

2022 ANNUAL REPORT



+



MCS + ZCM

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 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
Of Special Note	12
Conservation Spotlight	13
2022 Highlights	18
Awards	22
Zoo Administration and Operations	23
Graphics, Interpretives and Design Support	24
Education	25
Fundraising Programs	26
Special Events and Fundraisers	27
Zoo Pass Membership and Zoo Pride Volunteers	30
Capital Campaign	31
Endowments	33
Simba Circle	34
Platypus Circle	35
Serengeti Circle	39
Financials	40
Board of Directors & Board of Supervisors	45

LETTERS

DEAR FRIENDS,

2022 was yet another successful year for the Milwaukee County Zoo, and I am pleased to present this report encapsulating the notable achievements and endeavors from the past year. It is with great pride and gratitude that I reflect upon the collaborative efforts and unwavering dedication of our Zoo leadership and staff.

In 2022, we embarked on a transformative journey in partnership with the Zoological Society of Milwaukee, initiating a comprehensive strategic plan that underscores our shared vision and commitment to the communities of Milwaukee County. This initiative, which aligns with the County's vision of becoming the healthiest county in Wisconsin by achieving racial equity, will be the Zoo's guiding compass through the rest of this decade and beyond.

The strategic plan initiative encompasses every facet of Zoo service areas, from the facilities master plan, to a robust business plan – but most importantly, it serves as the guidepost to ensure the Milwaukee County Zoo remains a pillar of the Milwaukee community and the premier zoo in Wisconsin, while accomplishing its dual responsibilities of public education and wildlife conservation. This planning process is anticipated to be completed in 2023, and we are confident in the impact it will have on the success of the Zoo and its place in the rich scientific and cultural tapestry of Milwaukee County.

2024 will see the Zoo welcome the Association of Zoos and Aquariums (AZA) for the Milwaukee County Zoo's reaccreditation inspection, and I am confident that – under the leadership of Director Amos Morris – the Zoo will once again pass with flying colors, as it has since 1976. In preparation for that inspection, the Zoo has made significant strides in the maintenance and renovation of our facilities, ensuring that we are upholding the highest standards required by the AZA to exemplify our commitment to providing the best possible zoo experience, for visitors, staff, and animals alike.

The devoted animal care staff, together with the entire Zoo team, has continued to strive for excellence in the provision of care, welfare, and health for our cherished Zoo residents. The importance of our role in safeguarding genetics and species facing potential threats – or even extinction in the wild – cannot be overstated. As a lifelong animal lover, the Zoo's commitment to this facet of its mission is of utmost importance to me, as well as its ability to educate the public on the importance of protecting our planet and its biodiversity. Our mission to champion global conservation efforts remains steadfast, and is the lifeblood of all of the Zoo's endeavors.



This report is a testament to the to the remarkable work and successes of the Milwaukee County Zoo in 2022. It is a privilege to have the Zoo as a part of the fabric of Milwaukee County, and I know that through the hard work and competence of Director Morris and the entire Zoo team, the future of the Zoo is bright.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'D. Crowley', written over a light blue background.

David Crowley
Milwaukee County Executive

IN 2022, in partnership with the Zoological Society of Milwaukee, an enterprise-wide strategic plan was initiated. The plan is a holistic look at the shared vision and commitment to the Zoo and the community, while honoring the respective roles and governance models of each organization. It will be used to guide the strategic direction over the next seven to ten years.

The project includes the completion of a strategic plan to refresh the existing master plan (facilities plan) as well as a business plan. It aligns to the County-wide strategic focus areas of inclusion, influence and integrity. We look forward to the completion by the end of 2023.

Over the past year, maintenance and renovation work has been completed on our facilities, as we prepare for the 2024 Association of Zoos & Aquariums (AZA) accreditation inspection. Every five years, zoos and aquariums are evaluated by AZA's Accreditation Commission and measured against established standards and best practices pertaining to the zoo field. The Milwaukee County Zoo is a long-standing accredited member of AZA, receiving its first accreditation in 1976.

Both the entire Zoo staff and I are proud of our animal care staff to once again be providing excellent care, welfare and optimal health for our animals. Our role to preserve genetics and species that may be threatened, or even extinct in the wild, is one we don't take lightly. Worldwide conservation efforts continue to be at the forefront of our mission.

I hope you enjoy this report, marking the successes and accomplishments in 2022.



Amos Morris
Zoo Director



LETTERS

DEAR SUPPORTERS,

The Zoological Society of Milwaukee is the proud nonprofit partner of the Milwaukee County Zoo. And I am honored to be the Chair of the Board of Directors. Our shared commitment to the preservation of wildlife and the promotion of education, conservation, and community engagement has been the driving force behind our accomplishments. Over the years, we have seen our beloved Zoo evolve into an amazing cultural institution and destination location, and our Society has played an integral role in making this transformation possible.

