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.

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ON THE COVER: Yellow-backed duiker
DEAR FRIENDS,

The Zoo’s future home for African elephants took shape in 2017 with the first excavation shovels in the ground. This capital project, “Adventure Africa,” will be funded by Milwaukee County, the Zoo and the Zoological Society of Milwaukee. It is yet another in the long line of projects realized through the partnership between the Zoo and the Zoological Society.

Significant animal births and a dramatic special exhibit were a few highlights of the list of accomplishments for 2017.

The birth of a female western lowland gorilla was a proud moment for staff, as a successful gorilla birth under human care is considered quite a rare occurrence. After receiving incredible care from our zookeepers, Zahra has been relocated to the Columbus Zoo, where she’s flourishing under the care of staff and a surrogate mother.

The Zoo also welcomed reticulated giraffe, Kazi, to the collection. The birth marked the second calf for mother, Ziggy. The father is resident male, Bahatika. Recognized as an important birth, it ushered in the fall with excitement for the hundreds of school children visiting the Zoo as part of their planned curriculums.

MCZ was the first Zoo to host the temporary exhibit, BODY WORLDS: ANIMAL INSIDE OUT, featuring 100+ specimens on display, all preserved through the process of plastination. The dynamic exhibit allowed guests to literally see under the skin of animals.

The work and dedication of Zoo Director Chuck Wikenhauser and the Zoo staff do not go unnoticed. It’s because of these ongoing efforts that the Milwaukee County Zoo is looked upon as one of the finest zoological attractions in the country.

Chris Abele
Milwaukee County Executive
LETTER FROM THE DIRECTOR

Months of planning, meetings and design work came to fruition in 2017 with site work demolition and initial construction for Adventure Africa Phase I: Elephant Exhibit. The $16.6 million project will be the new home for African elephants and reflect the largest renovation since the Zoo began in 1958.

With the new West Entrance complete (~700 parking spaces were lost as a result of the current Zoo Interchange project), this area’s amenities progressed with construction of ticketing kiosks, restrooms, concessions and merchandise facilities. This location will display an outdoor North American River Otter Exhibit with a number of features designed to keep these active and curious animals engaged.

Significant births occurred during the year, including a female western lowland gorilla and a male reticulated giraffe, both of which add to the propagation of their species and further conservation efforts here and in the wild.

The blockbuster exhibit, BODY WORLDS: ANIMAL INSIDE OUT, sponsored by Sendik’s Food Markets, was displayed May 6-Dec 31 in the Otto Borchert Family Special Exhibits Building. This one-of-a-kind exhibit showed the intricacies that lie beneath the skin of some of nature’s most intriguing animals.

The following staff retired after long-tenured MCZ careers: Aquarium and Reptile Curator, Craig Berg, Veterinarian Technician, Margaret Michaels, Facilities Supervisor, Ken Peavey and Ape/Primate Zookeeper, Claire Richard. We thank them for their service, and wish them well with their future interests.

We hired a new Grounds and Maintenance Director in John Westrich, formerly with Milwaukee County’s Department of Administrative Services-Facilities Management Division where he served as the Mechanical Services Manager. John comes to us with 20+ years of experience.

We thank the county executive, the county board and the Zoological Society and its partners for their ongoing support, and look forward to prosperous years ahead.

Please read on for additional highlights.

Charles Wikenhauser
Director
2017 HIGHLIGHTS

Zoo Master Planning
• Master plan finalized in 2013; serves as a guide for the next 20+ years
• Zoo Interchange Project has major impact; loss of approximately 700 visitor parking spaces
• New West Entrance parking completed; further construction progressed and includes new outdoor North American River Otter Exhibit
• Site demolition and construction began for “Adventure Africa” Phase I: Elephant Exhibit

Zoo Interchange Project
The Zoo sits along a substantial stretch of freeway; the Zoo Interchange. Its reconstruction began in 2012; the entire project addressing this nine-mile freeway corridor leading to and through the actual interchange.

2017
• Significant freeway closures affected Zoo visitors; alternate routes to and from the Zoo, and additional signage were implemented
• Zoo website was continually updated with the latest construction closures

Special Exhibit
The Zoo hosted a major summer exhibit BODY WORLDS: ANIMAL INSIDE OUT, sponsored by Sendik’s Food Markets
• May 6 through Sept. 4 (Extended through Dec. 31)
• Welcomed 52,929 guests

Happy Birthday to Zoo!
The year 2017 marked the 125th anniversary of the Zoo, and we celebrated like party animals! To mark this significant milestone, the Marketing and Communications division coordinated a variety of activities and special promotions, including an official birthday party in July.
2017 Special Exhibit
BODY WORLDS: ANIMAL INSIDE OUT
Sponsored by Sendik’s Food Markets

MCZ was the first zoo in North America to host this monumental exhibit showcasing the intricate biology, zoology and physiology of the world’s most spectacular creatures. More than 100 specimens were displayed, each painstakingly preserved through the process of plastination, developed by anatomist Dr. Gunther von Hagens, which halts decomposition.

Presented May 6 through Sept. 4, the exhibit was $5 for children age 3 to 12, and $10 for adults after regular Zoo admission. The exhibit was extended through December for a cost of $5 for all visitors.
ANIMAL MANAGEMENT & HEALTH DIVISION

Five Major Animal Care Areas:
- Reptiles and Aquaria
- Primates and Small Mammals
- Birds and Family Farm
- Large Mammals
- Animal Health and Nutrition

Responsibilities:
- 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
- Maintain records and permits
- Manage the Zoo library

Zookeepers devote many hours enriching the lives of the animals — giving them opportunities to both exercise their minds and exhibit natural behaviors.

Animal Division Collections

On Dec. 31, 2017 the Milwaukee County Zoo animal collection included:

- **Mammals**
  - Species: 75
  - Specimens: 337

- **Birds**
  - Species: 80
  - Specimens: 338

- **Reptiles**
  - Species: 44
  - Specimens: 81

- **Amphibians**
  - Species: 15
  - Specimens: 38

- **Fish**
  - Species: 108
  - Specimens: 1,326

- **Invertebrates***
  - Species: 26
  - Specimens: 71

Total Species: 348 | Total Specimens: 2,191
*Count does not include honeybee colony because it is a seasonal colony

Out on Loan

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

- **Mammals**
  - Species: 12
  - Specimens: 31

- **Birds**
  - Species: 1
  - Specimens: 2

- **Reptiles**
  - Species: 6
  - Specimens: 7

Total Species: 19 | Total Specimens: 40
2017 HIGHLIGHTS

REPTILES & AQUARIA
Aquatic and Reptile Center
We added two new species to the collection: two Gila monsters and three female eyelash vipers. The 9-month-old Gila monsters adjusted well to the Zoo, and as they grow, they’re expected to triple their current size of 8 inches. A venomous snake found in Central and South America, the eyelash vipers display pointed scales above their eyes which look like eyelashes.

The Fly River turtle was moved from off-exhibit holding into the African Lakes Exhibit. She’s proven to be very popular with visitors and is doing well.

The group of Banggai cardinalfish assembled in 2016 to develop a captive breeding program did successfully produce fry. Native to the shallow seas surrounding the Indonesian Banggai Islands, this species has been declared endangered.

BIRDS & FAMILY FARM
Aviary
During the year, we moved out 30 birds to other institutions, most of which hatched here, and represented 14 different species.

We also acquired 16 new animals, representing 13 species, including one mammal, our greater Malayan chevrotain, and one new species for the building, the American avocet.

Ongoing avian conservation continued, both domestically and internationally with various species. We also furthered our in-house efforts to reduce bird strikes with new window applications throughout the Zoo.

In 2017, the Aviary hatched out and raised a total of nine chicks.
Northwestern Mutual Family Farm
We were pleased to bring in additional Nigerian dwarf goats to bolster our existing herd. We also acquired a new corn snake, ball python, American toad and hissing cockroaches for Education programs.

We welcomed a number of calves born to our working dairy farm: a black and white Holstein, milking shorthorn and a red and white Holstein.

World Bird Sanctuary returned to the stage with its free-flight show in the Birds of Prey Theater.

LARGE MAMMALS
The Large Mammal sections of the Zoo include: Big Cat Country, North American/Australia, Pachyderms/Giraffe, and African/South American Hoofstock/Camels.

In these areas, staff continue to manage an extensive animal collection with a progressive training program using operant conditioning allowing for an enriching and stress-free environment.

Big Cat Country
We welcomed a 9-year-old male serval to the collection, having not displayed this species here since 1993. Found throughout the savannas of Africa, this medium-sized cat is known for its distinct round ears.

The Red Panda Exhibit underwent a renovation, the highlight of which was the installation of mesh netting to protect the pandas from outside animals. The exhibit now features a new climbing structure with resting platforms and pathways, and special hiding spots for the pandas’ favorite enrichment item, bamboo.

North American/Australia
As construction progressed for “Adventure Africa,” all of the animals (except a female tree kangaroo) residing in the Australia building were moved to vetted facilities, as the plan calls for the building’s repurposing.

