

Milwaukee County Zoo

2024 Annual Report to the Milwaukee County
Board of Supervisors



Strategic Plan

KEY COMMITMENTS

VALUES

VISION
A world where wildlife and people thrive.

MISSION
Inspire people to conserve wildlife and wild places.

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



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



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



INCLUSION
We strive to create and reinforce a sense of belonging within our culture and operations. We value individuals for their unique perspectives, capabilities, and contributions. We welcome them to fully and authentically participate.



INNOVATION
We bravely pursue and are willing to try new ideas. Even mistakes help us learn and grow.



COLLABORATION
We build strong relationships that seek out different perspectives, and work together to maximize our collective impact.



EMPATHY
We demonstrate the ability to understand the diverse experiences and perspectives of our animals, our team, our communities and our planet. We foster understanding in our communities to promote conservation action.



FUN
We embed fun in the work that we do. It creates an enriching and memorable experience for guests and employees alike.



RESPECT
We are committed to caring for our animals, guests, and each other with compassion, consideration, and kindness.



ACCOUNTABILITY
We create a culture of transparency and integrity. We hold ourselves to the highest standard. We accept responsibility for our actions and intentionally strive to improve.



CULTURE

COMMUNITY IMPACT

FINANCIAL STRENGTH AND STEWARDSHIP

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

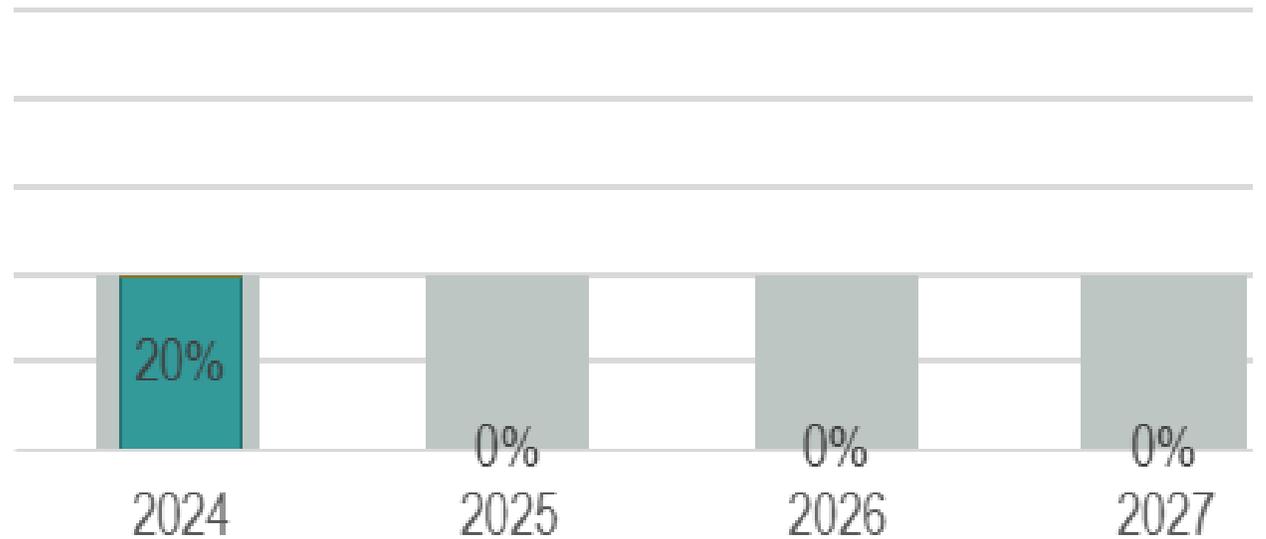
20% of Advertising Media Impressions are Directed Toward Diverse and Underrepresented Audiences

