



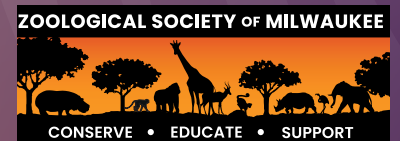
M
C
Z
+
Z
S
M

2021

ANNUAL REPORT



+



MILWAUKEE COUNTY ZOO VISION

The Milwaukee County Zoo will be a zoo of renown with a reputation as a leader in animal management, conservation, research and education within a wholesome recreational environment enjoying the admiration of the citizens of Milwaukee County as well as all zoo guests and other zoos of the world.

MISSION STATEMENT

The Milwaukee County Zoo will inspire public understanding, support and participation in global conservation of animal species and their environment by creating a unifying bond between our visitors and the living earth and provide an environment for personal renewal and enjoyment for our guests by:

- Contributing to worldwide animal management, conservation and research efforts;
- Fostering sound physical, psychological and social development for the animal groups in our care;
- Sharing our knowledge with the intent to reinforce the human-animal-earth bond;
- Improving the quality of our professional development, administration and operating environment;
- Striving for the financial self-sufficiency of the organization;
- Continuing the public-private partnership with the Zoological Society of Milwaukee.



THE ZOOLOGICAL SOCIETY OF MILWAUKEE

MISSION STATEMENT

The mission of the Zoological Society of Milwaukee is to conserve wildlife and endangered species, educate people about the importance of wildlife and the environment, and support the Milwaukee County Zoo.



TABLE OF CONTENTS

Letter from the County Executive	4
Letter from the Zoo Director	5
Letter from the Society Board Chair	6
Letter from the Society President	7
Animal Management & Health Division	8
New Arrivals	9
Veterinary Care	13
Conservation Spotlight	16
2021 Highlights	20
Awards.....	24
Zoo Administration and Operations.....	25
Graphics, Interpretives and Design Support	26
Education.....	27
Fundraising Programs	28
Special Events and Fundraisers.....	29
Zoo Pass Membership and Zoo Pride Volunteers	32
Capital Campaign	33
Endowments	35
Simba Circle.....	36
Platypus Circle.....	37
Serengeti Circle.....	41
Financials.....	42
Boards of Directors	47

LETTERS

DEAR FRIENDS,

One word that appropriately describes 2021 is “transition.” At Milwaukee County, we pivoted to safely re-opening County facilities with a stepwise approach that followed the science and kept both employees and workers safe. Our approach to re-opening included safely opening buildings at the Zoo throughout the year and keeping mitigation measures in place as needed such as requiring masks indoors.

2021 also marked the end of an era as we said goodbye to long-time former Zoo Director Chuck Wikenhauser and transitioned leadership to the more than capable hands of Director Amos Morris. Director Morris brings more than 30 years of experience in zoo operations, organization management, and animal management to the position and has masterfully helped lead the Zoo through this time of change.

We are very fortunate to have one of the top zoos in the nation and even luckier to have Director Morris here to continue maintaining one of the top zoos in the nation for enrichment, education, and entertainment.

We are also thrilled to have Director Morris step into the role as the organization’s first Black leader in its 126-year history. In the spirit of the first focus area of our strategic plan, intentional inclusion, we’re proud to continue building a county government that is representative of the diverse array of talent our area has to offer.

Over the past year, we’ve welcomed several new animals to the County Zoo’s facilities including a prehensile-tailed porcupine, golden lion tamarin, red ruffed lemur, ring-tailed lemur, three Western lowland gorillas, two American white pelicans, two red river hogs, red and yellow barbets and an American Guinea hog.

In addition, we’ve had exciting new births including a Bactrian camel, three plush-crested jays, bushbaby, prehensile-tailed porcupine, whooping crane, Humboldt penguin, two Holstein calves and an Ayrshire calf.

The Zoo has also continued to keep our shared vision of achieving race and health equity at the forefront of its work. Zoo staff continued to participate in racial equity trainings during the year, alongside other County departments.

By partnering with KultureCity this year, we’ve also taken steps forward to make the Zoo and all the programs and events it hosts sensory inclusive. Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions. One of the major barriers for these individuals is sensitivity to over stimulation and noise. KultureCity signage within the Zoo denotes loud areas where noise-cancelling headphones might be helpful and quieter areas where guests can relax. The new initiative promotes an accommodating and positive experience for all guests with a sensory issue who visit the Zoo.



A major thank you goes out to the entire staff at the Milwaukee County Zoo for seeing us through another year of uncertainty and ensuring that the Zoo remains a place of education, entertainment and enrichment for both residents and visitors alike.

Lastly, I want to acknowledge and thank the Zoological Society for another year of working together and strengthening our relationship. Each year our public-private partnership grows stronger and makes it easier for major Zoo projects to become a reality.

A handwritten signature in dark ink, appearing to read 'D. Crowley'. The signature is fluid and stylized, with a large loop at the end.

David Crowley
Milwaukee County Executive

IN SEPTEMBER 2021, I was officially appointed to the position of Director at the Milwaukee County Zoo. I bring more than 36 years of experience working at six other zoological parks, gaining unique experiences at each zoo. This experience included working exclusively within animal care, exhibit design and zoo administration and development. I'm proud to say I directed the Mesker Park Zoo & Botanical Garden where the "10 Action Plan" was completed to bringing growth and restoring trust from the community.

I'm excited to join the team at the Milwaukee County Zoo and partner with Jodi Gibson, the Zoological Society's President, to continue to refine our incredible Zoo to meet the Zoo's overall mission and commitment to the communities we serve.

As I look forward to the design completion for the Rhino habitat and the remaining construction of Adventure Africa, I'm eager to help develop an innovative future for the Zoo by working with the Zoo team on a new strategic plan, refreshing the current master plan, combined with a Zoo enterprise business plan to bring it all to fruition.

The Milwaukee County Zoo will stay the course for continued success in providing world class care, welfare and optimal health for the animals we have been entrusted to provide for. We'll strive to position the Zoo as a place for guests to develop empathy for animals and to conserve species for future generations.

Lastly, I am honored to support and provide mentorship in the hope of providing opportunities for the Zoo team to grow in our profession.



Amos Morris
Zoo Director



LETTERS

FOR MORE THAN 100 YEARS,

the Zoological Society of Milwaukee has been the proud charity partner of the Milwaukee County Zoo. In 1910, the Society's first contributions to the Zoo involved the acquisition of the animals. Today, our mission focuses on conservation, education and providing financial and in-kind support to the Zoo.

As the Chair of the Board of Directors at the Zoological Society, I believe in the importance of the Milwaukee County Zoo and supporting it through the Society. The partnership between the Zoo and the Society is recognized as one of the most successful public/private partnerships in the country. Working together, we ensure that our Zoo remains one of the top cultural attractions in Wisconsin and beyond.

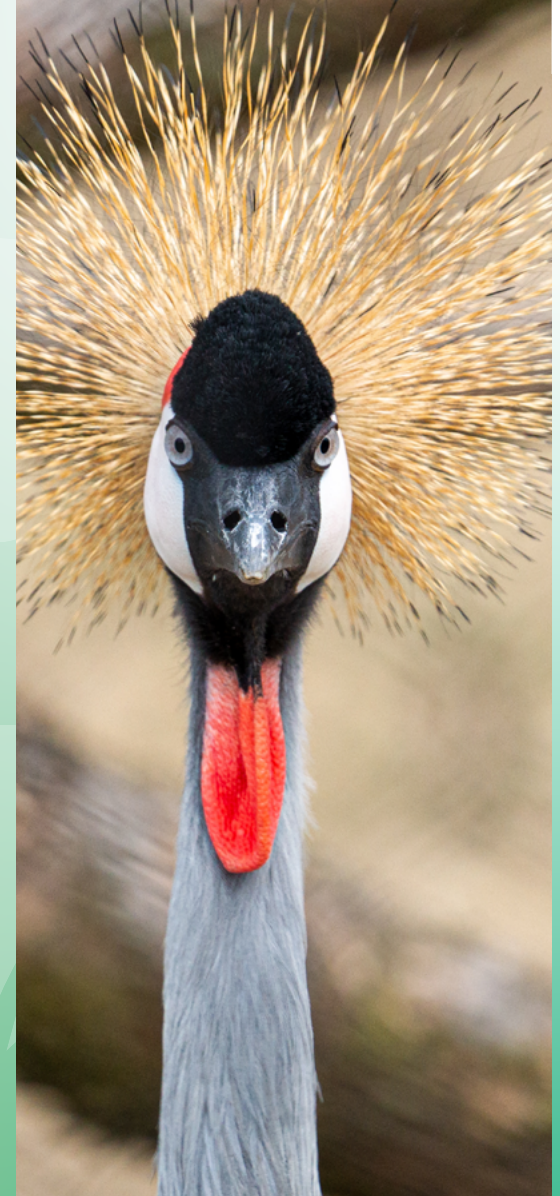
2021 was filled with many successes, highlights of which you will see in this report. Additionally, we celebrated the retirement and amazing career of Chuck Wikenhauser. For 31 years, he led the way as the Milwaukee County Zoo Director. I, on behalf of the Board of Directors, want to thank Chuck for his service and leadership. In the fall, we welcomed Amos Morris as the new director and are looking forward to co-creating a shared vision for the future of the Zoo with him.

Despite the many challenges from COVID, the Zoological Society met and oftentimes exceeded our program and revenue goals. Thanks to revenue from Zoo Pass sales, hundreds of donors and numerous sponsors, the Society is in a very strong financial position. That's not including the generosity of those who kept the Capital Campaign going and put us in a great position to wrap up fundraising for Adventure Africa in 2022.



Since being named Chairman in 2020 I continue to be impressed with the dedication of the board, staff, volunteers and donors. We are fortunate to have the support of so many people working tirelessly together for the benefit of our Zoo. The next time you're at the Zoo, I encourage you to take a minute and soak it all in.

Jay McKenna
Zoological Society Board Chair





2021 WAS A YEAR

of navigating a new normal as we learned to manage a global pandemic and co-exist with COVID. While there was no clear blueprint on what our lives would look like, we faced our challenges head-on and emerged not only stronger, but with the most awards the Society has ever received. You can read about our honors later in this report.

The start of the year included an entirely new educational opportunity for school kids to stay connected to wildlife and the environment. The Zoological Society developed a virtual education program, ZooConnect, along with virtual capabilities for kids to watch a Kohl's Wild Theater performance. These efforts helped us reach 44,000 school-aged students and win national recognition from the Association of Zoos & Aquariums. By summer, we were able to welcome back in-person camps and classes with modifications to keep children, educators and the animals safe.

The Zoological Society's Zoo Pass program saw signs of revival and exceeded our expectations as more families and individuals are rejoining the Zoo Pass program getting us closer to the pre-pandemic numbers. Zoo Pass is one of our most important sources of revenue and we are grateful for the community support to help it rebound so quickly.

In August, the Zoo welcomed a new Director and I am excited to work together with Amos Morris. The two of us are committed to growing the partnership between the Zoo and the Zoological Society. It is our hope to unify our efforts and create more seamless customer experiences and a culture of collaboration to advance a shared vision for the Zoo. One example includes combining our Annual Reports into this one document. While what seems to be a simple change, we hope you will find it easier to follow what each organization does to make the Zoo the premiere cultural institution it is.

You can read more about the outstanding work by both organizations in our redesigned Annual Report. These achievements are only made possible because of the dedication and generosity of our respective Boards, staff, volunteers and donors. When you read this report, I hope you see the value of your many contributions to our mission.

Thank you for your continued support and I hope to see you at the Zoo!

A handwritten signature in black ink that reads "Jodi Gibson".

