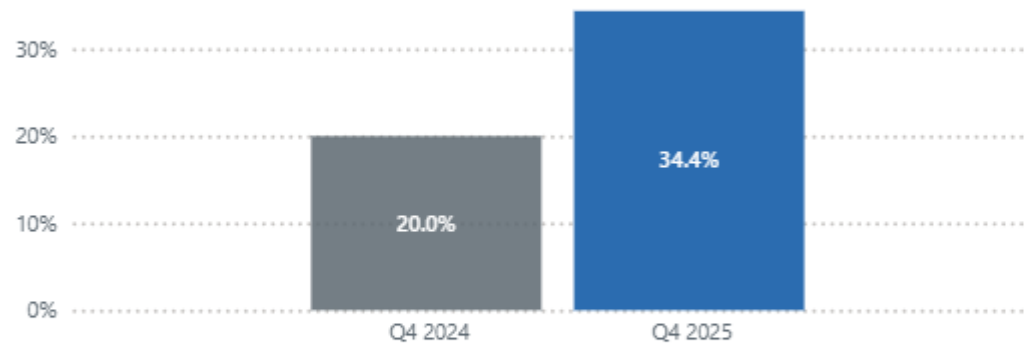
*Aligns with the Zoo's Strategic Plan Key Commitment of **Connect**: Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.*



Direct 20% of advertising media impressions toward diverse and underrepresented audiences annually

Each bar shows only what happened during that specific quarter or year.