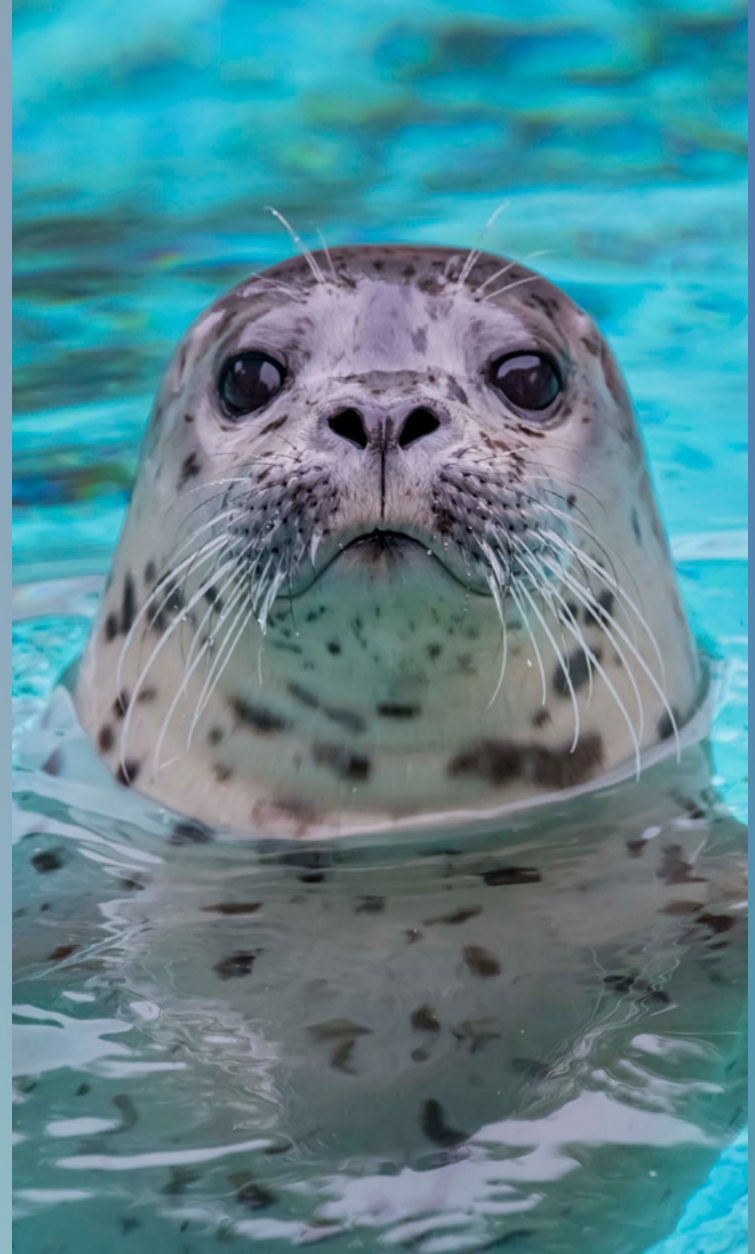
2022 had many successes, many you will see in this report, including the Society's largest fundraiser of the year, Zoo Ball. I had the distinguished honor to co-chair the event. This black-tie gala surpassed all expectations and reached a milestone we can all be proud of. Thanks to the unwavering support of our generous donors and dedicated team, we raised \$580,000. Part of that total was a record-breaking appeal of \$135,000. This remarkable achievement not only reflects our community's commitment to our cause but also highlights the significant impact we can make when we come together with a shared purpose.



Looking ahead, we are filled with excitement and optimism. Together, we will continue to make a difference in the world of wildlife conservation and education. With your continued support, our organization's future is bound to be as bright as the smiles on the guests' faces as they observe the animals we work so hard to protect.

Derek Tyus
Chair of the Board

Derek L. Tyus





WITH THE PASSING OF

each year, I am reminded of the incredible work being done to bring joy and wonder to guests of all ages, while preserving wildlife and the environment for generations to come. I am proud to lead the Zoological Society in its efforts to conserve, educate and support the Milwaukee County Zoo.

In 2022, we began to dig deeper into our passion for creating empathy for all things. Thanks to a \$250,000 grant from the Woodland Park Zoo the Zoological Society dedicated resources to expanding empathy training among employees and expanding the practices into our programming and operations. You can read more about our programs on page 25.

This year brought a wonderful surprise in the conservation field. Thanks to the watchful eye of some volunteers during a community science Backyard Bumble Bee Count event, an endangered bee was discovered on Zoo grounds. The rusty patched bumble bee was found in one of the Zoo gardens. This species was once found across the Northeastern United States, now its population has declined by 87% in the past 20 years. As you'll read on page 16, protecting pollinators is an important message the Zoological Society of Milwaukee is spreading to people at home.

By the end of the year, we were thrilled to announce we met our commitment to the Zoo by raising more than \$27 million for the Capital Campaign for Adventure Africa. We want to thank the generosity of individuals, foundations and companies for making Adventure Africa a reality. The money raised helped the Zoo create a new elephant habitat, an African mixed-species yard and a new hippo home. The final phase will be for a new rhino yard and indoor facility.

You can read more about the outstanding work by both organizations in this joint Annual Report. These achievements are only made possible because of the dedication and generosity of our respective Boards, staff, volunteers, partners and donors. We are forever grateful for their many contributions to advance our mission.

Jodi Gibson
Zoological Society President



ANIMAL MANAGEMENT + HEALTH DIVISION

- Manage the health, husbandry, welfare and propagation of the animal population
- Design and operate of the associated facilities and exhibits
- Support and participate 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



ANIMAL POPULATION

On Zoo Grounds

On Dec. 31, 2022 the Milwaukee County Zoo animal population included:



MAMMALS
Species: 72
Specimens: 326



BIRDS
Species: 90
Specimens: 333



REPTILES
Species: 40
Specimens: 80



AMPHIBIANS
Species: 10
Specimens: 32



FISH
Species: 70
Specimens: 1,178



INVERTEBRATES*
Species: 32
Specimens: 231

Total Species: 314 | Total Specimens: 2,180

**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: 9
Specimens: 28

BIRDS
Species: 1
Specimens: 2

REPTILES
Species: 6
Specimens: 7

Total Species: 16 | Total Specimens: 37



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.

Reticulated Giraffes (2)

IUCN Status: Endangered

Japanese Macaques (3)

IUCN Status: Least Concern

Rhinoceros Vipers (10)

IUCN Status: Vulnerable

North American River Otters (7)

IUCN Status: Least Concern

Red Panda

IUCN Status: Endangered

Laysan Teal (2)

IUCN Status: Critically Endangered



NEW ARRIVALS

Red Panda
IUCN Status: Endangered



NEW ARRIVALS

WE ALSO WELCOMED

animals from other AZA-accredited facilities, adding to our current populations. Several species, including De Brazza's monkeys, a harbor seal, and white-rumped shama thrushes, arrived with breeding recommendations.