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



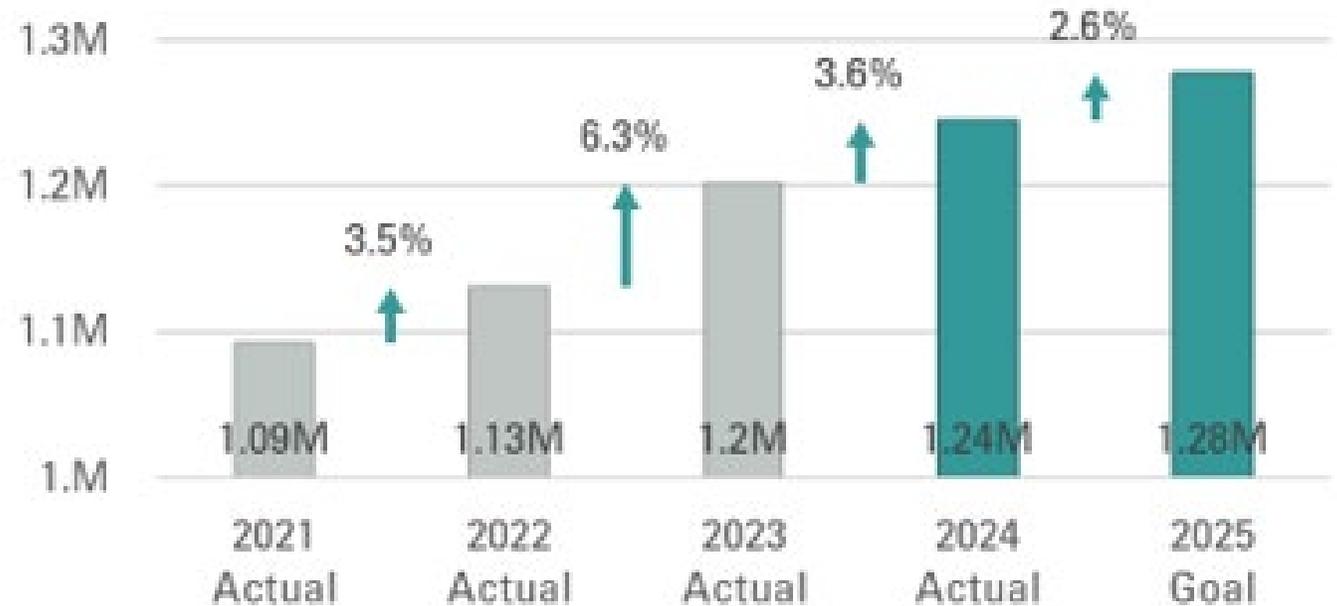
Goal 3

Increase Attendance from the Previous Year by 2%

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



Increase Attendance from Previous Year by 2%



Goal 4

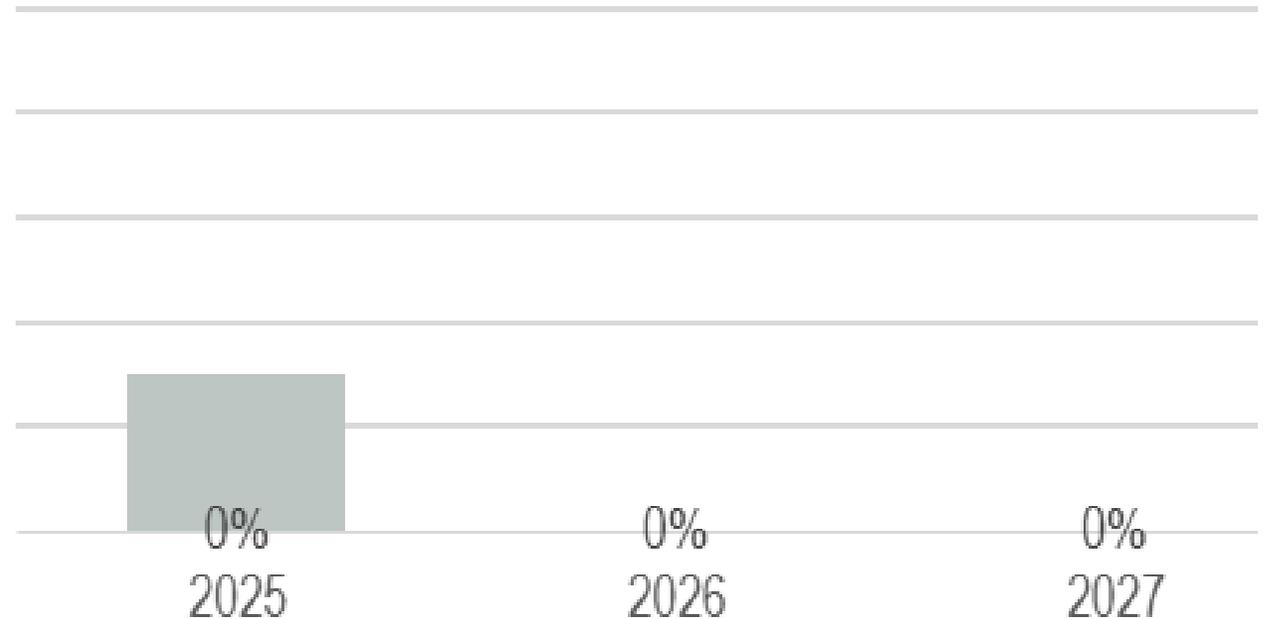
15% of Advertising Media Impressions are Directed Towards New Audiences

