

# Milwaukee County Zoo

2024 Annual Report to the Milwaukee County  
Board of Supervisors



# Strategic Plan



# Goal 1

*Continuously Maintain Professional Accreditation and Licensing*

**CARE:** *Enhancing wellbeing and pursuing the highest standards, in veterinary care, husbandry and zoo habitat design.*

## Continuously Maintain Professional Accreditation and Licensing

	2024	2025	2026	2027	2028	2029
Assoc. of Zoos & Aquariums	✓	✓	✓	✓	✓	✓
USDA License	✓	✓	✓	✓	✓	✓

## AZA Accreditation Categories (276 Standards)

- Animal Welfare, Care & Mgmt
- Veterinary Care
- Conservation
- Education & Interpretation
- Scientific Advancement
- Governing Authority
- Staff
- Support Organization
- Finance
- Physical Facilities
- Safety/Security
- Guest Services
- Master & Strategic Planning
- Elephant Mgmt Care



## Goal 2

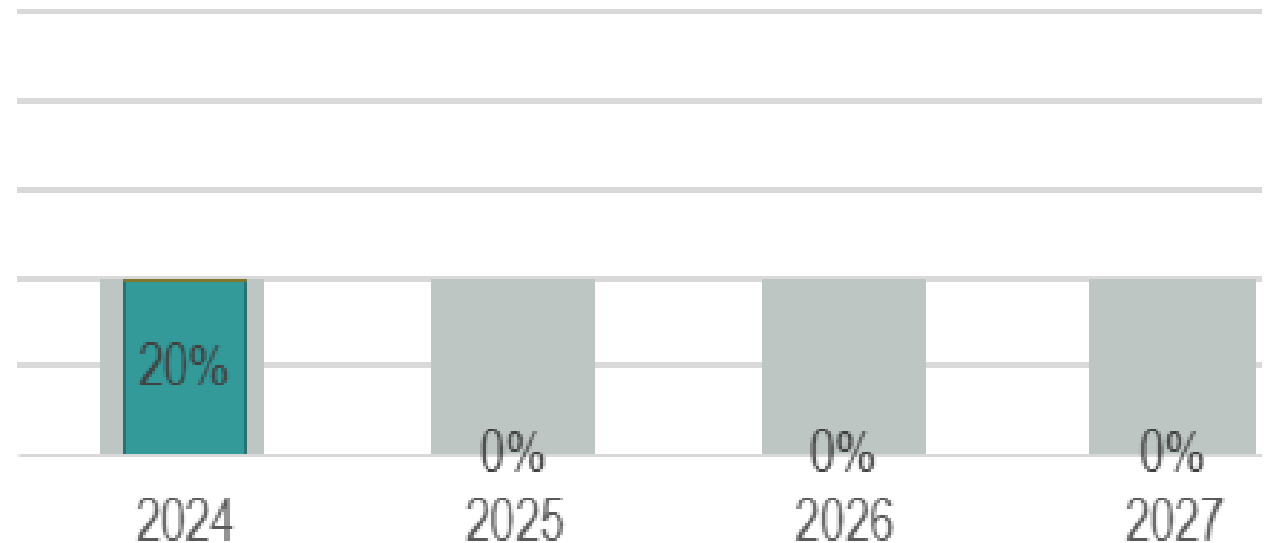
*20% of Advertising Media Impressions are Directed Toward Diverse and Underrepresented Audiences*