Metric status ● Completed ● Historical data



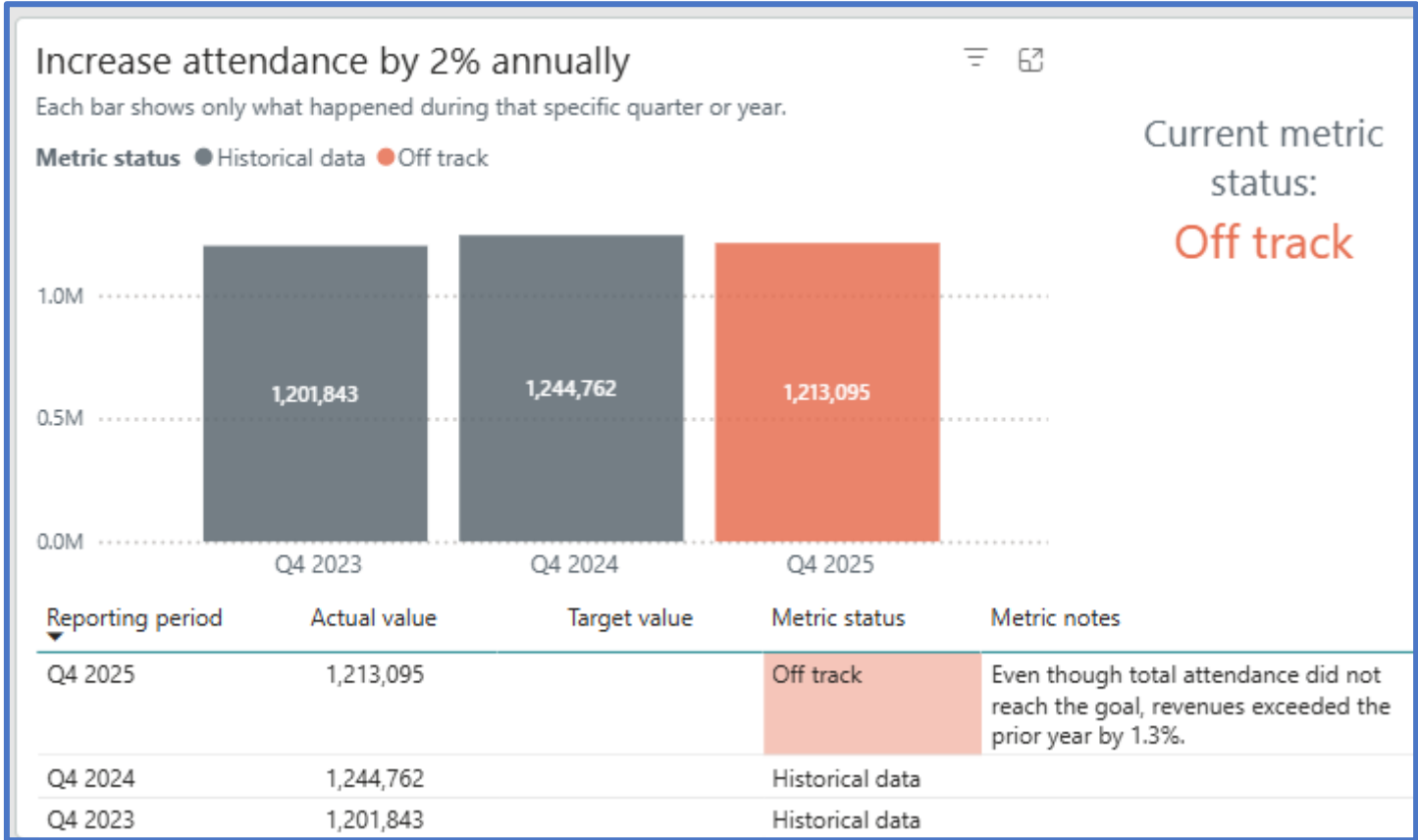
Current metric status:  
**Completed**

| Reporting period | Actual value | Target value | Metric status   | Metric notes   |
|------------------|--------------|--------------|-----------------|--|
| Q4 2025          | 34.4%        | 20.0%        | Completed       | 110,960,197 total impressions / 38,139,798 impressions directed toward diverse & underrepresented audiences = 34.37% |