We welcomed a male badger, Oscar, to the collection. This is the first badger at MCZ in about two years, and with Wisconsin being the “badger state,” visitors were excited to see the exhibit occupied again!

Our 19-year-old timber wolf, Nikan, was euthanized this year due to old-age issues. He was the remaining wolf of five who arrived in 1999. He had an extraordinary relationship with his keepers, and is missed by all who cared for him.

Serval;
(inset) Red Panda Exhibit
Sadly, we said goodbye to wild-born jaguar Pat who was humanely euthanized due to quality of life issues. An iconic animal ambassador for his wild counterparts, he is greatly missed by staff and visitors. His legacy continues with three offspring and four grand-offspring.

**Pachyderms/Giraffe**

As previously mentioned, excavation and construction was in full swing for the Zoo’s new Elephant Exhibit, slated to open in 2019.

In September, male giraffe, Kazi, was born to mother, Ziggy, and father, Bahatika. It was an appropriate name for the calf – the African meaning for labor or work, as he was born over Labor Day weekend.

Female yellow-backed duiker (a type of African antelope), Aria, was added to the collection. This is a new species for MCZ, and one not commonly found in zoos. She shares an exhibit with the Zoo’s two female bongos, also a type of African antelope.

**African & South American Hoofstock/Camels**

We had two male camels born in 2017; Patrick was born in March to parents Stan and Sanchi, and George was born in May to Stan and Addi Jean. This was the first calf for Addi Jean. We also had a female kudu born who was named Noola.

Three Thomson’s gazelles arrived in the spring from San Diego Wild Animal Park, and joined the impala herd in the Savanna Yard. New rheas also made their exhibit debut.

Unfortunately, we euthanized two kudu and a camel due to quality of life issues, and said goodbye to impala, Nutmeg, who died in June.

Male giraffe, Tafari, and female giraffe, Zola, moved on to Zoo Boise and Blank Park Zoo respectively.
PRIMATES & SMALL MAMMALS

APEs OF AFRICA, PRIMATES OF THE WORLD & MACAQUE ISLAND

The highlight of 2017 came in September when western lowland gorilla, Naku, gave birth to a healthy baby girl. Baby Zahra marked Naku’s first successful maternity.

Bonobo, Makanza, journeyed to his new home at the Jacksonville Zoo in Fla.; a move supported by the Bonobo SSP. He’s adjusted well to his new home and bonobo family.

Construction for a new outdoor Colobus Exhibit progressed as part of the Zoological Society’s 2017 annual appeal. In the fall, ground was broken for the new yard addition and is slated for opening in 2018.

Bonobos, gorillas and orangutans continue to voluntarily participate in fully awake echocardiograms, as cardiac disease is a common cause of mortality.

Awake blood pressure measurements also are collected voluntarily from bonobos and orangutans utilizing a finger cuff; a critical task to detecting and treating cardiac disease.

Sadly, we said goodbye to several animals this year including black-handed spider monkey, Quetzal, Japanese macaque, Grinch, and bonobo, Oona.

Great ape research continued in collaboration with the following:

• Kennesaw State University, Kennesaw, Ga.
• University of Wisconsin School of Veterinary Medicine, Madison, Wis.
• Royal Zoological Society of Antwerp

MCZ has one of the largest collections of bonobos in the world. Photo by Mark Scheuber
**Small Mammals**

Our pair of golden lion tamarins welcomed two new additions to their family, while a male red-rumped agouti was added to the Sloth Exhibit. This small South American rodent is a new species for the Small Mammal building and is living calmly alongside sloth Fezzik.

Construction of a new North American River Otter Exhibit and holding area began this year. The exhibit, scheduled to open in 2018, will provide enriching environments for the active otters, like deep and shallow pools, a “water slide,” heated rocks, dig pits and a viewable den.

Three nocturnal exhibits were combined to form one very active mixed species display of potto, springhaas and Mohol galago.
The Animal Health Center houses many animals annually – some are kept in quarantine before releasing them to the main collection, others are undergoing treatment. Special animals from 2017:

A Sumatran orangutan pair from Germany completed initial CDC-required quarantine in our specialized ward before moving to their new U.S. zoo. MCZ is one of only a few CDC-approved zoo primate importation facilities in the country.

Two adjacent hoofstock stalls became a secluded area for a male breeder goat and select females from the herd so that we’d have future goat kids at the Farm.

Several new Zoo species underwent quarantine at the Animal Health Center, including red-rumped agouti, East African crowned crane and a bearded dragon.

Preventive medicine is an important part of zoo medicine, and many of the animals receive some disease testing each year.

The Animal Health Center is a renowned veterinary teaching hospital. Programs include an externship for 4th-year veterinary students hoping to pursue zoo medicine as a career, and a 3-year Zoological Medicine Residency training veterinarians in the zoo and exotic animal medicine field. Three clinical medicine residents rotate annually through training opportunities at MCZ, the University of Wisconsin-Madison School of Veterinary Medicine and the International Crane Foundation.

766 fecal samples tested for parasites, 300+ vaccinations, 20,000+ lab tests run
**Animal Commissary**

**Responsibilities:** Receives, evaluates and stores most of the animal food and supplies before daily delivery on request to multiple areas for animal diet preparation.

**Support Operations**

**Animal Records**

Since our founding, nearly 28,000 individual animal records have been created and managed for animals in our care. Today, AZA-accredited zoos keep very detailed up-to-date records for each animal, telling its life story from birth to death. The Zoo registrar manages the database, overseeing the sharing and use of the data to tell the life story of our animals.

Information observed daily by the animal care staff is recorded in an electronic database, the Zoological Inventory Management System (ZIMS), the largest global animal management network worldwide. In 2017, thousands of entries were added to the 10.6 million animals in the database, representing 22,000+ species in 800 zoos and aquariums in 80 countries, as well as some species monitored in release and relocation projects into the wild.

**Regulatory Agencies**

Our Zoo partners with the U.S. Fish and Wildlife Service, the U.S. Department of Agriculture, the Wisconsin Department of Natural Resources, the Milwaukee Area Domestic Animal Control Commission and other agencies. We provide these agencies with expertise and assistance toward the conservation and protection of animals in captivity and in the wild.

We comply with regulations and permit requirements of international treaties, and national and state laws on animal conservation, management, care, health and safety. Examples of permits received by the Zoo in 2017 include:

**International:**
- Convention on International Trade in Endangered Species import permit (CITES)

**National:**
- U.S. Fish and Wildlife Service (USFWS) (multiple permits)
- Migratory Bird Special Purpose permit
- Native Endangered Species Recovery permit

**State of Wisconsin:**
- DNR Depredation permit (Canada goose nest and eggs)

**Library & Archive**

The library staff includes one part-time professional librarian, who also is the part-time Zoological Society Information Specialist, managing the Society’s photo database and researching information for exhibit signage; Zoo Pride volunteers also assist.

The Zoo Library (books and academic/scientific periodicals) and Archive (preserved materials crucial to the history of our Zoo and U.S. zoos), is a research library providing information resources to Zoo staff, the Zoological Society staff, Zoo Pride volunteers and to the public.

The library collection includes materials in the following subjects: 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 country’s largest collection of zoo ephemera.
CONSERVATION, RESEARCH & PROPAGATION PROGRAMS

The MCZ senior animal staff manage and/or contribute to diverse conservation, research and propagation programs at local, regional, national and international levels. Front-line staff also manage and participate in many of these programs.

In 2017, the Conservation, Research and Sustainability Coordinator position was added to coordinate efforts between the Zoo and external research and conservation programs. Collaborative efforts with other conservation-oriented institutions are of prime importance.

Significant funding came from Zoo trust funds, the Zoological Society, and funds raised at Zoo cash registers for the Round Up for Conservation program.

Conservation & Research Program Collaborative Support

The Zoo provides funding and/or staff support to selected conservation initiatives and research projects. 2017 support highlights:

