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.

TABLE OF CONTENTS
Address from the County Executive ......................................................... 1
Letter from the Director ................................................................... 2
Milwaukee County Zoo History ............................................................. 3
2015 Highlights ............................................................................ 5
Animal Management and Health Division .................................................... 7
Zoo Staff Conservation and Research Projects .............................................. 17
Additional Conservation Efforts ........................................................... 20
Cooperative Animal Management Programs ................................................ 22
Administration and Finance ................................................................. 24
Operations ................................................................................ 31
Operating Expenses ...................................................................... 34
The Milwaukee County Zoo and the Zoological Society ...................................... 37
County Executive and Board of Supervisors ................................................. 41
DEAR FRIENDS,

For the Milwaukee County Zoo (MCZ), the year was marked by noteworthy conservation efforts, in the way of several significant animal births and acquisitions. Births included additions to the captive population of endangered and threatened species - once again positioning the Zoo as one of the leaders in captive propagation.

The Zoo’s next 20-year master plan initiatives moved forward, with the Zoo’s new west entrance being among the first to be addressed. This new auxiliary parking and ticketing area is a result of the Zoo Interchange Project reconstruction, and the loss of 700 parking spaces in the Zoo’s existing lot. In 2017, this plot of land behind the Small Mammals building will be a functioning visitor entrance, complete with restroom facilities and merchandise and concession areas.

The highlight of the year was the birth of a male giraffe named Tafari. Born in September, Tafari was the first offspring for the male and female pair, which had a breeding recommendation. Tafari was a fan favorite of the Milwaukee community. In the summer, the Zoo welcomed a male snow leopard named Asa from a Zoo in Syracuse. It’s the Zoo’s hope he’ll breed with a female snow leopard, expected to arrive from Switzerland in 2016. The year also marked the addition of a harbor seal named Siku, the second offspring of the resident harbor seals. All of these additions again reflected the Zoo’s commitment to conservation and genetic diversity.

I would like to thank Zoo Director Chuck Wikenhauser, and all of the Zoo staff for their continued dedication and hard work. It takes the effort of everyone to make this organization prosper, and to continue to be considered such a community treasure.

I would also like to acknowledge the relationship between the Zoo and the Zoological Society of Milwaukee. Each year, this public-private partnership helps strengthen the Zoo’s overall mission.

Chris Abele
Milwaukee County Executive
LETTER FROM THE DIRECTOR

The year 2015 will be remembered for new animal acquisitions, continued conservation projects and near record visitor attendance. The Zoo Interchange Project continued in and around the Zoo, with this substantial project impacting our operations through 2018.

As part of our current 20-year master plan, this year began the design for a new elephant exhibit, phase one of “Adventure Africa.” This $16 million project will be the single largest renovation to the Zoo since it began here in 1958.

We completed major renovations in our outdoor Gorilla Exhibit; part of a project funded by Northwestern Mutual Foundation and the Zoological Society. Renovations include new landscaping, climbing and resting platforms and berms for protection from the elements.

We also welcomed a new male snow leopard, Asa, made possible by a donation from the Greater Milwaukee Foundation (GMF), as part of its centennial gifts to the community celebration. In conjunction with the acquisition, the GMF also sponsored a Zoo “Free Access Week” to the community during the holiday season, December 26-31. During the week, we welcomed 23,082 visitors, who not only enjoyed free admission and parking, but also a variety of special programming and activities.

As a result of the Zoo Interchange Project, our existing parking lot lost approximately 700 parking spaces. In 2015, construction of an auxiliary Zoo entrance and parking lot was completed on an eight-acre parcel of land on the Zoo’s northwest corner. Eventually this entrance will include ticketing kiosks, restrooms, concessions and merchandise areas.

The summer exhibit welcomed life-size robotic dinosaurs – a visitor favorite! Expedition Dinosaur, sponsored by Sendik’s Food Markets, was displayed May 23 through Sept. 7 in a lush outdoor habitat behind Small Mammals.

In August, we began a partnership with Goodwill Industries, hosting 12 high school students for a transition-to-work program. A national program, Project SEARCH allows the students, with developmental disabilities, to participate in an internship during their last year of high school.

The year also saw the resignation of Zoological Society President/CEO Dr. Robert Davis. We wish him well as he pursues a new phase in his career. We’re again grateful for the support of the county executive, the county board and the Zoological Society and their partners.

Please read on for further highlights.

Charles Wikenhauser
Zoo Director
THE MILWAUKEE COUNTY ZOO: OUR HISTORY

Home to more than 3,300 mammals, birds, fish, amphibians and reptiles, we’re proud our Zoo continues to be recognized as one of the finest in the country.

OUR HISTORY AT A GLANCE:

1892  The Milwaukee County Zoo (MCZ) started as a miniature mammal and bird display in Milwaukee’s downtown Washington Park

1910  The Zoological Society was founded, lending financial support to the Zoo

1958  Moved to its present location on 200 acres of parkland

Late 1960s  Completion of: the Primate Building, Monkey Island, Winter Quarters, Polar and Brown Bear Exhibits, and the Feline, Pachyderm, Giraffe, Bird, Small Mammal, Aquarium and Reptile, and Australian Buildings

1970s  Added the Children’s Zoo, Train Shed, Zoo Hospital, Dall Sheep Exhibit and the Gift Shop

The Zoological Society’s volunteer organization, Zoo Pride, was established

1978  Was one of only 22 institutions in North America accredited by the American Association of Zoological Parks & Aquariums, now named the Association of Zoos & Aquariums

1980s  Initiated a $26 million capital improvement plan, representing a significant partnership venture between the Zoo, Milwaukee County and the Zoological Society

Completion of: Wolf Woods, underwater viewing in the Polar Bear and Sea Lion Exhibits, Oceans of Fun, the Dairy Complex, Humboldt Penguins and the Peck Welcome Center

Early 1990s  Extensive renovation of the Aviary and Primates of the World, and the completion of a new Apes of Africa Exhibit

1999  Initiated a $30 million capital improvement plan, representing a significant partnership venture between the Zoo, Milwaukee County and the Zoological Society

For our complete history, please visit milwaukeezoo.org/about/timeline
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
</table>
| 2003 | Completion of Animal Health Center  
       Began initial renovations to the Stackner Heritage Farm and construction of the Karen Peck Katz Conservation Education Center |
| 2004 | Completion of the Karen Peck Katz Conservation Education Center |
| 2005 | Completion of the Florence Mila Borchert Big Cat Country  
       Completion of the Northwestern Mutual Family Farm |
| 2006 | Completion of the MillerCoors Giraffe Experience |
| 2008 | Completion of the U.S. Bank Gathering Place  
       Completion of the Idabel Wilmot Borchert Flamingo Exhibit and Overlook |
| 2011 | Completion of the new outdoor Bonobo Exhibit, and new interpretive graphics and interactive displays to the indoor Bonobo Exhibit  
       Opened a new permanent visitor activity with Sky Trail® Wisconsin Adventure Zone  
       Added Kohl’s Wild Theater programming to Zoo’s Northwestern Mutual Family Farm, made possible by donation to the Zoological Society |
| 2012 | Completion of the first planning phase of a new 20-year Zoo master plan, addressing improvements in animal exhibits, visitor attractions, service facilities and operations |
| 2013 | Completion of the master plan proposal by Peckham Guyton Albers & Viets, Inc. (PGAV); will serve as a guide for the Zoo for the next 20 years |
| 2014 | Moved forward on plans for the new auxiliary west entrance and adjacent parking lots. Plans include construction of a new outdoor North American River Otter Exhibit |
| 2015 | Renovation of the Outdoor Gorilla Exhibit  
       Began design of “Adventure Africa” Phase I: Elephant Exhibit  
       Partnered with Goodwill Industries for the high school transition-to-work program, Project SEARCH  
       Installation of Mamava Lactation Suites; 3 comfortable and private areas for nursing mothers to use when visiting the Zoo |
2015 HIGHLIGHTS

ZOOf MASTER PLANNING

2013
• Master plan finalized
• Serves as a guide for the park for next 20+ years
• Addresses animal exhibits, dining, merchandise sales and additional service and infrastructure improvements

2015
• Includes eight new or redeveloped animal exhibits, three non-animal attractions and five revenue-generating centers

ZOo INTERCHANGE PROJECT

The Zoo sits along a substantial stretch of freeway — to the west of downtown Milwaukee — appropriately named the Zoo Interchange. Its reconstruction began in 2012; and the entire project addresses this nine-mile freeway corridor leading to and through the actual interchange. Opening in 1963, it is Wisconsin’s oldest and busiest interchange.

2015
• Several significant freeway ramp and bridge closures during the year affected how visitors arrived at the Zoo
• Alternate routes to and from the Zoo, and additional signage were implemented so as not to deter guests from visiting
• The Zoo’s website was continually updated with the latest construction closures, and additional collateral pieces were designed to keep visitors apprised of the latest routes
• Major impact of master planning is the Zoo Interchange Project; loss of approximately 700 visitor parking spaces
• New auxiliary west entrance, which includes an area for approximately 500 parking spaces is completed

PROJECT SEARCH

• Zoo begins partnership with Goodwill Industries and other cooperating agencies to serve as Project SEARCH site
• The high school transition-to-work program places 10-12 students with developmental disabilities to intern at the Zoo throughout last year of high school
OTHER HIGHLIGHTS
The Zoo hosted a major summer exhibit, Expedition Dinosaur sponsored by Sendik’s Food Markets
• May 23 through Sept. 7
• Welcomed 260,078 guests

Attraction and Special Event lineup included:
• Oceans of Fun Seal & Sea Lion Show, sponsored by Anderson Seal, LLC
• Sky Safari, sponsored by PNC
• Samson Stomp, sponsored by Amica Insurance
• Halloween Spooktacular, sponsored by Sendik’s Food Markets

2015 SPECIAL EXHIBIT
EXPEDITION DINOSAUR
Sponsored by Sendik’s Food Markets
The summer months saw the return of dinosaurs to the Zoo in the form of more than 20 robotic life-size re-creations, moving and rumbling in their outdoor habitat.

The outdoor setting was courtesy of our talented horticulture staff, simulating a prehistoric land, complete with flora and fauna similar to what grew during the time period.

Presented May 23 through Sept. 7, the exhibit was $2.50 per person after regular Zoo admission.
2015 ANIMAL MANAGEMENT AND HEALTH DIVISION

FIVE MAJOR ANIMAL CARE AREAS:

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

In addition to permanently assigned full-time personnel, there are rovers – zookeepers trained in many animal areas who act as fill-ins as needed – and night operation and animal care staff. Animal staff also coordinate operations, maintain records and permits and manage the Zoo library.