| Q4 2024          | 20.0%        | 20.0%        | Historical data |  |

# Goal 3

*Increase Attendance from the Previous Year by 2%*

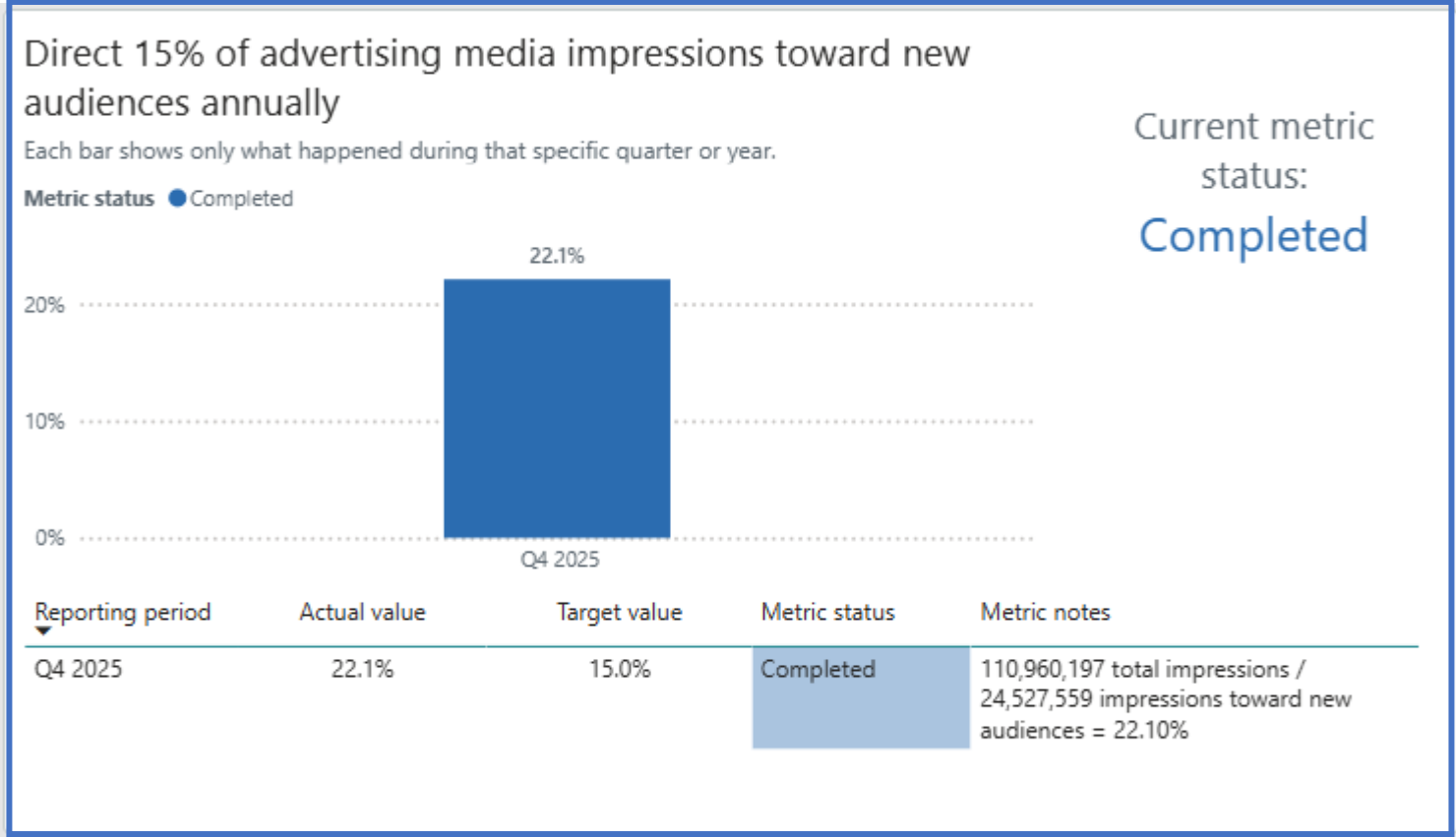
*Aligns with the Zoo's Strategic Plan Key Commitment of **Connect**: Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action. This also aligns with the Zoo's Strategic plan foundational principle of **Financial Strength and Stewardship***



