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4 **A RESOLUTION**

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6 To allocate \$1,737,050 from Agency 194-1945 – Appropriation for Contingencies to  
7 Capital Project WZ017401 Zoo Front Entrance – Admissions Reconfiguration planning  
8 and design  
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10 WHEREAS, the Milwaukee County Zoo is a beloved attraction for more than one  
11 million annual visitors; and  
12

13 WHEREAS, in 2023, the top-ranked capital improvement project submitted by  
14 zoo leadership to the Capital Improvements Committee was WZ017401 Zoo Front  
15 Entrance – Admissions Reconfiguration; and  
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17 WHEREAS, a reconfiguration of the zoo entrance could resolve a clear and  
18 present traffic safety issue for zoo guests and motorists on Bluemound Road and also  
19 capture new revenue that was previously lost; and  
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21 WHEREAS, as part of the Finance Committee meeting on October 12, 2023, the  
22 Zoo Executive Director stated, “We believe that the way our current setup is for getting  
23 guests into the zoo pushes the line out into the community and down on to the  
24 highways, because our ticketing is at the beginning of our parking area. We have about  
25 3,900 to 4,200 parking spots in front of the zoo, and if I could get the traffic to flow into  
26 the zoo, fill the parking spots, and then pay to get into the zoo after they get out of their  
27 vehicles and come into the facility, it would reduce the pressure on Bluemound”; and  
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29 WHEREAS, the Zoo Executive Director also emphasized that, “As cars peel out  
30 of the line because they don’t want to wait, we are losing opportunities to generate  
31 revenue. That can be significant”; and  
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33 WHEREAS, on August 17, 2023, the Milwaukee County Capital Improvements  
34 Committee included WZ017401 Zoo Front Entrance – Admissions Reconfiguration as  
35 part of its recommendation for 2024 capital improvements, but the item was not  
36 included as part of the County Executive’s 2024 Recommended Capital Budget; and  
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38 WHEREAS, during the Milwaukee County Committee on Finance meeting held  
39 on September 14, 2023, Office of the Comptroller Financial Services Director shared  
40 the 2023 Fiscal Projection for Milwaukee County as part of File No. 23-69 noting that,  
41 “Based on financial results through the most recent reporting period, prior monthly

42 reports submitted by departments and known projected actions, Milwaukee County’s  
43 projected 2023 year-end fiscal status is a surplus of \$35.7 million”; now, therefore,  
44

45 BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby  
46 authorizes and directs the Office of the Comptroller and the Department of  
47 Administrative Services to process an administrative transfer of \$1,737,050 from  
48 Agency 194-1945 Appropriation for Contingencies to Capital Project WZ017401 Zoo  
49 Front Entrance – Admissions Reconfiguration planning and design.