



# Lincoln Park Zoo Master Plan 2021

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## INTRODUCTION

### Purpose and Goals of the Lincoln Park Zoo

"In recent years, the primary purpose of zoos in general has shifted from recreation to conservation and education. Both of these facets are accomplished by providing exhibits consisting primarily of the animal's natural habitat, and presented in such a way so as to demonstrate to visitors that animals and their habitats are mutually dependent upon one another. By extension, destroying habitat destroys the ability of the animal to survive. Natural habitat education conveyed through the exhibit helps strengthen understanding by the general public.

The education component is a facet of the Lincoln Park Zoo that staff feels particularly passionate about. The interaction between the zoo and various schools and other groups is critical to the success of the zoo and its mission statement. It is primarily through this component that this long range plan was designed to expand and enhance. Components of this plan account for the expansion of this program into a major focal point of the zoo.

That being said, a primary reason people visit zoos remains for the recreational aspect. Attending the zoo, and zoo events, is primarily a family activity. Visits to the zoo provide a great opportunity to be outside in nature and observe animals in a safe, natural environment. The fact that this zoo is situated within Lincoln Park affords additional recreational opportunities. By constructing the exhibits contained within this plan and expanding the zoo, there is the potential for added synergies with other Lincoln Park activities and / or the establishment of new events to draw visitors.

An excellent opportunity for building community value exists with the Lincoln Park Zoo and its role in helping the City of Manitowoc in establishing itself as a tourist destination. Not only do local businesses benefit from tourist dollars spent in Manitowoc as the result of visits to the zoo, but it also adds tremendously to the sense of culturally valuable amenities the city is able to offer."

### Purpose of the Master Plan

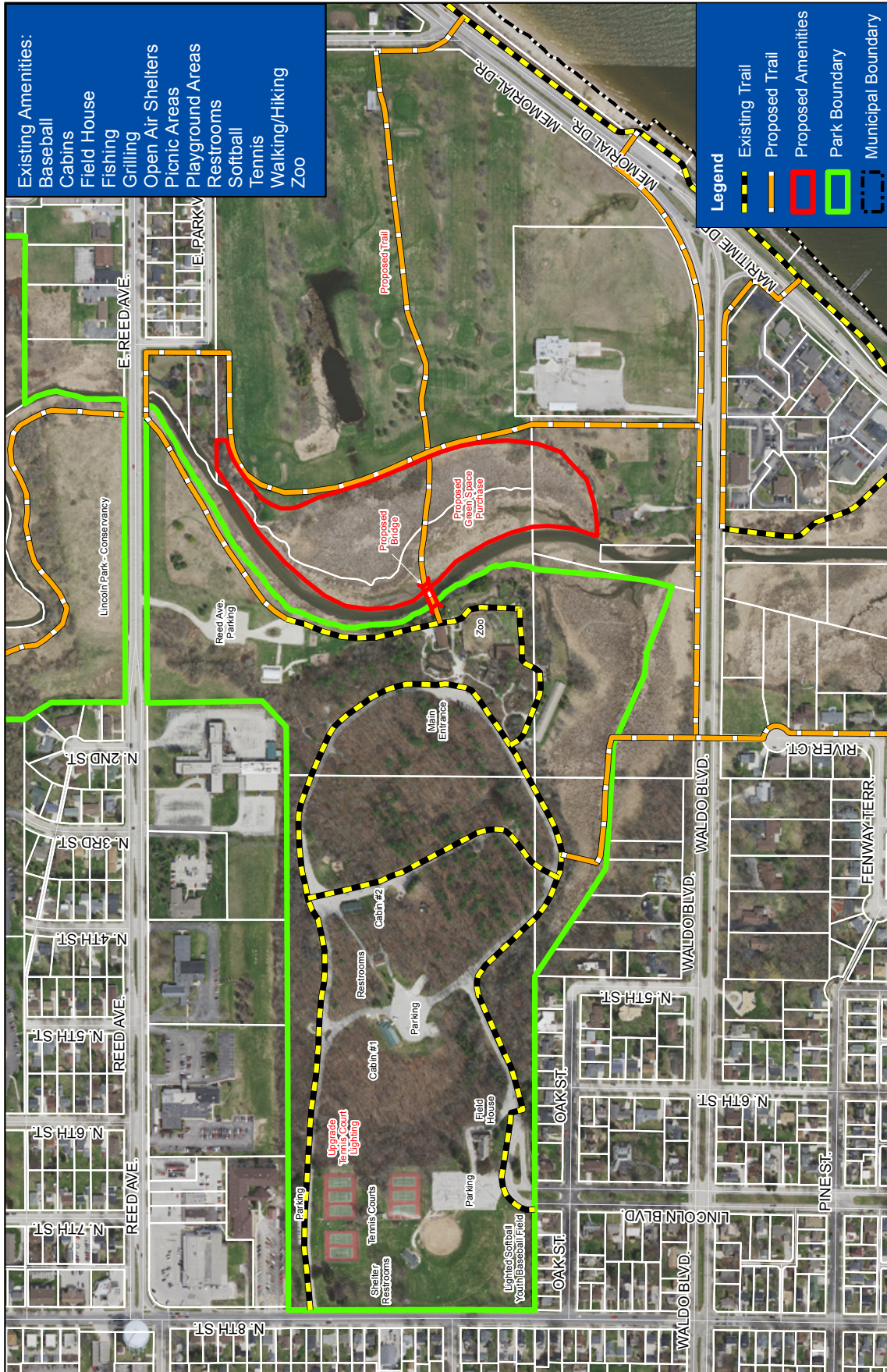
The World Bank defines a master plan as "a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Master planning is about making the connection between buildings, social settings, and their surrounding environments."