<table>
<thead>
<tr>
<th>Program</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turtle Survival Program</td>
<td>Global</td>
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<tr>
<td>Bat Conservation International</td>
<td>Global</td>
</tr>
<tr>
<td>International Crane Foundation</td>
<td>Global</td>
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<tr>
<td>Polar Bears International</td>
<td>Pan-Arctic</td>
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<tr>
<td>International Elephant Foundation</td>
<td>Africa and Asia</td>
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<tr>
<td>International Rhino Foundation</td>
<td>Africa and Asia</td>
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<tr>
<td>Great Ape Survival Partnership</td>
<td>Africa and Asia</td>
</tr>
<tr>
<td>Global Conservation Force</td>
<td>Africa and Asia</td>
</tr>
<tr>
<td>IUCN Tapir Specialist Group</td>
<td>Southeast Asia, Central &amp; South America</td>
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<tr>
<td>Wild Camel Protection Foundation</td>
<td>Mongolia and China</td>
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<tr>
<td>Snow Leopard Trust</td>
<td>Nepal</td>
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<tr>
<td>AZA Tiger Conservation Campaign</td>
<td>Russia</td>
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<tr>
<td>Amur Tiger Project</td>
<td>Russia</td>
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<tr>
<td>Tree Kangaroo Conservation Program</td>
<td>Papua New Guinea</td>
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<tr>
<td>Orangutan Outreach</td>
<td>Borneo and Sumatra</td>
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<tr>
<td>Bonobo and Congo Biodiversity Initiative</td>
<td>Democratic Republic of Congo</td>
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<tr>
<td>Lola Ya Bonobo — Bonobo Sanctuary</td>
<td>Democratic Republic of Congo</td>
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<td>Kibale Fuel Wood Project</td>
<td>Uganda</td>
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<td>Berggorilla and Regenwald Direkthilfe</td>
<td>Rwanda</td>
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<tr>
<td>Gorilla Project</td>
<td>Rwanda</td>
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<tr>
<td>Giraffe Conservation Foundation</td>
<td>Namibia</td>
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<tr>
<td>Adopt an Ostrich Program/</td>
<td>Niger</td>
</tr>
<tr>
<td>Sahara Conservation Fund</td>
<td>Niger</td>
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<tr>
<td>Elephants for Africa</td>
<td>Botswana</td>
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<tr>
<td>Cheetah Conservation Botswana</td>
<td>Botswana</td>
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<tr>
<td>Mabula Ground-Hornbill Project</td>
<td>South Africa</td>
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<tr>
<td>Madagascar Fauna &amp; Flora Group</td>
<td>Madagascar</td>
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<td>Costa Humboldt</td>
<td>Chile</td>
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<td>Proyecto Titi</td>
<td>Colombia</td>
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<td>Project Piaba</td>
<td>Brazil</td>
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<td>AZA Jaguar SSP Cockscomb Basin</td>
<td>Belize</td>
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<tr>
<td>Wildlife Sanctuary</td>
<td>Belize</td>
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<tr>
<td>Grenada Frog Study</td>
<td>Grenada</td>
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<tr>
<td>Rock Iguana Conservation</td>
<td>Jamaica</td>
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<tr>
<td>Rock Iguana Conservation</td>
<td>Grand Cayman</td>
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The Zoo also provides funding for collaborative conservation and research initiatives:

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<tr>
<th>Program</th>
<th>Location</th>
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<tr>
<td>Bureau of Endangered Resources Herp Fund</td>
<td>Wisconsin</td>
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<tr>
<td>Migratory and Resident Avifauna Study</td>
<td>Zoo</td>
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<tr>
<td>Great Ape Heart Project</td>
<td>Zoo</td>
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<tr>
<td>Milwaukee Ape Heart Project</td>
<td>Zoo</td>
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<tr>
<td>Great Ape Cardiovascular Disease Study</td>
<td>Zoo</td>
</tr>
<tr>
<td>Great Ape Ultrasound Studies</td>
<td>Zoo</td>
</tr>
<tr>
<td>Bonobo Cardiovascular Database</td>
<td>Zoo</td>
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<tr>
<td>Avian Scientific Advisory Group</td>
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<td>Penguin Taxon Advisory Group</td>
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<tr>
<td>Great Apes Taxon Advisory Group</td>
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<tr>
<td>International Species Inventory System</td>
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<tr>
<td>AZA Reproductive Management Center</td>
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<tr>
<td>AAZV Wild Animal Health Fund</td>
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<td>AZA S.A.F.E.</td>
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<tr>
<td>AZA S.A.F.E. Vaquita Rescue Project</td>
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<tr>
<td>IUCN Species Survival Commission</td>
<td></td>
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<tr>
<td>IUCN SSC Conservation Breeding Specialist Group</td>
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</table>

Straw-colored Fruit Bat
ZOO STAFF CONSERVATION & RESEARCH PROJECTS

Zoo staff participate in wildlife conservation and research projects at local, regional and international levels. Many of these projects are possible with funding from the Zoological Society.

ROCK IGUANA CONSERVATION PROJECTS

The Zoo and the Zoological Society have supported rock iguana conservation in the genus Cyclura since 1995. Support has increased with fieldwork studies of the Grand Cayman blue iguana and Jamaican iguana.

- Grand Cayman blue iguanas are one of the world’s most endangered lizard species, but due to work by several zoos, including ours, the population of mature iguanas is estimated at 400+. At an estimated population of less than 200, the critically endangered Jamaican iguana, once thought extinct in the wild, is still in peril.

- Zoo staff have participated in fieldwork for these collaborative efforts, resulting in successful releases of captive-hatched, and headstarted raised-and-released iguanas back into Grand Cayman and Jamaica.

- In 2017, a zookeeper assisted with surveying the reserves for the presence of non-native green iguanas, previously introduced to the island. The invasive iguanas carry an illness that can be fatal to endangered blue iguanas, so it’s important to document the range overlap. Feral dogs and cats pose another threat to blue iguanas. The keeper helped construct an exclusion fence at the botanic park, protecting the park iguanas from attacks.

- In the past, a Zoo veterinary technician assisted the Wildlife Conservation Society with blue iguana health screenings, and in 2017 began working on a scientific publication regarding this research.

- Zoo personnel have been involved with Jamaican iguana conservation since 2002. Animals are captured for either headstarting or re-releasing; in 2017, 271 hatchlings were collected; 71 of these were transferred to Hope Zoo to be headstarted before release. The capacity of the headstart facility was expanded, and new sites evaluated for potential reintroduction.

MIGRATORY & RESIDENT AVIFAUNA STUDY

- Zoo staff and volunteers have mist-netted and leg-banded wild birds on Zoo grounds to determine the numbers/species using the area as a stopover migration site. Currently, 183 species of native migratory birds have been identified.

- Bird-banding and release demonstrations occur at the annual event, Party for the Planet; in 2017, visitors saw several hummingbirds captured and released.

- Additionally, 36 nest boxes placed on Zoo grounds, and monitored by staff and volunteers, were reportedly used by a variety of native Wisconsin birds.

WILD BIRD COLLISION ABATEMENT

- We continue to work to minimize injury and mortality associated with bird-window collisions by modifying existing structures to mitigate strikes. By applying stencils, striping, silhouettes and decals, and using netting and better planting practices, we’re reducing the number of bird-related mortalities. In 2017, additional buildings added abatement materials, like the Animal Health Center and Primates of the World.
Giraffe Field Conservation

- The Giraffe Conservation Foundation (GCF) works throughout Africa to protect giraffes in many ways, including field research, population monitoring, animal re-location and community education programs. In 2017, our Pachyderm Area Supervisor traveled to Namibia to assist with field conservation. She assisted a GCF researcher to collect data on many aspects of the giraffe population in northwest Namibia, including movement patterns, preferred food, reproductive success and herd composition. Samples of DNA collected will be analyzed for relatedness and social patterns in these giraffe populations. This ongoing study continues in 2018.

Milwaukee Ape Heart Project

Two scientific publications co-authored by Milwaukee Ape Heart Project contributors were submitted for publication in peer-reviewed journals.

Arrhythmogenic Right Ventricular Cardiomyopathy (ARVC), discovered in one of our bonobos has also been identified in most great ape species, and is inheritable in humans.

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. Collaborators at the Indiana University School of Medicine sequenced the DNA of that individual and an unrelated bonobo to search for deleterious gene variants possibly involved in cardiovascular disorders. The variants found were compared to the human genome. The resulting scientific publication was submitted to Nature Scientific Reports for publication.

Great Ape Research

We provided researchers access to our great apes. Positive-reinforcement training (animals can leave the research area whenever they wish) by staff has resulted in the willing participation of our bonobos, gorillas and orangutans in groundbreaking studies for health, cognition, tool use and behavior.
ADDITIONAL CONSERVATION EFFORTS

Numerous Zoo staff, Zoological Society staff, Zoo Pride volunteers and other associates work outside their normal duties, to support conservation efforts worldwide. A few examples from 2017:

**World Animal Days — Penguin, Giraffe & Elephant**
• These events are planned in conjunction with animal care staff and focus on specific Zoo animals. Guests see how these animals are cared for and learn about their conservation needs in the wild. We also presented wildlife conservation issues at Endangered Species Day and Party for the Planet.

**Orangutan Conservation Fundraiser**
• The Zoo again featured orangutan conservation as part of the Missing Orangutan Mothers event on Mother’s Day. Missing Orangutan Mothers (M.O.M.) is an annual awareness and fundraising event held in Primates of the World, focusing on the plight of wild orangutans, through hands-on activities. In 2017, funds for orangutan conservation came from public donations, Zoo Conservation Funds and Round Up for Conservation; all proceeds benefitting Orangutan Outreach.

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 deserving conservation projects and promote the preservation of our natural resources and animal life.

Our zookeepers established the Milwaukee AAZK Chapter (MAAZK) in 1975, and the current chapter is made up from both MCZ and the Racine Zoo. Officers and members volunteer to oversee fundraising events, and also host the Zoo’s in-house lecture series.