MCZ HOSTS 2022 ELEPHANT MANAGERS ASSOCIATION CONFERENCE

In October, the Zoo was honored to host the 43rd annual Elephant Managers Association (EMA) Conference.

The EMA partners with elephant programs that stand out as leaders in the community to host the annual conference. The 4-day conference promotes the cooperative exchange of information, opens the channels of communication, and offers meaningful networking opportunities for all elephant care professionals. Host facilities are chosen based on their commitment to elephants, their support of conservation and research efforts, their hospitality, and their demonstrated willingness to foster growth and development in all who work closely with elephants.

Almost 200 delegates from around the country had the opportunity to visit MCZ's Adventure Africa which opened in 2019, and includes the Elephant Care Center and an outdoor habitat which is 4 times larger than the former one.

The EMA Conference offered delegates the opportunity to come together with colleagues to share knowledge and also experience Milwaukee's top-notch hospitality. The conference included training demonstrations, workshops, and formal paper presentations, fostering growth and development in all who work closely with elephants.

The Elephant Managers Association is an international, nonprofit organization of professional elephant keepers, administrators, veterinarians and researchers. The Association is dedicated to the welfare and survival of the world's elephants through improving communication, husbandry, research, education and conservation. Officially formed in 1988, the EMA grew from annual elephant workshops to an organization representing more than 200 individual members and 30 institutional members

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 2022:

MULE DEER

In August and October, MCZ Lead Veterinary Technician, Zach Mills, assisted in the capture and collaring of mule deer in the Santa Monica National Recreation Area. The project began as a doctoral investigation unravelling predator-prey interactions between mule deer and mountain lions relative to wildfire, human activity and human development in the greater Los Angeles area. It has evolved into a long-term research collaboration between the National Park Service, Santa Monica Mountains Foundation and several research institutions investigating wildlife space use and connectivity in heavily urbanized ecosystems.

Each individual mule deer had blood drawn, tissues sampled, and morphometric data collected. As of November 2022, a total of 28 mule deer have been instrumented for the project with either GPS collars or ear tags.

BLACK BEAR

For the past five years, Senior Staff Veterinarian, Dr. Christy Rettenmund, has assisted with annual black bear sow surveys with the Maryland Department of Natural Resources. This involves anesthetizing previously collared bear sows in March, when bears are still in their dens. Health assessments include morphometric measurements, physical exams and blood and feces sampling. These sows typically have cubs which are also evaluated at the same time. Exams and data collected from the cubs are used to assess health in the black bear population and monitor sow movement.



Many of the collared bears were previously nuisance bears, so tracking their whereabouts is important and tagging their cubs allows the DNR to determine whether the cubs are becoming nuisance bears. This year the team was able to check two dens and process seven cubs. These sows having three and four cubs respectively shows that the Maryland black bear population is healthy and thriving.



NORTH AMERICAN FRESHWATER TURTLES

Zookeeper, Collette Konkel, has participated in five field seasons of a long-term population monitoring project of freshwater turtles in some of the Florida springs. The project involves the North American Freshwater Turtle Research Group (NAFTRG) of the Turtle Survival Alliance. The team studies 11 species and subspecies of turtles in 10 freshwater springs in several of Florida's state parks.

Each turtle is hand-captured, measured, weighed, PIT tagged, hand-marked and released at the point of capture. At one of the remote sampling sites this year, 1,270 turtles were processed over a 2-day period. The NAFTRG captured and released more than 8,000 turtles in Florida in 2022.

PANAMANIAN GOLDEN FROGS

Veterinary technician, Kala Chanthalangsy, traveled to the Maryland Zoo to learn about Panamanian golden frogs and their care. This included performing diagnostic fecal examinations and learning to identify environmental parasitic contaminants and infectious parasitic ova/larva. Kara learned about the frogs themselves, common diseases, reasons for their near extinction and the work being done by multiple zoos and aquariums to save the species.





WILD BIRDS PROGRAM

A Wild Bird Conservation Field Technician was hired to support the Milwaukee County Zoo Aviary staff and Zoo Pride volunteers with their park-wide and community conservation programs to educate the public about the drastic changes in the bird population and ways in which they can help stave off the decline.

The 40-plus wooded acres of the Zoo in the middle of the city of Milwaukee serve as a safe environment for birds to live and breed or stop on their long migratory journey. The natural resources and man-made enhancements provided by the MCZ and ZSM staff provide a welcoming home or rest area to a huge variety of resident and migratory wild birds, including American robins, green herons, downy woodpeckers and ruby-throated hummingbirds. One way in which these species are being supported is through the ample supply of food and water available, along with a mix of shelter options to keep them safe from weather and predators. The Zoo grounds are also the location of a state-of-the-art MOTUS wildlife tracking station. MOTUS towers allow scientists and citizens around the globe to collect and share data in real time on wild birds that are then compiled into a centralized database.

Projects under the umbrella of the Wild Birds Program that support the joint conservation and research efforts of the Zoo and Society:

- 36 nest boxes and over 30 bird feeders are maintained and monitored on site
- 110 bird strike prevention applications were made to windows and glass doors on Zoo facilities
- Weekly bird count surveys documented over 100 species of resident and migratory wild birds in 2022
- Staff and volunteers participated in the annual Great Backyard Bird Count in February to document bird populations around the world
- Hosted the BIPOC Birders Club of Wisconsin for a birding tour and celebrated Black Birders Week

PAT GIVES BACK — BELIZE CONSERVATION

In July 2022, a Belize zookeeper travelled to the Felid Taxon Advisory Group (TAG) conference in Oklahoma through a conference scholarship provided by the Pat Gives Back program. By supporting opportunities for professional development to the Belize Zoo, we aim to build the capacity of staff in the field to care for and conserve Belizean wildlife.