The master plan for the Lincoln Park Zoo is intended to serve as a framework for the City of Manitowoc, Zoological Society, and other stakeholders to guide maintenance, improvements and fundraising for the development over the next 10 - 20 years or more. This includes looking at opportunities for income generating operations and partnerships such as an Adventure Park, campground or other amenities outside the existing zoo footprint.

The plan includes strategic plan including stakeholder needs assessment, analysis of comparative facilities, lodging and recreational resource inventory and identification of goals and strategies to meet the zoos future needs.







# Lincoln Park - Zoo

City of Manitowoc, Wisconsin



Map prepared by:  
 City of Manitowoc  
 Planning Department  
 Adopted November 20, 2017



# EXISTING CONDITIONS

## Location:

Within Lincoln Park  
1215 North 8th Street

Lincoln Park occupies 70.41 acres of which ~12 acres is occupied by the zoo. The zoo affronts the Little Manitowoc River, south of Reed Avenue on the east end of Lincoln Park. The main entrance is off of Lincoln Park Drive, at the west side of the zoo.

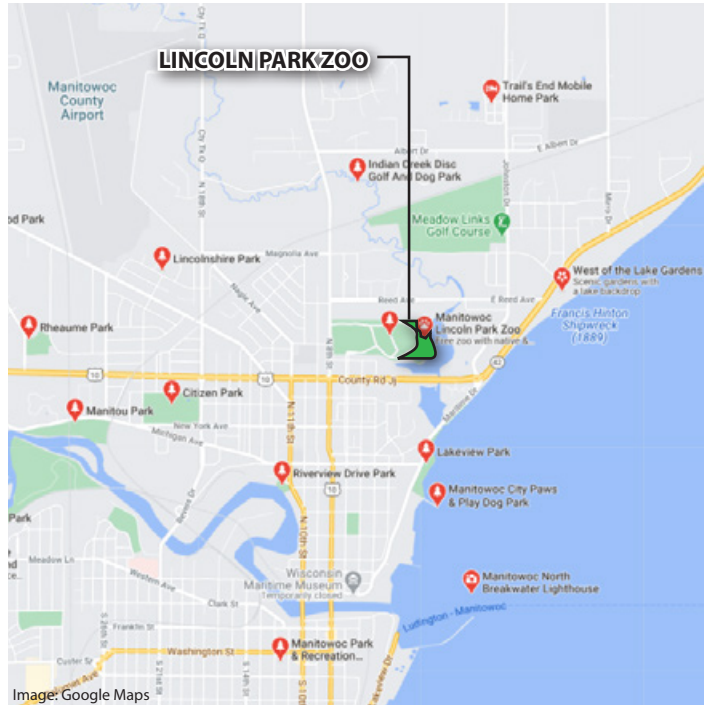
## History and Context

The zoo was founded in 1935 and has been located within Lincoln Park since it's original development. According to records from the Zoological Society the first animals exhibited in the zoo were a black bear and whitetail deer, both species are still found in the zoo today.

Access to the zoo is free, thus visitors are free to move back and forth between Lincoln Park and the zoo property. The nearby woodlands in Lincoln Park offer picnicking opportunities, a playground and walking trails. Open year-round the zoo offers seasonal programming and events, including the popular "Tuesdays at 10" education sessions and seasonal displays such as Halloween.

The Lincoln Park Zoo is an important feature within the Manitowoc public park system, ranking highest in park use according to the public survey from the 2017-2022 Comprehensive Outdoor Recreation Plan.

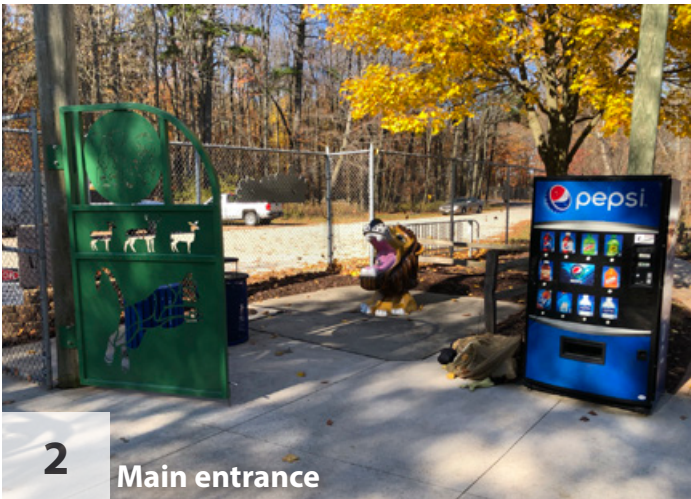
Numbers on map correspond to photos on the following pages