ANIMAL DIVISION COLLECTIONS

The animal collections serve to enhance visitors’ knowledge and appreciation of animals, and to contribute to animal species conservation. Our front-line animal care staff devote more than 100,000 hours each year toward animal care.

<table>
<thead>
<tr>
<th>On Zoo Grounds</th>
<th>Out on Loan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On Dec. 31, 2015, the Milwaukee County Zoo animal collection included:</strong></td>
<td><strong>The animal collection owned by our Zoo and out on loan to other zoological institutions included 46 animals representing 22 species, as listed:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mammals</th>
<th>Birds</th>
<th>Reptiles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Species: 79</td>
<td>Species: 74</td>
<td>Species: 42</td>
</tr>
<tr>
<td>Specimens: 354</td>
<td>Specimens: 312</td>
<td>Specimens: 81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amphibians</th>
<th>Fish</th>
<th>Invertebrates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Species: 13</td>
<td>Species: 138</td>
<td>Species: 28</td>
</tr>
<tr>
<td>Specimens: 25</td>
<td>Specimens: 1671</td>
<td>Specimens: 879</td>
</tr>
</tbody>
</table>

**Total Species:** 374  
**Total Specimens:** 3,342  
**Total Species:** 22  
**Total Specimens:** 46

- Management, health, husbandry, propagation and exhibition of the animal collection
- Design and operation of the associated facilities and exhibits
- Support and participation in conservation and research programs at the Zoo and internationally
- Enhancement of the public’s knowledge and appreciation of animals
The U.S. Fish and Wildlife Service (USFWS) lists 31 of the species in our collection as endangered. Several of these species are critically endangered (on the brink of extinction in the wild) such as Amur tiger, Southern black rhinoceros, cotton-top tamarin, Western lowland gorilla, Waldrapp ibis, Bali mynah, Chinese alligator, McCord’s snake-necked turtle, and the Grand Cayman blue iguana. Our collection also includes Guam kingfishers, which are extinct in the wild. In addition, several species in our collection are listed by the state of Wisconsin as endangered or threatened.

With such a large and diverse animal collection, there are a significant number of births, transfers and deaths annually. The life expectancy of our animals may greatly exceed the life expectancy of animals in the wild. These life expectancies vary dramatically with species – small rodents and the giant Pacific octopus are old in two years, while swans and gorillas can live for decades. Animals are subject to the same health conditions as humans, which may result in earlier deaths.

Staff devote much time toward enriching our animals’ lives. They provide mental and physical stimulation by varying social structure, mixing compatible species, changing habitats, offering interesting scents, providing manipulation devices, engaging them in positive reinforcement training, distributing food treats for foraging opportunities and supplying problem-solving reward devices.
2015 HIGHLIGHTS

REPTILES AND AQUARIA
Aquatic and Reptile Center

In 2015, we added several new species to the exhibits in the Aquatic and Reptile Center (ARC). These species included the Eastern massasauga rattlesnake which is endangered in Wisconsin and an AZA and SSP® program animal. We also built up schools of South American fishes in the Amazon Exhibit, highlighting fishes from the Amazon Basin: silver dollars, green severums and chocolate cichlids. Mudskippers were an addition to the Mangrove Exhibit, and spotted turtles rounded out the new species.

Life support systems for the Octopus and Puget Sound Exhibit were rebuilt and upgraded. Training programs for several species also were initiated and included target training for medical exams and conditioning which allow an animal to voluntarily swim into stretchers or walk into crates for weights and measures. Some of the animals included in training: Chinese alligators, pig nosed turtle and leopard sharks.

BIRDS AND FAMILY FARM
Aviary

Our collection planning slowed a bit last year due to the delay of the Aviary roof project into the fall of 2015. Still, we managed to receive over 20 birds, and about the same number transferred to other zoos around the country.

New arrivals: flamingos, tanagers, weavers, screamers and plovers. Terns, swans, ducks, doves, partridges, kingfishers and hornbills are all enjoying new homes.

We also had a successful breeding season with doves, herons, vultures, penguins, mousebirds and weavers all hatching. The Cinereous vulture chick was a first for us, as was the southern ground hornbill.

We continue to support avian conservation internationally, supporting ostrich, hornbill and crane research, in addition to local efforts to reduce bird strikes within the Zoo.

Northwestern Mutual Family Farm

We welcomed two calves, an Ayrshire heifer born in September and a male red and white Holstein born in December. We also welcomed Trinity, a new Scottish Highland, to our beef cattle herd.

We rolled out our new chicken coop in the spring, and it was a big hit!

We also added ferrets and a new leopard gecko to our program animal collection. These animals can be viewed during our petting ring demonstrations, and pull double duty in our outreach educational programming.

The Goat Yard had some new faces in 2015 as we continue to transition our herd into pure Nigerian dwarf goats, with eight more arriving last year.

As of January, we now outsource our milk to a local business, welcoming Clock Shadow Creamery to our vendor list.

World Bird Sanctuary continued its long-standing relationship with the Zoo by providing another summer of entertainment in the Kohl’s Wild Theater. Flighted raptors and numerous other exotic avifauna come to us annually for three daily shows.

2015 Aquatic & Reptile Center breeding programs included green and black poison dart frogs and spotted turtles; these species represent AZA and SSP® program animals.
LARGE MAMMALS
The Large Mammal Sections of the Zoo include:
Big Cat Country, North America/Australia, Pachyderms/Giraffe, and African/South American Hoofstock/Camels. In all of these areas, staff continue to manage an extensive animal collection with progressive training and enrichment programs.

Staff made great strides in 2015 training many animals to cooperate willingly for health exams, sample collections and husbandry procedures. Enrichment programs were effective in eliciting natural behaviors and creating stress-free environments.

BIG CAT COUNTRY
A relatively quiet year for Big Cat Country, one significant addition was a young male snow leopard, Asa, who arrived from the Rosamund Gifford Zoo in Syracuse, N.Y. in October. Asa came to us as an SSP® recommendation to pair with a female snow leopard, slated to arrive from Zurich, Switzerland in 2016. Other additions were a pair of female lions from Seneca Park Zoo in Rochester, N.Y. in December. Savannah and Amali currently share exhibit time with our resident lions; we anticipate a breeding recommendation and introductions in the coming years.

NORTH AMERICA/AUSTRALIA
We saw one major addition in North America in 2015 with the June birth of harbor seal Siku. Siku is the second offspring for father Ringo and mother Sydney; both of which came here as wild animals, and are contributing much needed genetic diversity to the Zoo population.

North America staff and veterinarians continue to provide excellent care for a number of aging animals in this area. Unfortunately, age-related problems do catch up with animals: we lost 15-year-old timber wolf, Nemat; Dall sheep, Crash and Thomasina; mule deer, Boo; and Badger, Tink; all surpassed normal life expectancies for their kind. Brown bear Aurora also passed in 2015.

Australia had two new red kangaroo joeys born early in 2015. Male, Hoppalouie, and female, Hoppalina, made their way out of the pouch, and in the fall, were seen in the Kangaroo Yard. Their father, Willaroo, died in April, but thanks to the peculiar reproductive techniques and delayed implantation of red kangaroos, two more joeys were born late in the year to the same mothers and should be visible on exhibit in the future.

In June, young female Matschie’s tree kangaroo, Jucque, transferred to the Sedgewick County Zoo in Wichita, Kas. Our Zoo is highly successful in breeding this species and hope to continue our line in 2016 with Jucque’s sister, Tia, and her mate, Ronji.

PACHYDERMS/GIRAFFE
One news item garnering much attention in 2015 was the birth of a male giraffe, Tafari, in September. Tafari is the first offspring for father, Bahatika, and mother, Ziggy, who came to the Zoo in 2013 in hopes of resurrecting our giraffe breeding program. Tafari’s name was chosen by a public vote and means “he who inspires awe.” Born at 5-feet, 9-inches tall and 159 pounds, Tafari was very popular with visitors!

A Fond Farewell:
In January, Genghis, the oldest red panda ever at our Zoo was humanely euthanized.

Sadly, in June, our male snow leopard, Sossy, died of an incurable hydrocephaly at just 1 year old.
AFRICAN & SOUTH AMERICAN HOOFSTOCK/CAMELS
Our “Winter Quarters” area continued to contribute new offspring to the AZA greater kudu population. Sam, born in 2014, transferred to the Jacksonville Zoo in December where he will be paired with new females. Two more males were born here this year; Rocco in January; and Gordon in February. We have a long history of breeding greater kudu and we look forward to more future success.

With Aviary roof work continuing, Winter Quarters served as temporary housing for several birds, including king vultures and crested screamers.

We’re grateful to Zoo staff who helped during this transition time.

PRIMATES AND SMALL MAMMALS
Apes of Africa, Primates of the World and Macaque Island

Our bonobo troop enjoyed a new climbing structure this year, courtesy of an ambitious Eagle Scout who constructed it for their outdoor exhibit.

In June, we were excited to complete and unveil a newly renovated outdoor Gorilla Yard. The project was made possible through a generous grant from Northwestern Mutual Foundation and contributions from the Zoological Society’s “Plan it for the Apes” annual appeal. The renovations include a water feature, climbing platforms, and landscaping.

Our Zoo has one of the largest collection of bonobos in the world. A new birth in June to mother Lola, increased our troop size to 22, and the newborn male, Pabu, joined our resident group of adults and several youngsters.
The most common cause of mortality in captive great apes is cardiac disease. Our bonobos, gorillas and orangutans continue to voluntarily participate in fully awake echocardiograms. Awake blood pressure measurements also are collected voluntarily from our bonobos and orangutans utilizing a finger cuff. Monitoring blood pressure is a critical step forward in the detection and treatment of cardiac disease in our apes.

With the recent retirement of our longtime curator of Primates/Small Mammals, Jan Rafert, 2015 saw the appointment of Patricia Khan, as his successor. Trish was formerly the area supervisor of Primates/Apes, and comes to the position with 27 years of animal experience and 23 years of familiarity with our Zoo.

A Goeldi’s monkey was born in May to first-time parents. The male, named Finn, was slow to explore his exhibit area, but eventually made the transition to the back of his dad, who proved to be very protective of the youngster. A second Goeldi’s was born to the same pair in November, and proved a suitable sibling for Finn.

Sadly, we lost a golden lion tamarin at almost 15 years old, and a golden headed lion tamarin, Tito, another long-lived animal, at 18 years old! Tito was a favorite among his keepers – a very patient and accepting animal, always willing to take his medications, or whatever was asked of him. He will be greatly missed.