**CONNECT:** *Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.*



## 20% of Advertising Media Impressions are Directed Toward Diverse and Underrepresented Audiences

■ Goal met ■ Goal not met

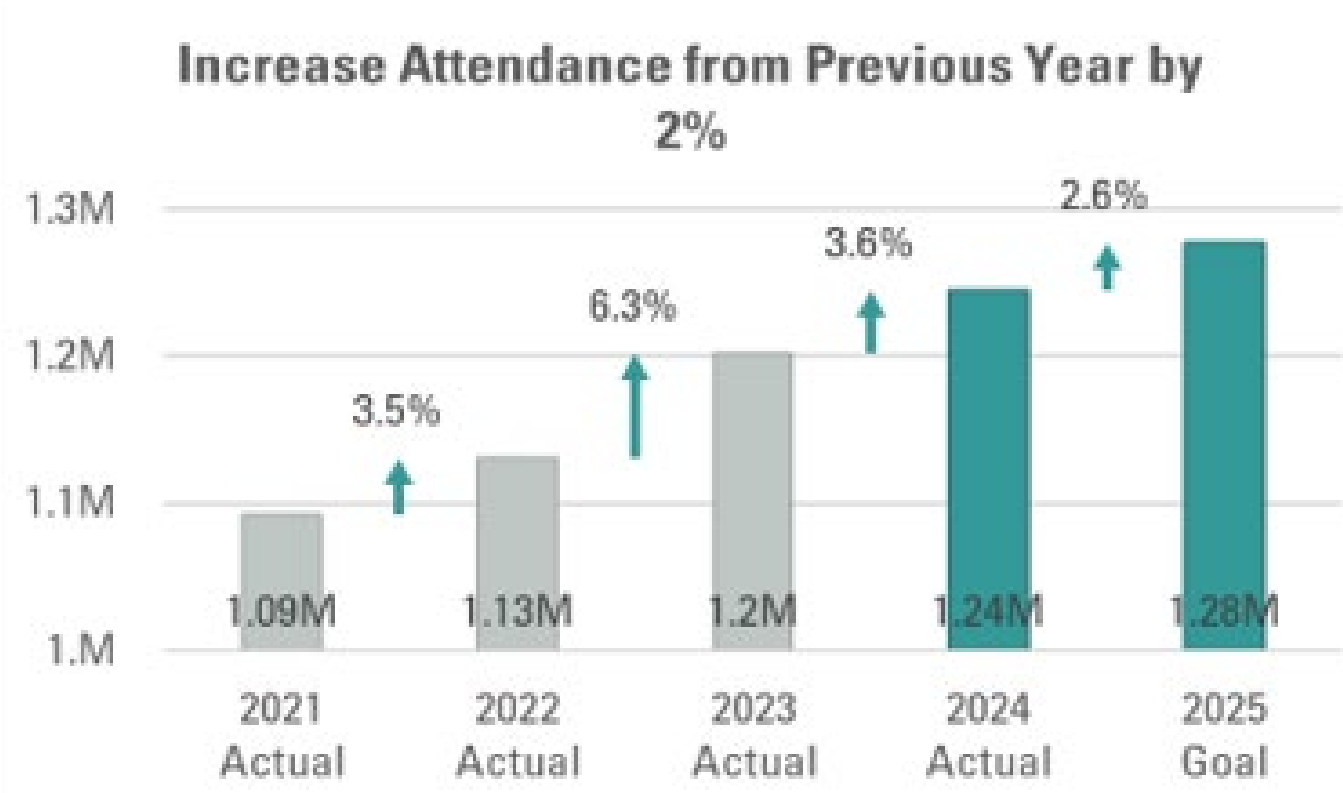




# Goal 3

Increase Attendance from the Previous Year by 2%

**CONNECT:** Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.



## Goal 4

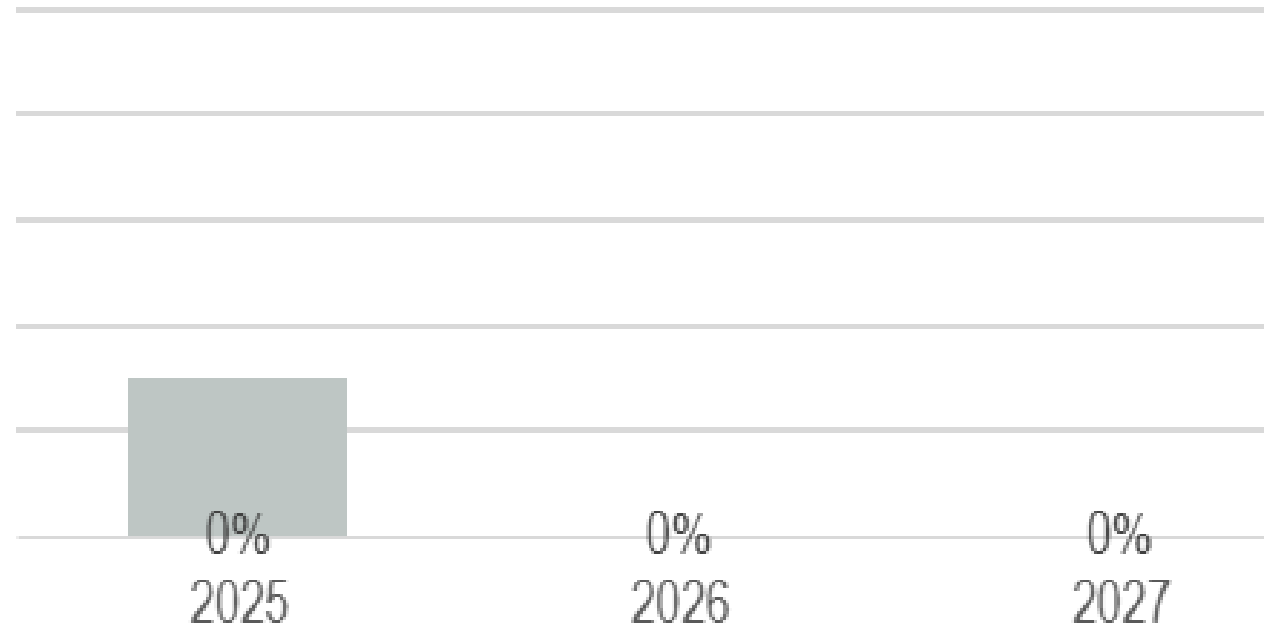