**1** Main entrance



**2** Main entrance



**3** Prairie dog exhibit



**4** Education Center



**5** Wolf exhibit viewing platform





6 Restroom



7 Zoo operations



8 Wolf building entrance



9 Wolf exhibit viewing platform



10 Sidewalk to Big Cats exhibit



11 Cougar exhibit





12 Educational exhibit



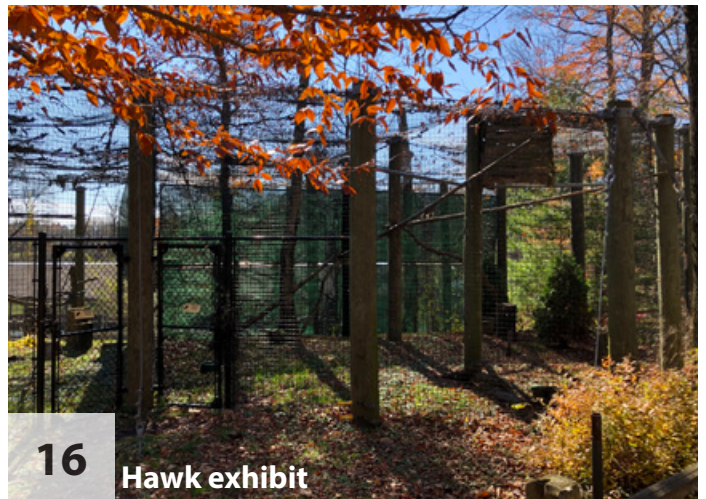
13 Typical Bench



14 Bear exhibit



15 Owl exhibit

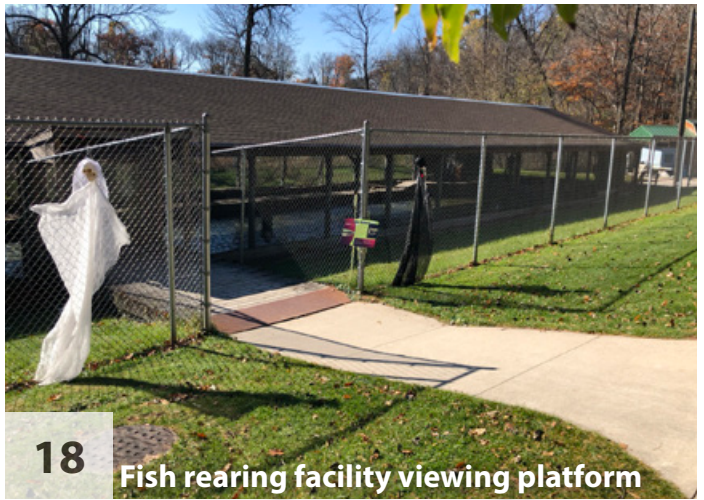


16 Hawk exhibit





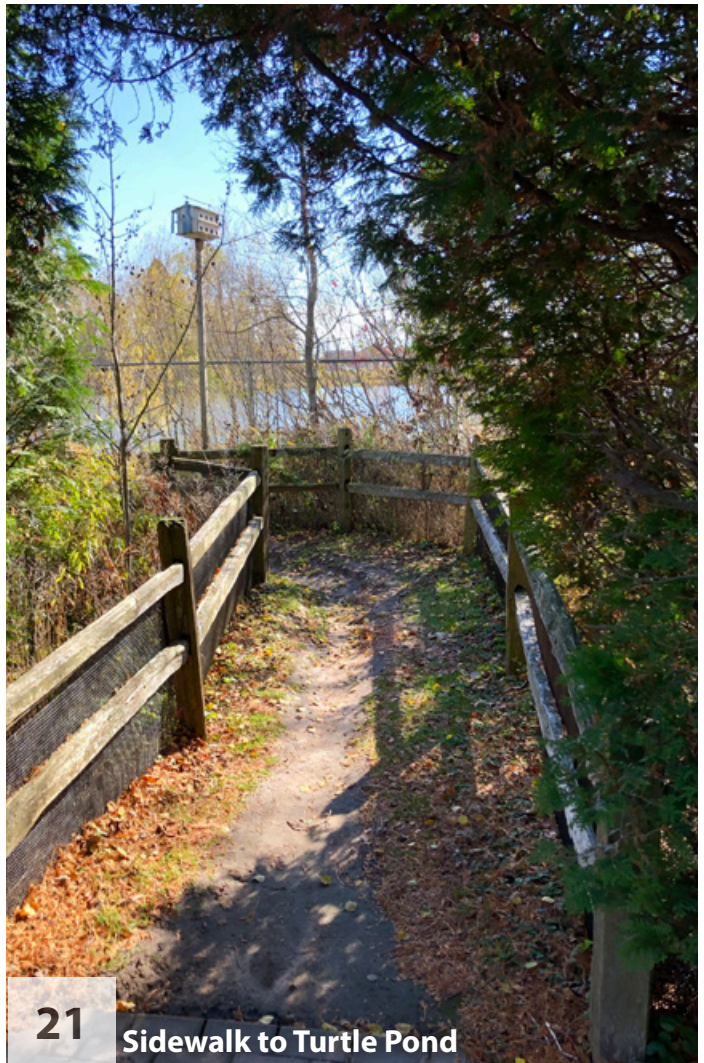
**17** Sidewalk adjacent to Eagle exhibit