Jodi Gibson
Zoological Society President



ANIMAL MANAGEMENT + HEALTH DIVISION

- Management, health, husbandry, welfare and propagation of the animal population
- Design and operation of the associated facilities and exhibits
- Support and participation in conservation and research programs at the Zoo and internationally
- Share knowledge with the intent to reinforce the human-animal-earth bond
- Maintain records and permits



MAJOR ANIMAL CARE AREAS:

- Reptiles and Aquaria
- Primates and Small Mammals
- Birds and Family Farm
- Large Mammals
- Animal Health and Nutrition

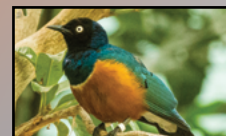
ANIMAL DIVISION POPULATION

On Zoo Grounds

On Dec. 31, 2021 the Milwaukee County Zoo animal population included:



MAMMALS
Species: 72
Specimens: 324



BIRDS
Species: 91
Specimens: 309



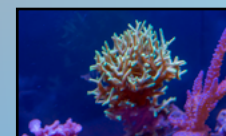
REPTILES
Species: 40
Specimens: 70



AMPHIBIANS
Species: 7
Specimens: 11



FISH
Species: 81
Specimens: 1,280



INVERTEBRATES*
Species: 39
Specimens: 116

Total Species: 330 | Total Specimens: 2,110

**Count does not include honeybee colony because it is a seasonal colony*

Out on Loan

The animal population owned by the Zoo and on loan to other zoological institutions included:

MAMMALS
Species: 10
Specimens: 29

BIRDS
Species: 1
Specimens: 2

REPTILES
Species: 6
Specimens: 7

Total Species: 17 | Total Specimens: 38



THERE WERE MANY births this year within the Zoo population. Each new arrival, born or hatched, adds to the genetic diversity of species in our care, as well as the long-term conservation efforts.

Waldrapp Ibis Chicks (3)

IUCN Status: Critically Endangered

Cotton-top Tamarin

IUCN Status: Critically Endangered

Whooping Crane Chick (pictured here)

IUCN Status: Endangered

Bactrian Camel
IUCN Status: Critically Endangered



WE ALSO WELCOMED

animals from other AZA-accredited facilities, adding to our current populations. Some species arrived with breeding recommendations.

Baird's Tapir

IUCN Status: Endangered

Cheetah (2)

IUCN Status: Vulnerable

Golden Lion Tamarin

IUCN Status: Endangered





NEW ARRIVALS

Ruffed Lemur
IUCN Status: Critically Endangered

THE ANIMAL HEALTH CENTER (AHC) staff manages the medical care, preventive health and nutrition programs of the animal population. The goal is to improve animals' lives by keeping them healthy and experiencing an optimal quality of life.



A NOTEWORTHY CASE: BONOBO QASAI

Qasai

In late February, the Apes/Primates keepers noticed that 4 ½-year-old male bonobo, Qasai, was behaving somewhat abnormal, tilting his head, pulling his lip, appearing that he might have an earache.

A CT scan showed brain lesions, and with further testing, an MRI and spectrophotometry, a brain abscess was found. The abscess was causing enough pressure on the brainstem for concern that the brainstem could soon be pushed outside the skull, resulting in death.

Qasai underwent surgery in early March to remove the lesion. In addition to MCZ veterinarians, the surgery team included members of the Froedtert (a nearby Level-1 Trauma Center) and Medical College of Wisconsin Neurosurgery Department, the University of Wisconsin-Madison Veterinary Anesthesiology Department and professionals from the Wisconsin Veterinary Referral Center (WVRC). The procedure lasted 5 ½ hours.

The lesions were removed and cultured, and a small lesion section was evaluated for any cellular changes. After surgery, Qasai was placed in a medically induced coma for 5 days to allow for healing and IV antibiotics to be administered.

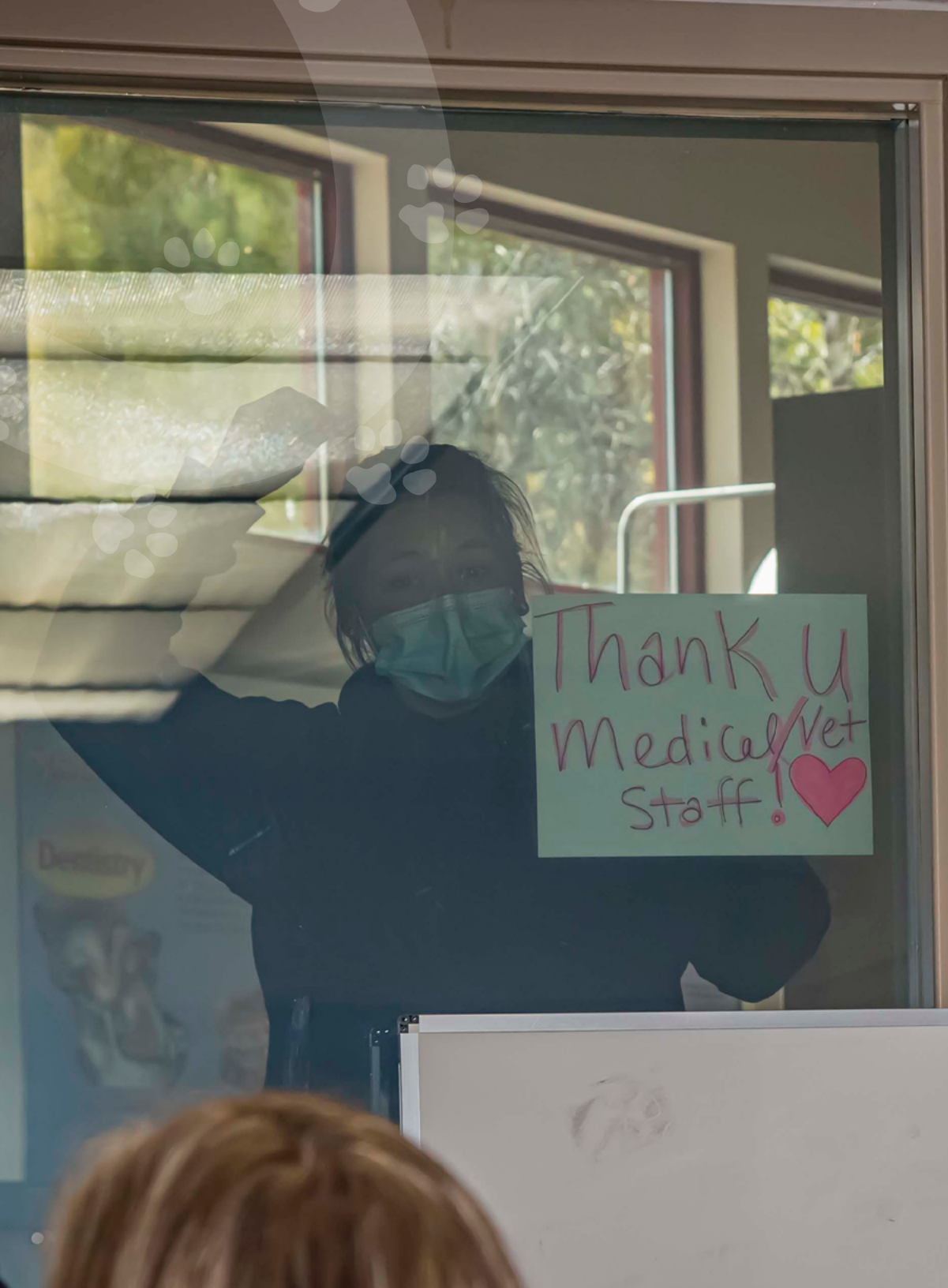
Five days after surgery, Qasai was awake and eating and was cared for 24-hours daily by the Zoo's animal care team. He received antibiotics for the next month and continuous care from staff. A follow-up showed the infection improving, and he continued to receive antibiotics.

Seven weeks after surgery, a follow-up scan showed the abscess had stopped improving, and even grew a little. A second surgery was necessary to drain the pus and cut out the infected tissue which was not responding to antibiotics. Many members of the first surgical team returned for the procedure. This time, a surgical microscope providing higher magnification was used to locate and remove the sacks of infected material.

In early June, Qasai underwent a final MRI which showed his brain to be healthy, with only some scarring. There was no abnormal tissue or signs of an infection.

Shortly thereafter Qasai was transferred from the Animal Health Center, and returned to his family, including mother, Claudine (19 years old), and brother, Katu (11 years old). He had not seen them in three months, and the reunion was heartfelt by all involved in his care. Qasai continues to do well, thriving with his family members and experiencing an excellent quality of life.





COVID-19 ANIMAL VACCINATIONS

In mid-November, high risk animals began receiving the experimental COVID-19 vaccine. These animals included: apes/primates, big cats and North American river otters. These animals were considered at highest risk of natural infection. Vaccinations expanded to other animals and were completed by the end of 2021.

The experimental COVID-19 vaccine was donated by veterinary pharmaceutical company, Zoetis, and approved by the U.S. Department of Agriculture and Wisconsin's State Veterinarian. At the time MCZ animals were vaccinated, all COVID-19 vaccines were categorized as "experimental," as the virus had emerged less than two years prior, and no long-term studies were possible. The Zoetis vaccine shares some of the same qualities as the vaccine for humans but is uniquely formulated for animals. The two-dose shot, three weeks apart, was administered by the Zoo's animal care staff.

Many of the Zoo's animals are trained for hand injections – to present an arm or a shoulder for the vaccination. It can also be administered remotely with a syringe attached to a pole or dart. After the vaccination, staff monitored animals for any side effects. No adverse effects were noted, but staff were prepared with preventative measures and protocols to counteract such circumstances had they occurred.

The health and safety of the animal population is our top priority, and we're grateful to report that no animals at the Milwaukee County Zoo have tested positive for COVID-19.

RESEARCH PROJECTS

Zoo staff, Zoological Society Staff and Zoo Pride volunteers participate in wildlife conservation and research projects locally, regionally and internationally.

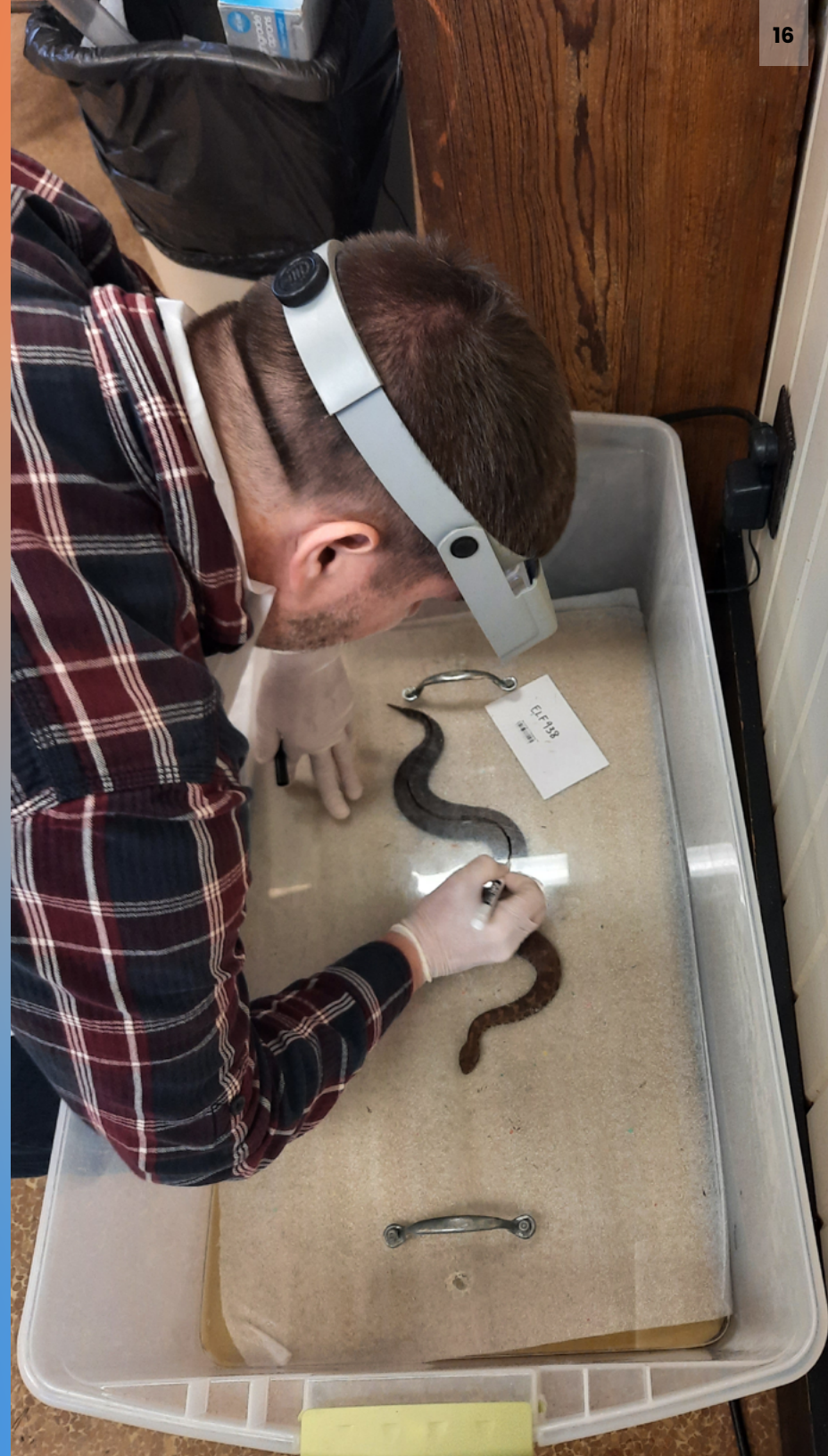
HERE ARE HIGHLIGHTS FROM 2021:

BAIRD'S TAPIR

In June, Dr. Christy Rettenmund, staff veterinarian, and third-year zoological medicine veterinary resident, Dr. Shawna Hawkins, traveled to Belize to assist in the Baird's tapir collaring project. They were able to collar two wild tapirs to enable our partners in Belize to study the species' range. They also collected blood and other samples that may be used to analyze the tapirs' future health.