*15% of Advertising Media Impressions are Directed Towards New Audiences*

**CONNECT:** *Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.*



## 15% of Advertising Media Impressions are Directed Towards New Audiences

■ Goal met ■ Goal not met



# Goal 5

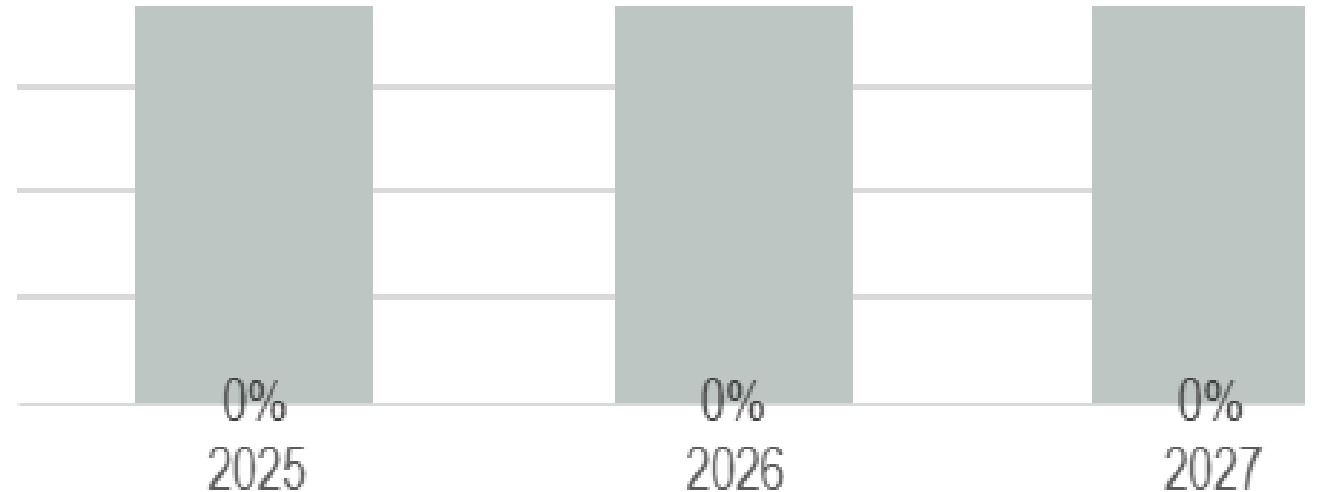
75% of Staff Participate in One Conservation Project

**CONSERVE:** Saving wildlife and wild places here and across the globe by leading and partnering on conservation projects.