**18** Fish rearing facility viewing platform



**19** Aviary/Small mammal exhibit



**21** Sidewalk to Turtle Pond



**20** Sidewalk along Ducks/Geese/Sheep





**22** Duck/Goose pond and Barn



**23** Sidewalk along bison exhibit



**24** Gazebo



**25** Bison exhibit



**26** Flagpoles





**27** Memorial bench



**28** Lift-station



**29** River overlook



**30** Picnic area



**31** Deer exhibit



**32** Deer exhibit viewing platform





**33** Reed Avenue parking



**34** Reed Avenue entrance



**35** Perimeter fencing



**36** Drainage issue near playground



**37** Playground



**38** Playground





**39** Trail to 'Big Red Barn'



**40** Trail to 'Big Red Barn'



**41** 'Big Red Barn' interior

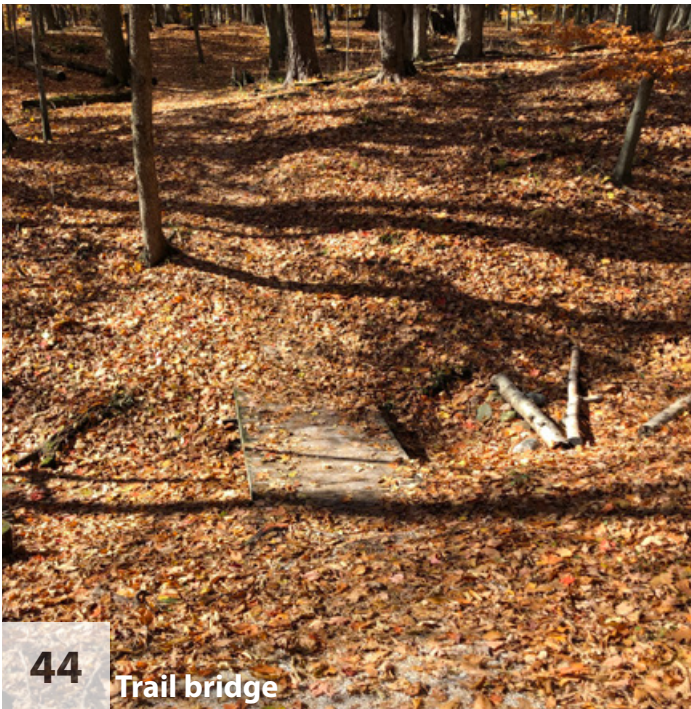


**42** 'Big Red Barn'



**43** Decorative pond





44 Trail bridge



45 Loose parts in woodland



46 Trail bridge



47 Trail steps



48 Cabin



49 Playground



# EXISTING CONDITIONS

## Slopes/Topography

The zoo is approximately 16 feet higher at the entrance from Lincoln Park than it is near the Little Manitowoc River. Slopes are between 20% and 30% in many locations, which can be very challenging for habitat areas or developing accessible routes. Staff has identified issues with runoff due to water running down these steep slopes and causing erosion, ponding, and mud. Existing sidewalks that exceed 8% are highlighted on the figure below.

## Drainage/Floodplain

The proximity of the zoo to the Little Manitowoc River serves as a key asset for views, habitat and recreation. However, the floodplain as identified on FEMA maps extends into the zoo property. Staff reported that the highest observed flood elevation was near the sidewalk of the bison exhibit (~586 ft).