The events hosted by the MAAZK chapter benefitted many organizations, here is a sampling:
• Bonobo and Congo Biodiversity Initiative
• Lewa Wildlife Conservancy
• International Rhino Foundation
• Livestock Conservancy
• Belize Zoo and Neotropical Conservancy
OTHER RESEARCH & STUDIES

The Zoo assists in many scientific studies and collaborative research projects by providing facilities, staff expertise, data and an environment conducive to animal studies. Proposals are reviewed to ensure the welfare of the animals is protected. Studies that the Zoo conducted, collaborated with, participated in or that were published in 2017 included:

- Relevancy of African and Asian elephants in zoological facilities
- Characterization of bonobo sperm using transmission electron microscopy (TEM)
- Dietary factors associated with fecal consistency and other indicators of gastrointestinal health in the captive tiger
- Behavioral assessment of zoo-housed felids
- Drinking water quality and water husbandry in AZA zoos
- Adrenocortical testing of tree kangaroo fecal samples
- Submission of historic elephant necropsy records to morbidity and mortality database
- Comparison of circulating vitamin D3 in captive North American and free-ranging South African black rhinoceroses

We maintain a storage library of frozen or preserved blood, biopsy tissue and necropsy tissue samples, available for approved research.

Presentations/Publications

Animal Division staff deliver more than 1,000 formal presentations and innumerable informal presentations to the visiting public. They also develop programs, publish articles and papers, and deliver presentations locally, regionally and internationally.
Addition of the Children’s Zoo and Animal Hospital

1970s

Milwaukee County Zoo MAJOR MILESTONES

For a complete history, visit milwaukeezoo.org

Photo by C. Wegner, Milwaukee County Parks Commission
COOPERATIVE ANIMAL MANAGEMENT PROGRAMS

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

Groups of scientists and collaborating experts develop breeding plans, protecting the genetic variations of each species. Collaborative programs are developed with range countries to assist in conservation of these animals here and in the wild.

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 its collection:

### SPECIES STUDBOOKS

<table>
<thead>
<tr>
<th>Boa, Virgin Islands (Caya Diablo)</th>
<th>Iguana, Grand Cayman Blue</th>
<th>Penguin, Long-Crested Rockhopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boa, Virgin Islands (St. Thomas)</td>
<td>Iguana, Jamaican</td>
<td>Tapir, Baird’s (Central American)</td>
</tr>
<tr>
<td>Cichlid, Lake Victoria – Ishameli</td>
<td>Monkey, Diana</td>
<td>Tapir, Malayan (Asian)</td>
</tr>
<tr>
<td>Cichlid, Lake Victoria – Melanopterus</td>
<td>Moose</td>
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<tr>
<td>Hornbill, Great</td>
<td>Peafowl, Congo</td>
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### SPECIES SURVIVAL PLANS®

<table>
<thead>
<tr>
<th>Alligator, Chinese</th>
<th>Ibis, Waldrapp</th>
<th>Pigeon, Victoria-Crowned</th>
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</thead>
<tbody>
<tr>
<td>Aracari, Green</td>
<td>Jaguar</td>
<td>Rail, Guam</td>
</tr>
<tr>
<td>Bat, Straw-Colored Fruit</td>
<td>Jay, Plush Crested</td>
<td>Rattlesnake, Aruba Island</td>
</tr>
<tr>
<td>Bear, Polar</td>
<td>Kangaroo, Red</td>
<td>Rattlesnake, Eastern Massasauga</td>
</tr>
<tr>
<td>Bluebird, Fairy</td>
<td>Kingfisher, Micronesian</td>
<td>Rhea, Greater</td>
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<tr>
<td>Bongo, Eastern</td>
<td>Kookaburra, Laughing</td>
<td>Rhinoceros, Eastern Black</td>
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<tr>
<td>Bonobo</td>
<td>Kudu, Greater</td>
<td>Roller, Blue-Bellied</td>
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<tr>
<td>Callimico</td>
<td>Laughing Thrush, White-Crested</td>
<td>Screamer, Crested</td>
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<tr>
<td>Cat, Black-Footed</td>
<td>Lemur, Black and White Ruffed</td>
<td>Sea Lion, California</td>
</tr>
<tr>
<td>Cheetha</td>
<td>Lemur, Mongoose</td>
<td>Seal, Harbor</td>
</tr>
<tr>
<td>Cichlid, Lake Victoria</td>
<td>Lemur, Red Ruffed</td>
<td>Siamang</td>
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<tr>
<td>Colobus, Angolan</td>
<td>Lemur, Ring-Tailed</td>
<td>Spider Monkey, Central American</td>
</tr>
<tr>
<td>Colobus, Guereza</td>
<td>Leopard, Snow</td>
<td>Spider Monkey, Robust Black</td>
</tr>
<tr>
<td>Dikkop, Spotted</td>
<td>Lion</td>
<td>Spoonbill, African</td>
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<tr>
<td>Dove, Black-Naped Fruit</td>
<td>Macaque, Japanese</td>
<td>Starling, Golden-Breasted</td>
</tr>
<tr>
<td>Eland, Common</td>
<td>Mandrill</td>
<td>Stilt, Black-Necked</td>
</tr>
<tr>
<td>Elephant</td>
<td>Monkey, DeBrazza’s</td>
<td>Stork, Abdim’s (White-Bellied)</td>
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<tr>
<td>Flamingo, Caribbean</td>
<td>Moose</td>
<td>Stork, Marabou</td>
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<tr>
<td>Fox, Fennec</td>
<td>Motmot, Blue Crowned</td>
<td>Sunbittern</td>
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<tr>
<td>Frogmouth, Tawny</td>
<td>Mynah, Bali</td>
<td>Tamarin, Cotton-Top</td>
</tr>
<tr>
<td>Gazelle, Addra</td>
<td>Orangutan, Bornean</td>
<td>Tamarin, Golden Lion</td>
</tr>
<tr>
<td>Giraffe, Reticulated &amp; Rothschild</td>
<td>Orangutan, Sumatran</td>
<td>Tamarin, Golden-Headed Lion</td>
</tr>
<tr>
<td>Gorilla, Western Lowland</td>
<td>Panda, Red</td>
<td>Tanner, Turquoise</td>
</tr>
<tr>
<td>Heron, Boat-Billed</td>
<td>Penguin, Gentoo</td>
<td>Teal, Marbled</td>
</tr>
<tr>
<td>Hippopotamus</td>
<td>Penguin, Humboldt</td>
<td>Tern, Inca</td>
</tr>
<tr>
<td>Hornbill, Rhinoceros</td>
<td>Penguin, Short-Crested Rockhopper</td>
<td>Tiger, Amur</td>
</tr>
<tr>
<td>Hyena, Spotted</td>
<td>Pigeon, Green-Naped Pheasant</td>
<td>Tiger, Generic</td>
</tr>
<tr>
<td>Ibis, Scarlet</td>
<td>Pigeon, Nicobar</td>
<td>Tiger, Malayan</td>
</tr>
</tbody>
</table>
### SPECIES SURVIVAL PLANS® (CONTINUED)

| Tiger, Sumatran | Turaco, Violaceous | Weaver, White-Headed Buffalo |
| Toad, Puerto Rican Crested | Vulture, King | Zebra, Grevy’s |
| Tree Kangaroo, Matschie’s | Warthog | Zebra, Plains |

### TAXON ADVISORY GROUPS

| Amphibian | Crocodilian | Pangolin, Aardvark, Xenarthra |
| Antelope and Giraffe | Deer (Cervid/Tragulid) | Parrot |
| Ape | Elephant | Penguin |
| Aquatic Invertebrate | Equid | Piciformes |
| Bat | Felid | Prosimian |
| Bear, Grizzly | Freshwater Fishes | Raptor |
| Bison, Buffalo, Cattle | Galliformes | Ratite and Tinamiformes |
| Canid and Hyaenid | Gruiformes | Rhinoceros |
| Caprinae | Lizard | Rodent, Insectivore, Lagomorph |
| Charadriiformes | Marine Fishes | Small Carnivore |
| Chelonian | Marine Mammal | Snake |
| Ciconiiformes | Marsupial and Monotreme | Tapir |
| Piciformes | New World Primate | Terrestrial Invertebrate |
| Prosimian | Old World Monkey | Turaco and Cuckoo |
| Raptor | PACCT (Passerines) | Wild Pig, Peccary and Hippo |
| Ratite and Tinamiformes | | |
Zoo staff members hold management positions in national and international programs through the AZA and other conservation entities. Positions include:

- **Director**
  Milwaukee Ape Heart Project, Bonobo Cardiovascular Database

- **Board of Directors**
  International Rhino Keeper Association

- **Chair**
  Humboldt Penguin SSP

- **Veterinary Advisor**
  Bonobo SSP, Ape TAG, Humboldt Penguin SSP, Penguin TAG

- **Examination Committee**
  Academy of Veterinary Zoological Medicine Technicians

- **Management Group**
  Bonobo SSP

- **Steering Committee**
  Institution Data Management Adviser Group, Freshwater Fish TAG, Lake Victoria Cichlid SSP, Penguin TAG, Coraciiformes TAG, Bear TAG

- **Executive Committee**
  Great Ape Heart Project

- **Advisory Board Member**
  AZA Reproductive Management Center

- **SSP Coordinator/Studbook Keeper/Point Person**
  Yellow-Backed Duiker, Tayra, Canada Lynx