EASTERN MASSASAUGA RATTLE SNAKE SSP®

Aquatic & Reptile keeper, Amy DeLeon, took part in fieldwork, collecting data on Eastern Massasauga rattlesnakes (EMRs). Amy traveled to Big Rock Valley near Cassopolis, Michigan to collect extensive data to help determine if the population of EMRs is stable or in trouble. This fieldwork has been ongoing since 2009. A total of 34 snakes were found on the property. Of those snakes, 16 were new individuals, having never been captured before. A total of 18 snakes had been captured at least once in the past 12 years.



JAMAICAN IGUANA CONSERVATION

Dawn Fleuchaus, area supervisor of the Zoo's North America/Bear section, traveled to Jamaica to assist with Jamaica iguana hatching season. Fieldwork for Jamaican iguana conservation has continued since it began in 2002. The project involves capturing iguanas, a critically endangered species, for either headstarting or re-releasing.

MIGRATORY BIRD RESEARCH/ WINDOW COLLISION ABATEMENT

For more than 20 years staff has monitored and documented migratory birds on Zoo grounds. So far, 185 species of birds, including 49 species of concern in Wisconsin have been identified. The Zoo and the Society have purchased products to prevent bird-glass strikes on grounds. Wild bird feeding stations and nest boxes used by Wisconsin native birds are also monitored. Aviary zookeeper, Mickey O'Connor, has continued to lead bird-banding efforts since 2001, collecting data for U.S. Geological Surveys.

CLINICAL MEDICINE RESIDENCIES

Three clinical medicine residents rotate annually through training opportunities at MCZ, from the University of Wisconsin-Madison School of Veterinary Medicine, paid for by the Zoological Society. In 2021, Dr. Huckins completed year three of his zoological medicine veterinary residency and Dr. Ambar completed year two.





NO MOW MAY

The Zoological Society spearheaded a local conservation message to encourage people to refrain from mowing their lawns through the month of May. Bees hibernate in our yards and mowing the lawn before they emerge from holes in the grass or under leaf piles could be detrimental. Plus, dandelions and clover that grow in our lawns provide essential nutrients to the pollinators once they come out of hibernation. The Milwaukee County Zoo helped the Society's message with their own No Mow Zones around the Zoo promoted with designated signage. The Zoological Society also gave away 900 monarch seed packets at Milwaukee community events to help create monarch habitat corridors.

CONSERVATION PARTNERS ACROSS THE GLOBE

Animal care professionals at MCZ contribute to a diverse portfolio of conservation, research and reproduction programs at local, national and international levels. Our collaborations with other conservation-focused organizations are of significance. They bring strength and stability to the programs, as well as to the conservation community as a whole.

These programs are funded by the Zoo trust funds, the Zoological Society and from Zoo guests who opt to “Round Up for Conservation” at Zoo cash registers.



Wildlife Tracking Alliance
Global

Turtle Survival Alliance
Global

Bat Conservation International
Global

Polar Bears International
Pan-Arctic

International Elephant Foundation
Africa and Asia

International Rhino Foundation
Africa and Asia

Baird's Tapir Survival Alliance
Central and South America

Bushfire Emergency Wildlife Fund
Australia

Snow Leopard Trust
Nepal

AZA Tiger Conservation Campaign Amur Tiger Project
Russia

Orangutan Outreach
Borneo and Sumatra

Bornean Orangutan Survival Foundation
Borneo

Lola Ya Bonobo – Bonobo Sanctuary
Democratic Republic of Congo

Kibale National Park Fuel Wood Project
Uganda

Berggorilla and Regenwald Direkthilfe Gorilla Project
Rwanda

Giraffe Conservation Foundation
Kenya

Sahara Conservation Fund Ostrich Project
Niger

Cheetah Conservation Botswana
Botswana

Mabula Ground-Hornbill Project
South Africa

Madagascar Fauna & Flora Group
Madagascar

Pat Gives Back
Belize

Proyecto Titi
Columbia

Humboldt Penguin Conservation
Peru

Project Golden Frog
Panama

Rock Iguana Conservation
Jamaica

Rock Iguana Conservation
Grand Cayman

Marmot Recovery Project
Canada

Florida Reef Tract Rescue Project
Florida

DNR Bureau of Endangered Resources Herp Fund
Wisconsin

Migratory and Resident Avifauna Study
Zoo

Great Ape Heart Project
International

Great Ape Cardiovascular Disease Study
Zoo

Great Ape Ultrasound Studies
Zoo

Bonobo Cardiovascular Database
Zoo

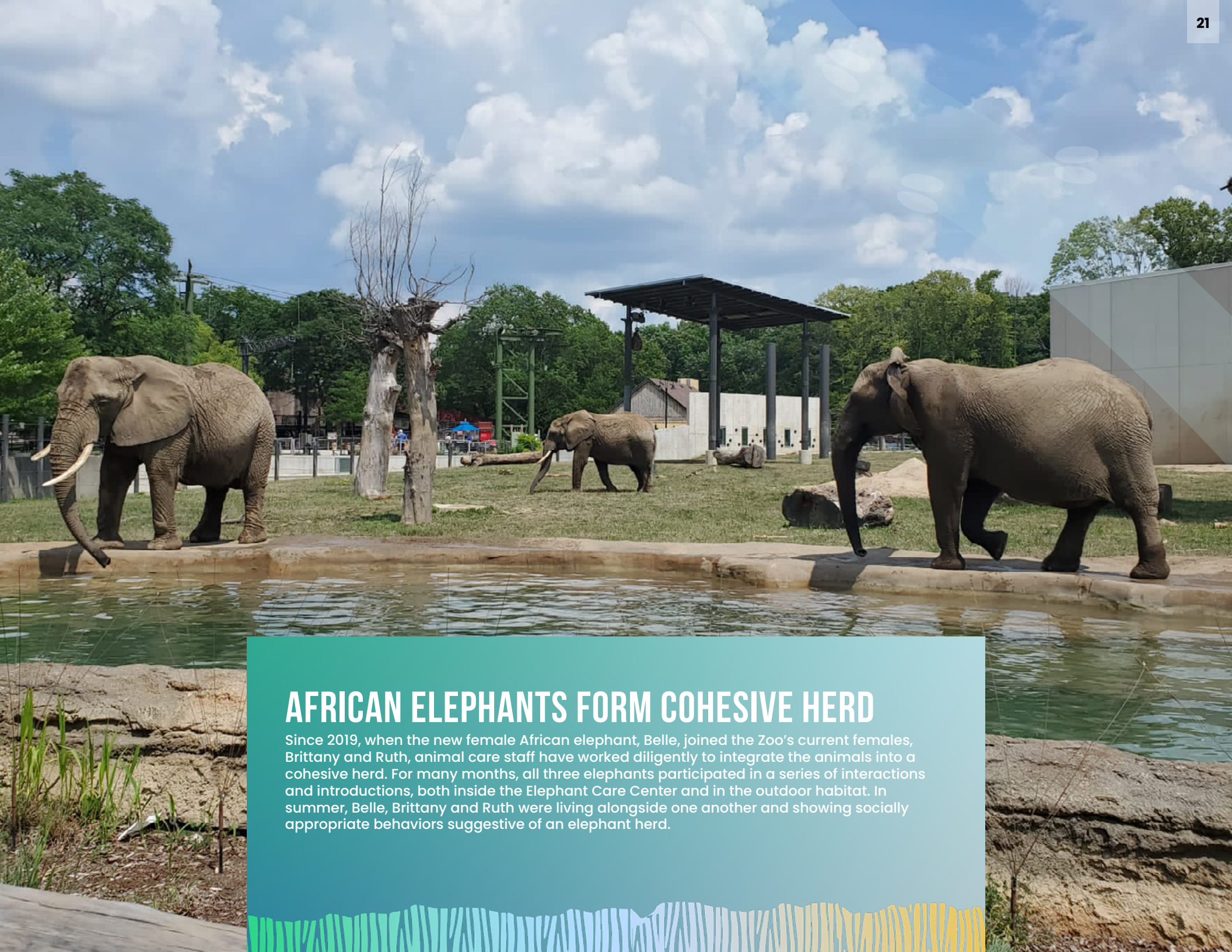


SPECIAL EXHIBIT

Sean Kenney's
Animal Super Powers Made with LEGO® Bricks
Sponsored by Sendik's Food Market

May 29 – September 6

The Zoo's summer exhibit featured larger-than-life sculptures of animals who have evolved to possess their very own "super powers." Visitors learned the science behind these adaptations through awe-inspiring creations made with LEGO® bricks.



AFRICAN ELEPHANTS FORM COHESIVE HERD

Since 2019, when the new female African elephant, Belle, joined the Zoo's current females, Brittany and Ruth, animal care staff have worked diligently to integrate the animals into a cohesive herd. For many months, all three elephants participated in a series of interactions and introductions, both inside the Elephant Care Center and in the outdoor habitat. In summer, Belle, Brittany and Ruth were living alongside one another and showing socially appropriate behaviors suggestive of an elephant herd.



ZOO DIRECTOR CHUCK WIKENHAUSER RETIRES

After 31 years of service, Zoo Director Chuck Wikenhauser announced his retirement beginning April 1. Wikenhauser began his tenure at MCZ in 1990, making him the longest-serving director of the Milwaukee County Zoo.

During his tenure, Wikenhauser focused on strengthening the Zoo's role in conservation and the propagation of species, animal welfare and enrichment. Milwaukee County Executive David Crowley commented, "Thanks to Chuck's steady and capable leadership, the County Zoo is well positioned to remain a place of enrichment, education and entertainment for County residents and visitors alike."

AMOS MORRIS NAMED NEW ZOO DIRECTOR

In August, Amos Morris was selected as the new Zoo Director for the Milwaukee County Zoo. Most recently, Morris was the deputy director and chief operating officer for the Fresno Chaffee Zoo in California. Prior to that, he was the director of the Mesker Park & Zoo Botanic Garden in Evansville, Indiana and executive director of the Evansville Zoological Society. He has also held positions at the Pittsburgh Zoo & PPG Aquarium, Roger William's Park Zoo in Rhode Island and the Dallas Zoo (ADD). Morris brings 36 years of experience in zoo operations, organizational management, and animal management and will serve as Milwaukee County's first Black Zoo Director.





DIVERSITY EQUITY ACCESS AND INCLUSION

The Zoological Society's newly formed DEAI Committee (Diversity Equity Access and Inclusion) dove into Phase II. The committee finalized a vision statement and put the Society in a great position to focus on the execution of strategies and tactics in 2022. We believe the Zoological Society should reflect the communities we serve, celebrate our collective diversity and empower everyone to take conservation action.

GRANTS

The Zoological Society secured nearly a million dollars in grant support for both organizations. During the Society's FY21, it brought in \$941,780 in total grant dollars. Examples include more than \$18,000 for the Zoo's ultrasound machine in the Animal Health Center. More than \$835,000 went to the Society's general operations and education programs.