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

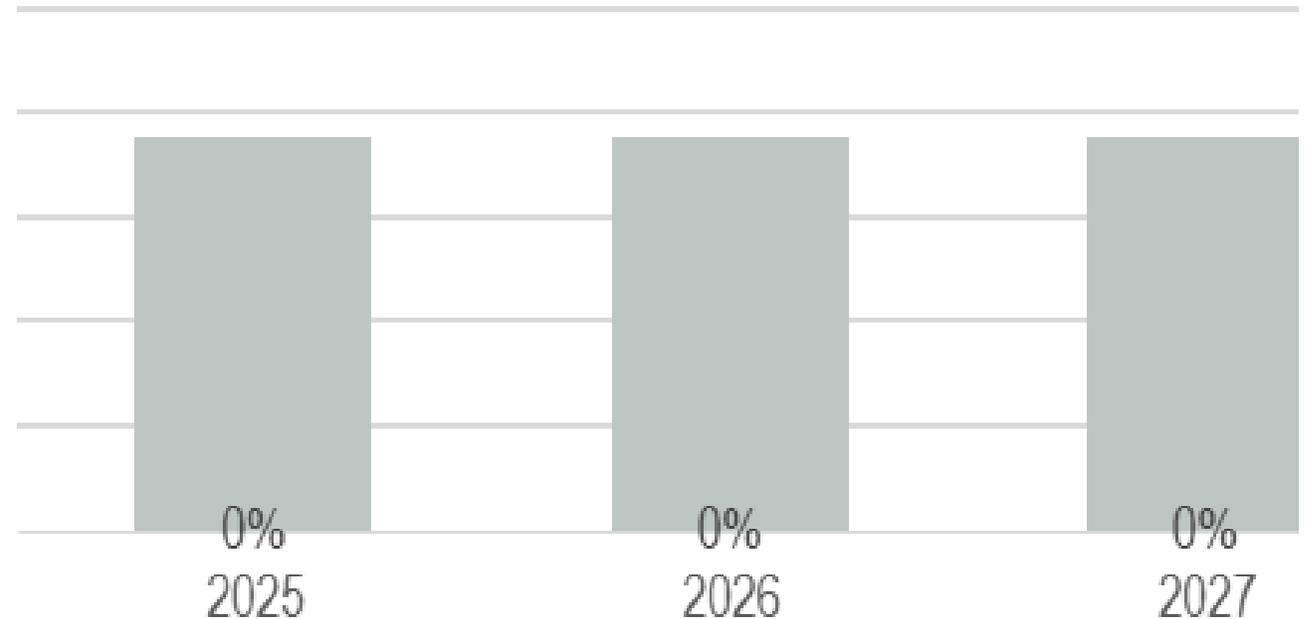
75% of Staff Participate in One Conservation Project

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



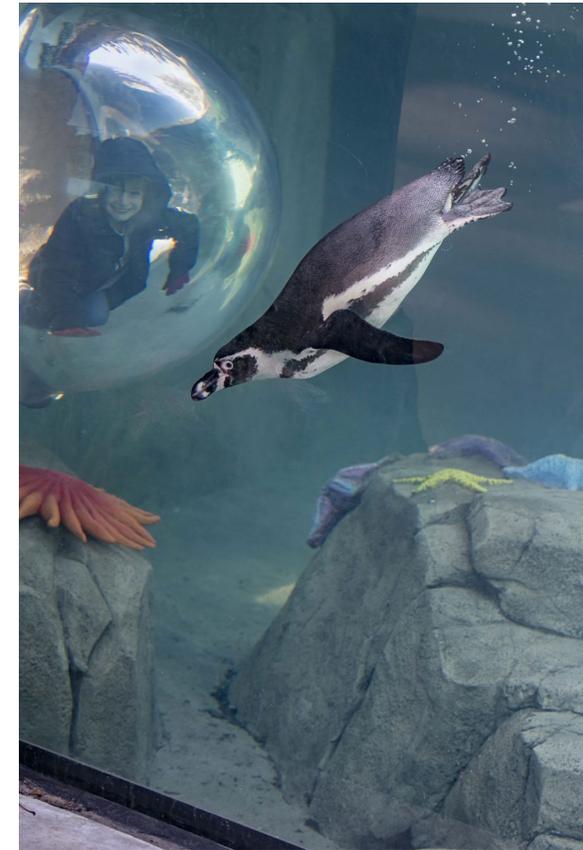
75% of Staff Participate in One Conservation Project