# Goal 4

*15% of Advertising Media Impressions are Directed Towards New Audiences*

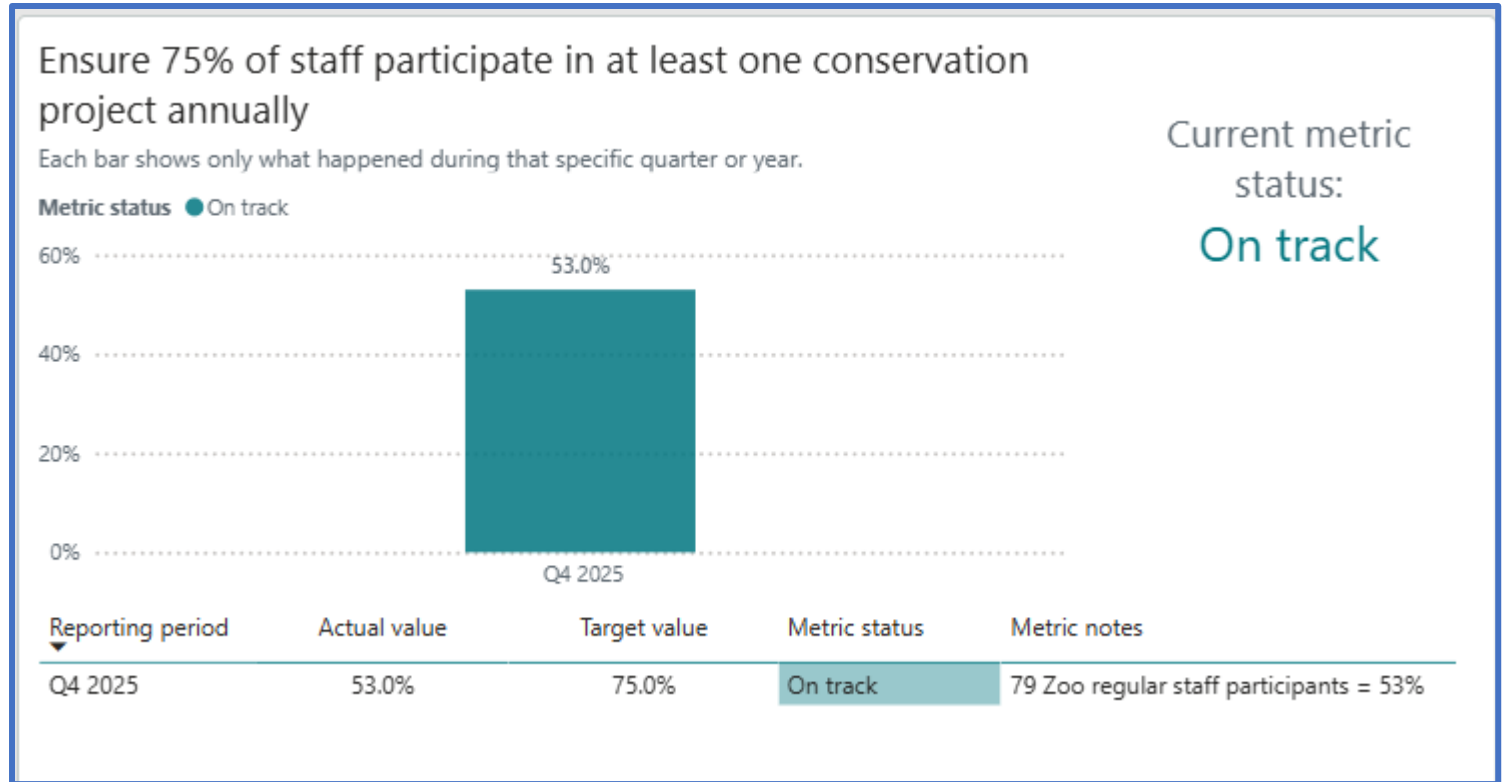
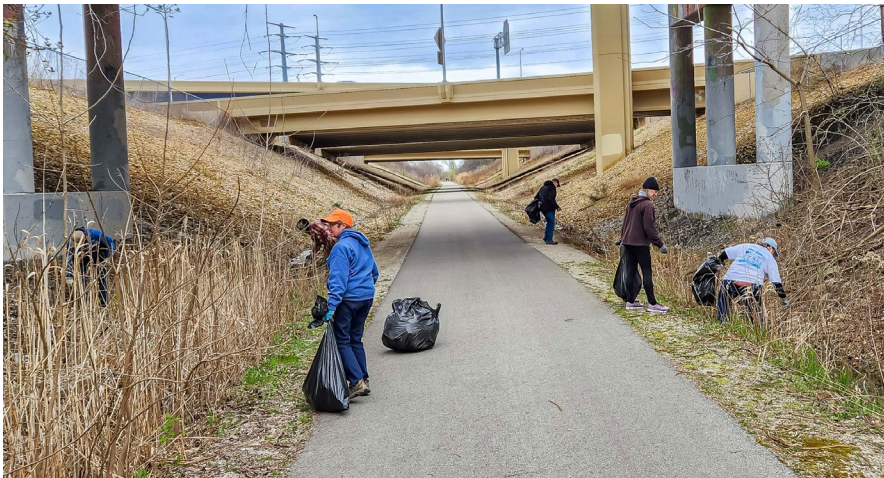
*Aligns with the Zoo's Strategic Plan Key Commitment of **Connect**: Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action. This also aligns with the Zoo's Strategic plan foundational principle of **Financial Strength and Stewardship***



# Goal 5

75% of Staff Participate in One Conservation Project Annually

Aligns with the Zoo's Strategic Plan Key Commitment of **Conserve**: Saving wildlife and wild places here and across the globe by leading and partnering on conservation projects.



# Other highlights from 2025

- Ushered in a cleaner future: the Zoo's trains shift from steam to conservation-minded diesel power



# Other highlights from 2025

- Welcomed the return of rhinos and unveiled a new, modern indoor habitat for both rhinos and hippos



# Other highlights from 2025

- The Zoo's Veterinary Residency Program was approved by the American College of Zoological Medicine, representing an exceptional achievement in the field and establishing a new pathway to train future zoo veterinarians
- Received the Association of Zoos and Aquariums Diversity Award for the Zoo's participation in the Project SEARCH program.



# Looking forward to 2026

- May 2 marks the grand opening of the outdoor habitats at the new Rhino Care Center.
- Start of the transformative front entrance project that will enhance guest safety, improve the arrival experience and create a more welcoming, customer-focused admission process from the moment guests arrive.
- The implementation of a modern point-of-sale system with industry-standard features that will streamline transactions, enhance reporting and integrate seamlessly with the new front entrance to improve guest flow and overall experience.





**MILWAUKEE  
COUNTY**