2021 WAS A YEAR

filled with awards and honors. The Zoo's new Dohmen Family Foundation Hippo Haven was given two awards, the Daily Reporter's Top Project and the Milwaukee Business Journal's Real Estate Award. Plus, the Society's Creative Department was nationally recognized for its interpretive graphics at the Zoo's Hippo habitat.

The Zoo received a Recycling Excellence Award from the Wisconsin Department of Natural Resources (DNR) for its "outstanding recycling efforts, innovation and performance throughout Wisconsin." The Zoo was specifically acknowledged for its plastic bags/film diversion, animal feed and herbivore waste composting and electronics collections program.

The Society's virtual programming, ZooConnect, won the Association of Zoos & Aquariums 2021 Significant Achievement in Education Award. Also in education, the conservation-themed theater program Kohl's Wild Theater received the American Alliance for Theatre & Education's Monte Meacham Award. Society President and CEO Jodi Gibson was named a Woman of Influence by the Milwaukee Business Journal.



ZOO ADMINISTRATION + OPERATIONS

ADMISSIONS

In 2021, the Zoo was a place of respite for our guests. During the pandemic the Zoo offered outdoor opportunities to the public and the community flocked to the Zoo. The Admissions revenue exceeded pre-COVID 2019 revenues by 19%, and Zoo-wide revenues by 14%.

ROPES COURSE AND ZIP LINE

2021 was the first year the Milwaukee County Zoo operated the Ropes and Zip Line Course. More than 12,000 visitors enjoyed adventures in climbing and zip line fun this first year.

2021 ACCESSIBILITY PROGRAMS

The Zoo and Society participate in many accessibility programs from free admissions/programming to reduced fees. For 2021, 19 accessibility programs were offered.

SHUTTERED VENUE OPERATORS GRANT (SVOG)

In August 2021, the Zoo was awarded \$6.8M in SVOG funds from the U.S. Small Business Administration.

PROGRAM/AUDIENCE EVALUATION AND RESEARCH SERVICES

In 2021, some studies to examine various aspects of a Zoo visit included:

- Transit study to improve bus routes to the Zoo
- Wild Connections Animal Experience survey
- Zoo Education camp/class survey
- Wild Lights event survey and observations

Additionally, exit interviews were conducted both during the summer and on Family Free Days to assess the Zoo's performance on customer service and guest experience metrics. On a scale of 1-5, the average rating for each metric was between 4 (Very Good) and 5 (Excellent), indicating continued high levels of satisfaction.

GUEST EXPERIENCE COMMITTEE (GEC)

The Guest Experience Committee (GEC) continued to bring together employees from all departments at the Zoo, Zoological Society and the SSA Group. The members of the GEC met regularly to share information, collaborate and identify ways to improve guest experience, with a special singular commitment to diversity, equity, accessibility, and inclusion for all visitors.



THE ZOOLOGICAL SOCIETY'S

Creative Department handles more than 650 projects a year. The department designs, develops, and installs directional signs, exhibit propping, dioramas and interactives (including video), event banners, exhibit signs, and digital signs for the Milwaukee County Zoo. The department is able to save both organizations significant money and time through in-house research and design of these interpretives around the Zoo, as well as design and outsourcing of print material.

In 2021, the Creative Department helped with the rebranding of the Zoomobile to Zoo Expeditions, rebranded the Zoo Terrace and created publications throughout the year.



EDUCATIONAL PROGRAMMING

is important to both organizations and helps the Zoo maintain its AZA accreditation. Through age-appropriate natural science education, we foster empathy for animals and create a connection to the natural world. The Society-run Conservation Education Department holds Zoo Classes and Camps throughout the year in addition to school programs and its theater program – Kohl's Wild Theater. The Milwaukee County Zoo coordinates field trips with hundreds of schools.

- More than 121,000 people took part in virtual and in-person Zoo Classes and Camps, Kohl's Wild Theater, school programs, community partnerships and other initiatives.
- More than 2,100 2nd- through 4th-grade students developed an understanding of conservation action through our Animal Ambassador programs – a free program thanks to donors and grants.
- The newly developed virtual education program, ZooConnect, was recognized nationally by the Association of Zoos & Aquariums for Significant Achievement in Education.
- In-person summer camps brought in 5,286 children and their grown-ups.
- Through the Bernard J. Peck Memorial Scholarship Fund, 14 children attended Zoo Camp for free. Another 56 students from five community centers attended camp for free through generous support from our donors.
- Kohl's Wild Theater executed 386 virtual performances (149 venues/schools rated at 70% or higher economically disadvantaged)
- Kohl's Wild Theater offered 404 shows on the Zoo mainstage in summer of 2021.
- More than 17,800 students took part in the School Field Trip Program.





THE ZOOLOGICAL SOCIETY OF MILWAUKEE

raises money in many different ways throughout the year. One of them includes an Annual Appeal. In 2021, the Society surpassed its goal and raised \$337,908 for the Zoo to build a filtration system for the watering hole in the Elephant habitat.

ANYONE CAN SUPPORT

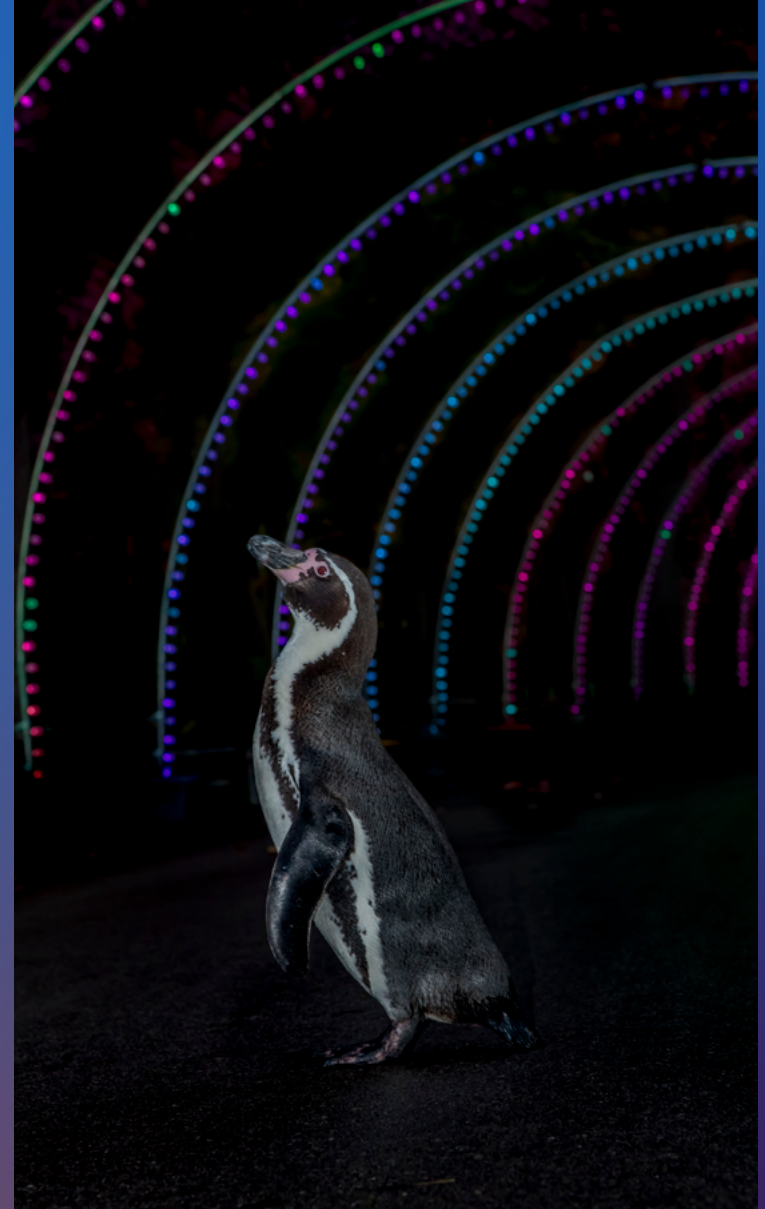
the Zoological Society by sponsoring an animal. There are limited-time offers that include plush toys or people can choose one of their favorite animals to sponsor for a year. In the Society's 2021 Fiscal Year, 2,886 people sponsored an animal.



BOO AT THE ZOO DRIVE-THRU

presented by Prairie Farms Dairy

With COVID guidelines in place, the Zoo provided a safe Halloween experience by hosting a popular drive-thru “merry not scary” adventure for visitors. Guests drove 1.5 miles along our pathways to enjoy a variety of Halloween-themed areas, and even received some sweet treats along the way!



WILD LIGHTS

powered by We Energies

Just in time for the festive winter season, the Zoo was transformed into an inspiring experience of color and light, connecting visitors to animals and the living earth in an entirely new way. Guests were delighted to walk along a 1-mile path filled with twinkling lights and animal-themed displays.

ZOO BALL

THE ZOOLOGICAL SOCIETY'S

largest fundraising event of the year, this black-tie gala returned in 2021 after a one-year break due to COVID.

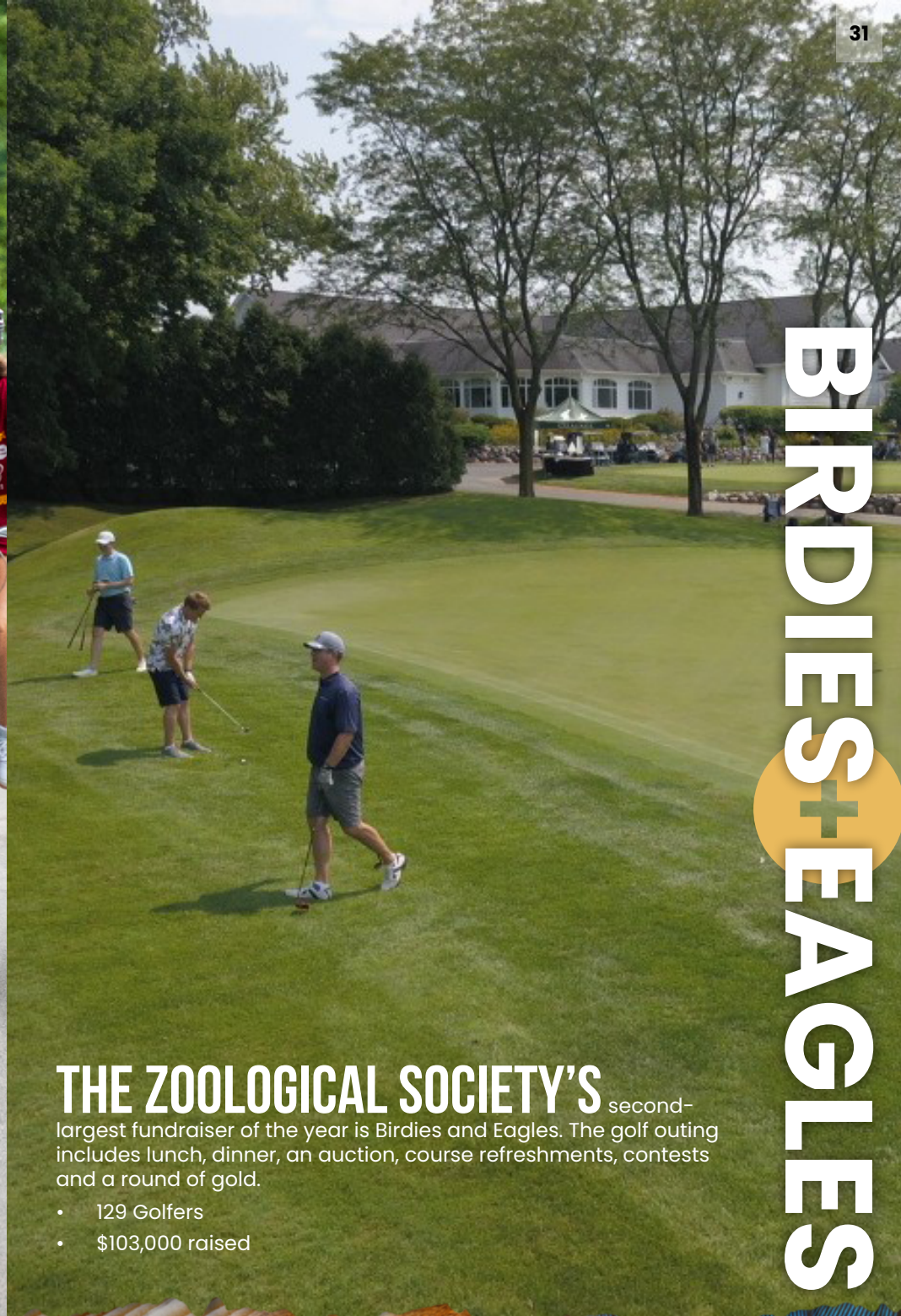
- 490 guests
- \$495,000 raised



RIDE ON THE WILD SIDE

THIS BIKE-RIDING EVENT allows guests to ride through the Zoo before it opens, then stay for lunch and a day at the Zoo.