■ 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

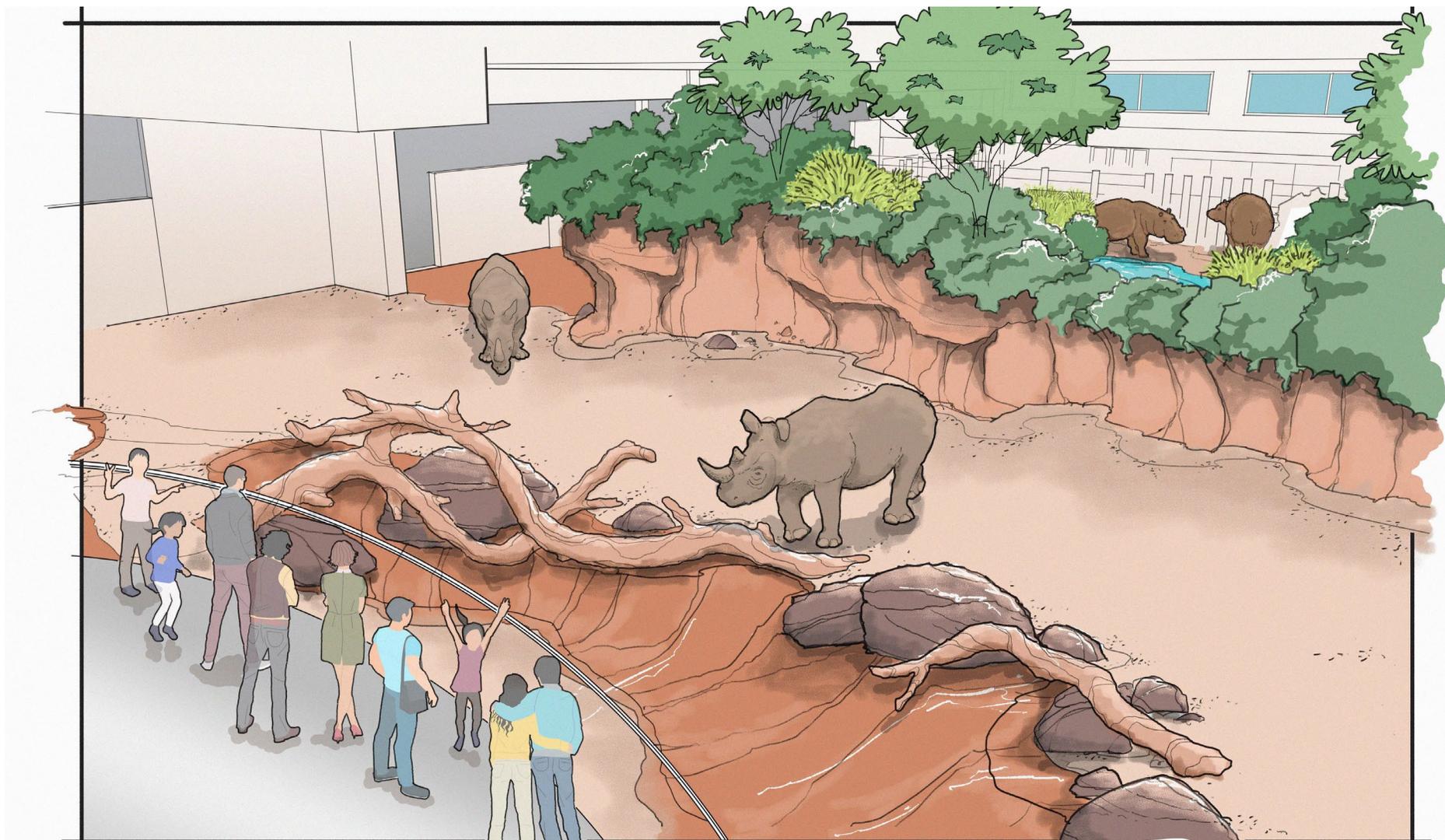
Create Intentional Inclusion

- 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**