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From the Executive Zoo Director requesting authorization to enter into a contract with Immotion for a Virtual Reality Theater at the Milwaukee County Zoo, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Milwaukee County Zoo (the Zoo) is one of the top four attractions and largest cultural institution in Wisconsin; and

WHEREAS, the 2022 Adopted Budget included funding for a 4D theater, and after further research it was determined that a virtual reality (VR) experience would better maximize revenue while also providing an immersive animal education experience; and

WHEREAS, the VR 36-seat theater will be presented in the Zoo’s Special Exhibit building, as a first-class turnkey on-mission attraction at no capital expense to the Zoo; and

WHEREAS, C.2K Entertainment, Inc., doing business as Immotion VR (Immotion) teamed up with the Dian Fossey Gorilla Fund (the Fund) to create its latest live action VR piece, Gorilla Trek; and

WHEREAS, lead by world-renowned primatologist and Chief Executive Officer of the Fund, Dr. Tara Stoinski, Immotion’s team traveled to the mountains of Rwanda to investigate and film the family dynamics of the seldom seen and highly endangered mountain gorilla; and

WHEREAS, being immersed in this family will be a truly breathtaking and unforgettable experience for Zoo guests, and the Zoo’s gorillas will also be highlighted creating a link to our gorilla exhibit; and

WHEREAS, the Committee on Finance, at its meeting of March 17, 2022, recommended adoption of File No. 22-331 (vote 7-0); now, therefore,

BE IT RESOLVED, the Director, Milwaukee County Zoo (the Zoo), is hereby authorized to enter into the said contract with C.2K Entertainment, Inc., doing business as Immotion VR, for a virtual reality theater at the Zoo, for a period of April 1, 2022, to December 31, 2026; and

BE IT FURTHER RESOLVED, the Director, Office of Strategy, Budget and Performance, and Office of the Comptroller, are authorized to process an appropriation transfer to recognize any additional revenues generated from the theater beyond what was budgeted, and establish expenditure authority as needed for the operation of the theater.

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