- 821 riders attended (one of the largest to date)
- 4 routes to choose from
- \$38,000 raised



THE ZOOLOGICAL SOCIETY'S second-largest fundraiser of the year is Birdies and Eagles. The golf outing includes lunch, dinner, an auction, course refreshments, contests and a round of golf.

- 129 Golfers
- \$103,000 raised

BIRDIES+EAGLES

ZOO PASS MEMBERSHIP

THE ZOOLOGICAL SOCIETY

offers a membership program to individuals. Zoo Passes give the cardholder free regular admission to the Zoo, discounts on events and Zoo Classes, priority registration for Society events and education and much more. The Society gives 50% of the gross revenue of Zoo Passes directly to the Zoo in unrestricted cash. (Numbers reflect the end of the Society's 2021 Fiscal Year, which includes Oct. 1, 2020 – Sept. 30, 2021.)

- More than 43,000 members
- More than \$3.1 million in direct cash support to the Zoo



ZOO PRIDE VOLUNTEERS

THE ZOOLOGICAL SOCIETY

and the Milwaukee County Zoo depend on hundreds of volunteers throughout the year to help with events, guest questions and interactions, animal enrichment and much more. The Zoo Pride volunteer program, run through the Zoological Society, consists of volunteers ages 15 and older. Accomplishments in 2021 include:

- 42 Animal Watches – observing animal behaviors for zookeepers
- 225 active volunteers
- More than 21,000 volunteer hours of service

AS A 50/50 PARTNER

with Milwaukee County, the Zoological Society pledged to raise nearly \$27 million to create Adventure Africa. Since 2019 the money raised helped create a new state-of-the-art elephant habitat, a mixed African-species yard and a hippo home with underwater viewing of the animals. The final phase includes a new rhino outdoor habitat, a new indoor rhino and hippo home that will allow guests inside throughout the year and a central pathway through the Zoo. At the end of the Society's 2021 Fiscal Year, \$21,851,949 million had been raised thanks to these individuals, corporations and foundations that donated \$10,000 or more to the campaign.

Dohmen Family Foundation, Inc.

Anonymous

Jerome J. & Dorothy H. Holz Family Foundation
Ladish Co. Foundation
Northwestern Mutual Foundation

Anonymous

Lynde and Harry Bradley Foundation
Leona Fitzsimonds
Hauske Family Foundation
Evan & Marion Helfaer Foundation
Molson Coors
Nicholas Family Foundation
Peck Foundation, Milwaukee Ltd.
Melitta S. & Joan M. Pick Charitable Trust
The Sadoff Family Foundation
In Memory of John & Marion Stanwyck
Family of Lance L. Stanwyck
We Energies Foundation

A.O. Smith Foundation
Neal & Carla Butenhoff
Curt & Sue Culver
Eaton

Ralph Evinrude Foundation
Jane Godfroy
James Gleason & Lisa Groskopf Gleason
Frieda & William Hunt Memorial Trust
Johnson Controls Foundation
The Marcus Corporation Foundation
Patti & Jack McKeithan
Jack McKeithan in honor of Judy Holz Stathas
Jay & Lisa McKenna
North Shore Bank
Gina & Eric Peter
Puelicher Foundation
Gayle Rosemann & Paul McElwee
Sendik's Food Markets
Roger & Judy Smith
Thrivent Mutual Funds
In Memory of Misty Graf Walsh
West Bend Mutual Insurance Co.

Anonymous

Anon Charitable Trust
Alvin & Marion Birnschein Foundation
CG Schmidt, Inc. in honor of Chuck Wikenhauser
Greater Milwaukee Foundation
Hawks Landscape/Joe & Jennifer Kresl
Dave & Judy Hecker

KS Energy Services, LLC
Janet & James McKenna
MGIC-Mortgage Guaranty Insurance Corporation
Marlene H. Smith & Gerald Smith
Bert L. & Patricia S. Steigleder Charitable Trust
Raymond & Kelly Wilson
West Bend Community Foundation
Ziegler Family Foundation Fund

Anonymous (4)

Anonymous in Honor of John 1:3
AIM Transfer & Storage, Inc.
Badger Meter
Douglas & Barbara Braun
Emory T. Clark Family Charitable Foundation
Elizabeth Elser Doolittle Charitable Trusts
David J. Frank, Jr.
Jodi Gibson
Eli & Emily Guzniczak
Herzfeld Foundation
John & Patricia Konkel Family
Caroline Krider & Paul Smith
Milan & Gordana Racic
Rick & Nicole Schmidt
Paula & David Strelitz
Dwanyell Thomas & Derek Tyus
Betsy Trimble

Anonymous (2)

Patricia & David Anderson
Badger Meter Foundation
Baird
Donna & Donald Baumgartner
In Memory of Helen Blenker
Tony & Andrea Bryant in honor of Sabrina Bryant
Sabrina Bryant



Capital Campaign Cont'd

Tami & Mathew Garrison
 Girl Scouts of Wisconsin Southeast
 Greater Milwaukee Foundation
 Annette J. Roberts and Joan R. Robertson Fund for
 World Peace, World Law and Peace Education
 Schaus Family Fund
 The Dan & Sheila Vander Sanden Family
 Bill & Penny Gutekunst
 Peter & Sarah Hammond
 Hayman Family Foundation/Sally H. Hill
 John & Jeannie Heindel
 Emory & Barbara Ireland
 Christine & Tom Irgens
 John & Amy Kellerman
 Peggy Kelsey & Michael Teich
 Dan & Becky Kempken
 Mark & Bridget Kirkish
 Russell Kohl & Melissa Vernon
 Kohl's
 Brian Lauttamus
 M3 Insurance
 T. J. & Lori Marini
 Gene & Becky Mallinger
 Tony & Kate Marino
 Northern Trust
 Park Bank Foundation
 Dennis Pearson
 Kim & Randy Peterson
 PPG
 Rockwell Automation
 Chuck & Connie Roedel
 John, Sue & Nick Ruiz
 Judy & Barry Sattell
 Francie Luke Silverman Foundation
 Bruce & Janine Smith
 SSA
 Jody, Jeffrey & Martin Steren
 Richard & Linda Stevens
 Rich & Jean Tennesen Family
 von Briesen & Roper, s.c.
 Wagner-Essman CARE Fdn, Inc.
 Thomas & Anne Wamser
 Pat & Mark Westen
 James & Jane Wierzba
 Charles & Patricia Wikenhauser
 Windhover Foundation
 Kate & Don Wilson
 Dennis & Diane Wollenzien
 Ziegler Family Foundation

THE FOLLOWING ENDOWMENTS were established as valuable commitments to the Zoological Society and also help support the Milwaukee County Zoo. These funds are instrumental in sustaining the Zoological Society as well as the Milwaukee County Zoo as cherished community assets today, tomorrow and for generations to come.

Jeane Bertagnolli Endowment

Florence Mila Borchert Big Cat
Country & Otto Borchert Family

Special Exhibits Building
Endowment

Idabel Wilmot Borchert
Flamingo Exhibit Endowment

The Lynde & Harry Bradley
Foundation Student Research
Endowment Fund

Mary Ellen Bush & Donna Larson
Endowment

Roland and Florence Schroeder
Cron Endowment Fund

Gretchen and Andrew Dawes
Endowment

Alice Kadish Education Intern
Endowment

Liz Little Student Education
Intern Endowment Fund

Herbert & Nada Mahler Family
Aviary Endowment Fund
McGourthy Family Endowment

Dorothy J. Nelson Education
Intern Endowment

Philip Orth Family Fund

Bernard Peck Education
Scholarship Endowment Fund

Gordana and Milan Racic
Endowment

Racic Snow Leopard
Endowment

Reticulated Giraffe Endowment

Roesler Family Endowment

Stearns Family Endowment

Liz Ziegler Giraffe Endowment

Zoo Pride Endowment

Zoological Society Unrestricted
Endowment



SIMBA CIRCLE

THE SIMBA CIRCLE

is a special group of donors who have included the Zoological Society of Milwaukee as a beneficiary of a planned gift through a will, charitable trust, retirement plan or life insurance policy. Gifts, once received, become a permanent asset of the ZSM's endowment fund. Each year, earnings from these gifts, along with other contributions to the fund, strengthen the Zoological Society's capacity to fulfill its mission. We gratefully acknowledge their legacy of support. These are the members of the Simba Circle as of Sept. 30, 2021.

Anonymous (3)
Linda and William J. Abraham, Jr.
Dorothy Aring
F. Michael & Laura J. Arnow
John T. Bannen
Graham M. Baxter
Lillian Boese
Ronald & Jean Braund
Donna Broughton
Jerry Brown
Diane L. Brunner
Sabrina Mia Bryant
Greg & Mary Budde
Judy Cafmeyer
Deborah Carls
Kaye Lynne & James C. Carpenter
Catherine Clearman
Linda Conrath
Mary Jo Crawford
Cindy & Gary Datka
Terese M. Dick
Carl Diedrich
Robert Dohmen
Barbara A. Drake
Dr. Kay M. Elsen
Jessie Franz
Lori & Richard Futh
Tami and Mathew Garrison
David Glenn
Jane Godfroy
Jerry and Marie Graziano
Susan and Michael Greis
Lavonne M. Grenlie
David & Kerry Grosse
Linda Grunau

Kim Haebig
Jerry Hafemann
Arlene Hansen
Elaine Heckman
John & Jeannie Heindel
Russell Heumann
Linda J. Hill
Suzy & Bob Horn
Nancy Lee Horwath
Kimberly Houk
Maddy Howard
Jerome J. Jagielski
Dr. Lee & Susie Jennings
Dawn L. Johnson
Kay Johnson
Mary F. Johnson
Rachel J. Jones
Leon & Bonnie Joseph
Joan Kalinoski
James & Peggy F. Karpowicz
Mary Kazmierczak
Mary J. Kemnitz
Gary & Gloria Kerchoff
Mark Kirkish
Robert Koch
Karen L. Kraft
Caroline V. Krider and Paul A. Smith
Priscilla A. Kuehn
Rachel Lauber
Brian Lauttamus
James & Tricia Leissner
Linda Levengood
Richard Lutz
Dr. John & Kristie Malone
Quinn W. & Jane E. Martin
John & Judy McGourthy

Patti McKeithan
Joseph & Christine McMahon
Don & Shelley Mechenich
Linda J. Miller
Bary & Amber Morgan Family
Debra L. Myrhum
Jan Nast
Nancy A. Neuwirth
Brian & Lea O'Day
Kathleen M. Olejnik
Lynn & Lawrence Olsen
Ellen M. Orłowski
Dr. Laura Owens
Lygere Panagopoulos
Margie Paur
Mr. & Mrs. Konstanty Pawicz, Jr.
Michael Pazdan
Terrie Peschman
Gina Alberts Peter
Holger and Mary Beth Petersen
Jim & Kathleen Polaski
Margaret R. Puls
Betty Purdy
Daniel Rambo
Jim Redding
Jane E. Reilly & Jeffrey C. Glock
Tomm Renk
Nicole Riendeau
Jay Robertson
Elizabeth Roesler
Gayle Rosemann & Paul McElwee
Al Rudnitzki Family
Brenda Rutherford
Gayle Rzany

Steve & Robyn Sabella
John & Linda Sapp
Judy & Barry Sattell
Ronald L. & Debra Schmidt
Tregg Schwarz
Lois Siebrecht
Laura Skoff
Pamm & Phil Steffen
Carole Steiner
Susan Steinman
Dan & Patti Stotmeister
Christine A. Strauss
Chip & Joy Stringer
Lois Tetzlaff
Mary Krause Thiry
Patrick & Audrey Thomas
Brian & Karina Van Doren
Judy Van Till
William J Volkert
Dr. Victoria & Mr. Michael Vruno
Pete and Misty Graf Walsh
Anne Wandler
Mark & Patricia Westen
Raymond & Kelly Wilson
Deborah J. Woelfel
Sandy & Paul Wysocki
Dennis & Robin Zdroik
Robert & Sandra Zodrow

Simba
Circle

THE PLATYPUS CIRCLE

includes individuals, corporations, organizations and foundations who share our passion for conserving wildlife and endangered species, educating people about the importance of wildlife and the environment, and supporting the Milwaukee County Zoo. This list includes Platypus members as of Sept. 30, 2021.