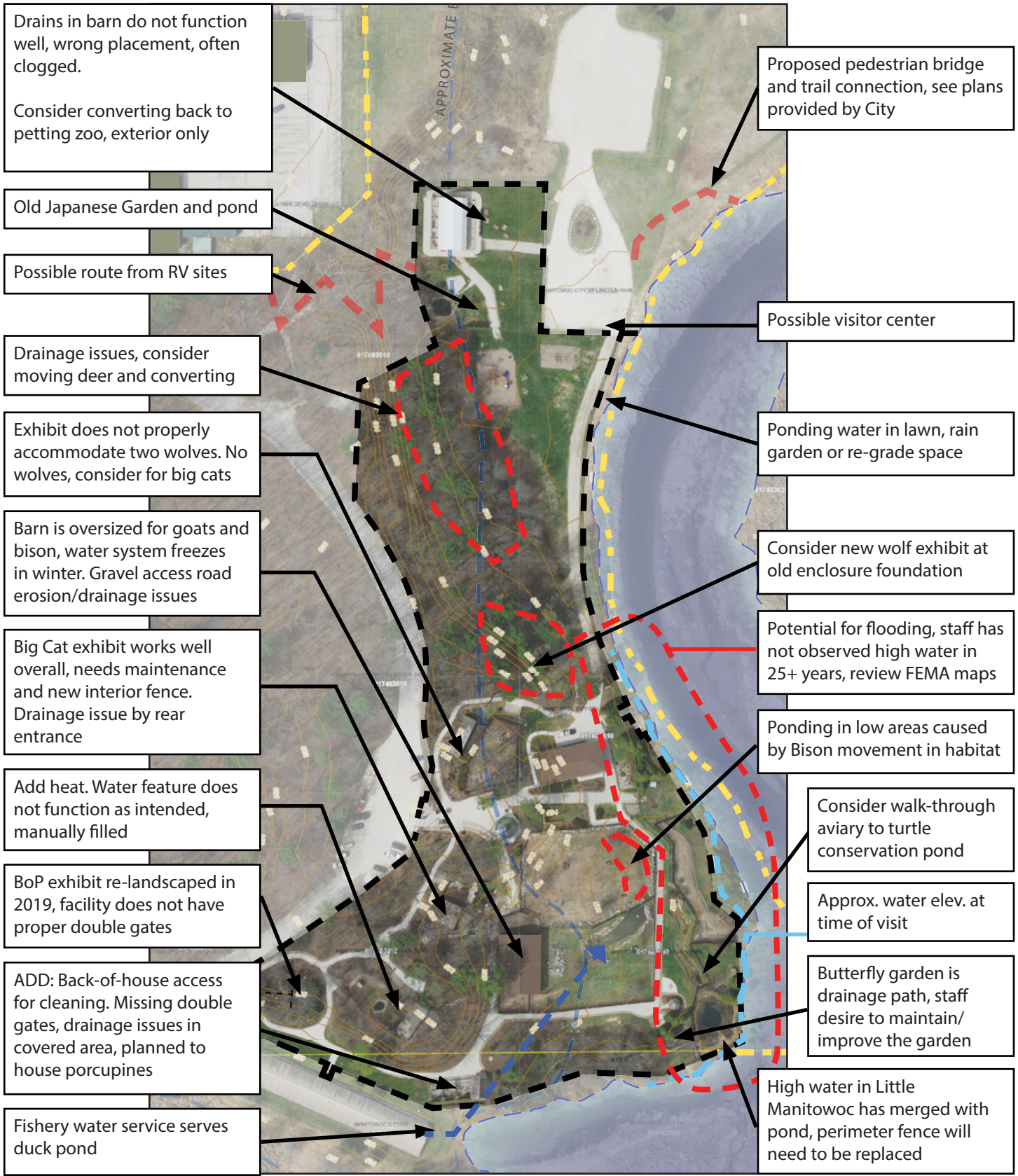
## Vegetation

Lincoln Park and the zoo have an existing mature canopy. The character provided by the trees is an asset to the park and zoo. The shade they provide affords opportunities for picnicking and respite on hot summer days. This plan did not assess or inventory the existing trees. Future development should consider a formal assessment of tree health and ongoing maintenance.



# ANALYSIS OF EXISTING FACILITIES

Comments from facility tour with staff - 10.27.2020





## Site Deficiencies & Challenges

### Utilities

Upgrades are needed for water, sanitary, and stormwater in order to optimize the exhibits and provide adequate fire protection.

### Existing Structures

For the most part existing buildings are structurally adequate but need modernizing or remodeling/reorganization to meet the current and future needs of zoo users and standards of animal care.

### Exhibits

Existing exhibits are generally laid out to best utilize the existing topography and space. Staff identified a need for additional space for temporary holding, quarantine.

### Signage

a. Educational signage is thin and in areas stick out enough to become hazards to circulation on the sidewalks.

b. Wayfinding signage is lacking throughout the zoo. Better identifying the entrances and routes would assist users and improve circulation.

### Driveways

Driveways and parking areas are not well marked and layout leads to conflicts with pedestrians and vehicles entering the zoo. East parking lot is gravel and lacks ADA accommodations.

### Other Features

Born Learning Trail - The trail is a great educational amenity but lacks enough definition to define the space, thus doesn't feel like a trail as much as nodes from the sidewalk into the woods.

Playgrounds - Structures are a great addition to the overall zoo experience but lack ADA connectivity and complementary amenities such as picnic shelters or adjacent restrooms.



## STAKEHOLDER NEEDS ASSESSMENT

In order to better plan for the future of the zoo and its operations, the City engaged a variety of stakeholders to understand concerns, desired improvements, and opportunities for partnership with the Zoo. The City released a set of survey questions in December 2020 to targeted stakeholders. In total there were 27 responses to the survey including responses from representatives from local schools, other local recreation attractions/groups, the Library, YMCA, Zoo staff, and Zoological Society members.

When asked how important stakeholders felt the Zoo is to the community on a scale of '1' to '5' with '5' being extremely important, 100% of survey respondents indicated the Zoo was a '4' or '5'. When asked why the zoo is important, 48% of respondents said because of the educational aspect. The next most popular responses as to why the Zoo is important were because it is family-friendly (37%) and it's a unique tourist attraction (33%). Other reasons respondents feel the Zoo is important are that it improves quality of life for residents, it's a great outdoor space and it's free.

Forty-eight percent (48%) of respondents felt that the things the Zoo does best include taking care of the animals and education. The next most common response regarding what the Zoo does well is maintaining the facility (26%). Other comments mentioned as positive attributes of the Zoo were that it has dedicated staff, the layout is good, and it's a free activity. When asked what the Zoo could do to better serve the community, respondents had a variety of responses, however the most common (26% of respondents) was to offer additional opportunities for education. Specific suggested education topics included native animals, stewardship of natural resources, and the importance of biodiversity. Other suggestions included that the Zoo should continue to be a free zoo, renovate exhibits, provide a greater variety of animals, improve landscaping and make other aesthetic improvements, offer a snack bar, and host more events.

Most recommendations for how to have the Zoo better serve the community require additional funding which is a widely recognized constraint on the Zoo and its operations today. Seventy-four percent (81%) of survey respondents noted that the biggest challenges for the Zoo in terms of growth and improvement are lack of funding and staff. Other respondents felt there is a lack of support from City officials, a lack of communication

between Zoo Staff, and additional leadership needed from the Zoological Society.

When asked what activities stakeholders would like to see less of, there were only a handful of responses. The top responses to this question were 'DO NOT CUT ACTIVITIES' and less down time between exhibits when an animal leaves the Zoo. When asked what activities stakeholders would like to see more of, the top response was more programming (at 44% of respondents), including programming outside of the Zoo. Recommendations for specific types of programming included offering more hands-on experiences for kids, summer programs, a "learning trail" offering a physical challenge and animal/environmental facts, special after-hours tours for donors, and online learning opportunities (via website or Facebook).