## 75% of Staff Participate in One Conservation Project

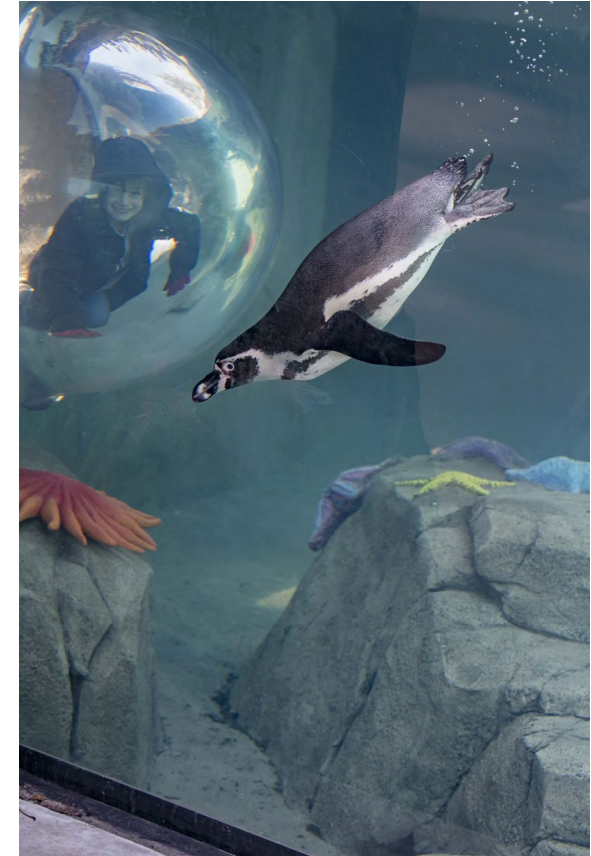
■ Goal met ■ Goal not met





# Other highlights from 2024

- Opening of Penguins of the Pacific





# Other highlights from 2024

## Invest in Equity

- Enhance Milwaukee County's fiscal health and sustainability
  - After year-end adjustments, the Zoo's budget had a net surplus of \$58,924
  - Total Revenues from 2024 exceeded 2023 by \$585,000, primarily due to better than anticipated revenue from School field trips, Building rentals and SSA commissions

## Create Intentional Inclusion

- Create and nurture an inclusive culture across Milwaukee County
  - Youth Apprenticeship program – LED lighting retrofit project
  - Cristo Rey Internship program – 4 students
  - Community Engagement