PLATINUM \$10,000 +

ACL Laboratories ♦ ★
Briggs & Stratton Corporation ★
Canopies Events/Joan & Ken Hudak ★
Robert Dohmen
Chris & Beth Eperjesy
Sam & Carol Gengo
Carole F. Houston ♦
Komatsu Mining Corp. Foundation ♦
Patti & Jack McKeithan Northwoods Fund ♦
NML Graphics ★
NorthShore Surgical Suites ★
Pearson Family Foundation
Peck Foundation, Milwaukee Ltd. ♦
Sensient Technologies ♦
Samuel Wann MD ★
WVRC by Ethos Veterinary Health ★

EMERALD \$5,000-\$7,499

Dyann Benson
Douglas & Barbara Braun
C. G. Smith, LLC ★
Helfaer Foundation ♦
HUSCO International
Mr. & Mrs. Gerald E. Mainman
Gene & Rebecca Mallinger
Marshfield Clinic Laboratories ♦ ★
William J. Murgas ♦
Lynn Nicholas ♦

Paper Machinery Corporation ♦
Dr. John P & Anne Thomas
Rick & Carol Treadwell
West Bend Mutual Charitable Trust ♦
Sandra Zingler
Zurn Water Solutions

GOLD \$2,500-\$4,999

Anonymous - 1
A.O. Smith Foundation, Inc. ♦
Aegis Corporation
AG Architecture, Inc.
Aim Group of Companies
Allied Insurance Centers
Badger Mutual Insurance Company
Susan Behrens & David Look
BluePearl Specialty & Emergency Pet Hospital - Milwaukee ★
Bostik, Inc. ♦
Corporate Group Inc
Desert Aire
Mary Ann & Tom Dyer ♦
Eye Care for Animals ★
Jeffrey & Mary Fertl
Friends of Delafield Public Library
John & Deborah Gebhardt
GRAEF - USA Inc ♦
Green Bay Packaging Baird Display Division
Arlene Hansen
InPro Corporation
Russell Kohl & Melissa Vernon
Caroline Krider
Gerri Lietz-Staffileno
Liphatech, Inc
Litho-Craft Co./Chris Cowie ♦ ★
Milwaukee Tool Corp. ♦

Molson Coors ♦
Thomas & Kathleen Morrison
Eric Nitz
OneTouchPoint
Paychex
PBBS Equipment Corporation ♦
Jill Pelisek ♦
The Penzey Family
Gina & Eric Peter
Anthony Petullo Foundation, Inc. PPG
Anthony & Courtney Reese
John & Cornelia Riedl
Nicholas J. & Marjorie A. Rivecca
Rockwell Automation
Gayle Rosemann & Paul McElwee
Barry & Judy Sattell ♦
John L. Scheels, DDS ★
Peggy & Bob Schuemann
Ryan & Kristin Schultz
Specialty Underwriters
Dr. William & Judy Holz Stathas ♦
Steele Solutions Inc.
Stereon McDonald's Restaurants ♦
Richard & Linda Stevens
Strattec Security Corporation
Dwanyell Thomas & Derek Tyus
Judy Van Till ♦
Misty M. Walsh
Ray & Kelly Wilson
The James Wucherer Family
Zilber Ltd.

SILVER \$1,000-\$2,499

Anonymous - 12
A to Z Financial Planning LLC
Abell Enterprises, LLC.
Ace Worldwide Elite Relocation Services ♦ ★

Advanced Coatings, Inc.
Jo Ann Aiman
Alexian Village of Milwaukee
American Transmission Company
Patricia & David Anderson
Annex Charitable Foundation
Mike & Laura Arnow
Bryan Waltersdorf
Association of Community Empowerment
Avidity Science, LLC
Anthony & Elizabeth Baish
Balestrieri Environmental & Development, Inc.
Katie Bannister ★
Brad & Heidi Bertler
Mark & Michelle Birschbach
Lillian Boese ♦
Boucher Automotive Group
Brimmer Family
Brookfield Rehabilitation & Specialty Care Center
Frederick Brossmann Family
Karen Brown
Diane L. Brunner
Sabrina Mia Bryant
Daniel Bucklan
Neal & Carla Butenhoff
Capri Communities
Cedar Grove Public Library
Centec Security Systems, Inc.
Century Fence Co.
CG Schmidt, Inc. ♦
Eric & Tracey Christophersen
Chubb Group of Insurance Companies ♦
Church Metal Spinning Company
Citizens Bank
Catherine Clearman
Clinicare Corporation
Colliers International Wisconsin
Common Ground Healthcare

Cooperative

Silver Cont'd \$1,000 - \$2,499

Covanta Environmental Solutions
The Crael Family
CSD Structural Engineers ♦
Christine & Tom Irgens
Dales Home Selling Team
DCI-Artform
Dedicated Computing, LLC
Tom & Mary Jo Dempsey ♦
DentaQuest
Didion, Inc.
Don & Nora Dreske ♦
Barri & David Drury
Eastcastle Place, Inc.
Ecker Envelope, Inc. ★
Tina Eickermann
Elkhart Lake Public Library
Empowering Families of Milwaukee
ERC Midwest, LLC
Ernst & Young ♦
Everbrite, LLC
Michael & Judy Fitzpatrick ♦
Nancy Flagg & Joe Hegarty
Ruth & Troy Flanagan
Foster Family Foundation ♦
Frank Weyenberg Public Library
Franklin Public Library
Friends of the Cambridge
Community Library
Friends of Lakeview Community Library
Friends of the North Shore Library
Friends of the Oconomowoc Public
Library
Fruit Ranch Gift Center ♦ ★
Rob & Lori Morse Gardenier
Generac
Kimber Gerber
Germantown Community Library
Jodi Gibson
GKN Sinter Metals
Gleason Reel (Hubbell)
Lisa Groskopf Gleason
James J. Gleason
Gordie Boucher Nissan of Greenfield
Curative Care Network
Graymont Western Lime
Michael & Kelly Grebe
Greco Homes, LLC
Grumman/Butkus Associates

Grunau Company ♦
GSF Mortgage Corporation
Halfwassen & Associates, LLC
HGA Architects & Engineers
The Hammond Family
Ron & Diana Hanks
Leanne M. Harmann ★
Hartland Public Library
Dennis D. & Patricia L. Harton
Hatco Corporation
Hawks Landscape / Joe & Jennifer
Kresl ★
Helgesen Industries, Inc.
Fred Leo & Beth Fetterley Heller
Henry R. Marohl, Inc.
Russell Heumann ♦
Tanya M. Hines
Jeanne & Conrad Holling
Holz Motors, Inc. ♦
The Home Depot - Delafield
The Home Depot - Grafton
The Home Depot - Milwaukee
The Home Depot - North Shore
The Home Depot - Waukesha
The Home Depot - Wauwatosa
Horicon Public Library
Hunzinger Construction Company
Hupy and Abraham, S.C.
Kathy Hust Enterprises LLC
Hustisford Community Library
IFF
IFF - Beloit
Independence First
Emory & Barbara Ireland
Jagemann Plating Company ♦
Mary F. Johnson
Jonco Industries
Kalmbach Media Company ♦
KAPCO, Inc.
John Kellerman
The Kellogg PEAK Initiative
Peggy Kelsey & Michael Teich
Patrick & Christine Keyes
Dr. Patrick Knapp & Dr. Kristi Tolzman-
Knapp
Maria E. Gonzalez Knavel
Robert Koch
KPMG
Krause Family Foundation ♦
Krier Foods, Inc.

Diana & Gene Kuemmerlein
La Causa, Inc.
Laacke & Joys
Mike Lasser M.D.
Laureate Group, Inc. ♦
Eugene & Gwendolyn Lavin ♦
David & Lynne Loosen
M. E. Dey & Co. Inc.
MacHealer Consulting ★
Macromatic Controls
Dennis & Donnalyn Maiman
Mantz Automation, Inc.
Marcus Corporation ♦ ★
Tony & Kate Marino
Quinn & Jane Martin ♦
Materion Advanced Chemicals Inc ♦
Mayville Public Library
Bill & Marge McDonough
Jay & Lisa McKenna
Mead Public Library
Megal Development Corporation ♦
Menomonee Falls Public Library
Mercer Human Resource Consulting ♦
Metalcraft of Mayville
Metals USA, Inc.
Theresa Meyer
Michael Best & Friedrich LLP
Midwest Auto Clubs, LLC
MMAC - Metropolitan Milwaukee
Association of Commerce ★
Molina Healthcare of Wisconsin
Lauren Morrison-Clarke & Collin Clarke
Mortenson
Mary Jo Mueller
Mukwonago Community Library
Musante Family
Muskego Public Library
National Business Furniture ♦
National Investment Services
Nevs Ink, Inc.
The New Berlin Public Library
North Shore Library
Novozymes BioAg Inc
Laurie Ocepek
Old Republic Surety Company
Orthopaedic Associates of
Wisconsin, S.C.
Oscar Grady Public Library
Our Place Day Services, LLC - Donna
Ellenbecker

PAK Technologies ♦
First Midwest Bank
GCI
The Perlick Corporation ♦
PFlow Industries, Inc.
Pick 'n Save / Metro Market
Pine Haven Christian Home
Poly First Packaging-A Division of
ProAmpac
Port Washington State Bank
Powers Memorial Library
PremierBank
PricewaterhouseCoopers LLP ♦
Professional Services Group, Inc.
Jim & Fran Proulx
Margaret R. Puls
Quest CE
R&R Insurance Services, Inc. ♦
Scott & Melinda Redlinger
Harold & Tamara Redman
Kay Redmond
Riverstone Counseling & Crisis Service
Roadrunner Transportation
Systems, Inc
Sarah & Joe Rock
Charles & Connie Roedel
Ronald McDonald House Charities of
Eastern Wisconsin, Inc.
Russ Darrow Wauwatosa Kia
Rick & Nickie Schmidt
Schunk Carbon Technology, LLC
Sendik's Food Markets/Balistreri
Owned & Operated
Server Products
Janice M. Shulman
Skyline Catering, Inc
Slinger Community Library
Allison M. & Dale R. Smith
Roger & Judy Smith
Jonathan & Kristin Sohn
South Milwaukee Middle School
7th Graders
SRH
St. Camillus Health System, Inc
Standard Electric Supply Co. ♦
Steele Solutions (Rawson Street)
Steinhafels
Fred & Anne Stratton ♦
Studio Gear LLC
SVA

Silver Cont'd \$1,000 – \$2,499

Karin Swartz MD & Dominic Fee MD
 Tailored Label Products, Inc.
 Rich & Jean Tennesen
 Thomson Companies
 Kelley Thounlasenh ★
 David J. Thull
 Trinity Construction Company Inc
 Erik Ulvog & Jes Klimas Reish
 United Heartland ♦
 United Press & Graphics ★
 UnitedHealthcare
 U.S. Bank ♦
 U.S. Cellular
 US Cellular-Madison NFSC
 U.S. Foods ♦
 Usinger's Famous Sausage ♦
 Valmet
 Barbara E. Van Engel ♦
 VJS Construction Services
 The Village at Manor Park
 WalCo Teen Parent Project
 James & Sabrina Ward
 Waterford Public Library
 WaterStone Bank ♦
 Watertown Public Library
 Waukesha Public Library 71
 Wauwatosa Public Library
 Wenger Construction, Inc.
 West Bend Community Library
 Weyco Group
 WHR Group
 Jim & Jane Wierzba
 Willis Towers Watson
 Terry & Mary Winkler
 Wisconsin Community Services, Inc.
 Wisconsin Spice Inc.
 Amy Wochos
 Joseph & Lisa Wolfe
 Dennis & Diane Wollenzien
 Woodruff Financial, Inc.
 Craig Young & Sharon Busey
 Mr. & Mrs. Anthony Zihlerl

