

Milwaukee County Zoo 2024 Accessibility Programs

PROGRAM TITLE	DESCRIPTION	2024 ATTENDANCE
Family Free Days Sponsored by TriCity National Bank	Free admission for all on the first Saturday in the months of January – March and October to December.	January 6 – 2,091 February 3 – 6,710 March 2 – 24,523 October 5 – 17,020 November 2 – 8,404 <u>December 7 – 1,754</u> Total – 60,502 Value: \$ 650,059
Mother's Day Sponsored by People's Bank	Free admission for all mothers on May 12th.	(Mothers) Total Attendance: 2,104 Value: \$41,560
Father's Day Sponsored by Prairie Farms Dairy	Free admission for all fathers on June 16th.	(Fathers) Total Attendance: 734 Value: \$13,922
Military & Veterans Family Day	The Milwaukee County Zoo provides free admission and parking to active military and veterans and their families residing in Wisconsin. The Zoo partners with the Milwaukee County Veterans Services Office to make tickets available at County Veteran Services Office around the state. The Veteran's office also coordinates a Veterans Benefit Expo that is a one-stop-shop where veterans can learn about veterans' benefits. June 30, 2024.	(Military) Total Attendance: 4,937 Value: \$91,742
July 4 Celebration	Celebrate the Fourth of July at the Zoo with \$4 admission fees for all.	Total Attendance: 8,205 Value: \$71,760
Scouting the Zoo	The first Friday and Saturday in June, the Milwaukee County Council of Boy Scouts helps visitors learn about conservation through demonstrations and activities.	Total Attendance: 12,642 Value: \$1,837
Senior Celebration Sponsored by St. Camillus	All visitors 60+ enjoy FREE admission to the Zoo on three days in the month of June. Activities include entertainment, nature walks, pickle ball and senior fitness sessions. June 11, 18, and 25.	(Seniors) Total Attendance: 1,277 Value: \$21,916

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Frosty Free Week Sponsored by Generac	Free daily admission for all during the last week in December (December 26-30)	Total Attendance: 23,687 Value: \$186,992												
School Field Trips	All Milwaukee County school students receive free admission during the months of January, February, March, November, and December. Milwaukee County school students also receive reduced rates during the months of April through October. Non-Milwaukee County school students receive a discount off the peak rate year-round. Total students and chaperones = 91,537 Value: \$510,468													
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	*Free Chaperones (1 for every 10 students)													
Special Needs Programs	The Zoo provides free admission to approved adult special needs organizations’ clients and chaperones on an annual basis.	Total: 2,598 Value: \$40,896												
KultureCity Certification	<p>The Zoo has partnered with KultureCity to make the Zoo and all the programs and events it hosts sensory inclusive. The certification enables the Zoo to accommodate guests with sensory processing needs and make it a welcoming and positive experience.</p> <p>The Zoo provides free sensory bags for guests that include noise canceling headphones, fidget tools, verbal cue cards and weighted lap pads.</p>	Training Goal: 50% of staff Results: 54% Checked Out: 77 times in 2024												
Project SEARCH Program	<p>Project SEARCH is an innovative, business-led, school to work transition program for young adults with disabilities. Goodwill partners with the Zoo along with CESA #1, the Division of Vocational Rehabilitation and the Department of Health Services to offer unique training rotations for individuals. Program includes:</p> <ul style="list-style-type: none">• Career exploration, training & internship experience• Experience in community organization and workplace culture	2023-2024 School Year Program: 10 interns 70% of last year's interns are working, and 30% are looking for employment.												

