

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

DATE : October 9, 2020

TO : Marcelia Nicholson, Milwaukee County Board Chair

FROM : Joe Lamers, Director, DAS Performance, Strategy, and Budget (DAS- PSB)

SUBJECT : **Request for Authorization to Amend Chapter 47.32 (c) of the Milwaukee County Code of General Ordinances regarding the fee rate per car parking at the Milwaukee County Zoo.**

Request: Amend Chapter 47.32 (c) of the Milwaukee County Code of General ordinances to change the parking rate per car in 2021 from \$12 to \$15, and the parking rate per bus from \$16 to \$20.

Background: The 2020 Adopted Budget was approved with a \$12 parking rate for cars at the Milwaukee County Zoo, and a \$16 rate for buses at the Zoo. For 2021, the Milwaukee County zoo is requesting an ordinance change to increase the rate of parking for cars from \$12 to \$15, and to increase the parking rate for buses from \$16 to \$20. This change will allow the Zoo to continue to provide world class services and experiences that the citizens, community, and guests demand.

The Zoo projects that the increased parking cost will yield an additional \$280,000 in annual revenue. The revenue change is currently in the 2021 Zoo Recommended budget.

JOSEPH LAMERS
Joe Lamers
Director DAS – PSB

Attachment: Resolution
Fiscal Note