BRONZE**\$500–\$999**

Anonymous – 15
 Mary & Jeff Albrecht
 Mr. & Mrs. Howard E. Alcorn ♦
 Dr. Robert and Mrs. Deborah Amorde
 Karen Amundson
 Carol & Michael Anderson
 Mr & Mrs Mitch Arney
 Charles Auer
 Tom & Donna Aufdemberge
 George Bailey
 Carol & John Bannen
 Leann Beehler ★
 Shannon Behr
 Steven & Jill Bell
 Brooke & Daniel Bellehumeur
 Bill & Joanne Bergum
 Betsie & Bill Berrien
 Jutta Betley
 Mark & Nancy Biesterveld
 Trisha Bournelis
 Deanna Braeger
 Julie Brellenthin Family
 Jennifer & Mark Domzil
 Brian N. & Nicole L. Brzezinski
 Nathan Bublitz & Amanda Losinski
 Patty Cadarin ♦
 Mary Fran Cahill
 James C. & Kaye Lynne Carpenter ♦
 Arlene Carter & Brian Luttamus
 Patricia Clason
 Dennis & Amy Connolly
 Kimberly Conway
 Stephanie & Sean Corbett
 Mary Jo Crawford
 Nate & Mary Cuniff
 Jason, Sarah, & Bennett Curtis
 Susan E. Cutsforth
 Ann Di Castri
 James Diliberti Family
 Joyce & Joseph Diliberti
 Dianne Dziengel
 Daniel & Joann Easter
 Penny Eberhardt
 Christine Eldredge
 Dr. Kay M. Elsen
 Jane Empey-Theep

Fischer Family
 Kenneth Footland
 Foren Family
 Jessie & Keith Franz
 Julie & Tom Furman
 The Garces Family
 David Gay & Jackie Hill
 Judy & Valerie Gerlach
 Gerald Gerndt
 Dr. Michelle Graham
 Cindy & Dale Gray
 Beverly & Marty Greenberg
 Phil & Tara Gull
 Mary Kay & Jonathan Gundlach
 Penny & Bill Gutekunst
 Padge & George Haas
 Elizabeth Hafemann
 Jim & Sandy Hanus
 Harstvedt Family
 Denise Haussy
 Elaine Heckman
 John & Jeannie Heindel
 The Herbert Family
 Judie Hermann
 Dianne & Robert Herzog
 Susan M. Hess
 Brian & Robin Higgins Family
 Amy & Jason Hoffman
 LaVonne Horgan
 Jennifer Huffstetler & Roxanne Atkins ♦
 Kurt & Kari Janavitz
 Dr. Sarah & Jeffrey Janz
 Mardy Johnson Family
 Rachel J. Jones
 Trish & Drew Kagerbauer ♦
 Ann & Thomas Kamasky
 Cindy Kanzleiter Family
 Mary E. Kazmierczak
 Jen & Eric Key
 Scott Kimball
 Mark & Bridget Kirkish
 Renee & Ron Kloet
 Linda Knee
 Carole Knoblich
 Dennis & Carolyn Kois
 Tom & Wendy Komula
 Arthur C. Kootz Foundation
 Connie & John Kordsmeier
 Benedict & Lee Kordus ♦
 Korsi Family

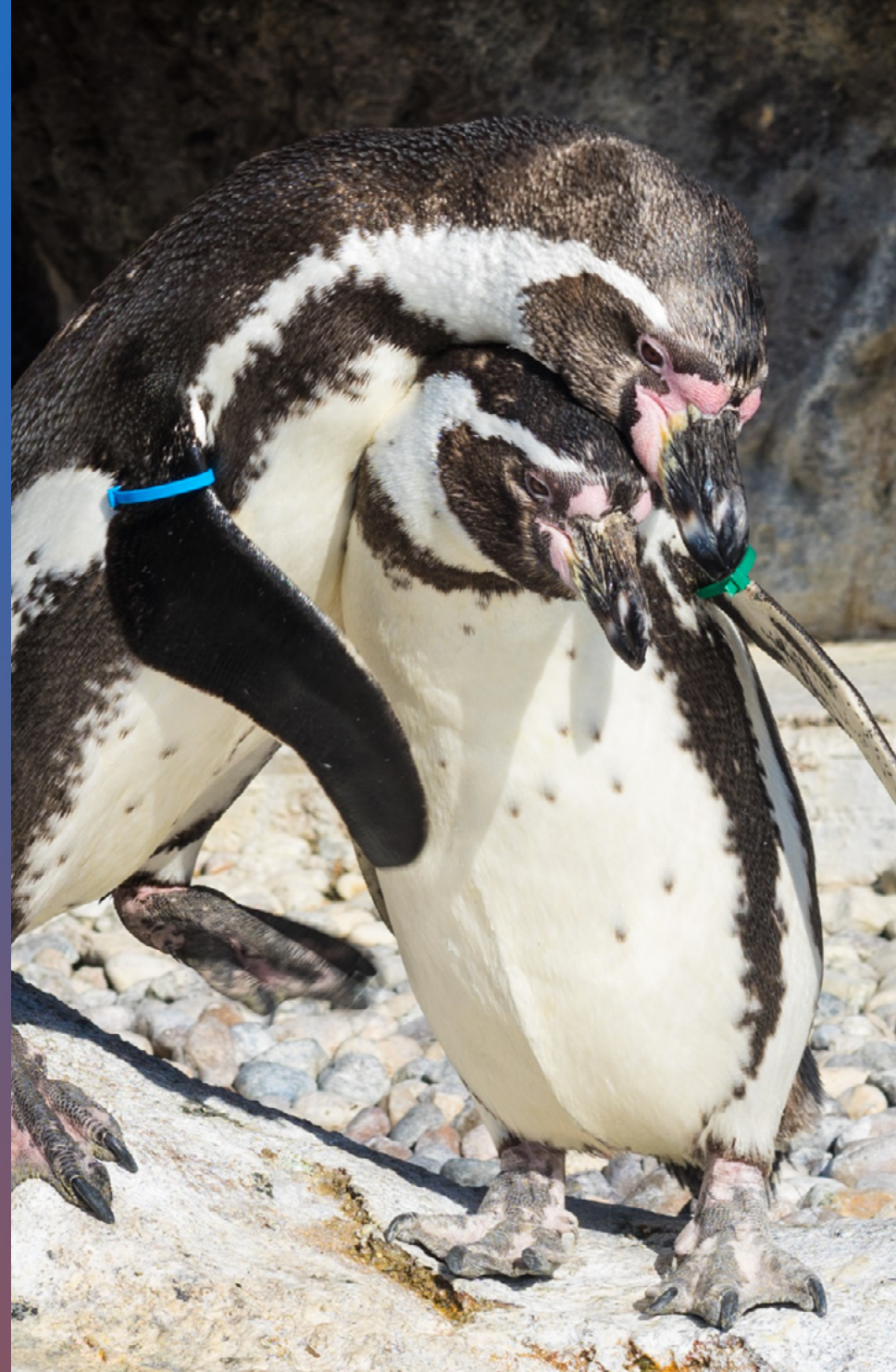
Karen & Bernard Kubale
 Katherine Kuehn & Tim Habben
 Priscilla & Kenneth Kuehn
 L & S Family LTD. DAF
 Dr. Norma Lang
 Dr. & Mrs. Charles Lanzarotti
 Rachel Lauber
 Mary Jo & Don Layden ♦
 James & Tricia Leissner
 Stuart & Char Lesar
 Dr. Paul Lowenstein & Jody Kaufman
 Lowenstein
 Amihan Londo
 Karen Loth & Douglas Smith
 The Lueders Family
 Christopher & Lisa Lundberg
 J & J Mallinger Family
 Nick & Jamie Mallinger
 Tony & Anne Mallinger
 The Martin Family: Jill, Peter, Nola & Bear
 Mary Anne & Russ Martiny
 Lisa Mauer & Ed Probst
 Kathy McConville & Denise Zylow
 James & Susan McNeely
 Don & Shelley Mechenich
 George L.N. Meyer Family Foundation
 Tom & Kitty Miller
 Josh & Amber Newkirk
 Niederjohn Family Fund
 Abby O'Dess
 Kathleen M. Olejnik
 Steven & Donna Olguin
 Nicholas & Sandra Oliver
 Kenton Oren
 Bruce Osgood
 Michael Pazdan
 John & Becky Perdue
 Holger & Mary Beth Petersen
 Petersen Family
 David & Susan Pfisterer
 George & Jan Rada
 Jim & Nancy Redding
 William Reitman & Theresa Reagan
 Krisha Renfrew & Chris Boyce
 Tomm E. Renk
 Judith & George Rios
 The Rudnitzki Family
 John, Sue & Nick Ruiz
 Jamie Rusch-Duston & Dean Duston

Bronze Cont'd \$500 - \$999

David Rutke
 Gayle Rzany
 Sandra Sabbath & Joyce J. Eberhardt
 Santell Family
 Daniel J. Sapiro & Suzanne M. LaFleur
 Dominic & Carrie Schanen
 Sheila Scheidenhelm
 Drs. Carrie & Kristopher Schroeder
 Joicelyn & Jeff Schwager
 Tregg A. Schwarz
 Dani & Jeff Seavert
 Chris & Holly Seekamp
 Lois Siebrecht
 David Siewert & Felicia Vastalo
 Kathleen Spindler
 Streich Family Foundation
 John & Jo Stahl
 Brooke & Charles Stangel
 Pamm & Phil Steffen
 Steffes Family
 Barbara Stein
 Emily & Joe Steiner
 Kate Strehlow
 Streich Family Foundation
 Richard G Strong
 Victoria Teerlink & Jeffery Drope
 Lois Tetzlaff

Laurence Toro
 Betsy Trimble
 Jenn & Ben Trissel
 David R. & Wendy M. Urbaniak
 Barbara Voight
 William Volkert
 Dr. Sarah Vuolo & Mr. Travis LeMoine
 Tonia Wallner
 Anne Wandler
 Kristin Murphy Warfield & Andrew Warfield
 Lowell Warshawsky ♦
 Erin & Jason Wermers
 Mark & Pat Westen
 Dick & Jan Whittow
 Wikenhauser Family ♦
 Lynn Wilding
 The Will Family
 Gerald Willie
 Rolland & Sharon Wilson
 Darlene Winter
 Patricia Wolfe
 Mildred Wrench
 Carol A. Wunderer
 Lilyan Zarem
 Mary A. Zelenka
 Carol J. Zimprich
 Dr. Nathan & Mrs. Lisa Zwagerman

Platypus
 CIRCLE



THE SERENGETI CIRCLE

is our valued group of corporations, foundations and individuals that support the Milwaukee County Zoo and Zoological Society of Milwaukee through major gifts, grants and sponsorship of special events, traveling exhibits, education and conservation programs, and attractions at the \$2,500 level and above. List includes contributors that supported the Zoological Society with sponsorships and grants between Oct. 1, 2020, and Sept. 30, 2021.

AAA

Amica Insurance

Anon Charitable Trust

Anonymous

Antonia Foundation

A.O. Smith Foundation

Marjorie Siebert Aylen

Foundation

Theodore W. Batterman Family

Foundation

BMO Harris Bank

The Lynde & Harry Bradley

Foundation

Bridgewood Advisors

Briggs & Stratton Corporation

Foundation

The Corners of Brookfield

Robert Dohmen

eAchieve Academy

Educators Credit Union

Ralph Evinrude Foundation

Leona Fitzsimonds

Four-Four Foundation

GRAEF

Great Clips

Greater Milwaukee Foundation

Robert A. & Verona D. Hein Fund

JayKay Foundation Fund

John & Patricia Konkel Family

Fund

Luedke-Smith Fund

Rodney F. Park & Betty Park

Family Fund

James A. Schleif & William H.

Morley Fund

Harry & Martha Walsh Fund

Eli & Emily Guzniczak

Habush Habush & Rottier S.C.®

Harri Hoffmann Family

Foundation Inc.

Hawks Landscape

Evan & Marion Helfaer

Foundation

HN Co.

Jerome J. & Dorothy H. Holz

Family Foundation

Charles D. Jacobus Family

Foundation

Johnson Controls Inc.