Great ape research was conducted in collaboration with these researchers:
• Kennesaw State University, Kennesaw, Ga.
• University of Wisconsin School of Veterinary Medicine, Madison, Wis.
• Max Planck Institute for Evolutionary Anthropology, Leipzig, Germany
ANIMAL HEALTH & NUTRITION

ANIMAL HEALTH CENTER

Responsibilities:
Managing the medical care, preventive health and nutrition programs of the Zoo’s entire animal collection.

In 2015, on average, each day there were 8-9 animals in the Animal Health Center; many kept in quarantine before being released into the main collection. These included two young lionesses, a young male snow leopard, eight Chilean flamingos, as well as a variety of other birds and snakes. Other hospital residents were being treated for a variety of illness or held for shipment or management purposes.

After the transition to a new medical record keeping system in late 2014, most of 2015 was spent learning the system, and working with the International Species Information System to tailor it to our needs. Many updates and upgrades took place, and staff continue diligent efforts to make certain records are entered correctly and consistently.

The other major change was the Animal Health Center equipment went digital! Upgraded equipment included digital radiographic equipment to take X-rays, a digital dental camera and a digital ophthalmic camera that captures images of the retina. These upgrades save personnel time, reduce anesthesia time for animals and preclude the use of hazardous chemicals. Digital images documenting a condition can be sent worldwide for consultation.

The Animal Health Center is a renowned veterinary medicine teaching hospital.

ANIMAL COMMISSARY

Responsibilities:
Receiving, evaluating, and storing most of the animal food and supplies before daily delivery on request to multiple Zoo areas where the animal diets are prepared.

SUPPORT OPERATIONS

ANIMAL RECORDS

Records have been kept for the almost 20,000 individual animals that have been managed in our collection since its 1892 inception. Today, AZA-accredited zoos keep very detailed up-to-date records for each animal, from birth to death.

Identifying characteristics or marks, all background information, measurements, behavior, breeding management, enclosure information, behavioral enrichment, training, diet/feeding, development, and medical notes and procedures are included in the animal’s record.

All of the information that the animal care staff observe is reported daily to the registrar, who records the information electronically in a database called Zoological Inventory Management System (ZIMS). In 2015, thousands of entries were added.

The Zoological Inventory Management System (ZIMS) is the largest global animal management network in the world. The central database contains information on 3.5 million animals - more than 10,000 species - held in more than 800 institutions in 80 countries, as well as some animals in the wild, participating in release and relocation projects. More than 20,000 zoo, aquarium, and conservation professionals worldwide use ZIMS.

REGENERATIVE AGENCIES

Our Zoo partners with the United States Fish & Wildlife Service, the U.S. Department of Agriculture, the Wisconsin Department of Natural Resources, the Milwaukee Area Domestic Animal Control Center and other agencies. We provide them with expertise and assistance toward the conservation and protection of wild and Zoo-born animals.

The Zoo complies with regulations and permit requirements of international treaties, and national and state laws regarding animal conservation, management, care, health and safety. Examples of permits received by the Zoo in 2015 include:
INTERNATIONAL:
Convention on International Trade in Endangered Species import permit (CITES)

NATIONAL:
U.S. Fish and Wildlife Service
- Captive Bred Wildlife permit
- Migratory Bird Special Purpose permit
- Depredation permit
- Native Endangered Species Recovery permit

U.S. Department of Agriculture
- Exhibitor permit
- Plant Pests, Noxious Weed & Soil Movement permit

U.S. Department of the Interior
- Marine Mammal Protection Act permit

State of Wisconsin:
- DNR Depredation permit
  (Canada goose and eggs)
- DATCP Johne’s Disease-Free Herd classification
- DATCP Chronic Wasting Disease-Free Herd classification

LIBRARY AND ARCHIVE
The library collection includes books and academic/scientific periodicals in the following subject areas: zoological science; animal husbandry; management of animals in captivity; animal behavior; animal nutrition; veterinary medicine; wildlife conservation; birds; fishes; invertebrates; mammals; reptiles and amphibians; aquarium management; aquatic life; horticulture; zoological gardens; history of zoological science; zoo administration; and zoo, aquarium and museum exhibits. The library also collects ephemeral materials from U.S. and foreign zoos and aquariums; making it the largest such collection in the country. The library also houses several animal-themed art pieces.

The archive preserves materials crucial to the history of our Zoo and of zoos in the United States. The collection includes photos, slides, DVDs, VHS cassettes, 16mm films, historic postcards, personal papers, veterinary records and MCZ historical records on paper and microfiche, all housed in a climate-controlled environment.

The library staff includes one part-time professional librarian, providing reference services, assisting in research, maintaining the catalog, and managing both the library and archives. The librarian also works part-time for the Zoological Society as the information specialist, managing the Society’s photo database and researching information for exhibit signage. A total of 15 Zoo Pride volunteers assist the librarian.

The Zoo library and archive, located in the Administration Annex in the Northwestern Mutual Family Farm, is a research library providing information resources to Zoo staff, Zoological Society staff, Zoo Pride volunteers and the public.
CONSERVATION, RESEARCH AND PROPAGATION PROGRAMS

In 2015, the Zoo managed and/or contributed to diverse conservation, research and propagation programs at local, regional, national and international levels. The senior animal staff, including specialty curators, staff veterinarians and the deputy Zoo director, develop, implement and manage programs. Front-line staff also actively manage and participate in many of these programs. Collaborative efforts with other conservation-oriented institutions and agencies are essential to the effectiveness of these efforts.

In addition to the commitment of Zoo resources and the resources of collaborating institutions, significant funding came from Zoo trust funds and the Zoological Society.
CONSERVATION AND RESEARCH PROGRAM COLLABORATIVE SUPPORT

The Zoo provides funding and/or staff support to selected conservation initiatives and research projects. Highlights for 2015 support:

### IUCN Conservation Breeding Specialist Group
- Global

### Turtle Survival Program
- Global

### Polar Bears International
- Pan-Arctic

### International Elephant Foundation
- Africa and Asia

### International Rhino Foundation
- Africa and Asia

### Ape TAG Conservation Initiative
- Africa and Asia

### Great Ape Survival Partnership
- Africa and Asia

### Phoenix Fund Amur Tiger Project
- Russia

### International Snow Leopard Trust
- Nepal

### Tree Kangaroo Conservation Program
- Papua New Guinea

### Orangutan Outreach
- Borneo and Sumatra

### Fennec Fox Conservation Project
- North Africa

### Bonobo and Congo Biodiversity Initiative
- Democratic Republic of Congo

### Lola Ya Bonobo - Bonobo sanctuary
- Democratic Republic of Congo

### Tarangire Elephant Project
- Tanzania

### Kibale Fuel Wood Project
- Uganda

### Berggorilla and Regenwald Direkthilfe Gorilla Project
- Rwanda

### Elephants for Africa
- Botswana

### Cheetah Conservation Botswana
- Botswana

### Egyptian Vulture Migration Study
- Djibouti

### Madagascar Fauna Group
- Madagascar

### Grenada Frog Study
- Grenada

### Grenada Bank Treeboa Study
- Grenada

### Grenada Coral Reef Study
- Grenada

### Leatherback Turtle Study - Ocean Spirits
- Grenada

### Rock Iguana Conservation
- Jamaica

### Rock Iguana Conservation
- Grand Cayman

### Whooping Crane Recovery Project
- National

### AZA Elephant Welfare Project
- National

### Butler’s Garter Snake Ecology
- Wisconsin

### Herp Fund – WIDNR
- Wisconsin

### Migratory and Resident Avifauna Study
- Zoo

### Starhead Topminnow Spawning Research
- Zoo

### Great Ape Heart Project
- International

### Milwaukee Ape Heart Project
- Zoo

### Great Ape Cardiovascular Disease Study
- Zoo

### Great Ape Ultrasound Studies
- Zoo

### Bonobo Cardiovascular Database
- Zoo

The Zoo also provides funding for collaborative conservation and research initiatives:

- Avian Scientific Advisory Group
- Penguin Taxon Advisory Group
- Great Apes Taxon Advisory Group
- International Species Inventory System
- AZA Reproductive Management Center
CONTINUING CONSERVATION PROGRAMS:

GRENADA CORAL REEF STUDY
In 2009, our Caribbean research expanded to the surrounding ocean, as we joined the Wisconsin Lutheran College’s reef monitoring program in Grenada. The purpose is to compare the long-term health of the coral reefs found in Grenada’s marine protected areas with other areas without protection. We hope to demonstrate the economic benefits of protected areas to Grenada’s tourist industry and fishing communities.

GRENADA FROG STUDY
The Grenada frog was once widespread on the island nation of Grenada. During the late 1880s, a related frog species, Johnstone’s frog, was introduced. Since then, Johnstone’s frog has spread throughout the island and the Grenada frog has retreated to small isolated pockets in the mountain rainforests.

In 2004, the Zoo, the Milwaukee Public Museum, and the Grenada Forestry and National Parks Department began a field study to determine if these two species can successfully coexist. In 2009, numbers of frogs observed had dropped for a third consecutive year. As a result, frogs were sampled to determine if they carried the deadly frog-killing fungus, chytrid. Unfortunately, the fungus was found at all of the sampling sites. Chytrid could lead to the extinction of the Grenada frog.

The Zoo and its partners developed a Conservation Action Plan for the frog in 2010. In 2011, it appeared the frog populations in Grenada had stabilized and in 2012 they seemed to be rebounding. Data from 2013, however, seem to indicate that both frog species may be experiencing a second wave of decline. The number of frogs surveyed during the first 6 months of 2014 were little different from the 2013 survey numbers. Continued monitoring is necessary to verify this observation.

ROCK IGUANA CONSERVATION PROJECTS
The Zoo and the Zoological Society have supported rock iguana conservation in the genus Cyclura since 1995. In 2003, this support increased with the addition of fieldwork studies of the Grand Cayman blue iguana and Jamaican iguana.

Blue iguanas are one of the most endangered lizard species in the world; a 2003 census revealing there may be only 12 wild Grand Cayman blue iguanas. Because of the efforts of several zoos, including ours, the population is now estimated to number more than 200. The Jamaican iguana, once thought to be extinct in the wild, is still very much in peril.