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	<ul style="list-style-type: none"> • Development of job skills and independence • Work-based learning that promotes problem-solving, teamwork and social relationships 	
Islands of Brilliance Workshop with Autistic Youth	In partnership with The Zoological Society of Milwaukee's Education Programs – Islands of Brilliance, the Zoo waived admission and parking for 50 guests to attend the Islands of Brilliance workshop event for Autistic Youth on April 20, 2024.	50
State Fair Ticket Promotion Partnership with State Fair	The Zoo partners with State Fair each on "Party Animal" promotion. When State Fair and Zoo admission is purchased as a package, customers receive a deeply discounted ticket price.	1,168 packages purchased
Keep Greater Milwaukee Beautiful Promotion Partnership with KGMB	In 2024, the Zoo provided a free child admission with the purchase of an adult admission. For those who signed up for neighborhood, community, and school cleanup efforts.	39 tickets redeemed Value: \$634
Purple Heart Pass	The Zoo participates in the Purple Heart Pass Program by recognizing and granting Wisconsin's Purple Heart recipients free, year-round Zoo access to the recipient and one guest, including free parking.	73 recipients Value: \$1,194
Children's Hospital & Make-A-Wish Experiences	When requested, the Zoo provides admission tickets for families whose children are required to have an extended stay at Children's Hospital. Also, when requested, the Zoo staff provides experience for Make-A-Wish recipients. Experiences can range from admission and parking used for a one-day visit to special animal experiences and tours.	Number changes per year, based on requests
Language Accessibility	Maps translated into Spanish, German and Hmong are available. In addition, wayfinding maps located at points around the Zoo ground have a key translated into Spanish. In 2024 Group Sales brochures were also translated into Spanish. Also in 2024, two of our rides added instructions in Spanish: Skyglide and Carousel.	
Family Farm Internship Program	Beginning in 2021, the Zoo partnered with Vincent High School to host paid Agricultural interns in the Family Farm over the summer.	3 Agricultural Interns in summer 2024
Celebrate Diversity Sponsored by Meijer	The Zoo continued to celebrate diversity in 2024 with activities that included a Biodiversity Guessing Game, explore Wisconsin's forest station, and Sustainability Market, celebrating the diversity in our community and supporting local groups and artisans. May 18, 2024.	7,617

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Marketing Strategy	The Zoo continues to earmark a percent of its advertising budget to outlets that are most used by underserved communities. In 2024 the Zoo earmarked 20% of its advertising impressions to attract diverse audiences. In addition to these targeted efforts, the Zoo increased the number or advertisements that were translated into Spanish	20%
Milwaukee County Discounted Wednesdays	The Zoo offers discounted pricing to Milwaukee County Residents every Wednesday.	Total Attendance: 7,881 Value: \$24,243
Flex Ticket Pricing	In April 2022, the Zoo implemented a strategic pricing plan (now called Flex Pricing) for general admission tickets. The plan gives guests the opportunity to pick a Zoo visit day that meets their budget with “plan-ahead pricing” or “any-time tickets”. The plan also offers the Wednesday County Resident discount rate on one Sunday each month in April, May and September.	County Discounted Sundays: April : 1,874 May : 1,201 Sept : 680 Value: \$22,874
Event Ticket Promotions	The 2024 Wild Lights event provided discount ticket prices for multiple promotions including Early Bird, Black Friday, Wild Lights Wednesday, Drive Thru Nights and Zoo Year’s Eve.	Total Attendance 14,261

Zoological Society of Milwaukee (ZSM)

Programs Serving Children Attending Schools with High Economic Need

Program Title	Description	# of Children Reached in 2024
Animal Ambassador Programs [Sponsored by individuals, corporations and ZSM]	<p><i>The Animal Ambassador program strives to develop student appreciation and empathy for animals and the environment, increase their awareness of conservation efforts, and further their development as stewards who can make an impact in their communities. Objectives include:</i></p> <ol style="list-style-type: none"> <i>1. Increase students' awareness of the world around them and the relationship of humans to the environment through educational activities focusing on ecology, endangered species, animal adaptations, and habitat loss.</i> <i>2. Provide opportunities to underserved and/or economically challenged student populations living in metro-Milwaukee. Highlight animals and environments in the natural world around students to enhance learning.</i> <i>3. Provide students an opportunity to develop an emotional connection to animals and the environment through live animal encounters and experiences on Zoo grounds.</i> <i>4. Develop empathy for animals, nature, and other human beings and inspire students to take tangible conservation actions.</i> 	<p>TOTAL: 2,675 students from 23 Milwaukee area schools</p> <p>2,675 students, each engaging in 2-3 programs, for 5112 touchpoints total</p> <p>731 2nd graders 694 3rd graders 1,250 4th graders</p>
Arts Education, Kohl's Wild Theater [Sponsored by foundations, individuals, corporations and ZSM]	<p><i>Kohl's Wild Theater (KWT) is made possible by a partnership between the Milwaukee County Zoo (MCZ) and the Zoological Society of Milwaukee (ZSM) and key funding partners, including Kohl's Department Stores. This educational program provides conservation-themed theater performances using drama, songs and puppetry. Kohl's Wild Theater performs for children and their families not only at the Milwaukee County Zoo but also at schools. KWT school program objectives include:</i></p> <ul style="list-style-type: none"> <i>• Inspire and empower student audiences to take conservation action through participatory storytelling.</i> <i>• Support lessons and themes presented by ZSM education programming and MCZ exhibit interpretives.</i> <i>• Provide audiences with an accessible introduction to live theater, music, dance, puppetry and other artistic mediums.</i> 	<p>TOTAL: 4,979 students from 44 schools were children of high economic need.</p> <p>A total of 11,579 students from 102 School participated. Of that total, 43% of the venues served during 2024 were located in disadvantaged neighborhoods serving historically underrepresented children, and 29% were MPS schools.</p>

