

**COUNTY OF MILWAUKEE**  
Inter-Office Communication

Date: 12/15/2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Amos Morris, Executive Zoo Director

Subject: From the Executive Zoo Director requesting authorization to enter into a contract for seasonal “birds of prey” presentations for the Zoo in partnership with World Bird Sanctuary in 2022

File Type: Action Report

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**REQUEST**

The Milwaukee County Zoo requests authorization to enter into a contract for the development, production, management and execution of seasonal “birds of prey” presentations for the Zoo at Northwestern Mutual Family Farm in partnership with World Bird Sanctuary.

**POLICY**

Wis. Stats 59.52(31)(c) requires County Board approval for any single contract or group of contracts between the same parties with a value or aggregate value of more than \$300,000.

Wisconsin State Statutes:	59.52(31)(c)
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2022
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

**BACKGROUND**

Milwaukee County Zoo (MCZ) is one of the top four attractions and largest cultural institution in Wisconsin. The Zoo grounds lie on 192-acre wooded campus and is home to 2,200 specimens of 330 species, with a full-time staff of 135 and an additional 150 seasonal and hourly staff during peak season. In 2005, the Zoo opened the newly renovated Northwestern Mutual Family Farm, formerly the “Children’s Zoo.” Along with a working dairy farm and daily educational presentations throughout the summer, a playground area and outdoor amphitheater make it an entertaining and educational family experience. Since renovations, the amphitheater has been host to a seasonal “birds of prey” presentation to engage visitors through education and entertainment.

**ALIGNMENT TO STRATEGIC PLAN**

2A: Determine what, where, and how we deliver services to advance health equity.

3A: Invest “upstream” to address root causes of health disparities by ensuring a wholesome recreational environment for the citizens of Milwaukee County.

3B: Enhance the County’s fiscal health and sustainability.

**FISCAL EFFECT**

The 2022 Adopted Budget includes funding for this contract at a cost of \$110,760. The contract boosts annual attendance and revenue numbers by providing an enhanced, engaging, educational, and entertaining visitor experience for the summer season.

**TERMS**

The term of the 2022 Birds of Prey presentation contract would extend from February 1, 2022 until December 31, 2022.

**VIRTUAL MEETING INVITES**

Amos Morris, Executive Zoo Director will present, but please also include Vera Westphal, Deputy Zoo Director; and Gary Lunsford, Director of Animal Management & Health. Email addresses as follows: [Amos.Morris@milwaukeecountywi.gov](mailto:Amos.Morris@milwaukeecountywi.gov); [Vera.Westphal@milwaukeecountywi.gov](mailto:Vera.Westphal@milwaukeecountywi.gov); [Gary.Lunsford@milwaukeecountywi.gov](mailto:Gary.Lunsford@milwaukeecountywi.gov);

**PREPARED BY:**

Gary Lunsford, Director of Animal Management & Health  
Vera Westphal, Deputy Zoo Director

**APPROVED BY:**

Amos Morris, Executive Zoo Director

*Amos D. Morris, Jr*

**ATTACHMENTS:**

Resolution, Fiscal Note, DRAFT Contract

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors  
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk  
David Crowley, County Executive  
Mary Jo Meyers, Chief of Staff, County Executive  
Scott Manske, Comptroller  
Aaron Hertzberg, Director, Department of Administrative Services  
Joseph Lamers, Director of Performance, Strategy & Budget  
Michelle Nate, Deputy Comptroller  
Steve Cady, Research and Policy Director, Comptroller’s Office  
Emily Petersen, Research Analyst, Comptroller’s Office  
Anthony Rux, Budget and Management Analyst, DAS-PSB  
Vera Westphal, Deputy Zoo Director  
Gary Lunsford, Director of Animal Management and Health, Zoological Department