The first projects respondents would like to see the Zoo undertake include updating/improving all habitats (33% of respondents), renovating the wolf enclosure (24%), and completing the deer enclosure/improving drainage issues (24%). Other common responses when asked what projects the Zoo should undertake first included filling unoccupied enclosures and adding more animals.



Source: manitowoc.org



Nearly all stakeholders felt there were opportunities for the Zoo to partner with local organizations to expand offerings and further engage the community. Some of the organizations responding to the survey noted they would be happy to partner with the Zoo. Some of the suggested partnerships included:

- **Youth Organizations**
  - Big Brothers Big Sisters, 4-H, Boys and Girls Club, FFA
- **Schools**
  - More field trips to Zoo
  - Students build enrichment toys for animals
- **Local Businesses/Organizations:**
  - Grow it Forward-*community garden at the Zoo*
  - *Bars/restaurants-fundraisers*
  - Rahr-West Art Museum-*have animals create art with water-based safe dyes*
  - Local business owners members in Zoological Society
  - Ledge View Nature Center-*Zoo staff bring animals here*
  - Businesses sponsor big events like Zoo Boo
- **City**
  - Community events at zoo
  - Connections to other recreational resources
- **Library**
  - Summer family program
  - Zoo staff bring animals to library
- **Other Zoos**
  - Partner to be a satellite location of a larger zoo

## SWOT ANALYSIS

Based on the existing conditions analysis of the Lincoln Park Zoo (Chapter 2), stakeholder input and input from Zoological Society and Zoo Staff, the following strengths, weaknesses, opportunities and threats have been identified. Comments that were made regarding the Zoological Society are noted in parenthesis. This SWOT analysis was used to generate goals and recommendations in the next chapter.

### Strengths

- Location/access to nearby natural resources
- Educational/indoor exhibit space
- Regional draw
- No entrance fee
- Zoo Outreach Program
- Internal Zoo programming

- Partnerships with other Zoos and Fishery
- Large amount of open space at Zoo

### Weaknesses

- No current President or Secretary (*Zoological Society*)
- No current paid volunteer coordinator position (*Zoological Society*)
- Struggle to find volunteers (*Zoological Society*)
- Need involvement from younger people-need a succession plan (*Zoological Society*)
- Need someone to lead membership program (*Zoological Society*)
- Lack of focus-currently funding and volunteers (*Zoological Society*)
- Need to provide more than just opportunities to look at animals
- Need to track visitors to determine when to have events, do concessions
- Need additional staff
- Need to do more advertising in and outside of community
- Lack of focus on operations and programming

### Opportunities

- Add petting zoo-an interactive experience
- Expand playground for kids
- Add exotic animals, not just animals native to Wisconsin
- Add Visitor Center where people can spend money
- Add connection to kayak launch/river and trail being added adjacent to Zoo
- Remove rusted fencing-improve connection to river
- Add virtual programming
- Add seasonal or special attractions
- Host more events at the Zoo like Movies in the Park

### Threats

- Sustainability of public and private funding sources
- Community interest and enthusiasm for Zoo is perceived as diminishing

## COMPARATIVE ANALYSIS

To add perspective and aid in further defining opportunities at the Lincoln Park Zoo, it can be beneficial to review case studies of other comparable zoos. This section looks specifically at the Oschner Park Zoo (Baraboo, WI), Wildwood Zoo (Marshfield, WI) and NEW Zoo (Green Bay, WI) to identify successes and lessons learned that could be applied to the Lincoln Park Zoo.

### **Oschner Park Zoo (Baraboo, WI)**

The Oschner Park Zoo in Baraboo, WI first opened in 1926 with two bear cubs and some deer fawns. It now has over 30 different animal species. The Zoo is three acres and has approximately 38,000 visitors annually. It is open year round and offers free admission. The fact that the zoo is free is the most common things visitors like about it. Another element that people seem to like about the Zoo is that it is small, but has more animals than most zoos twice its size. Visitors like how compact the zoo is and the fact that you can get (safely) close to animals, especially when visiting with young children. Special activities at the Ochsner Park Zoo include free daily “Keeper Talks” during the summer at various exhibits. “Santa at the Zoo” is the Zoo’s other popular free program. Each summer the Zoo hosts a large fundraiser, Zoo Crew/Pizza in the Park which has free admission but raises funds through a craft fair and food sales.

The Zoo’s operating expenses are 100% funded by City tax levy. In 2019 operating expenses were \$224,374. In 2019 capital expenses were \$55,159. Twenty-five percent (25%) of the Zoo’s capital expenses are paid through by

direct donations to the Zoo. The remaining 75% of capital expenses are funded through Friends of the Baraboo Zoo contributions. The current responsibility of the Friends group is fundraising for capital improvements to the Zoo and managing volunteers. The Friends group is also planning to start a docent program run by a volunteer which will provide educational programming in the Zoo during summer months.

The Zoo is operated by the City’s Parks, Recreation and Forestry Department. Dedicated staff for the Zoo include two full-time paid zookeepers and one part-time (25% FTE) paid zookeeper. The City also has two summer interns and generally between four and six volunteers.

Out of all of the case studies, Oschner Park Zoo is most similar to the Lincoln Park Zoo in terms of size, annual budget and staffing level.