Another capacity-building effort with our partner at the Ya'axché Conservation Trust in southern Belize, provides annual support for a Wildlife Officer to mitigate human-wildlife conflict by developing strategies to ward off jaguar predation on community farms. In 2022, there were zero jaguar attacks on supported farms due to a specialized foxlight system provided by Ya'axché that deters jaguars using motion-sensor detection.

Through a unique community-science program with area agroforestry farms, camera traps documented 88 species of animals that act as important environmental indicators. Through this effort, farming communities grow to appreciate the biodiversity on their lands and we in turn learn about forest health and the impact of human influence on wild species.

Pat Gives Back also covers the membership cost for the Belize Zoo to access the Species 360 Zoological Information Management System (ZIMS), used by facilities across the country to manage their populations.



Pollinator Rest Stop

No Mow Zone

NO MOW MAY & BUMBLE BEE CONSERVATION

By encouraging folks to limit their lawn-mowing and hold off on yard clearing in the spring, we can protect and support pollinators in our region. Queen bumble bees, among other animal pollinators, hibernate in our backyards and leaf piles through the winter months and begin emerging in late April into May. Our No Mow May campaign recommends eliminating or reducing pesticide use, transitioning turfgrass into flowering bee-friendly lawns, and/or creating 'No Mow Zones' in yards and green spaces to provide for the pollinators that we all depend on to cultivate the foods that we eat and the flowers we enjoy. In 2022, we collected survey data from Zoo members and the public to determine community participation.

- 846 respondents from across the state
- 74% participation rate in No Mow May
- 98% took additional actions to support pollinators:
 - 77% reduced or eliminated pesticide use
 - 65% left yard debris in place in their garden
 - 56% planted native pollinator-friendly plant species in their yard

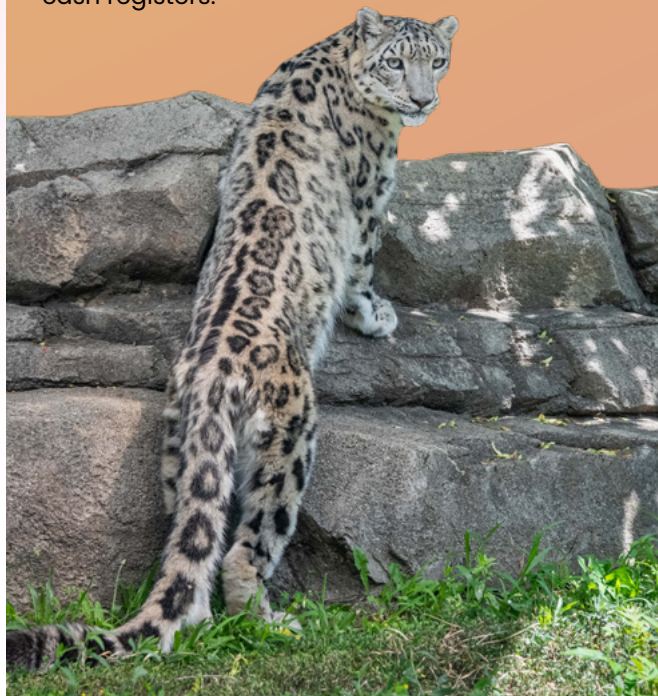
In 2022, we also held two Bumble Bee Survey Workshops for Zoo Pride volunteers to help collect data on bumble bee presence on Zoo grounds. During these workshops, we documented an endangered rusty patched bumble bee in the Northwestern Mutual Family Farm gardens! Finding an endangered wild animal on Zoo grounds is a rare occurrence and we are proud of our effort to research and conserve these critically important pollinators.



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.

The programs listed below were supported by direct staff participation in field activities and/or by funding. Support dollars came from Zoo trust funds, the Zoological Society or from Zoo guests who opt to "Round Up for Conservation" at Zoo cash registers.



- AZA Eastern Massasauga Rattlesnake SSP
- AZA Florida Reef Tract Rescue Project
- AZA Orangutan SAFE
- AZA Panamanian Golden Frog SSP/ Project Golden Frog
- AZA Reproductive Management Center
- AZA Tiger Conservation Campaign
- AZA Wildlife Trafficking Alliance
- Bat Conservation International
- Berggorilla and Regenwald Direkthilfe
- Borneo Nature Foundation
- Cheetah Conservation Botswana
- Community Conservation, Inc.
- Dian Fossey Gorilla Fund International
- Elephants for Africa
- Giraffe Conservation Foundation
- Hornbill Research Foundation Nest Adoption
- International Elephant Foundation
- International Iguana Foundation
- International Rhino Foundation
- IUCN Conservation Planning Specialist Group
- IUCN Species Survival Commission Office of Strategic Partnerships
- IUCN Tapir Specialist Group Baird's Tapir Project
- Kibale National Park Fuel Wood Project
- Lola Ya Bonobo
- Madagascar Fauna & Flora Group
- Maryland DNR Black Bear Den Surveys
- NPS Santa Monica Mountains Predator-Prey Study
- Orangutan Outreach
- Pat Gives Back
- Polar Bears International
- Proyecto Tití



- Punta San Juan Program
- Red Siskin Initiative
- Rock Iguana: Grand Cayman Blue Iguana
- Ruaha Carnivore Project
- Rwanda Wildlife Conservation Association
- Sahara Conservation Fund North African Ostrich Project
- Sahara Conservation Fund Scimitar-horned Oryx Project
- Save the Elephants
- Save the Golden Lion Tamarin
- Seafood Watch
- Snow Leopard Trust
- The Trumpeter Swan Society
- Turtle Survival Alliance
- Uganda Conservation Foundation
- WI Bureau of Endangered Resources (General)
- Wisconsin Bureau of Endangered Resources Herp Fund
- Wild Animal Health Fund
- Wild Camel Protection Foundation
- Wildlife SOS
- Ya'axche Conservation Trust
- Northern Longear Sunfish Refuge Population Monitoring with UW-Milwaukee

GORILLA TREK VIRTUAL REALITY EXPERIENCE

In August, the Zoo debuted a fully-immersive, 360-degree live action virtual reality film that takes visitors on a trek through the Rwanda rainforests – to meet mountain gorillas up close.