The Zoo has participated in the fieldwork for these efforts, resulting in successful releases of captive-hatched, raised-and-released iguanas back into the wilds of Grand Cayman and Jamaica. Through observations and radio tracking, data have been collected for the first time on the habits of both raised-and-released iguanas and free-ranging wild individuals.
In 2014, a MCZ keeper surveyed blue iguanas on one of the Grand Cayman Islands. A veterinary technician also was sent to assist in the health screening of the iguanas. More fieldwork is scheduled, along with additional staff to assist fieldworkers with nest monitoring and protection, health screenings and radio tracking. Zoo personnel have been involved with Jamaican iguana conservation since 2002. During nesting season, wild iguanas are monitored at known nest sites and nesting individual females are observed and identified. Once the clutch is laid, the iguanas are captured for health screening. In September, 95 days after nesting, the hatching season begins. Newly hatched iguanas are weighed, measured, sexed, transpondered, have blood collected, and released or taken to Jamaica’s Hope Zoo for headstarting. In 2013, more than 300 hatchlings were processed, an increase of 30 percent from 2012, but in 2014, hatchlings declined nearly 50 percent from the 2013 total. In 2015, hatching was again monitored closely as part of this ongoing project.

**GRENADE BANK TREEBOA STUDY**

Since 2003, the Zoo has been working with Bob Henderson (Milwaukee Public Museum Curator Emeritus) on a Grenada Bank treeboa demographics project. In 2010, we began collaboration with E. Marie Rush, DVM, and St. George’s University, Grenada. The project encompasses demographics, ecto- and endoparasite identification and baseline blood parameters. Future studies will include DNA analysis of pooled blood samples to identify subpopulations of the species.

**GRENADE TURTLES**

The Zoo continues to partner with Ocean Spirits, a non-profit conservation organization based in Grenada. From its 1999 inception, Ocean Spirits has focused primarily on the protection of marine turtles found throughout Grenada’s coastal waters and beaches. The organization operates a scientific research program that spans 6 months of the year; managing a nationwide education initiative that to date has reached over 4,000 students and continually develops the idea that there are no better stewards of Grenada’s turtles than the communities that have historically relied upon them.

Ocean Spirits hopes to ensure that the spectacle of a nesting or foraging turtle remains a key component of Grenada’s unique and vibrant biodiversity.

**STARHEAD TOPMINNOW BREEDING**

Starhead topminnows are an endangered fish species in Wisconsin. Although there have been a few cases of successful captive reproduction in the private sector, there are no reports of breeding in zoos or aquariums. Several pairs were collected in 2007 to develop spawning techniques that could be used by the Wisconsin DNR should a captive breeding program be a necessity. One or two pairs have been collected annually since, to maintain the genetic diversity of the Zoo’s captive population. Fishes from this program were sent to the Urban Ecology Center and other aquariums and nature centers for display.

**MIGRATORY AND RESIDENT AVIFAUNA STUDY**

Since 2001, Zoo staff and volunteers have continued to mist-net and leg-band wild birds on Zoo grounds to determine the numbers and species that use the area as a stopover migration site. To date, the team has identified 183 species of native migratory birds, many listed as rare, threatened, or of special concern in the state and 45 have been identified as nesting on Zoo grounds. Because of these remarkable findings, the Wisconsin DNR has designated our Zoo as a recognized migratory bird stopover habitat. Bird-banding demonstrations are conducted annually at our event, Party for the Planet. Visitors can observe the banding process and release birds. In 2013, a hummingbird study began with feeders installed on Zoo grounds.

**WILD BIRD COLLISION ABATEMENT**

Zoo and Society staff and volunteers are involved with minimizing the amount of injury and mortality associated with bird-window collisions by actively modifying existing structures to mitigate strikes. By applying stencils, striping, silhouettes and decals, as well as using netting and better planting practices, we’re reducing the number of bird-related mortalities as a result of window collisions.

**Migratory Bird Support**

The Zoo and Society also are committed to educating the community about migratory birds by placing several different types of feeders throughout the Zoo, and growing native species of plants that provide cover and food for migratory birds.
HUMMELT PENGUIN CONSERVATION AND RESEARCH

Our Zoo has a long, storied history with Humboldt penguin conservation in their native range - the coasts of Peru and Chile. In 1994, a long-term research program was initiated to study a breeding colony of the species in Algarrobo, Chile. In 1999, with Zoological Society funding, we coordinated nearly a decade of annual censuses of the Chilean Humboldt penguin population. In 2015, a project began with Dr. Tony Goldberg at the University of Wisconsin-Madison to use molecular techniques to determine the population’s health status. Samples collected over time from Humboldt residents in this colony will be analyzed for avian viruses.

MILWAUKEE APE HEART PROJECT: GENE ANALYSIS FOR ARVC IN BONOBOS

Arrhythmogenic Right Ventricular Cardiomyopathy (ARVC), discovered in one of our bonobos in 2013, has now also been identified in most species of great apes, and is inheritable in humans. ARVC causes replacement of the normal heart muscle with fatty tissue in the right ventricle, leading to heart disease, fatal arrhythmias and early death.

In 2015, whole genomic sequencing of three bonobos was performed, funded by a grant from the National Heart and Lung and Blood Institute’s Resequencing and Genotyping Service. In collaboration with the molecular genetics team at the Medical College of Wisconsin, we’re investigating the genetic mutations that may cause ARVC in bonobos.

GREAT APE HYPERTENSION AND CARDIOVASCULAR DISEASE

The Great Ape heart Project (GAHP) was awarded a large research grant during the year, much of which is designated for further investigation of hypertension and heart disease in bonobos. As a leader in training bonobos for voluntary participation in awake echocardiograms and finger blood pressure measurement, our Zoo is partnering with the GAHP on several projects. Grant funds will be used to purchase a high-quality portable cardiac ultrasound machine, and finger blood pressure monitors for all institutions holding bonobos. The grant will support data collection in bonobo finger blood pressure measurements over the next few years, as well as additional ARVC genomic and pathologic studies.

Zoo staff were invited to give presentations on various aspects of ape heart disease at four major conferences in 2015, including:

• The annual conferences of the American Association of Zoo Veterinarians
• The American Association of Zoo Veterinary Technicians
• The Great Ape Heart Project Workshop
• The Conference on Regional Species Management Ape Heart Disease Workshop

The Bonobo Cardiovascular Database is housed at our Zoo and is an integral partner of the Great Ape Heart Project. In 2015, an additional 10 echocardiograms were submitted for evaluation from four zoos in North America.

Great Ape Research

For many years, the Zoo has provided researchers with access to our great apes. Positive-reinforcement training by staff has resulted in the willing participation of our bonobos, gorillas and orangutans in groundbreaking studies regarding health, cognition, tool use and behavior.

The apes can leave the research area whenever they wish, but almost always respond positively to attention, praise and the challenge of solving puzzles.

A young bonobo
Photo by Olga Karnienko
ADDITIONAL CONSERVATION EFFORTS

There are numerous examples of Zoo staff, Zoological Society staff, Zoo Pride volunteers and other associates working outside their normal duties to voluntarily support conservation efforts around the world. A few examples:

**ANIMAL AWARENESS DAYS: WOLF AND ELEPHANT**

Two zookeeper-driven events were held again this year to showcase their species and educate the public on captive care and conservation needs in the wild. Zoo staff and Zoo Pride volunteers helped with the events. Elephant Awareness Day was held Sept. 19 and Wolf Awareness Day Oct. 17.

Both events included activities and opportunities for behind-the-scene tours, zookeeper talks and the distribution of conservation-related materials.

**IN-HOUSE LUNCHEON FUNDRAISER**

In May, Zoo pachyderm keepers hosted an in-house fundraising luncheon, Cinco de Rhino. Staff and volunteers assisted in donating food items and tickets were sold to staff and volunteers. The event raised approximately $400, and monies were matched by Zoo conservation funds, benefitting the International Rhino Foundation.

**ORANGUTAN CONSERVATION FUNDRAISER**

In 2015, orangutan conservation was supported through public donations, Zoo Conservation Fund donations, palm oil awareness events, and the sale of orangutan artwork. Held in conjunction with Mother’s Day, Missing Orangutan Mothers (M.O.M.) is a popular annual awareness and fundraising event held in the Primates of the World building, and focuses on the plight of wild orangutans. Event proceeds were donated to Orangutan Outreach. Offerings included artwork items made by our orangutans, as part of their enrichment.

**POLAR BEARS INTERNATIONAL ARCTIC AMBASSADOR**

Since 2008, the Zoo has been an Arctic Ambassador Center for Polar Bears International (PBI). In 2015, an educational booth was staffed at the Zoo’s Party for the Planet event to teach visitors about the issues facing polar bears in the wild, and how simple initiatives like using reusable shopping bags help their plight.

The Zoo assists in many scientific studies and collaborative research projects by providing facilities, staff expertise, data and an environment conducive to animal studies.

The Zoo Research Committee reviews all proposals ensuring the welfare of the animals is protected.
AMERICAN ASSOCIATION OF ZOOKEEPERS/
MILWAUKEE CHAPTER

The mission of the American Association of Zookeepers (AAZK) is to advance excellence in the animal-keeping profession, foster effective communication beneficial to animal care, support conservation projects and promote the preservation of our natural resources and animal life.

Zookeepers at the Zoo established the Milwaukee AAZK Chapter (MAAZK) in 1975. Currently the MAAZK chapter includes members from both our Zoo and the Racine Zoo. Officers and members volunteer to oversee fundraising events, many of which take place on Zoo grounds. In addition, the MAAZK chapter hosts the Zoo’s in-house Lunchtime Lecture series.

In 2015, the MAAZK chapter conducted several fundraising events and donated the monies raised to conservation projects and organizations, including:

- International Rhino Foundation
- Lewa Conservancy
- Snow Leopard Trust
- Action for Cheetahs
- Timber Wolf Alliance
- Caledonia Conservancy
- Mabula Ground Hornbill Project
- OUTROP – Orangutan Tropical Peatland Project
- Red Panda Network
- Trees for You and Me
- Belize Corridor Project
- Tree Kangaroo SSP

OTHER RESEARCH AND STUDIES

Studies that the Zoo conducted, collaborated with, participated in or that were published in 2015 include:

- Grenada frog observations in the field and captivity: conservation implications
- Cognition in bonobos as it relates to human cognition
- Fetal brain development in bonobos and humans: an ultrasonographic study
- Evidence of philopatry and natal dispersal in Humboldt penguins
- Metastatic mammary adenocarcinoma in a sugar glider
- Using science to understand zoo elephant welfare
- Metacestode infection in a juvenile Bornean orangutan
- Fibrobacter study in herbivores
- Orangutan genetic research
- Measurement of finger blood pressure in awake bonobos
- Laterality in non-communicative behaviors in captive bonobos
- Comparing chimpanzee and bonobo communication and neurobiology

We also maintains a storage library of frozen or preserved blood, biopsy tissue and necropsy tissue samples available for approved research projects upon request.