- **Zookeeper Adviser**
  Bonobo SSP

- **Scientific Advisory Board**
  Urban Ecology Center

- **Animal Care Manual Team**
  Bonobo

- **Program Manager**
  American College of Zoological Medicine Residency Program

- **Development Committee**
  American Association of Zoo Veterinarians

- **Behavioral Husbandry Committee**
  American Association of Zookeepers

- **Executive Committee**
  Association of Zoo Veterinary Technicians

- **Research Advisory Committee**
  Eastern Massasauga Rattlesnake SSP

- **Education Committee**
  Elephant Managers Association

- **Enrichment Committee**
  Elephant Managers Association

- **Grants Committee**
  National American Association of Zookeepers

- **Conservation Committee**
  National American Association of Zookeepers

- **Animal Welfare Committee**
  Liaison between National AAZK and AZA

- **Arctic Ambassadors**
  Seafood Watch Program

In addition, members of the Zoo staff are officers of the Milwaukee Chapter of the AAZK.
ZOO ADMINISTRATION
Zoo Administration provides for effective leadership for all Zoo functions and responsibilities. Under this leadership, construction of the first phase for Adventure Africa, the new West Entrance and Otter Exhibit continued; the Zoo and the Wisconsin Department of Transportation agreed upon a settlement in awarding an additional $4.2 million to the Zoo for the West Entrance project; FocusPoint 360, the new point-of-sale system was implemented and additional enhancements were planned for the Society’s Education program in 2018; and in May of 2017, the Zoo entered into a lease with Service Systems Associates (SSA) to operate concessions and retail operations for the Zoo. SSA will invest $3 million in capital improvements to the Zoo over a ten-year period.

In 2017, the Operations Division was eliminated, and Visitor Services operations, including revenue share contracts were moved under Administration and Finance, which was renamed Administration, Finance and Operations Division.

The year was filled with special activities for the Zoo’s 125th anniversary including a reunion picnic with former employees. The Milwaukee County Historical Society designated the Milwaukee County Zoo to receive one of the Society’s finest awards, the Anniversary Accolade.

The Zoo ended the year with a total operating budget of $18,663,994, of which 83% or $15,423,509 was generated from revenues and 17% or $3,240,485 from property tax levy support. The year-end numbers reflect the changes due to the SSA lease.

The goal of contributing 3% of the budgeted operating expenditures toward conservation, research and sustainability was met.

FINANCIAL & CAPITAL PROJECT PLANNING & CONTROL

Responsibilities:
- Manages the Zoo’s Budget Process
- Handles Financial Analysis & Report Preparation
- Represents the Zoo on Countywide Issues
- Handles Zoo POS Project Management, Wireless Network and Security System

This section coordinates the budget process and balances the budget.

- Financial reporting and analysis continued, with comparisons to the 2017 budget as well as to previous years. Staff provided assistance with the Countywide Financial System review in preparation for the new ERP system implementation, targeted for 2018. Review of the Zoo’s contracts continued, and Milwaukee County’s Procurement Division added legal staff to assist.

In February, the new Zoo POS system, FocusPoint 360, was implemented.

The project vendor, KMIT was chosen in 2016, and as the POS System Project Manager, the Zoo Accounting Manager worked with operational subject matter experts across the Zoo to coordinate implementation with assistance from IMSD (Milwaukee County Information Management Services Division). KMIT staff met with Zoo, Zoological Society and IMSD staff onsite and remotely addressing needs, testing the software and training staff. The system has improved MCZ’s processing of online consignment sales and special needs organizations.

The new/enhanced security camera system, West End Admission and Parking project, wireless network, and access control system have also benefited from Zoo Accounting staff; implementation is set for 2018.

The Zoological Society chose Tessitura as their new POS system. KMIT, IMSD, and Zoo Accounting staff assisted with preparation for its 2018 implementation, as Tessitura and FocusPoint 360 need to integrate for a variety of transactions.

Seagrass, new cash management software and cash counting equipment, were prepared and tested, with implementation occurring in 2018.
CASH MANAGEMENT

**Responsibilities:**
- Reconciles cash receipts to POS system
- Prepares bank deposits
- Prepares cash register starting banks and daily support of the cashiers for change and deposits of funds
- Processes contract ride revenues
- Monitors cashier discrepancies
- Tracks annual Holiday Giving Tree donations

Cash Management was instrumental in developing processes to analyze and report cashier sales from FocusPoint 360 and in working with IMSD, KMIT and Seagrass, preparing for the cash management system implementation.

The annual Holiday Giving Tree donation program occurs to benefit Zoo animal enrichment. Animal areas request enrichment items on ornaments decorating a tree at the Zoo. Guests or staff donate to their animal of choice with an item, cash or a gift card, and donations are logged and staff monitor donations to insure appropriate use.

ACCOUNTS PAYABLE & RECEIVABLE

**Responsibilities:**
- Processes contracts, purchasing requisitions and receipts
- Monitors credit card system
- Reviews sales documentation
- Prepares invoices
- Tracks accounts receivable
- Enters financial transactions into the general ledger

Accounting staff have been instrumental in identifying discrepancies and assisting with problem resolution, with Milwaukee County’s purchasing system. Uniform ordering and distribution continued, while improving internal controls. Participation with the implementation of the new POS system has facilitated the processing of events and enhanced tracking of revenues by date allowing for daily attendance matching.

INFORMATION TECHNOLOGY (IT)

**Responsibilities:**
- Manages Zoo POS equipment
- Zoo Desktop Support
- Coordinates Updates on POS terminals
- Facilitates IMSD Projects

Information Technology functions were provided by Zoo staff, IMSD and outside consultants. The Zoo IT Support position reports through IMSD but directly supports MCZ. The partnership with IMSD technical staff continues, and the Zoo onsite IT Support facilitates IMSD projects at the Zoo. IT Support also manages the setup, distribution and troubleshooting of the Zoo’s POS equipment, and IMSD helps control expenses with onsite troubleshooting.

GENERAL OFFICE SERVICES

**Responsibilities:**
- Manages Zoo POS equipment
- Zoo Desktop Support
- Coordinates Updates on POS terminals

The switchboard is the central communication hub, with a multi-line console, a two-channel ultra-high frequency (UHF) system and emergency systems. This area helps in the coordination of communications for operations, maintenance, animal care and any Zoo emergency.
PROGRAM/AUDIENCE EVALUATION & RESEARCH SERVICES
Program/Audience Evaluation Specialist

Responsibilities:
- Investigates Zoo guests’ experiences via research studies
- Designs research, collects and analyzes data and reports results for studies examining aspects of a Zoo visit
- Encompasses ongoing annual research
- Coordinates the Guest Experience Committee (GEC)
- Collects information from guests and staff necessary for Zoo initiatives
- Conducts other studies with internal personnel like Zoo staff, Society staff and volunteers
- Serves as the point-of-contact for contracted audience research studies
- Shares findings internally and externally where appropriate; and submits information to grantors/funders

In 2017, studies included guest feedback of **BODY WORLDS: ANIMAL INSIDE OUT**, observations of Animal Connections Continuum (Education) participants and data compilation/analysis for programs both on and offsite.

Annual exit interviews assess the Zoo’s performance on several metrics, and different aspects of a visit are rated on a scale of 1-5. Average rating for each metric was between 4 and 5, indicating continued high levels of satisfaction.

GUEST EXPERIENCE COMMITTEE (GEC)
Serving to improve the overall experience of the Zoo visit, this committee addresses topics such as:
- Customer service and training
- Interdepartmental communication
- Amenities and offered experiences

Coordinated by the Program/Audience Evaluation Specialist and consisting of staff from each Zoo division working in concert with Zoological Society staff, the committee uses feedback from guests and input from staff to determine what barriers negatively affect a visit and how they can be mitigated.

The STAR (Sharing Thanks And Rewards) program continued; this year, 56 staff members were recognized 102 times for exceeding expectations in enhancing a guest’s visit.

Milwaukee County Zoo Major Milestones

1990s
Renovation of the Aviary and Primates of the World, and completion of Apes of Africa

For a complete history, visit milwaukeezoo.org
SUSTAINABILITY &
THE GREEN COMMITTEE

Green Committee Mission: to identify, advance and promote policies and practices that minimize negative impact and maximize environmental benefits, through comprehensive input and collaboration from all Zoo areas. Even non-committee members have a role; as part of annual performance reviews, Zoo staff identify a sustainability goal and work to achieve it. The Zoo filled a new position of Conservation, Research and Sustainability Coordinator to expand sustainability initiatives on Zoo grounds.

Recycling Efforts — A Sampling:
Cell phones, beverage containers, light bulbs, other plastics, motor oils, electronics and coffee grinds. The Zoo’s energy-savings program of upgrading electrical, natural gas, water and sewer infrastructure continues and green practices are used in building construction and other projects.