Made possible by a partnership with Immotion, a global leader in immersive “edutainment,” the Milwaukee County Zoo was the first zoo in the country to unveil the Experience – with motion platform seating and VR headsets, to give an unprecedented look at one of nature’s most intriguing and endangered animals – mountain gorillas in their natural habitats of Rwanda!

The Experience includes an interactive pre-show, including videos of gorilla behavior, an in-depth comparison of human and gorilla anatomy and a quiz that matches guests’ personality with one of the gorillas featured in the Experience.

Because no mountain gorillas currently live in human care, Gorilla Trek is truly a once-in-a-lifetime experience!





SPECIAL EXHIBIT

Dino Don's
Dragon Kingdom
Sponsored by Sendik's Food Market

May 29 – September 5

The Zoo's summer exhibit invited guests to experience an enchanting magical world with over 15 awesome animatronic dragons found in cultures across the globe. Through the creatures and interpretive signage, visitors learned the similarities and connection between animals of the natural world and mythical creatures.

SCIMITAR-HORNED ORYX ARRIVE

A new species was welcomed to the Zoo, as three female oryx joined the Adventure Africa habitat. Arriving from The Wilds in Cumberland, Ohio, the scimitar-horned oryx are one of five species of oryx, a type of antelope. Two of the three oryx are half-sisters, Moza and Zahara. Young and still growing when added to the animal population, Moza and Zahara were 1 year old. The third, Babe, was 6 years old at the time of arrival.

Scimitar-horned oryx are a desert and semi-desert species native to North Africa, in the Sahara-Sahel region. Currently extinct in the wild, conservation scientists have started reintroduction projects in Tunisia, Chad, and Niger.

The species has a striking appearance, as the scimitar-horned oryx are the only oryx species whose horns curve backward. The horns of both sexes are long and thin — although the females' tend to be more slender — growing up to several feet long.

The oryx are a permanent part of the Zoo's animal population.





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 for tactics and execution of opportunities in 2022. We believe the Zoological Society should reflect the communities we serve, celebrate our collective diversity and empower those to take conservation action.

IN 2022, THE WISCONSIN POLICY FORUM

recognized local governments and school districts for innovative problem-solving, efforts to advance racial equity, and intergovernmental and public-private cooperation. Milwaukee County was the recipient of two awards, one of which recognized long-term employee Vera Westphal, the Zoo's deputy director, receiving the Norman N. Gill Award for Individual Excellence.

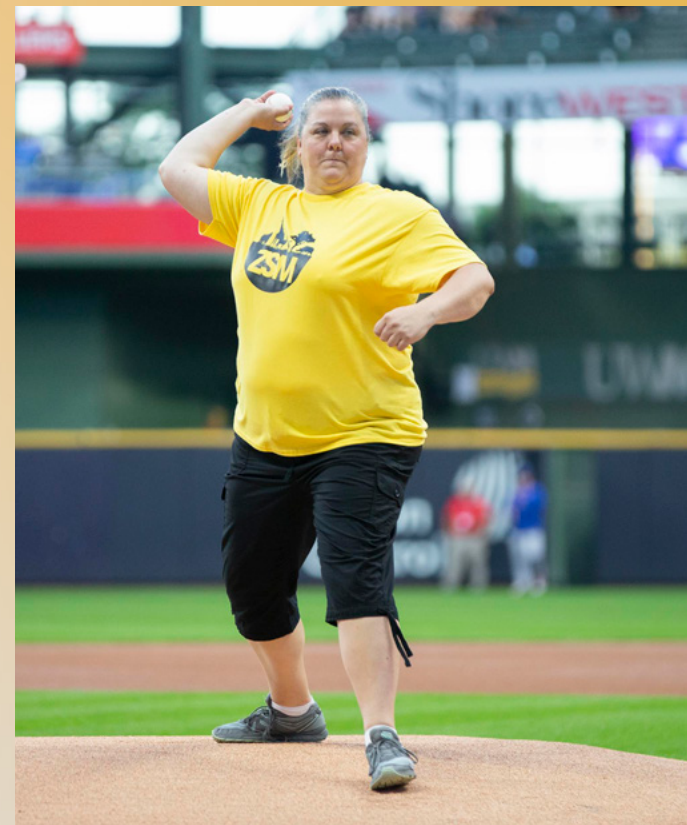
In a career at Milwaukee County spanning four decades – the last 17 at the Zoo – Westphal has built a professional reputation as a dedicated problem solver, true team player and trusted colleague.



IN 2022, THE ZOOLOGICAL SOCIETY OF MILWAUKEE

was honored to be named the Meijer Community MVP. Meijer selected the Zoological Society to receive the award at the Brewers game on Aug. 26. Before the game, Meijer presented the award to Katie Krecklow, director of membership, marketing and communications for the Zoological Society, and Vera Westphal, deputy zoo director at the Milwaukee County Zoo. Meijer recognized the Society for its role in conservation, education and support of the Milwaukee County Zoo.

The Zoological Society was the proud recipient of a \$250,000 grant from Woodland Park Zoo. The grant is being used toward growing the Zoo and Society's empathy plans, goals and programs. The Zoological Society of Milwaukee is developing frameworks and processes to ensure our offerings not only achieve our vision of fostering empathy for wildlife to inspire conservation action, but best serve our customers by providing culturally-responsive learning spaces. The Zoological Society also began work to create community-relevant empathy for wildlife (CREW) offerings that intentionally reach a broad audience reflective of our diverse Milwaukee community.



AMERICAN RESCUE PLAN ACT (ARPA) CAPITAL PROJECTS

The Zoo received \$3.5 million in ARPA Tourism Capital Grant Program funds from the Wisconsin Department of Administration to renovate the Humboldt Penguin Exhibit. The design phase is underway with a late fall opening in 2024.