PRESENTATIONS/PUBLICATIONS

The Animal Division staff deliver more than 1,000 formal presentations and innumerable informal presentations to the public annually. In addition, Zoo staff develop programs, publish articles and research papers, and deliver conservation-related presentations locally, regionally and internationally.
COOPERATIVE ANIMAL MANAGEMENT PROGRAMS

Through Species Survival Plans®, the Zoo cooperates with all members of the AZA to enhance the survival of endangered species in our collections and in the wild.

Groups of scientists and collaborating experts develop breeding plans to help protect the genetic variations of each species. Collaborative programs also are developed with range countries to assist in conservation of these animals and their wild counterparts.

The Zoo also participates in AZA Species Studbooks to manage the propagation and reduce the inbreeding of zoo animal populations, and AZA Taxon Advisory Groups (TAGs) to develop strategies for the long-term management of animal groups. The Zoo collaborates with all of the Species Studbooks, SSPs and TAGs appropriate for our animal collection, which include:

### SPECIES STUDBOOKS

- Barbet, Bearded
- Boa, Virgin Islands (Caya Diablo)
- Boa, Virgin Islands (St. Thomas)
- Cichlid, Lake Victoria – Ishameli
- Cichlid, Lake Victoria – Melanopterus
- Hornbill, Great
- Iguana, Grand Cayman Blue
- Iguana, Jamaican
- Monkey, Diana
- Moose
- Peafowl, Congo
- Penguin, Long-Crested Rockhopper
- Tapir, Baird’s (Central American)
- Tapir, Malayan (Asian)

### SPECIES SURVIVAL PLANS®

- Alligator, Chinese
- Aracari, Green
- Bat, Straw-Colored Fruit
- Bear, Polar
- Bluebird, Fairy
- Bongo, Eastern
- Bonobo
- Callimico
- Cat, Black-Footed
- Cheetah
- Cichlid, Lake Victoria
- Colobus, Angolan
- Colobus, Guereza
- Dikkop, Spotted
- Dove, Black-Naped Fruit
- Eland, Common
- Elephant
- Flamingo, Caribbean
- Fox, Fennec
- Frogmouth, Tawny
- Gazelle, Addra
- Giraffe, Reticulated & Rothschild
- Gorilla, Western Lowland
- Heron, Boat-Billed
- Hippopotamus
- Hornbill, Rhinoceros
- Hyena, Spotted
- Ibis, Scarlet
- Ibis, Waldrapp
- Jaguar
- Jay, Plush Crested
- Kangaroo, Red
- Kingfisher, Micronesian
- Kookaburra, Laughing
- Kudu, Greater
- Laughing Thrush, White-Crested
- Lemur, Black and White Ruffed
- Lemur, Mongoose
- Lemur, Red Ruffed
- Lemur, Ring-Tailed
- Leopard, Snow
- Lion
- Macaque, Japanese
- Mandrill
- Monkey, DeBrazza’s
- Moose
- Motmot, Blue Crowned
- Mynah, Bali
Species Survival Plans® cont’d

Orangutan, Bornean
Orangutan, Sumatran
Panda, Red
Penguin, Gentoo
Penguin, Humboldt
Penguin, Short-Crested Rockhopper
Pigeon, Green-Naped Pheasant
Pigeon, Nicobar
Pigeon, Victoria-Crowned
Rail, Guam
Rattlesnake, Aruba Island
Rattlesnake, Eastern Massasauga
Rhea, Greater
Rhinoceros, Eastern Black
Roller, Blue-Bellied
Screamer, Crested
Sea Lion, California
Seal, Harbor
Siamang
Spider Monkey, Central American
Spider Monkey, Robust Black
Spoonbill, African
Starling, Golden-Breasted
Stilt, Black-Necked
Stork, Abdim’s (White-Bellied)
Stork, Marabou
Sunbittern
Tamarin, Cotton-Top
Tamarin, Golden Lion
Tamarin, Golden-Headed Lion
Tanager, Turquoise
Teal, Marbled
Tern, Inca
Tiger, Amur
Tiger, Generic
Tiger, Malay
Tiger, Sumatran
Toad, Puerto Rican Crested
Tree Kangaroo, Matschie’s
Turaco, Violaceous
Vulture, King
Warthog
Weaver, White-Headed Buffalo
Zebra, Grey’s
Zebra, Plains

PROFESSIONAL PROGRAM MANAGEMENT

Zoo staff members hold management positions in national and international programs through the AZA and other conservation entities. Positions include:

- **President** Academy of Veterinary Zoological Medicine Technicians
- **Director** Milwaukee Ape Heart Project
- **Manager** Bonobo Cardiovascular Database
- **Board of Directors** International Rhino Keeper Association
- **Chair & Co-chair** Humboldt Penguin SSP
- **Veterinary Advisor** Bonobo SSP, Ape TAG, Humboldt penguin SSP, Penguin TAG
- **Examination Committee** Academy of Veterinary Zoological Medicine Technicians
- **Vice-chair** AZA Annual Conference Program Committee
- **Management Group** Bonobo SSP
- **Steering Committee** Institution Data Management Adviser Group, Freshwater Fish TAG, Lake Victoria Cichlid SSP, Great Ape Heart Project, Ape TAG, Penguin TAG, Bear TAG, Snake TAG
- **SSP Coordinator/Studbook Keeper/Point Person** Red Kangaroo, Yellow-Backed Duiker, Short-Crested Rockhopper, Long-Crested Rockhopper, Tayra, Striped Skunk, Canada Lynx
- **Zookeeper Adviser** Bonobo SSP
- **Scientific Advisory Board** Urban Ecology Center
- **Animal Care Manual Team** Bonobo

TAXON ADVISORY GROUPS

- Amphibian
- Antelope and Giraffe
- Ape
- Aquatic Invertebrate
- Bat
- Bear
- Bison, Buffalo, Cattle
- Canid and Hyaenid
- Caprinae
- Charadriiformes
- Chelonia
- Ciconiiformes
- Phoenicopteriformes
- Columbiformes
- Coraciiformes
- Crocodyliformes
- Deer (Cervid/Tragulid)
- Elephant
- Equid
- Felid
- Freshwater Fishes
- Galliformes
- Gruiformes
- Lizard
- Marine Fishes
- Marine Mammal
- Marsupial and Monotreme
- New World Primate
- Old World Monkey
- PACCT (Passerines)
- Pangolin, Aardvark, Xenarthra
- Parrot
- Penguin
- Piciformes
- Prosimian
- Raptor
- Ratite and Tinamiformes
- Rhinoceros
- Rodent, Insectivore, Lagomorph
- Small Carnivore
- Snake
- Tapir
- Terrestrial Invertebrate
- Turaco and Cuckoo
- Wild Pig, Peccary and Hippo
The division oversees:

• Zoo Administration
• Cash Management, Financial and Capital Project Planning
• Accounts Payable and Receivable
• General Office Services (Coordinates security, emergency medical support, reception and switchboard, radio dispatch and clerical support)
• Information Technology
• Program and Audience Evaluation and Research Services
• Zoo Green and Guest Experience Committees
• Zoo-wide Performance Measures/Goals
• Human Resources
• Employee Safety and Training

\section*{ZOO ADMINISTRATION}

Zoo Administration provides for effective leadership for all Zoo functions and responsibilities. Under this leadership, the Zoo began planning the first phase of “Adventure Africa,” the future Elephant Exhibit. The $16 million project is funded by Milwaukee County and the Zoological Society of Milwaukee. The Zoo also constructed a new parking lot as the first phase of the new auxiliary west entrance.

Over the past 10-year period, the year 2015 was recorded as the best attendance with 1,379,004 visitors; 69,504 visitors over budget and 111,648 more than 2014.

The Zoo ended the year with a total operating budget of $26,306,119 of which 71.4% or $18,782,514 was generated from revenues and 28.6% or $7,523,605 from property tax levy support. Although overall revenues were behind budget by $462,918, revenues from parking fees, rental income, special exhibit admissions, gift shop sales, catering and sponsorship sales increased a total of $588,670 over budget and expenditure savings were $1,327,018 for a net surplus of $864,100. This is a positive change of $1,650,573 over 2014.

The Zoo’s trust funds ended with an increase of $620,498 to the fund balances due primarily to lower expenditures and higher revenues.

\section*{ADMINISTRATION AND FINANCE}

Facilities and Improvements

A large number of animal area infrastructure projects were completed in 2015. Although not noticed by visitors, they’re critical for continued Zoo operation and the well-being of the animals. Projects included: animal life-support systems, heating, ventilating, electrical and plumbing upgrades and roof replacements.
CASH MANAGEMENT
Responsibilities:
• Reconciliation of cash receipts to our point-of-sale system
• Preparation of the bank deposits
• Preparation of cash register starting banks and daily support of the cashiers for change and deposits of funds
• Processing of contract ride revenues
• Improved monitoring of cashier discrepancies
• Tracking of the annual holiday Giving Tree donations
As Accounting staff were needed to support Zoo Operations in 2015, this area took on additional duties updating financial spreadsheets and reports for management.

FINANCIAL AND CAPITAL PROJECT PLANNING & CONTROL
This section coordinates the budget process and balances the budget which can be challenging with limited funding, while service and entertainment values should be maintained, and new revenue sources explored. Financial reporting and analysis continued to be performed on a daily, monthly and annual basis, with comparisons to the 2015 budget as well as to previous years. Review of the Zoo’s contracts continued as processes were reviewed and enhancements implemented. Utilization of the recent DocuSign functionality has expedited the process of contracts being reviewed and signed by the designated Milwaukee County departments.

Accounting staff have researched cash management systems, and funding for the system is being budgeted in 2016. Also for the 2016 budget, Commissary inventory systems that include nutritional functionality are being researched.

ACCOUNTING (ACCOUNTS PAYABLE AND RECEIVABLE)
Responsibilities:
• Process contracts, purchasing requisitions and receipts
• Monitor credit card system
• Review sales documentation
• Prepare invoices
• Track accounts receivable
• Enter financial transactions into general ledger
Accounting staff have been instrumental in identifying discrepancies and assisting with problem resolution, in using the automated purchasing function in the point-of-sale system. Effective coordination of travel requests and expenditures helped control these costs. Duties related to uniform ordering and distribution continued, improving internal controls.