### **Wildwood Zoo (Marshfield, WI)**

The Wildwood Zoo in Marshfield, WI was established unofficially sometime after 1904. It began when some utility workers began to care for two black bears. Today the Zoo covers 60 acres (35 acres of fenced animal enclosures and 25 acres of parkland) and houses many different animals. In 2019 the Zoo had around 170,000 pedestrians visit the Zoo and 168,000 vehicles on the drive through route. Visitors like that the Zoo isn’t too large and that you can get (safely) close to animals. Other things visitors like about the Zoo include: free admission, it’s open year round, it has two of the three Kodiak brown bears in North



Oschner Park Zoo  
Source: Friends of the Baraboo Zoo



Wildwood Zoo  
Source: statetrunktour.com



America that are kept under human care, its exhibits are much larger than many nationally recognized zoos, and the fact that the Zoo offers a drive-through experience. Special free activities at the Zoo include Rotary Winter Wonderland (typically around 50,000 attendees), Wild Wednesdays (live animal program – in-person 2019 attendance was 1,500, 2020 virtual attendance was 9,310). Wildwood Zoo also hosts an annual Trick or Treat event which around 3,500 people attend annually. Donations are encouraged for this event. The Zoo also charges for guided group tours and gives around 20 annually.

The Zoo's operating expenses are 100% funded by City tax levy. In 2019 operating expenses (wages/benefits, contracted services, food and supplies, construction materials, fixed charges) were \$340,620. In 2019 capital expenses were \$1 million, 65% of which was paid by private funding, 20% from room tax, and 15% through bonding. The percentage makeup of funding sources varies from year to year. The Wildwood Zoo has a Zoological Society which formed in 1972 whose mission is to sponsor events, purchase new animals for the Zoo and fundraise/coordinate fundraising events like Zoofest and Trick or Treating.

The Zoo is operated by the City Park and Recreation Department. Paid staff include one permanent, full-time Zoo Manager, two part time (1,040 hours/year) Zoo Assistants. The Zoo also utilizes "Zoo Attendants" to monitor the Zoo and perform light janitorial duties during the hours of operation when animal care staff are not present. The Zoo utilizes Parks Maintenance employees on a rotating schedule to cover weekend shifts.

### **NEW Zoo & Adventure Park (Green Bay, WI)**

The NEW Zoo in Green Bay, WI first opened in 1954 and today features more than 215 animals spread across 62 exhibits on its 43-acre facility which sits within the 1,600-acre Brown County Reforestation Camp. In 2014, its Adventure Park was completed which features dueling 1,000-foot-long zip lines, an aerial ropes challenge course and a climbing wall. After this addition, attendance increased substantially from 218,000 to over 241,000 visitors. The Zoo offers a variety of interesting paid and free programming including up close encounters with Zoo animals, Behind the Scenes Tours, Zookeeper for a Day, Animal Storytime, Zoomobile, home school workshops, Zoo Snooze (overnights), and Zoo Camps for kids.



In 2018 the Zoo's operating expenses were \$2,225,251 (salaries/benefits, sales, depreciation, operating costs, animal care, utilities, intra-county expenses, indirect costs, and repair and maintenance). The Zoo and Adventure Park both charge age-based daily admission and offer annual memberships. Over half (53%) of the Zoo's revenue (\$1,150,799) comes from admissions and memberships. The remaining revenue comes from food and retail sales (\$528,174 or 24%), special events (\$144,346 or 7%), vending (\$160,508 or 7%), education programs (\$77,618 or 4%), other (\$11,586 or 0.5%), donations/conservation (\$78,437 or 4%), and transferred funds (\$6,041 or 0.2%). The NEW Zoo is unique compared to many zoos because it receives no funding from City tax levy. It is also one of only eight of the 230 Association of Zoos and Aquariums' (AZA's) accredited zoos that is 100% self-funded with no operational support from an endowment fund. Most zoos are about 60% self-funded.

The NEW Zoo does have a Zoological Society which manages the Zoo's numerous donation programs, organizes fundraising events and writes grants for capital expenses. Donation programs at the NEW Zoo include:

- Brick Program – *engraved brick at entrances of animal exhibits (\$125-\$250 depending on size of brick and engraving)*
- Giving Tree – *similar to brick program*
- Endowment Fund
- Wall of honor in the Mayan Restaurant – *donors get a plaque with desired wording on it (\$500+ dollar donation)*
- Pet Memorial Garden – *bury pet cremains and/or recognize pet by purchasing engraved Memorial Garden river stone (\$68-\$151 depending on stone size)*
- General Donations

Annual fundraising events hosted by the Zoological Society include Feast with the Beasts and a Cribbage Tournament. Through programs, fundraising events, and grant writing, the Society provided \$319,067 in capital support for the Zoo in 2018.

### Takeaways for Lincoln Park Zoo

1. Zoological Society
  - a. Focus on fundraising, special event and volunteer coordination.
  - b. Volunteering doesn't need to be a requirement for Society members.