2017 Highlights:
• MCZ’s on-grounds recycling partnership with Pepsi collected 41,380 pounds and 835,876 units of materials; over time, we’ve grown from 130 to 200 bins
• Worked with WE Energies to add a solar powered charging station for guests’ cell phones
• Created an Urban Wood initiative that uses material from damaged and/or diseased wood for Zoo improvements; some items made can be purchased in the gift shops
• Worked with the train engineers and the Natural Resources Research Institute and the Coalition for Sustainable Rail to test a wood-based solid fuel in MCZ’s coal-powered miniature train engines; the pelletized wood fuel reduces heavy metal pollutants and carbon emissions compared to coal
• Continued partnership with Blue Ribbon Organics to compost herbivore waste; keeping an average of 11 tons per week out of landfills

2017 Grants/Certifications/Awards:
• AZA Nature Play grant for habitat restoration
• Grant award from Wisconsin Department of Natural Resources for emerald ash borer management
• Individual donation for Urban Forestry efforts
• Donation from Kohl’s Associates in Action (volunteers) for habitat restoration
HUMAN RESOURCES

Responsibilities:
• Provides guidance and direction to managers for employee discipline, coaching, improving performance or conduct, and measures performance
• Interprets policies, county ordinances, civil service rules and educates managers to apply policies
• Researches and responds to employee concerns
• Responds to queries from staff
• Provides guidance and leadership to managers on the development of departmental procedures and rules
• Facilitates employee and management training
• Assists managers with workforce planning and recruitment

2017 Highlights:
• Updated and improved orientation of new seasonal staff
• Worked with the Milwaukee County Department of Human Resources and Zoo Senior Staff to outline and update responsibilities for Zoo Worker positions
• Supported recruitment and hiring of full-time Zoo employees; enhanced and standardized interview guides
• Worked with the Milwaukee County Department of Human Resources to inform, train and provide guidance to Zoo employees regarding Milwaukee County’s annual performance evaluation

DIVERSITY COMMITTEE

• Provides opportunities for better understanding of civil rights by Zoo personnel
• Consists of three representatives from divisions to promote inclusion of all employees regardless of race, color, sex, sexual orientation, religion, national origin, age, handicap and other non-merit factors
• Offers outreach activities to promote diversity and inclusion in the workplace

OPERATIONS

Operations includes gate admissions, parking, rides, contractual obligations of outside revenue share vendors, including new service models and establishes customer service branding policies.

VISITOR SERVICES

Responsibilities:
• Collects admission and parking fees
• Operates the miniature train, carousel, Zoomobile, stroller rentals, Sky Safari, and the Mold-A-Rama machines

This section facilitates the entering of guests; in 2017, admitted 1.1+ million visitors.

2017 Highlights:
• Worked with the Natural Resources Research Institute and the Coalition for Sustainable Rail to test a wood-based solid fuel in the train’s coal-powered engines
• Rebuilt passenger coach
• Rebuilt train trestle
• Provided staff for all regular Zoo hour events and after-hour events in conjunction with Group Sales, Marketing and Communications, Zoological Society Education and event staff

Train trestle
REVENUE SHARE CONTRACTS
In May, MCZ began a lease with Service Systems Associates (SSA) for operation of food service, in-house catering and retail operations. Other revenue share vendors provide the following: penny press machines, zip line/ropes course, sky ride, Mold-a-Ramas, hurricane machines, Footsie Wootsie, photo booths, entrance photos, temporary tattoos, face painting and pony rides.

2017 HIGHLIGHTS

**FOOD SERVICE & CATERING**
- Implemented “Taste” catering for in-house catering; three full-time catering managers
- Opened “Bean Sprouts” – a child-focused café in the Family Farm; menu items are free of artificial flavors, colors, preservatives, and antibiotics
- Opened “The Coop” – MCZ’s first permanent Food Truck; generating significant revenue

**Mold-A-Rama**
- Remodeled the Dairy Store and renamed to “Cedar Crest Ice Cream Parlor”
- Revamped Flamingo Café’s menu, adding seasonal, rotating menu items
- Managed Concessions/Catering culinary programs with full-time executive chef and sous chef

**RETAIL**
- Added a new line, Timbali Crafts, created by Swaziland women to benefit the local community, as well as Wisconsin-made Christmas ornaments
- Began partnership with Children’s Hospital to donate purchased plush animals
- Contributed over $13K to Round Up for Conservation
- Added new merchandise encouraging associates to interact with guests
MARKETING & COMMUNICATIONS

The Marketing and Communications Division consists of four sections: Group Sales, Public Relations, Special Events and Special Programs. In addition to these areas, the division is responsible for the overall marketing, promotion and advertising of the Zoo.

GROUP SALES

Contracts and manages all outside events with corporate, nonprofit and private groups to host unique events at the Zoo.

Group Sales coordinates events for more than 14 rental facilities and six picnic areas throughout the Zoo. Areas include the Peck Welcome Center, Zoofari Center, Big Cat Country, Apes of Africa and many other animal buildings.

This section is also responsible for coordinating children’s birthday parties and motor coach bus visits including docent-led walking tours and Zoomobile tours.

In 2017, Group Sales completed two new picnic areas, Giraffe Woodlands and the Flamingo Landing; each accommodating 300 guests.

The section executed advance ticket sales for BODY WORLDS: ANIMAL INSIDE OUT, and continued to grow its consignment ticket program, and exceeded 2016 sales.

All told, Group Sales facilitated more than 425 private events throughout the year, resulting in an enjoyable experience for guests.

SPECIAL EVENTS

Responsibilities:
• Coordinates more than 20 special events, drawing 269,887 visitors in 2017

2017 Highlights

Samson Stomp – Jan. 15
• Runners and walkers joined the traditional running of the Samson Stomp & Romp, honoring MCZ’s former resident, silverback gorilla Samson (1950-81).

Attendance: 1,866

Egg Day – April 15
• The Zoo bloomed with egg-cellent Easter fun including colorful crafts, entertainment and a parade.

Attendance: 12,229

125th Anniversary Birthday Party – July 15
• We celebrated our anniversary bash with music, historical activities and more!

Attendance: 7,660

Halloween Spooktacular – Oct. 20 & 21
• Visitors enjoyed ghoulish fun with a haystack maze, a ride on the “Raven’s Rail” train and hundreds of candle-lit carved pumpkins.

Attendance: 29,228
SPECIAL PROGRAMS

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

2017 Highlights:
The Oceans of Fun Seal & Sea Lion Show educates and entertains visitors about seals and sea lions through a live animal show. The shows generated more than $100,000 in revenue for the year.

The Special Programs Section coordinated and supervised staff for BODY WORLDS: ANIMAL INSIDE OUT which generated $378,654 in revenue by way of 52,929 visitors.

Served as a liaison to the Zoological Society to facilitate all of the Society’s events at the Zoo. This partnership strengthens the overall relationship between the Zoo and the Zoological Society.

Zoo operations were enhanced by the efforts of the Audiovisual Section, which include photos, videos and visual presentations. Areas served included: the Animal Division, Public Relations, Social Media, Group Sales and Special Events.

SOCIAL MEDIA

Responsibilities:
• Communicating and promoting the Zoo through online means using platforms like Facebook, Twitter and Instagram

Following are the results of the year’s social media efforts:

Facebook
Followers: 91,262
Impressions: 48 million+
Reach: 26 million+

Twitter
Followers: 7,241
Impressions: 600,000+

Instagram
Followers: 10,612
Impressions: 2.5 million+
Reach: 343,000+

Posts in 2017 included animal births such as giraffe Kazi and gorilla Zahra, the promotion of special events and animal enrichment videos.

Giraffe, Kazi
MEDIA RELATIONS

Responsibilities:
- Promotes special events and animal collection through traditional public relations efforts, writes news releases, brochures and flyers and internal newsletter, develops website content and responds to visitor online inquiries, pitches stories to media locally, regionally and nationally.

In 2017, the Zoo received positive media coverage, through a variety of mediums including broadcast, print, electronic and online means.

Subjects covered included animal births and acquisitions, special events, conservation projects and special exhibits.

A range of publications featured Zoo stories, such as the daily newspaper, the Milwaukee Journal Sentinel, Milwaukee Magazine, and community newspapers like Wauwatosa Now and statewide radio programs such as WUWM’s “Lake Effect.” The Zoo was also regularly featured on the local weekday and weekend morning television programs, either onsite, or in-studio.
GROUND & HORTICULTURE
This section continued to support the Animal Division, Special Events, Group Sales and the Zoological Society.

RESPONSIBILITIES:
• Transports animals
• Removes animal waste
• Assists in renovation and repair of animal exhibits
• Prepares private events
• Removes trash, litter and recyclable materials
• Plows and salts
• Recycles leaves and brush

2017 HIGHLIGHTS:
In addition to typical seasonal landscape maintenance, plantings and holiday/special event preparations, this section’s accomplishments included:
• Installed 30,000 annuals and 7,500 fall bulbs
• Maintained 10 acres of turf and dozens of tree, shrub and perennial areas
• Received a donation of 350+ shrubs, palms and containers from the 2017 U.S. Open
• Cleared fence lines of destructive buckthorn and box elder
• Collected data for Cityworks; 5,000+ assets entered for anew GIS-based work order system
• Continued composting of animal waste

FORESTRY SECTION SUPPORT:
• Clears storm damaged trees
• Prunes trees; provides propping for animal exhibits
• Operates heavy equipment
• Restores train bridges with wood milled from Zoo trees

2017 HIGHLIGHTS:
• Expanded the urban wood program and sold products made from trees cut down on Zoo grounds
• Removed a variety of invasive species
Custodial
The Custodial Section is responsible for keeping buildings clean for our visitors and staff, and our exit surveys continue to show a high level of satisfaction with the cleanliness of our facilities. This section is integral to the success of our Group Sales events, and to the overall impression visitors have of the Zoo.