The Zoo issued a Request for Information, followed by a Request for Proposal to purchase a new POS system for our cash register set-up and sales, inventory requisitions and purchases, event management including billing, and integration with the membership and school registration systems managed by the Zoological Society. Proposals were reviewed and demonstrations provided; further review, negotiation, and implementation will occur in 2016.
GENERAL OFFICE SERVICES

Responsibilities:
• Coordinate security and emergency medical support
• Service the reception and switchboard areas
• Assist Zoo divisions with radio dispatch and clerical support as needed

The switchboard operates a two-channel ultra-high frequency (UHF) system on the Zoo grounds used by staff for communications and coordination. This system helps Zoo personnel coordinate operations, maintenance, animal care and any Zoo emergency.

INFORMATION TECHNOLOGY

Information Technology functions were provided by Zoo staff, Milwaukee County’s Department of Administration – Information Management Services Division (IMSD) and outside consultants. The Zoo IT Support position reports to IMSD but directly supports the Zoo. We’ve continued to partner with a variety of IMSD technical staff resources to assist primarily with connectivity, the point-of-sale, inventory and event management systems. IMSD staff have helped control the Zoo’s expenses by on-site troubleshooting.

Zoo IT Support position
• Allows for improvement in preparation, usage and monitoring of financial information through point-of-sale and Milwaukee County financial systems
• Inventory modifications continue for the Stockroom and resale items

PROGRAM/AUDIENCE EVALUATION AND RESEARCH SERVICES

Responsibilities:
• Investigate Zoo guests’ experiences via research studies
• Design research, collect and analyze data and report results for studies examining aspects of a Zoo visit
• Work involves exhibit content, programming and special events
• Encompass ongoing annual research such as the exit poll, and other studies requested from Zoo divisions
• Coordinate the Guest Experience Committee (GEC)
• Connect with researchers at similar institutions, ensuring alignment with free-choice learning venues

This section collects information from guests and staff necessary for the master planning process, and other studies with internal personnel like Zoo staff, Zoological Society staff and volunteers.

A number of findings are shared internally and externally; including submitting information to grantors/funders.

In 2015, studies included reviewing the use of a newly-updated outdoor Gorilla Yard, guest response to the same exhibit, a follow-up survey with Samson Stomp & Romp event participants, and data compilation for multiple programs both on- and off-site.

Annually, guests are interviewed at the end of their visit to gauge the Zoo’s performance on several metrics, learn about motivation for visiting, gauge their experiences at the Zoo and identify areas for improvement. Several aspects of their experience is rated on a scale of 1-5; the average rating for 2015 was between 4 and 5; showing an overall high level.

GUEST EXPERIENCE COMMITTEE (GEC)

Serving to improve the overall experience of the Zoo visit, this committee addresses topics such as:
• Customer service
• Interdepartmental communication
• Amenities and offered experiences

The GEC is coordinated by the Zoo’s Program/Audience Evaluation Specialist and consists of staff from each Zoo division working in concert with staff of the Zoological Society.

Using feedback from guests and input from staff, the committee determines what barriers negatively affect a visit and how they can be mitigated. Factors of an impactful experience are considered, along with ways to include those in daily operations.

The STAR (Sharing Thanks and Rewards) program continued in 2015; recognizing staff members who exceeded expectations in enhancing a guest’s Zoo visit.

GREEN COMMITTEE

The Zoo has implemented recycling programs and conservation-minded projects for many years.

Recycling efforts include:
Cell phones, printer cartridges, aluminum cans, light bulbs, food and motor oils, scrap metals, restaurant cups, plastic bottles, paper and coffee grinds. The Zoo’s energy-savings program of upgraded electrical, natural gas, water and sewer infrastructure continues to produce savings in utilities. Green-friendly practices also have been used in building construction and other projects.

June 2015: the Zoo partnered with Pepsi on the PepsiCo Recycling Program, receiving 130 Pepsi recycling containers. At year’s end, 18,580 pounds (375,316 units) were recycled.
2015 RECOGNITIONS:
• Awarded the Green Luminaries Award from the Milwaukee Metropolitan Sewerage District for rain rooftop collection, rain gardens, porous pavers and a green roof
• Earned the Travel Green Certification from the Wisconsin Department of Tourism; acknowledging our recycling efforts and energy savings program, furthering Wisconsin's commitment to sustainability

The Zoo partnered with the University of Wisconsin Stevens Point Waste Management Intern Program to review the Zoo's waste stream and costs associated with our recycling and waste disposal for operational and cost efficiencies. The intern performed waste audits, coordinated a Zoo Employee Electronic Recycling Day and researched and recommended green products.

HUMAN RESOURCES
Responsibilities:
• Coordinating and performing technical and professional personnel-related tasks
• Managing the payroll and human resources function to include grievance handling, recruitment, promotion, training, disciplinary actions, transfers, employee benefits and departmental diversity issues
• Human Resources Coordinator represents the Zoo as part of committees, appeal boards and meetings, and hearings related to various personnel issues

2015 HIGHLIGHTS
• Participated in Milwaukee County job fairs to ensure a diverse workforce
• Worked with the Milwaukee County Department of Human Resources to process applications and hire for the positions of zoo workers and family farm attendants

SAFETY AND TRAINING
Responsibilities:
• Instructing employees on regulatory compliance, security, fire code compliance and emergency response and training
• Maintaining occupational health programming and training. Assessing workplace hazards, developing safe work practices and assigning proper personal protective equipment
• Maintaining material safety data sheets, pesticide usage reports, annual Tier II reports and the annual OSHA log
• Overseeing accident investigation and on-site security system maintenance and surveillance programming

This section coordinates and provides I.D. badges, secures entry points and conducts annual seasonal orientations. It also performs routine hazardous waste removal and storage, and identification audits to ensure compliance with state and federal regulations.

State and federal compliance regulations mandate the annual safety training programming conducted by this section. In addition to required programming, the Safety and Training Section continues to coordinate and promote the annual Employee Safety and Health Fair.
PUBLIC AFFAIRS AND SERVICES

Public Affairs and Services Division consists of four sections: Group Sales, Public Relations, Special Events and Special Programs.

In addition, the main responsibility is for the overall marketing, promotion and advertising of the Zoo.

GROUP SALES

Responsibilities:
Contracts and manages all outside events with corporate, non-profit and private groups to host unique events with the Zoo as their backdrop.

These events can be hosted in more than 14 rental facilities:

Picnic Sites: Oak Grove, Maple Cove, Little Oak, Zoo Terrace, Australian Outback & Brown Bear Den

Group Sales also coordinates children’s birthday parties, group tours and advanced ticket sales.

In 2015, the online consignment ticket option continued to grow. Designed as a convenience to the corporate companies, the consignment ticket is in addition to paper tickets sold and distributed in Wisconsin. Group Sales continued its relationship with the Wisconsin Park and Recreation Association and the distribution of consignment tickets to more than 120 park and recreation departments throughout the state.

The Zoo’s media platforms include Facebook, Twitter and Instagram. As of the year ending December 2015, the Zoo had 60,128 followers/likes on Facebook.

SPECIAL EVENTS

Responsibilities:
Coordinates more than 16 special events held on Zoo grounds, drawing 160,000+ visitors.

2015 Highlights:
Samson Stomp & Romp – Jan. 18
• Celebrated the 35th anniversary of this popular run/walk
• Participants joined in special giveaways commemorating the anniversary
• Warmest temperature for the event at 36 degrees
• Attendance: 2,153

World Penguin Day – April 25
• First-time Zoo event
• Celebrates the annual penguin migration
• Visitors enjoyed keeper talks, enrichment displays and a “walk like penguin” game
• Guests wearing black and white received a plush penguin toy
• Attendance: 2,109

Milwaukee Journal Sentinel a la Carte – Aug 20-23
• Our largest special event showcased entertainment on six stages and over 65 bands
• Food from 30 area restaurants was offered
• National entertainment featured Don Felder (formerly of the Eagles), Gin Blossoms and Cassadee Pope
• Attendance: 76,033

Halloween Spooktacular – Oct. 23 & 24
• Activities included professional pumpkin carvers, a haystack maze, dancing light show and first-ever costume contest
• Animals received pumpkin enrichment, including a 300-pound pumpkin for our African elephants
• Trick-or-treat stops were placed throughout the park for gathering goodies
• Attendance: 19,959
SPECIAL PROGRAMS

Responsibilities:
• Oversees Oceans of Fun Seal & Sea Lion Show, sponsored by Anderson Seal, LLC, the temporary summer special exhibit and audiovisual services
• Works directly with the Zoological Society, serving as a liaison for all Zoological Society events at the Zoo

2015 Highlights:
• The live 20-minute Oceans of Fun Seal & Sea Lion Show, sponsored by Anderson Seal, LLC, entertains and educates visitors about seals and sea lions. The shows generated more than $108,000 in revenue, and welcomed 57,358 visitors.

• During the summer exhibit, Expedition Dinosaur, sponsored by Sendik’s Food Markets, we displayed a variety of robotic dinosaurs in an outdoor setting.

• The section again partnered with the Zoological Society, serving as a liaison to facilitate all of the society’s events at the Zoo. This partnership serves to strengthen the overall relationship between the Zoo and the Zoological Society.

• Zoo operations were enhanced by the Audiovisual Section. Areas served included: the Animal Division, Public Relations, Group Sales and Special Events. Photos, videos and visual presentations were used for newspaper and magazine articles, animal identification, Zoo website, social media platforms, marketing and promotional campaigns, collateral pieces and Group Sales clients.

More than 250,000 visitors attended the Expedition Dinosaur summer exhibit, and the Special Programs Section coordinated and supervised exhibit staff.
PUBLIC RELATIONS

Responsibilities:
Promote special events and animal collection through traditional public relations efforts, write news releases, brochures and flyers and internal newsletter, develop website content and respond to inquiries, pitch stories to media locally, regionally and nationally.

Throughout the year, the Zoo received positive media coverage from broadcast, print and electronic media outlets.

Whether it was an animal birth or acquisition, special event, conservation program or special exhibit, the Zoo received a number of positive media segments. Significant conservation animals like our Western lowland gorilla appeared in the AZA magazine Connect, and weekday and weekend morning television shows also featured stories on the Zoo, as did our daily newspaper, the Milwaukee Journal Sentinel.

Animals, special events and conservation issues continued to be promoted on the website as well as our social media platforms.

Here is a sampling of the year's print media coverage...
**OPERATIONS**

The Zoo's Operations Division consists of the following divisions: Merchandising/Gift Shops, Visitor Services, Concessions and Catering, Grounds and Horticulture, Maintenance and Trades, Custodial, and Time and Material/Major Maintenance/Capital Project Construction Management.

