

3  
4  
5 **A RESOLUTION**  
6

7 To allocate \$1,737,050 from Agency 194-1945 – Appropriation for Contingencies to  
8 Capital Project WZ017401 Zoo Front Entrance – Admissions Reconfiguration planning  
9 and design  
10

11 WHEREAS, the Milwaukee County Zoo is a beloved attraction for more than one  
12 million annual visitors; and  
13

14 WHEREAS, in 2023, the top-ranked capital improvement project submitted by  
15 zoo leadership to the Capital Improvements Committee was WZ017401 Zoo Front  
16 Entrance – Admissions Reconfiguration; and  
17

18 WHEREAS, a reconfiguration of the zoo entrance could resolve a clear and  
19 present traffic safety issue for zoo guests and motorists on Bluemound Road and also  
20 capture new revenue that was previously lost; and  
21

22 WHEREAS, as part of the Finance Committee meeting on October 12, 2023, the  
23 Zoo Executive Director stated, “We believe that the way our current setup is for getting  
24 guests into the zoo pushes the line out into the community and down on to the  
25 highways, because our ticketing is at the beginning of our parking area. We have about  
26 3,900 to 4,200 parking spots in front of the zoo, and if I could get the traffic to flow into  
27 the zoo, fill the parking spots, and then pay to get into the zoo after they get out of their  
28 vehicles and come into the facility, it would reduce the pressure on Bluemound”; and  
29

30 WHEREAS, the Zoo Executive Director also emphasized that, “As cars peel out  
31 of the line because they don’t want to wait, we are losing opportunities to generate  
32 revenue. That can be significant”; and  
33

34 WHEREAS, on August 17, 2023, the Milwaukee County Capital Improvements  
35 Committee included WZ017401 Zoo Front Entrance – Admissions Reconfiguration as  
36 part of its recommendation for 2024 capital improvements, but the item was not  
37 included as part of the County Executive’s 2024 Recommended Capital Budget; and  
38

39 WHEREAS, during the Milwaukee County Committee on Finance meeting held  
40 on September 14, 2023, Office of the Comptroller Financial Services Director shared  
41 the 2023 Fiscal Projection for Milwaukee County as part of File No. 23-69 noting that,

42 “Based on financial results through the most recent reporting period, prior monthly  
43 reports submitted by departments and known projected actions, Milwaukee County’s  
44 projected 2023 year-end fiscal status is a surplus of \$35.7 million”; and  
45

46 WHEREAS, the Committee on Finance, at its meeting of December 14, 2023,  
47 recommended adoption of File No. 23-989 (vote 7-0); now, therefore,  
48

49 BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby  
50 authorizes and directs the Office of the Comptroller and the Department of  
51 Administrative Services to process an administrative transfer of \$1,737,050 from  
52 Agency 194-1945 Appropriation for Contingencies to Capital Project WZ017401 Zoo  
53 Front Entrance – Admissions Reconfiguration planning and design.  
54

55 12/14/23

56 S:\Committees\2023\December\FINANCE\Resolutions\23-989 Rolland resolution capital project WZ017401 zoo ars  
57 no edits.docx  
58