



SSA
VISITOR SERVICES

About SSA

OUR PARTNERS

- Albuquerque Bio Park (Zoo and Aquarium)
- Autry National Center
- Binder Park Zoo
- Buffalo Zoo
- Buffalo Museum of Science
- Cheyenne Mountain Zoo
- Cincinnati Zoo & Botanical Garden
- Dallas Zoo
- Denver Zoo
- Detroit Zoo
- Discovery Gateway Museum
- El Paso Zoo
- Fort Wayne Children's Zoo
- Fresno's Chaffee Zoo
- Hanauma Nature Preserve
- Hermann Park Conservancy
- History Colorado Center
- Honolulu Zoo
- Houston Zoo
- Los Angeles Zoo
- Louisville Zoological Gardens
- Maryland Zoo in Baltimore
- Minnesota Zoo
- Monterey Bay Aquarium
- Nashville Zoo
- North American Museum of Ancient Life
- Pittsburgh Zoo & PPG Aquarium
- Pretend City Children's Museum
- Reid Park Zoo
- Riverbanks Zoo & Gardens
- Sacramento Zoo
- Saint Louis Science Center
- San Francisco Zoo
- Tampa's Museum of Science & Industry
- Tulsa Zoo & Living Museum
- Utah's Hogle Zoo
- Zoo Boise
- Zoo Miami

- Family – Owned Contract Food & Retail Service Provider
- Zoo, Aquarium and Family based Cultural Attractions
- Currently serving 38 AZA Accredited Zoos or Aquariums
- Competed in last Fall's Milwaukee County Zoo Bid Process

Agenda

Answering Questions on:

- **Our Commitment to DBE Participation**
- **Our Capital Commitment**
- **Local Influence on Products, Vendors & Brands**
- **SSA Community Engagement**
- **Catering**
- **Sensitive Personnel Transition**

DBE PARTICIPATION

- Contract has been modified to include DBE participation
- Memorandum of Understanding has been signed with the County
- Minimum 25% commitment of capital (over \$650,000 DBE)
- In addition to capital commitment, committed to DBE participation in ongoing maintenance, repairs, product sourcing, and mentorship programs

About our Capital Investment Planning At a Glance

| Priority | Point of Service | Current Projected \$'s | Drive Per Cap | Increase Speed of Service | Perceived Value/Increased Quality |
|----------|--------------------|------------------------|---------------|---------------------------|-----------------------------------|
| 1a | Flamingo Café | \$200,000 | x | x | x |
| 1b | Entry Gift | \$400,000 | x | x | x |
| 1c | Ops. Vehicles | \$30,000 | | | |
| 2 | Woodland Retreat | \$300,000 | x | x | x |
| 3 | Oasis/Food Truck | \$225,000 | x | x | x |
| 4 | Catering | \$80,000 | | | x |
| 5 | Lakeview Expansion | \$300,000 | x | x | x |
| 6 | Lakeview Café | \$25,000 | x | x | x |
| 7 | Entry Kiosk | \$100,000 | x | | x |
| 8 | Sea Lion | \$25,000 | x | x | x |
| 9 | Retail Carts | \$50,000 | x | | x |
| 10 | Concessions Carts | \$25,000 | x | | x |
| 11 | Farmer's Market | \$20,000 | x | x | x |
| 12 | Dairy Store | \$20,000 | x | x | x |
| 13 | Future Flex Fund | \$820,000 | x | x | x |
| | Total | \$2,620,000 | | | |

About our Capital Investment

Capital Investment Planning At a Glance

| Priority# | Point of Service | Current/Projected \$'s | Drive/Per Cap | Increase/Speed of Service | Perceived Value of Increased Quality |
|-----------|--------------------|------------------------|---------------|---------------------------|--------------------------------------|
| 1a | Flamingo Café | \$200,000 | x | x | x |
| 1b | Entry Gift | \$400,000 | x | x | x |
| 1c | Ops. Vehicles | \$30,000 | | | |
| 2 | Woodland Retreat | \$300,000 | x | x | x |
| 3 | Oasis/Food Truck | \$225,000 | x | x | x |
| 4 | Catering | \$80,000 | | | x |
| 5 | Lakeview Expansion | \$300,000 | x | x | x |
| 6 | Lakeview Café | \$25,000 | x | x | x |
| 7 | Entry Kiosk | \$100,000 | x | | x |
| 8 | Sea Lion | \$25,000 | x | x | x |
| 9 | Retail Carts | \$50,000 | x | | x |
| 10 | Concessions Carts | \$25,000 | x | | x |
| 11 | Farmer's Market | \$20,000 | x | x | x |
| 12 | Dairy Store | \$20,000 | x | x | x |
| 13 | Future Flex Fund | \$820,000 | x | x | x |
| | Total | \$2,620,000 | | | |

- \$2.62 Million in Improvements
- \$380k in buyout & start-up
- All expenditures are made with only with Zoo approval
- Capital used to:
 - Improve Spaces
 - Improve the Experience & Value
 - Turn non-buyers into buyers