**VISITOR SERVICES**

This section meets and greets guests entering the Zoo, providing them with information for their visit. In 2015, the Visitor Services staff admitted more than 1.3 million visitors.

Responsibilities include:
- Collecting admission and parking fees
- Operating the miniature train, carousel, Zoomobile, stroller rentals, Sky Safari, dog kennels and Mold-a-Rama machines

2015 HIGHLIGHTS:
- Constructed a 2-ton utility train car for railroad maintenance
- Worked with the Grand Avenue Club, designed to assist individuals with special needs to enter the workplace and increase their level of independence
- Completed staff support for all regular Zoo hours events or after-hours events in conjunction with Group Sales, Public Affairs and Services, Education and the Zoological Society

**MERCHANDISING/GIFT SHOPS**

This section generated more than $2 million in revenue in 2015.

Responsibilities:
- Coordinates all aspects of Zoo retail sales; including purchasing, receiving, tagging, ordering, stocking, selling merchandise, sundries, and customer service
- Generates revenue from untraditional sources like revenue share contracts with face painting, zip line and penny presses

2015 HIGHLIGHTS:
- Retained 90% of 2014 seasonal staff
- Worked with 20 cognitively disabled employees
- Began “Round Up for Conservation,” generating $15,000+ for Zoo sponsored conservation projects
- Partnered with Children’s Hospital of Wisconsin to offer “Fun Tours of the Zoo”
- Assisted with team building by partnering with Concession and Visitor Services to help with food preparation and stroller rentals
- Maintained and scheduled the switchboard employees on weekends, holidays and sick days

**GROUNDS AND HORTICULTURE**

Responsibilities:
- Animal transports
- Animal waste removal
- Renovation and repair of animal exhibits
- Private event preparation
- Removal of trash, litter and recyclable materials
- Plowing and salting
- Recycling of leaves and brush

With the arrival of many new staff members, as well as a new Grounds Manager, this section continued to support and work closely with the Animal Division, Special Events, Group Sales and the Zoological Society.
Our relatively new Forestry Section now supports the Zoo by:
- Clearing storm damaged trees
- Pruning trees; providing propping for animal exhibits
- Operating heavy equipment
- Restoring train bridges with wood milled from Zoo trees

2015 HIGHLIGHTS:
- Received a $5,000 grant from the American Transmission Co. (ATC), for the second consecutive year, to purchase and plant native trees
- Collaborated with the Zoological Society on a $5,000 grant from AZA and The Walt Disney Co. to establish a nature play site on grounds; providing opportunities for free play and environmental education
- Received a $7,349 DNR Urban Forestry grant for emerald ash borer injections; treating 150 of the Zoo’s most valuable ash trees

**FOOD SERVICE AND CATERING**
The Concessions and Catering operations provide our guests with food, beverages and personable service.

**Responsibilities:**
- Service eight eatery locations, in addition to carts, kiosks and popcorn wagons
- Provide catering and bartending services for a number of groups and meetings secured by the Group Sales Section
- Maintain numerous vending machines for both beverages and snacks
- Serve a variety of beverages in the Coffee Shop
- Service Family Farm Dairy Store

2015 HIGHLIGHTS:
- Our own Golden Grill participated in a la Carte; featuring a top-selling sandwich
- Despite structural hindrances, Woodland Retreat Concessions generated highly successful annual revenue totals
- Continued the vision of our diverse staff to present a quality product and great service at an affordable price

**MAINTENANCE AND TRADES**
A considerable amount of infrastructure work is completed annually by the Maintenance and Trades Division.

**Responsibilities:**
- Maintain the buildings, grounds, exhibits and public areas
- Maintain the electrical, plumbing and HVAC systems

2015 HIGHLIGHTS:
- Installation of a new generator at Small Mammals building
- Horticulture handled 33,000 individual plants in 2015
- Continued a long-term cooperative effort to eliminate buckthorn
- Converted several bare, sloping areas to a hybrid of prairie and ornamental vegetation, reducing erosion

- Horticulture handled 33,000 individual plants in 2015
• Installation of a new air conditioning unit at Australia building
• Completion of Zoo-wide fire alarm inspection and testing
• Replacement of floors at Lakeview Restaurant, Flamingo Café and Zoofari Conference Center
• Replaced and upgraded lighting in the Aquatic & Reptile Center and Big Cat Country

**STOCKROOM**
The Stockroom supports all of the revenue-generating operations.

**Responsibilities:**
• Orders, ships, receives, delivers and monitors inventory controls
• Stores all food, beverage, merchandise and administrative materials
• Coordinates private contractors and outside vendors doing business with the Zoo
• Rotates inventory for Merchandising, Concessions, Catering and Group Sales events
• Ensures all health codes are followed and maintain a clean, safe work environment inside the warehouse and where products are delivered

**CUSTODIAL**
This section keeps buildings clean for visitors and staff. Exit surveys continue to show a high level of satisfaction with facilities’ cleanliness. Custodial is integral to the success of our Group Sales events, and to the overall impression visitors have of the Zoo.

In 2015, the Custodial Section partnered with the Milwaukee Boys and Girls Club, employing several teens to develop marketable work skills.
## OPERATING EXPENSES (FINANCIALS)

### ZOOLOGICAL DEPARTMENT (UNAUDITED)

### REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Admissions</td>
<td>$5,680,139</td>
<td>$5,211,084</td>
<td>$(469,055)</td>
</tr>
<tr>
<td>Less Group Sales</td>
<td>$1,448,086</td>
<td>$1,094,097</td>
<td>$(353,989)</td>
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<tr>
<td>Net Operational Admissions</td>
<td>$4,232,053</td>
<td>$4,116,987</td>
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<td>Concessions</td>
<td>$3,779,353</td>
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<td>$4,411</td>
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<td>Catering</td>
<td>$175,000</td>
<td>$197,601</td>
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<td>Novelties</td>
<td>$1,836,065</td>
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<td>Parking</td>
<td>$1,266,791</td>
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<td>Special Exhibit Admissions</td>
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<td>Sea Lion Show</td>
<td>$195,819</td>
<td>$114,479</td>
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<td>Vending Machine Commissions</td>
<td>$313,400</td>
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<td>Strollers</td>
<td>$130,000</td>
<td>$97,496</td>
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<td>Animal Rides</td>
<td>$51,000</td>
<td>$19,612</td>
<td>$(31,389)</td>
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<td>Total Group Sales</td>
<td>$2,394,222</td>
<td>$2,101,424</td>
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<td>Carousel</td>
<td>$221,252</td>
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<td>SkyRide</td>
<td>$251,722</td>
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<td>Society Memberships</td>
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<td>Donations</td>
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<td>Other Private Funding</td>
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<td>$0</td>
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<td>Sponsorships</td>
<td>$289,000</td>
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<td>Miscellaneous Revenue</td>
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<td>$866,301</td>
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<td>Sales Tax</td>
<td>($525,000)</td>
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<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$19,245,432</strong></td>
<td><strong>$18,782,514</strong></td>
<td><strong>$(462,918)</strong></td>
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### EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Personnel Services</td>
<td>$8,592,804</td>
<td>$8,241,097</td>
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<td>Fringe Benefits</td>
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<td>$(110,604)</td>
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<td>Contractual Services/Commodities</td>
<td>$9,849,948</td>
<td>$9,095,373</td>
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<tr>
<td>Capital Outlay</td>
<td>$1,028,144</td>
<td>$818,870</td>
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<td>Internal Service Charges</td>
<td>$2,490,953</td>
<td>$2,368,887</td>
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<td><strong>TOTAL EXPENDITURES</strong></td>
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### TAX LEVY

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<tbody>
<tr>
<td>Tax Levy</td>
<td>$8,387,705</td>
<td>$7,523,605</td>
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### ATTENDANCE

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<tbody>
<tr>
<td>Attendance</td>
<td>1,309,500</td>
<td>1,379,004</td>
<td>69,504</td>
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Spangled cotinga
## ZOO TRUST FUNDS (UNAUDITED)

### Railroad Trust Fund

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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<tbody>
<tr>
<td>Zoomobile Revenue</td>
<td>$74,169</td>
<td>$63,954</td>
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<tr>
<td>Miniature Train Revenue</td>
<td>$660,000</td>
<td>$660,390</td>
<td>$390</td>
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<tr>
<td>Earnings on Investments</td>
<td>$1,000</td>
<td>$2,191</td>
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<tr>
<td>Donations and Reserve Contribution</td>
<td>$203,140</td>
<td>$52,215</td>
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<tr>
<td>Other Revenue</td>
<td>$48,367</td>
<td>$45,459</td>
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<tr>
<td>Sales Tax</td>
<td>($31,000)</td>
<td>($33,003)</td>
<td>($2,003)</td>
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<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$955,676</strong></td>
<td><strong>$791,205</strong></td>
<td><strong>($164,471)</strong></td>
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<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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<tbody>
<tr>
<td>Personnel Services</td>
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<td>$350,863</td>
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<tr>
<td>Fringe Benefits</td>
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<td>Contractual Services/Commodities</td>
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<td>Conservation Projects</td>
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<td>Capital Outlay</td>
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<td>$78,343</td>
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<td>Internal Service Charges</td>
<td>$400</td>
<td>$400</td>
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<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$966,777</strong></td>
<td><strong>$216,980</strong></td>
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### NET INCOME (LOSS)

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<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Fund Balance January 1, 2015</td>
<td>($11,101)</td>
<td>$574,226</td>
<td>$585,326</td>
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<tr>
<td>Net Income</td>
<td></td>
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</tr>
<tr>
<td>Fund Balance December 31, 2015</td>
<td></td>
<td>$1,415,219</td>
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# ZOO TRUST FUNDS (UNAUDITED)

## Specimen Trust Fund

### REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Earnings on Investments</td>
<td>$600</td>
<td>$718</td>
<td>$118</td>
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<tr>
<td>Animal Sales/Milk Sales</td>
<td>$16,200</td>
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<td>($7,998)</td>
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<td>Giraffe Experience</td>
<td>$26,235</td>
<td>$39,373</td>
<td>$13,138</td>
</tr>
<tr>
<td>Gifts &amp; Donations</td>
<td>$1,500</td>
<td>$962</td>
<td>($538)</td>
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<tr>
<td>Other Miscellaneous Revenue</td>
<td>$0</td>
<td>$646</td>
<td>$646</td>
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<tr>
<td>Reserve Contribution</td>
<td>$17,079</td>
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<td>($17,079)</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$61,614</strong></td>
<td><strong>$49,900</strong></td>
<td><strong>$11,714</strong></td>
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### EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractual Services/Commodities</td>
<td>$61,833</td>
<td>$3,628</td>
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<tr>
<td>Internal Service Charges</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$61,833</strong></td>
<td><strong>$3,628</strong></td>
<td><strong>$58,205</strong></td>
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</tbody>
</table>

**NET INCOME (LOSS)**

<table>
<thead>
<tr>
<th></th>
<th>2015 Adjusted Budget</th>
<th>2015 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Fund Balance January 1, 2015</td>
<td>($219)</td>
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<tr>
<td>Net Income</td>
<td>$46,272</td>
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<tr>
<td>Fund Balance December 31, 2015</td>
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<td>$310,291</td>
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</table>

### ZOO TRUST FUNDS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Trust Revenue 2015</td>
<td>$841,105</td>
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<tr>
<td>Less Total Trust Expenditures 2015</td>
<td>($220,608)</td>
</tr>
<tr>
<td><strong>2014 NET INCOME (LOSS)</strong></td>
<td><strong>$620,498</strong></td>
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</tbody>
</table>
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.