Program Title	Description	# Children Reached in 2024
Summer Camps and Classes [Grant funded financial aid for qualified participants, costing \$10 per day to participate]	We don't think learning should have to stop just because the school year ends! Our Conservation Education Department offers a variety of fun and engaging, science-based camps for ages 4-15, ranging from single-day to weeklong camp experiences. We also offer Zoo classes during the summer months for infants, ages 2-5 with their adults.	TOTAL: 1018 seats filled 512 Children participated in camps and classes via Community Center Partners 506 seats filled by children qualifying based on income, section 8 housing and/or use of other governmental assistance.
Spring and Fall Camps and Classes [Sponsored by individuals, corporations and ZSM]	Financial Aid Recipients: Families qualifying with financial need participate in our seasonal programming. Engaging, age-appropriate classes for infants through children age 14. Early childhood participants are accompanied by adults	TOTAL: 210 seats filled
School Education Programs [Sponsored by individuals, corporations and ZSM]	Any Spring Trips and fall guided education programs receiving access funds, including: <ul style="list-style-type: none"> • Engaging, interactive, standards-based programs K3-12th grade • Unique animal encounters and/or hands-on experience with biofacts • Conservation and empathy for wildlife messaging. 	TOTAL: 3083 students 1104 attending programs held at schools, called "Zoo to You" 1785 attending programs held at the Zoo 194 attending through Jr Achievement 3DE partnership program
Big Brothers Big Sisters [Sponsored by individuals, corporations and ZSM]	Back to School Event: Participants gained free admission to the zoo, participated in conservation education, health and wellness stations, and picked up school supplies for the school year.	TOTAL: 200 participants

Program Title	Description	# Children Reached in 2024
Access Zoo Pass [Sponsored by individuals, corporations and ZSM]	In 2023 the Zoological Society of Milwaukee piloted a program that works with community partners to provide Zoo Passes to low-income families referred through by our program partners. Access Zoo Pass provides families with a full year of Zoo admission, parking and other member benefits (valued at \$175 each pass). Access MKE Zoo Pass voucher program partners included: <ul style="list-style-type: none"> • COA Youth and Family Centers • Park Club residents, and • Havenwoods Neighborhood Partnership 	TOTAL: 26 household Zoo Passes 63 vouchers were distributed, and 26 were redeemed by 12/31/24.
CLTS waivers Zoo Pass program	The Children’s Long-Term Support (CLTS) Waiver Program is a Medicaid Home and Community-Based Waiver program that provides services for children with severe disabilities, works with the Zoo to provide zoo passes for children who have severe physical, developmental, or emotional disabilities may be eligible for the program. Children must meet the following criteria: <ul style="list-style-type: none"> • The child must have a Disability Determination from SSI Medicaid, Katie Beckett Medicaid, or State Waiver Medicaid. • The child must meet financial requirements in accordance with Medicaid guidelines. • The child must meet a Level of Care as determined through an assessment and functional screen. 	TOTALS: 1,303 Milwaukee County – 1,212 Racine County – 90 Kenosha County - 1
World Languages Day	Upper-level K-12 grade students showcase their language skills by presenting to guests in the language they are studying, as they interpret animal exhibits throughout the Zoo. This event is tailored for school field trips and homeschool students eager to practice their language abilities. Presenting students also visit other student presenters with a "passport" that is stamped after each presentation. Piloted in 2023.	TOTAL: 417 student presenters