Local Influence

Local Vendors, Local Manufacturers

| Vendors | Prout | City | State | DBE |
|-------------------------|---------------------|-----------------|-------|-----|
| Prairie Farms | Dairy | Wauwatosa | WI | |
| Pepsi | Soda | Watertown | WI | |
| Badger Popcorn | Concession Products | Madison | WI | |
| Tony Machi | Produce company | Milwaukee | WI | |
| Usinger's | Sausage company | Milwaukee | WI | |
| US Foods | General Products | Menomonee Falls | WI | |
| Cedar Crest | Ice Cream | Cedarburgh | WI | |
| Cristina foods | Produce and Dairy | Chicago | IL | YES |
| | | | | |
| | | | | |
| Brands | | | | |
| Chef's line | Beef Ribs | Milwaukee | WI | |
| Excel Corporation | Pork Butt | Milwaukee | WI | |
| Cattleman's | Beef Burger | Milwaukee | WI | |
| Garden Fresh | Salads | Milwaukee | WI | |
| Supreme Meats | Pizza Toppings | Milwaukee | WI | |
| Pritzlaff (10 items) | Fresh Meat | New Berlin | WI | |
| Saputo Cheese (4 items) | Cheese | Waupun | WI | |
| Winona Foods | Cheese | Medford | WI | |
| Patrick Cudahy | Deli meat and Bacon | Cudahy | WI | |
| Koch | Chicken | Franklin | WI | |

Local Food Service Influences



AMERICA'S FINEST SAUSAGE!

Local Food Service Influences



KOPP'S
FROZEN CUSTARD

Local Food Service Influences



- Local snack based menu
 - Hand Dipped Cheese Curd
 - Glenview Farms
 - Pub Fried Pretzels
 - Sciortino's Bakery



Milwaukee Proud

- Leverage local Icons
- Milwaukee assortment that relates back to the zoo
- Milwaukee/Wisconsin made products





KEEPER ENDORSEMENT!



Keeper: Sarah
Years at Denver Zoo: 2 years
What exhibit do you work in: The Wildlife Theatre
In the photo: Sarah is working with our green-winged macaw "Maya." Maya is showing off her amazing wings on cue.

Green Tree Living Tagua-nut Earrings from Pamplana Jewelry

"These earrings are great because not only are they beautiful, but by purchasing them you are helping to save elephants and encourage sustainable farming and fair trade practices!"

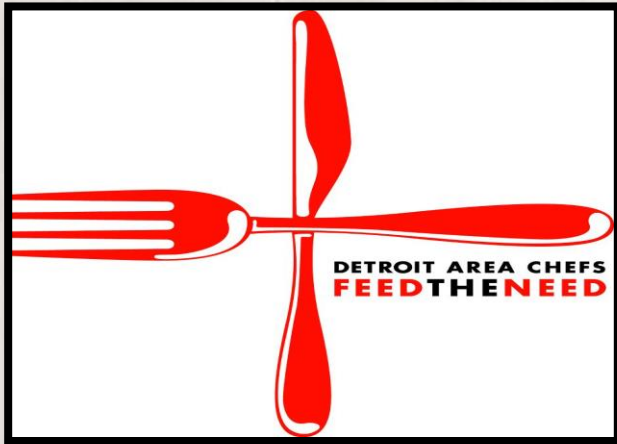
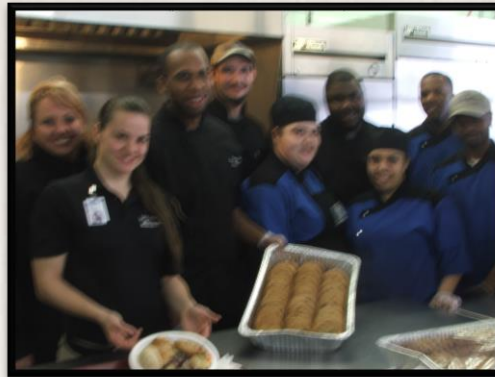


COMMUNITY ENGAGEMENT

Community involvement is part of our culture

- **Internal Zoo Community**
- **Communities We Serve:** Food banks, local job placement services (Denver City Youth Program, Best Buddies Program), Toys for Tots, Toys for Children's Hospital, Make a Wish Foundation, Beach and Highway Clean-Ups, Homeless Shelters, local schools and colleges





COMMUNITY ENGAGEMENT

4 Milwaukee Programs of Interest

- **Wisconsin Department of Children and Families – Wisconsin Works (W2)**
- **Youth Apprenticeship Hospitality and Tourism Program**
- **Earn and Learn**
- **Boys and Girls Club**



CATERING

- Contract has been modified to allow for the inclusion of outside caterers
 - 10 events per year
 - Plus Strictly Kosher catering (no limit)
 - Plus Ethnic catering (no limit)
- SSA will partner with local caterers on larger or more difficult functions
- In addition to increased catering commission to the County, SSA is providing \$30,000 per year in special event marketing support

Transitioning Personnel

- SSA will be hiring 100% of existing personnel
- Compensation will be no less than current levels
- Employees working an average of 30 hours per week receive full benefit package
- SSA will adhere to the Living Wage ordinance
- Offer additional support, training, and for many, a career path



**Thank you for
the opportunity
to present**