ZOO SUPPORT
The Zoological Society of Milwaukee supports the Milwaukee County Zoo through funding, programming and support services. Half of all revenue raised by the Zoo Pass membership program goes to the Zoo as unrestricted funds. The Society’s education and conservation efforts help the Zoo maintain accreditation with the Association of Zoos and Aquariums. The Society also supports the Zoo in the areas of sponsor recruitment, graphic design, information technology, veterinary residencies and projects funded through annual appeals.

COMMUNICATIONS, MARKETING AND MEMBERSHIP
The Communications, Marketing and Membership (CMM) Department exceeded Zoo Pass revenue projections in 2014-15 despite heavy road construction around the Zoo. Membership stands at 48,556 households. The department’s Annual Appeal to renovate the Red Panda Exhibit finished 5% above revenue projections. This year the Society saw the fruits of its previous annual appeal with the completion of the renovated outdoor Gorilla Yard. The renovation was funded by the 2013-14 Annual Appeal along with a $100,000 donation from the Northwestern Mutual Foundation.

For Zoo Pass members, the Society hosts previews of the Zoo’s summer exhibit in June and Kids’ Nights in July. Zumba® Fitness Party at the Zoo, a fundraiser for Sponsor an Animal, grew to 363 participants in its second year, raising almost $6,000. In all, the Sponsor an Animal program raised more than $157,000 in 2014-15 to help improve exhibits, upgrade buildings and maintain quality habitats for the animals at the Zoo. Separately, fundraising and events led by the Society’s Associate Board raised nearly $950,000 in 2014-15.

CREATIVE DEPARTMENT
The Society’s Creative Department of five artists and a researcher provides writing, graphics and design support to the Zoo as well as to the Society. The department completed more than 650 projects in 2014-15, from full-color magazines and invitations to videos, banners and interactive exhibits. The department produced interpretive graphics for the newly renovated outdoor Gorilla Yard and new identification and informational signs for animal exhibits.

ZOO PRIDE
In April, Zoo Pride celebrated the 40th anniversary of its founding. The Zoological Society’s volunteer auxiliary has grown from 63 charter members to 593 active volunteers. Over those 40 years, Zoo Pride volunteers have contributed more than 1 million service hours in areas such as animal observation, education, events, office work, exhibit talks and much more.

A juggler entertains families during Kids’ Nights, an annual summer event just for Zoo Pass members. Photo by Bob Wickland.
DEVELOPMENT
The Development Department secures major gifts in support of the Zoological Society and the Milwaukee County Zoo. In July, the Greater Milwaukee Foundation announced a $100,000 donation to bring two snow leopards to the Zoo as part of its “Gifts to the Community” program. This year also saw the completion of a three-year water-conservation project in the Black Bear Exhibit through a $295,000 grant from MillerCoors. American Transmission Co. continued its support of land restoration efforts by Lake Evinrude with a $5,000 grant for tree planting, while the Wisconsin Department of Natural Resources gave up to $7,349 for the Zoo to continue to mitigate the effects of the invasive emerald ash borer.

EDUCATION
The Zoological Society’s Education Department reaches more than 300,000 people each year through programming at the Milwaukee County Zoo and in the community. The department introduced Stroller Safaris in September 2014 for infants and toddlers under age 2 and their parents or grandparents. The program was hugely successful in 2014-15, leading the department to increase the sessions offered for 2015-16. In fall 2015, the department introduced photography classes for adults.

The department served more than 125,000 students, parents, teachers and community members in 2014-15 through field trips to the Zoo and educational programs in the schools and community. The Zoo and the Education Department continue to serve more school groups thanks to the Kohl’s Cares Field Trip Grant Program. This year, the Zoological Society received a $5,000 grant from Disney and the Association of Zoos and Aquariums to establish a nature play site at the Zoo and pilot nature play programming. This involves joint work with the Zoo’s forestry staff to restore a highly degraded area of forest. An additional $2,800 gift was received to support the pilot programming.

Kohl’s Wild Theater (KWT), a partnership between the Zoological Society and Kohl’s Cares, developed several new shows this year. “The Congo Code,” the organization’s first show for middle-grade students, debuted in October 2014. In July, the show received a Eureka Award from the Milwaukee Business Journal for innovation in education for its use of technology and video-game principles to show students the applications of STEM (science, technology, engineering and math) education. In fall, KWT introduced another innovative outreach show aimed at middle grades, “Trash or Tunes.”

CONSERVATION
The Zoological Society operates the Bonobo & Congo Biodiversity Initiative (BCBI), a program working to conserve the endangered bonobo and other animals in the Democratic Republic of Congo – the only country where bonobos are found. The Society also manages and coordinates the Bonobo Species Survival Plan® (SSP), an effort through the Association of Zoos and Aquariums (AZA) to manage the captive bonobo population.

BONOBO & CONGO
BIODIVERSITY INITIATIVE
The BCBI team continues to expand the area it surveys in the search for bonobo populations in the Salonga National Park, an immense rainforest ecosystem in the Democratic Republic of Congo. The team also promotes and coordinates activities with local communities to prevent the poaching of animals, such as the Bonobo Tourism Program, which provides a sustainable income for local communities and a mechanism to increase awareness of the importance of conserving bonobos.

A 3-year-old learns about giraffes during Zoo Summer Camp
Photo by Richard Taylor
of Congo. To date, BCBI research teams have surveyed a total of 2,900 square miles in the Salonga. Early calculations estimate that about 4,300 bonobos and 300 forest elephants live in the surveyed area.

**BONOBO SPECIES SURVIVAL PLAN**

This year, the bonobo was designated an AZA SAFE (Saving Animals From Extinction) species, making the species eligible for AZA fundraising support and publicity in the future. The Zoological Society and Milwaukee County Zoo hosted colleagues from the Bonobo European Endangered Species Programme, the European equivalent of an SSP, to develop a plan for management of the European and U.S. captive bonobo populations. The Zoo continues to hold the largest zoo bonobo population in the world.

**MILWAUKEE COUNTY ZOO PROJECTS**

The Zoological Society helps fund conservation projects performed at the Zoo and in the field by Milwaukee County zookeepers and other staff. Examples include the Milwaukee Ape Heart Project, migratory bird projects at the Zoo, and conservation of frogs, snakes and iguanas in the Caribbean.

In the last year, BCBI-supported patrols arrested 63 poachers, destroyed 135 poaching camps and confiscated more than 6,000 snares.
### ZSM FINANCIAL SUMMARY

Zoological Society of Milwaukee County – Year ending Sept. 30, 2015

#### SUPPORT & REVENUE

**MEMBERSHIP DUES**
- from all Zoo Pass and Platypus Circle members \( \ldots \) $6,887,885

**CONTRIBUTIONS**
- toward projects, specific programs and support \( \ldots \) $1,437,783

**SPECIAL EVENTS/PROGRAMS/SPONSORSHIPS**
- including animal sponsorship, Zoo Ball, education, Society and Zoo special events, and sponsorships \( \ldots \) $2,353,541

**INTEREST INCOME** \( \ldots \) $130,594

**GRANTS** \( \ldots \) $915,323

#### TOTAL SUPPORT & REVENUE
\( \ldots \) $11,725,126

#### COST OF SUPPORT & REVENUE

**(Support Services)**

**MEMBERSHIP DUES**
- Expense of providing benefits to all Zoo Pass and Platypus Circle members \( \ldots \) $1,775,145

**SPECIAL EVENTS/PROGRAMS**
- Expense of providing and promoting Society special events/programs \( \ldots \) $529,155

#### TOTAL COST OF SUPPORT & REVENUE
\( \ldots \) $2,304,300

#### EXPENSES

**DIRECT PROJECT COSTS**
- Expenses relative to projects and specific programs \( \ldots \) $276,903

**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 \( \ldots \) $7,601,244

**RESEARCH/CONSERVATION**
- Expenses relating to state, national and international programs supporting species preservation \( \ldots \) $536,839

**GENERAL AND ADMINISTRATIVE**
- Expenses relating to daily Society operations \( \ldots \) $435,866

#### TOTAL EXPENSES
\( \ldots \) $8,850,852

#### TOTAL COST OF SUPPORT AND EXPENSES
\( \ldots \) $11,155,152
Milwaukee County Executive
Chris Abele

Milwaukee County Board Chairman
Theodore Lipscomb, Sr. ........................................... 1st District

1st Vice Chair
Peggy West .................................................. 12th District

2nd Vice Chair
Steven F. Taylor .............................................. 9th District

Board Of Supervisors
Deanna Alexander ........................................... 18th District
Mark A. Borkowski ........................................... 11th District
David Bowen .................................................. 10th District
Gerry Broderick ............................................. 3rd District
Eddie Cullen ................................................... 15th District
Marina Dimitrijevic ......................................... 4th District
John Haas ....................................................... 14th District
Willie Johnson, Jr. ............................................ 13th District
Patricia Jursik .................................................. 8th District
Supreme Moore Omokunde ................................ 10th District
Khalif Rainey ................................................... 2nd District
James “Luigi” Schmitt ....................................... 6th District
Anthony Staskunas ......................................... 17th District
John F. Weishan, Jr. ......................................... 16th District
Vacant ............................................................ 11th District

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

Editor: Jennifer Diliberti-Shea
Designer: Scott DuChateau
Photographer: Joel Miller (unless otherwise noted)
Conservation Breeding
World Association of Zoos and Aquariums
Zoological Information Management System

Harbor seal