

From: [Vera Westphal](#)
To: [Kelsey Evans](#)
Cc: [Amos Morris](#); [Willie Johnson](#); [Chandra Staples](#); [Justin Bielinski](#); [Stephen Cady](#); [Sarah Fajardo](#); [Janelle Jensen](#)
Subject: RE: Committee on Finance-Budget: October 10, 2025, Referral Request
Date: Wednesday, October 15, 2025 12:47:41 PM
Attachments: [image001.png](#)
[image002.png](#)

Good afternoon,

As discussed during the October 10, 2025, Finance Budget Hearing, the Zoo only has location data for tickets purchased online, as zip codes and other address details are not collected from guests purchasing tickets at the admission gates. However, the Zoo conducts an annual exit survey that uses statistical sampling to gather guest feedback. The sample size was 303 respondents in 2024 and 341 in 2025. In both years, no respondents reported living outside the United States, except for one individual in 2025 who listed Guam, a U.S. territory.

On an annual basis, the Zoo has over 1.2 million guests.

Best,

Vera Westphal | Deputy Zoo Director (Administration/Finance/Operations)

Milwaukee County Zoo

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(414) 256-5404 | Vera.Westphal@milwaukeecountywi.gov

By achieving racial equity, Milwaukee County is the healthiest county in Wisconsin.



"Where Nature and Wonder Meet"

www.milwaukeezoo.org

From: Kelsey Evans <Kelsey.Evans@milwaukeecountywi.gov>

Sent: Monday, October 13, 2025 2:06 PM

To: Vera Westphal <Vera.Westphal@milwaukeecountywi.gov>

Cc: Amos Morris <Amos.Morris@milwaukeecountywi.gov>; Willie Johnson <Willie.Johnson@milwaukeecountywi.gov>; Chandra Staples <Chandra.Staples@milwaukeecountywi.gov>; Justin Bielinski

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<Janelle.Jensen@milwaukeecountywi.gov>

Subject: Committee on Finance-Budget: October 10, 2025, Referral Request

Good afternoon,

The following request for information was made at the October 10, 2025, meeting of the Committee on Finance-BUDGET regarding Item 9, and is [included on page 10 of the Committee on Finance-Budget minutes](#).

Agency No. 950 – Zoological Department

Supervisor Bielinski requested data regarding numbers of visitors from outside the United States, and any reductions in foreign visitors between 2024 and 2025, as recorded via the Exit Surveys.

If you require additional clarity, please contact the requesting Supervisor.

Video from the October 10, 2025, Finance-BUDGET meeting is available in the [County Legislative Information Center](#).

Please include me in your official response to this request for information. If you have already responded, please forward that response to me.

All responses to requests for information regarding the 2026 Recommended Budget will be appended to [Legistar File No. 25-670](#), and will be discussed at the Wednesday, October 15, 2025, Finance-BUDGET Public Hearing at 4:00 p.m.

Have a lovely week,

Kelsey A. Evans (she/her/hers) | Committee Coordinator
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