Milwaukee County received \$183.7 million in ARPA funds through the ARPA State and Local Fiscal Recovery Fund. Of those funds, \$1.9 million was allocated to the Zoo for a new point-of-sale system and \$1.2 million for a network upgrade and modernization project.

ADMISSIONS

A new Flex Pricing Program began in April of 2022 and resulted in a successful tool in generating additional admission revenues. The program allows guests the opportunity to visit the Zoo on a day that best accommodates both their budget and schedule.

SKY SAFARI RIDE

In 2022, the Milwaukee County Zoo purchased the Sky Safari ride and started to oversee its full operation. More than 44,300 visitors enjoyed the ride with record-breaking sales.



2022 ACCESSIBILITY PROGRAMS

The Zoo and Society participate in many accessibility programs from free admissions/programming to reduced fees. For 2022, 33 accessibility programs were offered.

FIELD TRIPS

More than 71,300 students took part in the School Field Trip Program in 2022.

PROGRAM/AUDIENCE EVALUATION AND RESEARCH SERVICES

Studies in 2022 included:

- A summative evaluation of the new Hippo Haven Exhibit to assess interpretive goals. Empathy for wildlife metrics were incorporated into the study to inform future design that will promote conservation action in our guests.
- Zoo A La Carte experience and audience research survey to help us plan for next year's event
- Wild Connections Animal Experience survey
- Survey to Group Sales event clients to help understand guest experience and satisfaction with each rental location

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 Zoo departments, the Zoological Society and the SSA Group. 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. Projects for this year included improvements to accessibility language in Zoo signage and additional signage directing guests where to get help with the Mamava Nursing Stations.

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 saves both organizations significant money and time through in-house research and design of these interpretives around the Zoo.

In 2022, the Creative Department updated roughly half the graphics in the Aquatic & Reptile Center, added a talk-back system for the Animal Health Center, created the "No Mow May" logo and graphics and created member publications throughout the year.



Giant Pacific Octopus

Eleutherozoa dubius

Intelligent Invertebrates

Facts first:

- **THEY LIVE:** temperate waters of the Pacific from southern California to Japan and the Aleutian Islands
- **THEIR HABITAT:** rocky reefs with sand-shells
- **THEY EAT:** crustaceans, mollusks, fish, redfish and smaller octopods
- **THEY WEIGH:** adults weigh 15-40 pounds on an arm span up to 16 feet
- **THEIR LIFESPAN:** 3-5 years

THEY LIVE: only on Grand Cayman Island

THEIR HABITAT: forests and scrub woodlands

THEY EAT: leaves, stems, fruits and flowers

THEY WEIGH: 15-25 pounds (7-11 kg)

THEIR LIFESPAN: 4-5 feet (1.2-1.5 m)

THEIR LIFE EXPECTANCY: 20-45 years

Grand Cayman Blue Iguana

Crocodon more

Blue Iguanas and their tropical forest habitat depend on each other.

Here's how...Blue iguanas eat the seeds of the native tamar palm, mango and manchineel trees. After digestion, they poop out the seeds in a new spot, which is soon home to a new tree.

Blue Iguanas are diurnal (active during the day) ground-dwelling lizards. They bask in the sun to warm up in the morning. At night, they hide in rock crevices or caves.

Excellent eyesight and small feet help them navigate most of their habitat to find food and mates.

Meet Digger, our Grand Cayman Blue Iguana

- favorite fruits are blueberries, grapes, and strawberries
- loves a good chin and head scratch
- very cooperative with our vets when he needs check-ups
- crate-trained for easy transport
- enjoys exploring keeper area (with his keepers)

FACT



For the month of May, this space is a

Pollinator Rest Stop

No Mow Zone

Scan here for more information

ZOOLOGICAL SOCIETY OF MILWAUKEE

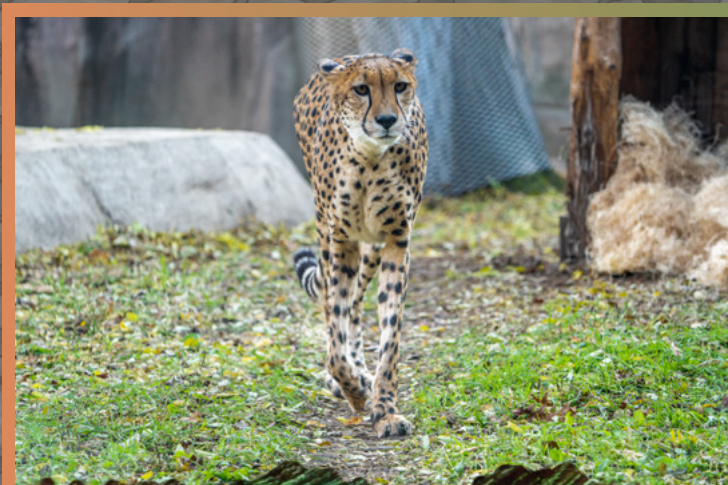
CONSERVE • EDUCATE • SUPPORT

THE ZOOLOGICAL SOCIETY

runs educational programming throughout the year to enrich the lives of children and adults and help the Milwaukee County 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 a theater program – Kohl's Wild Theater. The Milwaukee County Zoo coordinates field trips throughout the year with hundreds of schools.

- We piloted financial aid programming in 2022 for public programs, resulting in 11% of summer camp seats being filled by financial aid recipients.
- More than 8,800 children and their adults attended a Zoo Class or Camp. Of those seats, 580 were filled through our financial aid programming and our community center partners.
- Through community events, the Zoological Society reached 3,482 people.
- The Zoological Society debuted two Zoo classes entirely in Spanish.
- 1,719 students attended virtual, Zoo To You or At Zoo school programs. 27% of these programs were funded through scholarships
- Zoological Society staff runs Animal Ambassador programs for children in 2nd through 4th grade free of charge thanks to donors and grants. The programs help students develop an understanding of conservation action. There were 6,019 interactions or touchpoints throughout the year.
- Our Summer High School Assistant Program returned with 26 volunteers.
- Kohl's Wild Theater (KWT) offers conservation education through entertainment. In the summer a crew performs inside the Zoo on a stage and with personalized interactions around the Zoo grounds. In 2022, KWT reached 38,166 people during interactions near animal habitats and 17,181 people at stage performances.
- KWT traveled to 197 schools, (63 of those schools are considered 75%+ economically disadvantaged). In addition to schools, the crew performed 117 times at community events.