# Other highlights from 2024 Continued

## Create Intentional Inclusion

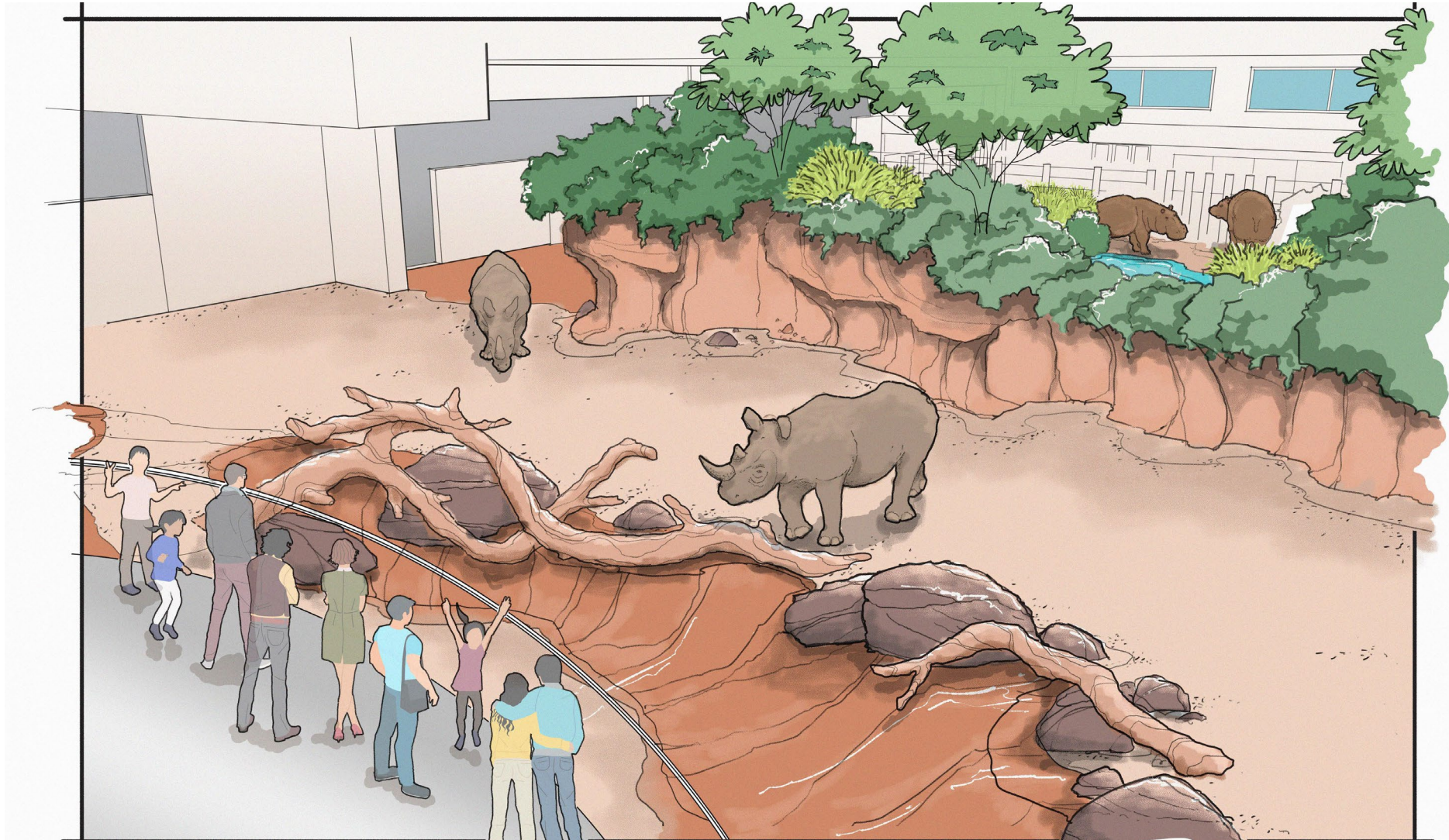
- Increase the number of Milwaukee County contracts awarded to minority and women-owned businesses
  - In 2024, 58% of repair and maintenance contracts valued at \$10,000 or more were awarded to Targeted Business Enterprises.
  - Attended the Wisconsin Business Expo to expand the Zoo's use of Targeted Business Enterprises





# Looking forward to 2025

- Opening Adventure Africa - Rhino/Hippo Indoor Habitat to the public
- Bringing back Rhinos to the Zoo's animal population



# Looking forward to 2025 Continued

- Implementation of the Zoo Coalition's new strategic plan, built on three foundational pillars: culture, community impact, and financial strength and stewardship
- Implementation of a modern point-of-sale system aimed at enhancing guest experience through improved technology while optimizing the Zoo's operational efficiency and financial sustainability.
- Completion of the Front Entrance Design and requesting funds for the construction phase, aimed at improving guest entry, delivering a more personalized visitor experience, and expanding opportunities for public interaction and revenue growth







**MILWAUKEE  
COUNTY**