

**MILWAUKEE COUNTY FISCAL NOTE FORM**

**DATE:** 10-11-21

Original Fiscal Note

Substitute Fiscal Note

**SUBJECT:** From Milwaukee County Zoo, requesting to abolish the 1.0 FTE Group Sales Coordinator (24M) and Create 1.0 FTE Group Sales Manager (30M)

**FISCAL EFFECT:**

- |                                                                                                                   |                                                        |
|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> No Direct County Fiscal Impact                                                           | <input type="checkbox"/> Increase Capital Expenditures |
| <input type="checkbox"/> Existing Staff Time Required                                                             | <input type="checkbox"/> Decrease Capital Expenditures |
| <input checked="" type="checkbox"/> Increase Operating Expenditures<br>(If checked, check one of two boxes below) | <input type="checkbox"/> Increase Capital Revenues     |
| <input checked="" type="checkbox"/> Absorbed Within Agency's Budget                                               | <input type="checkbox"/> Decrease Capital Revenues     |
| <input type="checkbox"/> Not Absorbed Within Agency's Budget                                                      |                                                        |
| <input type="checkbox"/> Decrease Operating Expenditures                                                          | <input type="checkbox"/> Use of contingent funds       |
| <input type="checkbox"/> Increase Operating Revenues                                                              |                                                        |
| <input type="checkbox"/> Decrease Operating Revenues                                                              |                                                        |

*Indicate below the dollar change from budget for any submission that is projected to result in increased/decreased expenditures or revenues in the current year.*

	<b>Expenditure or Revenue Category</b>	<b>Current Year</b>	<b>Subsequent Year</b>
<b>Operating Budget</b>	Expenditure*	<\$200	\$4,400
	Revenue	\$0	\$0
	Net Cost	<\$200	\$4,400
<b>Capital Improvement Budget</b>	Expenditure	\$0	\$0
	Revenue	\$0	\$0
	Net Cost	\$0	\$0

\*NOTE: Assumes hiring the position @ step 1.

## DESCRIPTION OF FISCAL EFFECT

In the space below, you must provide the following information. Attach additional pages if necessary.

- A. Briefly describe the nature of the action that is being requested or proposed, and the new or changed conditions that would occur if the request or proposal were adopted.
- B. State the direct costs, savings or anticipated revenues associated with the requested or proposed action in the current budget year and how those were calculated.<sup>1</sup> If annualized or subsequent year fiscal impacts are substantially different from current year impacts, then those shall be stated as well. In addition, cite any one-time costs associated with the action, the source of any new or additional revenues (e.g. State, Federal, user fee or private donation), the use of contingent funds, and/or the use of budgeted appropriations due to surpluses or change in purpose required to fund the requested action.
- C. Discuss the budgetary impacts associated with the proposed action in the current year. A statement that sufficient funds are budgeted should be justified with information regarding the amount of budgeted appropriations in the relevant account and whether that amount is sufficient to offset the cost of the requested action. If relevant, discussion of budgetary impacts in subsequent years also shall be discussed. Subsequent year fiscal impacts shall be noted for the entire period in which the requested or proposed action would be implemented when it is reasonable to do so (i.e. a five-year lease agreement shall specify the costs/savings for each of the five years in question). Otherwise, impacts associated with the existing and subsequent budget years should be cited.
- D. Describe any assumptions or interpretations that were utilized to provide the information on this form.

A. The Zoo Director is requesting adoption of a resolution which will abolish one FTE Group Sales Coordinator and create one FTE Group Sales Manager. The Group Sales Manager will assist in Zoo revenue generation by creating a sales strategy to sell the Zoo's private rental areas, animal buildings and entire Zoo grounds to corporations, wedding clients and other companies and individuals. The position will also work with other team members in Marketing and Communications to maximize marketing opportunities with social media, advertising, and promotion; and supervise the work and performance of the Sales section, providing leadership through motivation, engagement, feedback, support, and development; and maximize employee and team effectiveness.

B. The net annual estimated change in salary and social security from abolishing one FTE Group Sales Coordinator and creating one FTE Group Sales Manager is an increase of approximately \$4,400 (annual), assuming a step 1 hire. The position is not expected to be filled until late December 2021 and would have a fiscal impact of less than \$200 (hiring at a step 1), which would be absorbed within the Zoo's operating budget. For 2022, the full annual increase in salary and social security would be realized. The 2022 County Executive Recommended Budget anticipates this position action and includes funding for the Group Sales Manager position (up to Step 2).

C. The 2021 tax levy impact of approximately (less than) \$200 will be absorbed within the Zoo's existing operating budget. The 2022 County Executive Recommended Budget includes full funding (up to Step 2) for the Group Sales Manager position.

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<sup>1</sup> If it is assumed that there is no fiscal impact associated with the requested action, then an explanatory statement that justifies that conclusion shall be provided. If precise impacts cannot be calculated, then an estimate or range should be provided.

<sup>2</sup> Community Business Development Partners' review is required on all professional service and public work construction contracts.

E. It is assumed the position will be filled in late December 2021 for one pay period at step 1. The 2022 County Executive Recommended Budget includes full funding for the Group Sales Manager position (up to step 2).

Department/Prepared By Anthony Rux

Authorized Signature JOSEPH LAMERS

Did DAS-Fiscal Staff Review?  Yes  No

Did CBDP Review?<sup>2</sup>  Yes  No  Not Required