

**COUNTY OF MILWAUKEE**  
INTEROFFICE COMMUNICATION

DATE: August 18<sup>th</sup>, 2021

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

FROM: Joseph Lamers, Director, DAS-PSB

SUBJECT: Milwaukee County Zoo is requesting authorization to abolish 1.0 FTE Group Sales Coordinator position and Create 1.0 FTE Sales Manager position.

**BACKGROUND**

The sales area of the Marketing and Communications Division is a major contributor to Zoo revenue generation through the sales of the Zoo's private rental areas, animal buildings and entire Zoo grounds to corporations, wedding clients and other companies and individuals.

The retirement in April 2021, of the Group Sales Coordinator, gave Zoo and Human Resources staff the opportunity to study the job responsibilities and compensation assigned to the position. It was determined that abolishing the Group Sales Coordinator position and creating a Sales Manager position was the most efficient way to move forward.

The Sales Manager position will be highly focused on sales and sales strategy. Creating a sales strategy will assist the Zoo with greater revenue generation by increasing the number and size of clients, encouraging new business and creating private rental pricing that assures a positive outcome for the Zoo.

The position will also work with members of the Marketing and Communications Division to maximize marketing opportunities with social media, advertising, and promotion. The position will manage two full-time and five seasonal Zoo Worker positions.

**ALIGNMENT TO STRATEGIC PLAN**

The creation of a Group Sales Manager would support the Milwaukee County Zoo's alignment to the following strategic plan areas:

- 1) Increase the number of County contracts awarded to minority and women-owned businesses by working with catering contracts to encourage application to appear on the Zoo's catering list.
- 2) Apply a racial equity lens to all decisions by providing the opportunity to consider a diverse applicant pool.
- 3) Enhance the County's fiscal health and sustainability by increasing group sales revenues, making the Zoo less dependent on tax levy.

**FISCAL EFFECT**

The table below shows the impact to the 2021 and 2022 budgets. The fiscal impact will be absorbed in the 2021 budget and this action is included in the Zoo's 2022 budget request.

<b>Position Description</b>	<b>Pay Range</b>	<b>FTE</b>	<b>2021 Salary and Social Impact (effective 11/1/21)</b>	<b>Annualized Impact</b>
Group Sales Coordinator	24M	(1.00)	(\$11,292)	(\$65,496)
Group Sales Manager	30M	1.00	\$11,133	\$69,514
	Net Impact	0	\$693	\$4,018

The Department of Administrative Services – Performance, Strategy, and Budget recommends that 1.0 FTE Group Sales Coordinator position be abolished, and 1.0 FTE Sales Manager position be created in the Milwaukee County Zoo.

There is no tax levy impact to this request.

JOSEPH LAMERS

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Joseph Lamers, Director, Office of Performance, Strategy, and Budget