Kohl's

Kolaga Family Charitable Trust

Komatsu Mining Corp. Group

Ladish Co. Foundation

Mathnasium: The Math Learning

Center

Meijer

MGIC

Milwaukee Montessori School

Molson Coors

National Geographic Society

Network Health

Noodles & Company

North Shore Bank

Northwestern Mutual

Foundation

OneTouchPoint

Peck Foundation, Milwaukee Ltd.

Penzeys

Post Consumer Brands

PPG Foundation

Prairie Farms Dairy

Racine Danish Kringles

Rockwell Automation

Schoenleber Foundation, Inc.

Sendik's Food Markets

Sentry Foods

St. Camillus Life Plan

Community

Thrivent Member Network South

Wisconsin Region

Tri City National Bank

Julia Uihlein

UnitedHealthcare

U.S. Bank

U.S. Bank Foundation

WaterStone Bank

Mark & Patricia Westen

WIC Breastfeeding Support

Wilderness Resort

Wintrust Commercial Banking

at Town Bank

WITI FOX 6

Woodland Park Zoological

Society

Ziegler Family Foundation



ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

Annual Report Financial Results Consolidated with Subsidiary

Per audited financials

FY Oct. 1, 2020–Sept. 30, 2021

SUPPORT & REVENUE

MEMBERSHIP DUES

from all Zoo Pass and Platypus Circle members \$6,069,938

CONTRIBUTIONS

toward projects, specific programs and support. \$3,329,598

SPECIAL EVENTS/PROGRAMS/SPONSORSHIPS

including animal sponsorship, Zoo Ball, education,
Society and Zoo special events, and sponsorships \$1,356,717

GRANTS \$1,852,253

INVESTMENT INCOME – NET: \$2,259,457

TOTAL SUPPORT & REVENUE \$14,867,963

COST OF SUPPORT & REVENUE (SUPPORT SERVICES)

MEMBERSHIP DUES

Expense of providing benefits to all Zoo Pass
and Platypus Circle members \$1,517,845

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting Society
special events/programs \$245,621

TOTAL COST OF SUPPORT & REVENUE

(Support Services) \$1,763,466

EXPENSES

DIRECT PROJECT COSTS

Expenses relative to projects and specific programs \$3,520,357

ZOO SUPPORT

Direct cash and in-kind support to the Milwaukee
County Zoo, including expense of providing, promoting
and supporting education, graphics, special-exhibit
projects, and Zoo special events \$7,305,490

RESEARCH/CONSERVATION

Expenses relating to state, national and international programs
supporting species preservation \$42,940

GENERAL AND ADMINISTRATIVE AND OTHER

Expenses relating to daily Society operations \$1,165,350

TOTAL EXPENSES \$12,034,137

TOTAL COST OF SUPPORT AND EXPENSES \$13,797,603

ZOO OPERATING EXPENSES & FINANCIALS

REVENUES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Total Admissions	\$7,130,707	\$6,480,003	\$(650,704)
Parking	\$2,024,713	\$2,056,410	\$31,697
Dwelling & Picnic Rentals	\$355,500	\$144,820	\$(210,680)
Special Exhibit Admissions	\$300,552	\$186,731	\$(113,821)
Vending Machine Commissions	\$494,318	\$278,718	\$(215,600)
Strollers	\$105,000	\$123,268	\$18,268
Pony Rides	\$32,000	\$22,626	\$(9,374)
Carousel	\$254,000	\$289,029	\$35,029
SkyRide	\$178,389	\$78,357	\$(100,032)
Zip Line and Ropes Course	\$194,901	\$175,286	\$(19,615)
Society Memberships	\$3,356,554	\$3,267,162	\$(89,392)
Donations	\$213,022	\$164,432	\$(48,590)
Other Private Funding	\$56,000	\$56,000	\$-
Grant Revenue	\$6,358,373	\$6,358,373	\$-
Sponsorships	\$400,000	\$229,099	\$(170,901)
Miscellaneous Revenue	\$3,460,974	\$1,745,455	\$(1,715,519)
Sales Tax	\$(171,858)	\$(159,461)	\$12,397
TOTAL REVENUES	\$24,743,145	\$21,496,308	\$(3,246,837)
EXPENDITURES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Personnel Services	\$8,662,007	\$7,940,562	\$721,445
Contractual Services/ Commodities	\$8,023,181	\$5,490,716	\$2,532,465
Capital Outlay	\$6,909,950	\$407,622	\$6,502,328
Internal Service Charges	\$317,230	\$506,858	\$(189,628)
TOTAL EXPENDITURES	\$23,912,368	\$14,345,758	\$9,566,610
TAX LEVY	\$830,777	\$7,150,550	\$6,319,773
ATTENDANCE	1351500	1,092,122	(259,378)

* In 2021, the Zoo received \$6.8M in Shuttered Venue Operators Grant funds from the Small Business Administration. These funds were allocated to salaries which in turn freed up funds to support the Zoo. Funds of \$6.2M were carried over into 2022 and for a more accurate fiscal presentation, 2021 revenues should be reduced by the \$6.2M.

RAILROAD TRUST FUND

REVENUES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Zoomobile Revenue	\$86,000	\$61,735	(\$24,265)
Miniature Train Revenue	\$747,952	\$798,579	\$50,627
Earnings on Investments	\$17,000	(\$3,389)	(\$20,389)
Donations and Reserve Contribution	\$129,000	\$437,943	\$308,943
Other Revenue	\$1,000	\$555,324	\$554,324
Sales Tax	(\$36,000)	(\$35,185)	\$815
TOTAL REVENUES	\$944,952	\$1,815,007	\$870,055
EXPENDITURES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Personnel Services	\$433,103	\$433,103	\$0
Contractual Services/ Commodities	\$392,243	\$311,473	\$80,770
Conservation Projects	\$30,500	\$32,624	(\$2,124)
Capital Outlay	\$103,419	\$19,587	\$83,832
Internal Service Charges	\$0	\$0	\$0
TOTAL EXPENDITURES	\$959,265	\$796,787	\$162,478
NET INCOME (LOSS)	\$ (14,313)	\$1,018,220	\$1,032,533
Fund Balance January 1, 2021		\$1,352,011	
Net Income		\$1,018,220	
Fund Balance December 31, 2021		\$2,370,231	

*In 2021, the Zoo received \$6.8 million in Shuttered Venue Operation Grant funds from the U.S. Small Business Administration, of which \$491,110 was recognized in the Train Trust Fund.

SPECIMEN TRUST FUND

REVENUES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Earnings on Investments	\$3,600	(\$491)	(\$4,091)
Animal Sales/Milk Sales	\$20,000	\$13,122	(\$6,878)
Giraffe Experience	\$31,970	\$31,970	\$0
Gifts & Donations	\$0	\$0	\$0
Other Miscellaneous Revenue	\$0	\$6,185	\$6,185
Reserve Contribution	\$0	\$0	\$0
TOTAL REVENUES	\$55,570	\$50,786	(\$4,784)
EXPENDITURES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Contractual Services/ Commodities	\$55,570	\$25,767	\$29,803
Internal Service Charges	\$0	\$0	\$0
TOTAL EXPENDITURES	\$55,570	\$25,767	\$29,803
NET INCOME (LOSS)	\$0	\$25,019	\$25,019
Fund Balance January 1, 2021		\$357,584	
Net Income		\$25,019	
Fund Balance December 31, 2021		\$382,603	

CONSERVATION TRUST FUND

REVENUES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Earnings on Investments	\$1,000	(\$743)	(\$1,743)
Giraffe Feedings	\$0	\$3,505	\$3,505
Vending Machine Commission	\$6,000	\$4,050	(\$1,950)
Conservation Contribution	\$65,000	\$104,146	\$39,146
Gifts & Donations	\$13,500	\$477,277	\$463,777
Other Miscellaneous Revenue	\$0	\$0	\$0
Reserve Contribution	\$13,000	\$0	(\$13,000)
TOTAL REVENUES	\$98,500	\$588,235	\$489,735
EXPENDITURES	2021 Adjusted Budget	2021 Actual	Variance () = Deficit
Contractual Services/ Commodities	\$20,500	\$40,664	(\$20,164)
Conservation Projects	\$78,000	\$74,999	\$3,001
TOTAL EXPENDITURES	\$98,500	\$115,663	(\$17,163)
NET INCOME (LOSS)	\$0	\$472,572	\$472,572
Fund Balance January 1, 2021		\$116,872	
Net Income		\$472,572	
Fund Balance December 31, 2021		\$589,444	
ZOO TRUST FUNDS			
Fund Balance January 1, 2021		\$116,872	
Net Income		\$472,572	
Fund Balance December 31, 2021		\$589,444	

THE ZOOLOGICAL SOCIETY BOARD

2021 BOARD OF DIRECTORS

Janette Braverman	Margaret (Peggy) C. Kelsey	Scott Redlinger
Eric Christophersen	Daniel Kempken	Harold Redman
Joe Frohna	Sang Kim	Joe Rock
Tami Garrison <i>Vice Chair</i>	John Kissinger	Chuck Roedel
Jodi Gibson <i>President & CEO</i>	Maria Gonzalez Knavel <i>Secretary</i>	Barry Sattell
Peter Hammond	Russ Kohl	Rick Schmidt
Margaret Harris	Joe Kresl	Roger Smith
Nezih Hasanoglu	Caroline Krider	Jon Sohn <i>Treasurer</i>
Tanya Hines	Tony Marino	Judy Holz Stathas
Dustin Hinton	Jay McKenna <i>Chair</i>	David Strelitz
Kathy Hust	Tom Miller	Derek Tyus <i>Vice Chair</i>
Emory Ireland	Kat Morrow	James Ward
Christine Irgens	Jim Olson <i>Associate Board President</i>	Wendell Willis
Karen Peck Katz		Ray Wilson <i>Immediate Past Chair</i>
John Kellerman		

2021 ASSOCIATE BOARD

Tony Baish	Vedran Rimarcuk
Graham Baxter	Kevin Schalk
Meghan Shannon Berndt	Tricia Shinnars
Brian Blake	Kelly Sullivan
Brian Boecker	Steven Szymanski
Jordan Carey	Caitlin Tilley
Merry Casperson	Chris Timm
Kelly Dancy	John Tokarz
Blake Derr	Ed Treis
Logan Falk	Melissa Will
Jason Fathallah	
April Finger	
Sean Finnigan	
Tony Hopkins	
David Konkel	
Karen Loth	
Kristin Occhetti	
Jim Olson, President	
Kent Oren	

MILWAUKEE COUNTY EXECUTIVE

David Crowley

MILWAUKEE COUNTY BOARD CHAIRWOMAN

Marcelia Nicholson

BOARD OF SUPERVISORS


Ryan Clancy	4th District
Priscilla Coggs-Jones	10th District
Eddie Cullen	15th District
Joseph J. Czarnecki	11th District
Russell Antonio Goodwin, Sr.	18th District
Jason Haas	14th District
Willie Johnson, Jr.	13th District
Patti Logsdon	9th District
Felesia A. Martin	7th District
Sylvia Ortiz-Velez	12th District
Shawn Rolland	6th District
Steven Shea	8th District
Anthony Staskunas	17th District
Liz Sumner	1st District
Sequanna Taylor	2nd District
Sheldon Wasserman	3rd District
John F. Weishan, Jr.	16th District

The Milwaukee County Zoo offers equal opportunities for employees and visitors alike.

EDITORS: Jennifer Diliberti-Shea and Katie Krecklow

DESIGNER: Jessie Kinsey

PHOTOGRAPHERS: Joel Miller and Garrett Hopkins



In 2021 we said goodbye to one of the Zoo's most beloved animals, polar bear Snow Lilly.

At 36-years-old, Lilly was the oldest polar bear living in human care in North America.

Even though she is greatly missed by staff and visitors, she contributed to the conservation of the natural world by acting as an ambassador for her wild counterparts.

Milwaukee County Zoo

ZOOLOGICAL SOCIETY OF MILWAUKEE



CONSERVE • EDUCATE • SUPPORT



9511H22

ASSOCIATION
OF ZOOS &
AQUARIUMS



World Association of
Zoos and Aquariums



Conservation Breeding
Specialist Group

SPECIES
360 
Zoological Information
Management System