Maintenance & Trades
A considerable amount of infrastructure work is completed each year by the Maintenance and Trades Division. A major accomplishment this year was testing and cleaning all of the high voltage gear.

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

Safety & Training
More than 500 people attended the week-long Safety Fair, with 13 classes offered and 20 different vendors presenting their services.
# Zoo Operating Expenses (Financials)

## Zoological Department (Unaudited)

### Revenues

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Admissions</td>
<td>$5,680,139</td>
<td>$5,000,801</td>
<td>($679,338)</td>
</tr>
<tr>
<td>Less Group Sales</td>
<td>$1,448,086</td>
<td>$972,821</td>
<td>($475,265)</td>
</tr>
<tr>
<td>Net Operational Admissions</td>
<td>$4,232,053</td>
<td>$4,027,980</td>
<td>($204,073)</td>
</tr>
<tr>
<td>Concessions</td>
<td>$3,810,181</td>
<td>$659,965</td>
<td>($3,150,216)</td>
</tr>
<tr>
<td>Catering</td>
<td>$175,000</td>
<td>$31,502</td>
<td>($143,498)</td>
</tr>
<tr>
<td>Novelties</td>
<td>$1,874,947</td>
<td>$345,105</td>
<td>($1,529,842)</td>
</tr>
<tr>
<td>Parking</td>
<td>$1,300,000</td>
<td>$1,441,127</td>
<td>$141,127</td>
</tr>
<tr>
<td>Special Exhibit Admissions</td>
<td>$640,468</td>
<td>$328,224</td>
<td>($312,244)</td>
</tr>
<tr>
<td>Sea Lion Show</td>
<td>$195,819</td>
<td>$102,590</td>
<td>($93,229)</td>
</tr>
<tr>
<td>Vending Machine Commissions</td>
<td>$273,900</td>
<td>$240,796</td>
<td>($33,104)</td>
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<tr>
<td>Strollers</td>
<td>$130,000</td>
<td>$96,250</td>
<td>($33,750)</td>
</tr>
<tr>
<td>Animal Rides</td>
<td>$32,000</td>
<td>$19,548</td>
<td>($12,453)</td>
</tr>
<tr>
<td>Total Group Sales</td>
<td>$2,433,066</td>
<td>$1,757,647</td>
<td>($675,419)</td>
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<tr>
<td>Carousel</td>
<td>$221,252</td>
<td>$169,378</td>
<td>($51,874)</td>
</tr>
<tr>
<td>SkyRide</td>
<td>$251,722</td>
<td>$158,262</td>
<td>($93,460)</td>
</tr>
<tr>
<td>Society Memberships</td>
<td>$3,106,554</td>
<td>$3,120,613</td>
<td>$14,059</td>
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<tr>
<td>Donations</td>
<td>$146,500</td>
<td>$147,108</td>
<td>$608</td>
</tr>
<tr>
<td>Other Private Funding</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Sponsorships</td>
<td>$309,000</td>
<td>$333,981</td>
<td>$24,981</td>
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<tr>
<td>Miscellaneous Revenue</td>
<td>$1,523,569</td>
<td>$2,646,051</td>
<td>$1,122,482</td>
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<tr>
<td>Sales Tax</td>
<td>($495,000)</td>
<td>($202,616)</td>
<td>$292,384</td>
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<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$20,161,031</strong></td>
<td><strong>$15,423,509</strong></td>
<td><strong>($4,737,522)</strong></td>
</tr>
</tbody>
</table>

### Expenditures

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel Services</td>
<td>$8,998,234</td>
<td>$7,887,804</td>
<td>$1,110,430</td>
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<tr>
<td>Fringe Benefits</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Contractual Services/Commodities</td>
<td>$10,161,618</td>
<td>$7,675,172</td>
<td>$2,486,446</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$1,372,379</td>
<td>$892,202</td>
<td>$480,177</td>
</tr>
<tr>
<td>Internal Service Charges</td>
<td>$2,432,572</td>
<td>$2,208,816</td>
<td>$223,756</td>
</tr>
<tr>
<td>Other Expenditures</td>
<td>($273,614)</td>
<td>$0</td>
<td>($273,614)</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$22,691,189</strong></td>
<td><strong>$18,663,994</strong></td>
<td><strong>$4,027,195</strong></td>
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</table>

### Tax Levy

<table>
<thead>
<tr>
<th></th>
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<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Tax Levy</td>
<td>$2,530,158</td>
<td>$3,240,484</td>
<td>($710,327)</td>
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</table>

### Attendance

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>1,309,500</td>
<td>1,199,903</td>
<td>-109,597</td>
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### REVENUES

<table>
<thead>
<tr>
<th>Item</th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoomobile Revenue</td>
<td>$74,169</td>
<td>$72,378</td>
<td>($1,791)</td>
</tr>
<tr>
<td>Miniature Train Revenue</td>
<td>$680,000</td>
<td>$749,540</td>
<td>$69,540</td>
</tr>
<tr>
<td>Earnings on Investments</td>
<td>$2,000</td>
<td>$4,706</td>
<td>$2,706</td>
</tr>
<tr>
<td>Donations and Reserve Contribution</td>
<td>$93,640</td>
<td>$0</td>
<td>($93,640)</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$58,683</td>
<td>$60,285</td>
<td>$1,602</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>($32,000)</td>
<td>($32,410)</td>
<td>($410)</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$876,492</strong></td>
<td><strong>$854,499</strong></td>
<td><strong>($21,993)</strong></td>
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</table>

### EXPENDITURES

<table>
<thead>
<tr>
<th>Item</th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel Services</td>
<td>$350,863</td>
<td>$255,660</td>
<td>$95,203</td>
</tr>
<tr>
<td>Fringe Benefits</td>
<td>$82,240</td>
<td>$82,240</td>
<td>$0</td>
</tr>
<tr>
<td>Contractual Services/Commodities</td>
<td>$287,116</td>
<td>$228,507</td>
<td>$58,609</td>
</tr>
<tr>
<td>Conservation Projects</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$282,082</td>
<td>$184,259</td>
<td>$97,823</td>
</tr>
<tr>
<td>Internal Service Charges</td>
<td>$1,335</td>
<td>$12,145</td>
<td>($10,810)</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$1,003,636</strong></td>
<td><strong>$762,812</strong></td>
<td><strong>$240,824</strong></td>
</tr>
<tr>
<td><strong>NET INCOME (LOSS)</strong></td>
<td><strong>($127,144)</strong></td>
<td><strong>$91,687</strong></td>
<td><strong>$218,831</strong></td>
</tr>
</tbody>
</table>

### Fund Balance

- Fund Balance January 1, 2017: $91,687
- Mid-Year Balance Transfer: $1,360,149
- Net Income: $91,687
- Fund Balance December 31, 2017: $1,451,836

---

**Sicilian Donkey**

**Completion of the first planning phase of a new 20-year Zoo master plan; focusing on animal exhibits, visitor attractions and service facilities and operations**

For a complete history, visit [milwaukeezoo.org](http://milwaukeezoo.org)
# Specimen Trust Fund

## REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings on Investments</td>
<td>$700</td>
<td>$1,234</td>
<td>$534</td>
</tr>
<tr>
<td>Animal Sales/Milk Sales</td>
<td>$16,200</td>
<td>$19,009</td>
<td>$2,809</td>
</tr>
<tr>
<td>Giraffe Experience</td>
<td>$40,000</td>
<td>$46,535</td>
<td>$6,535</td>
</tr>
<tr>
<td>Gifts &amp; Donations</td>
<td>$1,500</td>
<td>$306</td>
<td>($1,194)</td>
</tr>
<tr>
<td>Other Miscellaneous Revenue</td>
<td>$0</td>
<td>$4,509</td>
<td>$4,509</td>
</tr>
<tr>
<td>Reserve Contribution</td>
<td>$3,214</td>
<td>$0</td>
<td>($3,214)</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$61,614</strong></td>
<td><strong>$71,593</strong></td>
<td><strong>$9,979</strong></td>
</tr>
</tbody>
</table>

## EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractual Services/Commodities</td>
<td>$61,828</td>
<td>$27,157</td>
<td>$34,671</td>
</tr>
<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>$61,828</strong></td>
<td><strong>$27,157</strong></td>
<td><strong>$34,671</strong></td>
</tr>
<tr>
<td><strong>NET INCOME (LOSS)</strong></td>
<td><strong>($214)</strong></td>
<td><strong>$44,436</strong></td>
<td><strong>$44,650</strong></td>
</tr>
</tbody>
</table>