THE ZOOLOGICAL SOCIETY OF MILWAUKEE

raises money in many different ways throughout the year. One of them includes an Annual Appeal. In 2022, the Society raised nearly \$234,000 for the Zoo's upcoming rhino habitat. The plans for the rhino habitat include a larger outdoor space and a new indoor home for rhinos and hippos that will allow guests to see the animals throughout the year.

ANYONE CAN SUPPORT

the Society by sponsoring an animal. There are limited-time offers throughout the year that include a plush toy, or people can choose one of their favorite animals to sponsor for a year. In the Society's 2022 fiscal year, 2,965 people sponsored an animal.

SPECIAL EVENTS + FUNDRAISERS

A LA CARTE AT THE ZOO

Presented by Meijer

This "Milwaukee favorite" food and music festival was just as popular (if not more!) as "pre-pandemic" times. With an appealing musical lineup, favorite animals and attractions, and a variety of food offerings (everything from Italian, to French and Cajun,) families found something to please all palettes.

BOO AT THE ZOO

Presented by Prairie Farms Dairy

After two years as a drive-thru event due to COVID restrictions, both visitors and staff were elated that the event was offered in its traditional format. Guests tried to escape the haystack maze, hopped aboard the tricked out Zoo Train and trick-or-treated on the pumpkin-illuminated trick-or-treat trail.

WILD LIGHTS

Powered by We Energies

Zoo guests got into the holiday spirit for wild lights and frosty nights! They enjoyed an enchanting evening under the stars while strolling along pathways glowing with animal-themed light displays.



THE ZOOLOGICAL SOCIETY'S

largest fundraiser of the year is a black-tie gala inside the Zoo grounds. Guest enjoyed cocktails and appetizers by the elephants, giraffes and yaks. In 2022, 574 guests helped the Society raise more than \$693,000.



THIS BEER AND FOOD-TASTING event returned to the Zoo for the first time since 2019. Guests were able to sample beer from 30 vendors. The Society raised \$42,796 thanks to the 645 guests that attended.



A SUMMER DAY OUT at the Ozaukee Country Club is a perfect way to support the Zoological Society while enjoying a round of golf. The outing also includes lunch, dinner, an auction, course refreshments and course contests. In 2022, 136 golfers attended the event, raising \$120,618.



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 Society's 15-month fiscal year to convert to a calendar year. Oct. 1, 2021 to Dec. 31, 2022).

- Nearly 42,000 members
- More than \$3.5 million in direct cash support to the Zoo



ZOO PRIDE VOLUNTEERS

THE MILWAUKEE COUNTY ZOO

and the Zoological Society 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 2022 include:

- 333 volunteers
- More than 35,500 hours
- The Rate of Volunteer Investment (ROVI) was 6.2 – bringing in \$6 for every dollar spent on the volunteer program.

AS A 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, and a new indoor rhino and hippo home that will allow guests inside throughout the year. At the end of the Society's 2022 Fiscal Year more than \$27 million had been raised thanks to these individuals, corporations and foundations that donated \$10,000 or more to the campaign.

Dohmen Family Foundation, Inc. Ladish Co. Foundation

Jerome J. & Dorothy H. Holz
Family Foundation
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Badger Meter

Tony & Andrea Bryant In Honor of

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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

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Racic Snow Leopard Endowment

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Gayle Rosemann & Paul McElwee Endowment Fund

Stearns Family Endowment

Liz Ziegler Giraffe Endowment

Zoo Pride Endowment

Zoological Society Unrestricted Endowment



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 Dec. 31, 2022.

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**New Member*

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 support the Milwaukee County Zoo. This list includes Platypus members as of Dec. 31, 2022.

PLATINUM \$10,000 +

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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. This list includes contributors that supported the Zoological Society with sponsorships and grants in 2022.

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WITI FOX6

Woodland Park Zoological Society



ZOO OPERATING EXPENSES & FINANCIALS

REVENUES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Total Admissions	\$7,829,044	\$6,904,157	\$(924,887)
Parking	\$1,748,513	\$1,785,265	\$36,752
Dwelling & Picnic Rentals	\$360,700	\$287,530	\$(73,170)
Special Exhibit Admissions	\$485,602	\$381,125	\$(104,477)
Giraffe Experience	\$-	\$76,400	\$76,400
Vending Machine Commissions	\$257,300	\$220,000	\$(37,300)
Strollers	\$105,000	\$130,498	\$25,498
Pony Rides	\$32,000	\$13,157	\$(18,843)
Carousel	\$254,000	\$272,358	\$18,358
SkyRide	\$178,389	\$216,797	\$38,408
Zip Line and Ropes Course	\$233,451	\$207,722	\$(25,729)
Society Memberships	\$3,356,554	\$3,338,205	\$(18,349)
Donations	\$183,000	\$169,923	\$(13,077)
Other Private Funding	\$56,000	\$56,000	\$-
Sponsorships	\$450,000	\$395,645	\$(54,355)
Miscellaneous Revenue	\$4,046,394	\$3,020,012	\$(1,026,382)
Sales Tax	\$(171,858)	\$(161,123)	\$10,735
TOTAL REVENUES	\$19,404,089	\$17,313,670	\$(2,090,419)
EXPENDITURES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Personnel Services	\$9,333,585	\$8,444,110	\$889,475
Contractural Services/Commodities	\$8,749,318	\$7,670,342	\$1,078,976
Capital Outlay	\$7,078,829	\$4,456,020	\$2,622,809
Internal Service Charges	\$717,097	\$683,530	\$33,567
TOTAL EXPENDITURES	\$25,878,829	\$21,254,002	\$4,624,827
TAX LEVY	\$(6,474,740)	\$(3,940,332)	\$2,534,408
ATTENDANCE	1,351,500	1,130,515	(220,985)

RAILROAD TRUST FUND

REVENUES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Zoomobile Revenue	\$86,000	\$39,117	(\$46,883)
Miniature Train Revenue	\$780,000	\$1,064,242	\$284,242
Earnings on Investments	\$21,000	(\$14,285)	(\$35,285)
Donations and Reserve Contribution	\$240,107		(\$240,107)
Other Revenue	\$126,000	\$94,191	(\$31,809)
Sales Tax	(\$35,000)	(\$46,862)	(\$11,862)
TOTAL REVENUES	\$1,218,107	\$1,136,404	(\$81,703)
EXPENDITURES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Personnel Services	\$490,014	\$433,335	\$56,679
Contractual Services/Commodities	\$410,553	\$258,110	\$152,443
Conservation Projects	\$40,000	\$36,500	\$3,500
Capital Outlay	\$283,681	\$48,393	\$235,288
Internal Service Charges	\$0	\$0	\$0
TOTAL EXPENDITURES	\$1,224,248	\$776,338	\$447,910
NET INCOME (LOSS)	(\$6,141)	\$360,066	\$366,207
Fund Balance January 1, 2022		\$2,375,128	
Net Income		\$360,066	
Fund Balance December 31, 2022		\$2,735,194	

SPECIMEN TRUST FUND

REVENUES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Earnings on Investments	\$4,000	(\$2,539)	(\$6,539)
Animal Sales/Milk Sales	\$20,000	\$19,367	(\$633)
Giraffe Experience	\$30,000	\$30,000	\$0
Gifts & Donations	\$0	\$0	\$0
Other Miscellaneous Revenue	\$3,000	\$7,885	\$4,885
Reserve Contribution			\$0
TOTAL REVENUES	\$57,000	\$54,713	(\$2,287)
EXPENDITURES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Contractual Services/Commodities	\$57,000	\$14,958	\$42,042
Internal Service Charges	\$0	\$0	\$0
TOTAL EXPENDITURES	\$57,000	\$14,958	\$42,042
NET INCOME (LOSS)	\$0	\$39,754	\$39,754
Fund Balance January 1, 2022		\$382,603	
Net Income		\$39,754	
Fund Balance December 31, 2022		\$422,357	

CONSERVATION TRUST FUND

REVENUES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Earnings on Investments	\$1,000	(\$3,754)	(\$4,754)
Giraffe Feedings	\$0	\$76,400	\$76,400
Vending Machine Commission	\$3,000	\$4,540	\$1,540
Conservation Contribution	\$99,000	\$101,980	\$2,980
Gifts & Donations	\$16,000	\$23,863	\$7,863
Other Miscellaneous Revenue	\$0	\$0	\$0
Reserve Contribution	\$0	\$0	\$0
TOTAL REVENUES	\$119,000	\$203,028	\$84,028
EXPENDITURES	2022 Adjusted Budget	2022 Actual	Variance () = Deficit
Contractual Services/Commodities	\$19,000	\$2,677	\$16,323
Conservation Projects	\$100,000	\$53,341	\$46,659
TOTAL EXPENDITURES	\$119,000	\$56,018	\$62,982
NET INCOME (LOSS)	\$0	\$147,010	\$147,010
Fund Balance January 1, 2022		\$585,087	
Net Income		\$147,010	
Fund Balance December 31, 2022		\$732,097	
ZOO TRUST FUNDS			
Fund Balance January 1, 2022		\$3,342,818	
Net Income		\$546,830	
Fund Balance December 31, 2022		\$3,889,648	

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

Annual Report Financial Results Consolidated with Subsidiary

Per audited financials

FY Oct. 1, 2021-Dec. 31, 2022

SUPPORT & REVENUE

MEMBERSHIP DUES

from all Zoo Pass and Platypus Circle members \$9,364,327

CONTRIBUTIONS

toward projects, specific programs and support. \$5,591,519

SPECIAL EVENTS/PROGRAMS/SPONSORSHIPS

including animal sponsorship, Zoo Ball, education,
Society and Zoo special events, and sponsorships \$2,398,589

GRANTS \$1,050,506

INVESTMENT INCOME - NET: \$699,081

TOTAL SUPPORT & REVENUE \$17,705,860

COST OF SUPPORT & REVENUE (SUPPORT SERVICES)

MEMBERSHIP DUES

Expense of providing benefits to all Zoo Pass
and Platypus Circle members \$1,887,100

SPECIAL EVENTS/PROGRAMS

Expense of providing and promoting Society
special events/programs \$602,112

TOTAL COST OF SUPPORT & REVENUE

(Support Services) \$2,489,212

EXPENSES

DIRECT PROJECT COSTS

Expenses relative to projects and specific programs \$508,672

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 \$7,459,433

RESEARCH/CONSERVATION

Expenses relating to state, national and international programs
supporting species preservation \$108,431

GENERAL AND ADMINISTRATIVE AND OTHER

Expenses relating to daily Society operations \$4,120,521

TOTAL EXPENSES \$12,197,057

TOTAL COST OF SUPPORT AND EXPENSES \$14,686,269

MILWAUKEE COUNTY EXECUTIVE

David Crowley

MILWAUKEE COUNTY BOARD CHAIRWOMAN

Marcelia Nicholson

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

EDITORS: **Jennifer Diliberti-Shea and Katie Krecklow**

DESIGNER: **Courtney Lein**

PHOTOGRAPHERS: **Joel Miller, Garrett Hopkins & Kevin McIntosh**

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World Association of
Zoos and Aquariums



Zoological Information
Management System