- Fund Balance January 1, 2017: $339,874
- Net Income: $44,436
- Fund Balance December 31, 2017: $384,310

## Conservation Trust Fund

## REVENUES

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings on Investments</td>
<td>$0</td>
<td>$16</td>
<td>$16</td>
</tr>
<tr>
<td>Vending Machine Commission</td>
<td>$7,500</td>
<td>$2,097</td>
<td>($5,403)</td>
</tr>
<tr>
<td>Conservation Contribution</td>
<td>$10,000</td>
<td>$39,996</td>
<td>$29,996</td>
</tr>
<tr>
<td>Gifts &amp; Donations</td>
<td>$37,500</td>
<td>$6,914</td>
<td>($30,586)</td>
</tr>
<tr>
<td>Other Miscellaneous Revenue</td>
<td>$25,000</td>
<td>$0</td>
<td>($25,000)</td>
</tr>
<tr>
<td>Reserve Contribution</td>
<td>$13,000</td>
<td>$0</td>
<td>($13,000)</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$93,000</strong></td>
<td><strong>$49,023</strong></td>
<td><strong>($43,977)</strong></td>
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</tbody>
</table>

## EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractual Services/Commodities</td>
<td>$80,000</td>
<td>$0</td>
<td>$80,000</td>
</tr>
<tr>
<td>Conservation Projects</td>
<td>$13,000</td>
<td>$59,858</td>
<td>($46,858)</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td><strong>$93,000</strong></td>
<td><strong>$59,858</strong></td>
<td><strong>$33,142</strong></td>
</tr>
<tr>
<td><strong>NET INCOME (LOSS)</strong></td>
<td><strong>$0</strong></td>
<td><strong>($10,835)</strong></td>
<td><strong>($10,835)</strong></td>
</tr>
</tbody>
</table>

- Fund Balance January 1, 2017: $0
- Net Income: ($10,835)
- Fund Balance December 31, 2017: ($10,835)

## Zoo Trust Funds

<table>
<thead>
<tr>
<th></th>
<th>2017 Adjusted Budget</th>
<th>2017 Actual Year-to-Date</th>
<th>Variance ( ) = Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance January 1, 2017</td>
<td>$1,700,023</td>
<td>$1,825,311</td>
<td>$125,288</td>
</tr>
<tr>
<td>Net Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fund Balance December 31, 2017</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(continued)
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.

CONSERVATION

The Zoological Society of Milwaukee works to protect bonobos and other wildlife in the Democratic Republic of Congo through the Bonobo & Congo Biodiversity Initiative (BCBI). It also coordinates the Bonobo Species Survival Plan® to keep the captive bonobo population in North America stable and healthy.

BCBI capped off its 20th anniversary year with a prestigious award from the Association of Zoos & Aquariums (AZA). In 2016, survey teams completed four years of intensive work in the rainforests of the Salonga National Park, covering 2,600 square miles. The surveys documented a population of about 4,000 bonobos, possibly the largest unfragmented bonobo population ever discovered. In honor of this accomplishment, the AZA gave BCBI a Significant Achievement in International Conservation Award in 2017.

Here are some of BCBI’s other accomplishments this year:

• Supported 54 anti-poaching patrols that destroyed 179 poaching camps, apprehended 86 poachers and confiscated 1,912 snares.
• Continued to support primary schools in villages around BCBI’s patrol posts in the Salonga National Park.
• Received a $110,000, two-year grant from the U.S. Fish & Wildlife Service to bolster a BCBI-supported patrol post at Biondo Biondo with a focus on protecting forest elephants.

The Zoological Society also supports conservation efforts through the Milwaukee County Zoo and its staff. Efforts supported in 2017 include iguana conservation in the Caribbean, migratory bird projects, the Milwaukee Ape Heart Project and a trip taken by Zoo pachyderm supervisor Joan Stasica to Namibia to assist the Giraffe Conservation Foundation in documenting giraffe populations.
EDUCATION

The Zoological Society’s Education Department reached 325,000 people in 2017 through Zoo Classes and Camps, school programs, community partnerships and Kohl’s Wild Theater, which performs conservation-themed theater at the Zoo and around southeastern Wisconsin free of charge.

In 2017, the Education Department launched the Animal Connections Continuum, a pilot program to help second- through fourth-graders at five partner schools learn about and develop empathy toward animals and people.

The department spent two years developing the cutting-edge program, studying how animals have been used to create empathy in other settings and establishing a framework for the continuum. Second-graders focus on themselves and familiar animals, third-graders focus on their community and native animals, and fourth-graders focus on others and global impact.

Also in 2017, the department...

- Introduced a touring Kohl’s Wild Theater musical, “Aldo Leopold & the Ghost of Sand County,” that celebrates famed Wisconsin scientist Aldo Leopold and Wisconsin’s rich conservation history. Kohl’s Wild Theater also added more at-exhibit performances at the Zoo in summer and introduced a new at-Zoo show about coltan mining and cellphone recycling, “Captain Super Fantastic & the Coltan Conundrum.”
- Provided another year of outdoor learning through the Nature Play area in the Zoo’s woodlands with grant support from the Association of Zoos & Aquariums ($5,000), Child & Nature Network ($5,000) and the Natural Resources Foundation of Wisconsin-CD Besadny ($1,000).
ZOO SUPPORT

The Zoological Society supports the Milwaukee County Zoo through cash and in-kind services. Half of all revenue raised by the Zoo Pass membership program goes to the Zoo in unrestricted funds to support the day-to-day operations of the Zoo. The Society provides additional funds through procurement of sponsorships for Zoo attractions and events. The Society also provides graphic design, information technology and direct project support; operates Zoo Pride, a volunteer auxiliary that serves the Society and Zoo; and is a partner with Milwaukee County on Zoo capital campaigns. The Society provided $8.4 million to the Zoo in 2017 in cash and in-kind support.

In 2017, the Society...

- Was named the top membership organization locally and number three nationally for its Zoo Pass program (50,000 member households) in a study by the Morey Group.
- Exceeded its revenue goal for Zoo Pass, allowing it to provide $3.1 million in unrestricted cash support to the Zoo.
- Gratefully acknowledged 54,000 hours of service from its 525 active Zoo Pride volunteers. Volunteers participate in nearly every facet of Zoo and Society operations, from assisting in education classes and events to creating enrichment items for animals to engaging guests at Zoo exhibits.
- Continued to fund two veterinary residency programs in the Zoo’s Animal Health Center.
- Exceeded its goal for the 2017 Annual Appeal to “Help the Herd.” The money will go toward the new elephant exhibit set to open in spring 2019.
- Created more than 650 print and sign projects for the Society and Zoo, including an interactive “Grenada Conservation Station” highlighting the field conservation efforts of Zoo staff.

Zoo Pride volunteers work behind the scenes and in front of guests to help the Zoo and Zoological Society run smoothly. In 2017, they donated 54,000 hours, the equivalent of 26 full-time employees. Photo by Bob Wickland
## ZSM Financial Summary

**Zoological Society of Milwaukee County – Year Ending Sept. 30, 2017**

### Support & Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$7,048,982</td>
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<tr>
<td>Contributions</td>
<td>$2,050,569</td>
</tr>
<tr>
<td>Special Events/Programs/Sponsorships</td>
<td>$2,754,765</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$148,283</td>
</tr>
<tr>
<td>Grants</td>
<td>$1,198,180</td>
</tr>
<tr>
<td><strong>Total Support &amp; Revenue</strong></td>
<td><strong>$13,200,779</strong></td>
</tr>
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</table>

**Support Services**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$1,743,479</td>
</tr>
<tr>
<td>Special Events/Programs</td>
<td>$592,676</td>
</tr>
<tr>
<td><strong>Total Cost of Support &amp; Revenue</strong></td>
<td><strong>$2,336,155</strong></td>
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</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Project Costs</td>
<td>$1,045,631</td>
</tr>
<tr>
<td>Zoo Support</td>
<td>$8,365,944</td>
</tr>
<tr>
<td>Board-designated Reserve</td>
<td>$371,321</td>
</tr>
<tr>
<td>Research/Conservation</td>
<td>$499,526</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>$421,136</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$10,703,558</strong></td>
</tr>
<tr>
<td><strong>Total Cost of Support and Expenses</strong></td>
<td><strong>$13,039,713</strong></td>
</tr>
</tbody>
</table>

#### Support Breakdown:

- **Membership Dues:** 53%
- **Special Events/Programs:** 21%
- **Contributions:** 16%
- **Grants:** 9%
- **Interest:** 1%

#### Expenses Breakdown:

- **Zoo Support & Direct Project Costs:** 72%
- **Support Services:** 18%
- **Research/Conservation:** 4%
- **General & Administrative:** 3%

---

**Yellow-backed Duiker**

Began design for Adventure Africa Phase I: Elephant Exhibit

For a complete history, visit [milwaukeezoo.org](http://milwaukeezoo.org)
The Milwaukee County Zoo offers equal opportunities for employees and visitors alike.