- c. Create a Volunteer Coordinator position. This could be a paid or volunteer position. Oschner Park Zoo has had success finding volunteers via social media. Common volunteer responsibilities could include assisting at special events, cleaning, maintenance, programming, clerical tasks and assisting in a Visitor Center.
2. Operations
  - a. Continue to utilize summer interns.
3. Revenue Generation
  - a. Consider utilizing room tax funds for Zoo improvements.
  - b. Expand food/retail sales. Consider having concessions near river/trail access.
  - c. Rent recreation equipment such as canoes/kayaks, or bikes.
  - d. Host fundraisers at the park. The Baraboo Zoo Crew/Pizza in the Park event is the Zoo's largest annual fundraiser which raises money through craft and food sales. NEW Zoo hosts Feast with the Beasts along with the Wisconsin Restaurant Association. The event raises funds through ticket sales to the culinary and beverage event.
  - e. Find local business sponsors for events and animal exhibits.
  - f. Expand fundraising program by promoting brick program and consider other ideas such as adopt-an-animal or creation of an endowment fund.
  - g. Create an Amazon gift list or other list of items needed/wanted at Zoo.
  - h. Consider adding a train or carousel.
4. Other Activities/Events
  - a. Do live animal programs in-person and online.
  - b. Consider special events such as Zoo overnights, Animal Storytime, or Behind the Scenes Tours.
  - c. Expand opportunities for other types of recreation-canoeing, kayaking, biking, hiking, etc.
  - d. Add exhibits of animals native to the River and Lake.



## LODGING AND RECREATIONAL RESOURCE INVENTORY

The City is interested in adding an RV campground on a parcel on the north side of the Zoo, adjacent to Reed Avenue, as well as an adventure park within Lincoln Park to support additional tourism to the City and Zoo. To determine whether they may be market for an RV campground, the section below summarizes the competitive regional market. It also examines other types of lodging, recreation and entertainment amenities that draw people to the area to better understand tourism and user potential.

### RV Market Analysis

The National Park Service commissioned a report in 2019 on Campground Industry Trends. The report states that RV camping has been strong in recent years with approximately 25 million Americans RVing annually. This report also included an economic impact analysis of the RV industry. According to the report the average annual economic impact of RV campgrounds and travel nationwide is \$25.6 billion, this is in addition to the \$68 billion impact on RV manufacturers and suppliers and \$20.1 billion on RV sales and services.

When looking within a 20 mile radius from Manitowoc, there are six RV parks with a total of 404 RV sites. Within Manitowoc there is only one RV park located at the Manitowoc Expo Center. One review at campgroundreviews.com described the Expo Center's RV park as "A large paved area that is reasonably level. It can be noisy with the adjacent Interstate, but traffic quiets down late in the evening". This offering is not in a natural setting as a proposed Zoo RV park would be. All six RV facilities in the region offer restroom and shower facilities and the average nightly rate is around \$40. Over half of the sites (363 or 90%) can be used for both RV and tent camping.

Due to the increasing popularity of RV camping, the lack of an RV park in a natural setting in Manitowoc, and the potential economic impact it could have on the Zoo (through rentals and retail) and the community (retail, restaurants and services) the creation of an RV park with restroom and shower facilities should be considered.

### Other Lodging Data

There is no readily available database of lodging options in the City and surrounding area. To get a better understanding of non-RV options people can currently choose to stay overnight in the area, we conducted a

Google search and for hotels, motels, bed and breakfasts, and Airbnb offerings within the City. We also called the hotels and motels to inquire about the number of rooms.

As revealed by the table below, most (89%) of the estimated 624 rooms available are in hotels and motels-a seemingly substantial number non-camping options for visitors. Lodging is a key component of supporting additional tourism. If visitors stay longer in the City, there is also an increased likelihood they will take in other recreation and tourism sites, such as those listed in the recreational amenity inventory below.

Lodging Type	Room Count
Airbnb	67
Bed & Breakfast	2
Hotel/Motel	555
<b>Total</b>	<b>624</b>

### Other Recreational/Entertainment Amenities

As a recreational amenity, the Zoo is an opportunity to help the City of Manitowoc further establish itself as a tourist destination. The Zoo will benefit from attracting additional visitors as will local businesses. Below is an inventory of other recreation/entertainment opportunities in the City or nearby that could be potential partners with the Zoo or themes the Zoo could also capture to create a sense of connection to other amenities.

#### Outdoor Recreation (not primarily water-based)

- **Mariners Trail**-biking, hiking
- **Rawley Point Trail (Two Rivers)**-biking,hiking
- **Point Beach State Forest (Two Rivers)**-hiking,camping
- **Manitowoc County Ice Age Trail**-hiking
- **Henry Schuette Park**-playground
- **Woodland Dunes Nature Center (Two Rivers)**-learning, hiking
- **Indian Creek Disc Golf Course**-disc golf

#### Water-Based Activities

- **Lake Michigan**-swimming, fishing, boating, diving
- **Manitowoc Family Aquatic Center & Mini Golf**
- **Neshotah Beach (Two Rivers)**-swimming, boating
- **Little Manitowoc River**-canoeing/kayaking

#### Points of Interest

- **West of the Lake Gardens**-gardens on Lake Michigan
- **Pinecreset Historical Village**-early settlements in WI



- **Sputnik Crash Site**-satellite fragment landing location
- **Manitowoc Breakwater Lighthouse**-lighthouse originally built in 1895
- **Rogers Street Fishing Village (Two Rivers)**-Great Lakes maritime heritage

**Museums/Discovery Centers**

- **Wisconsin Maritime Museum**-nation’s most fully restored WWII submarine
- **Farm Wisconsin Discovery Center**-interactive farming exhibits, conference center
- **Rahr-West Museum and Mansion**-art museum
- **Hamilton Wood Type & Printing Museum (Two Rivers)**-wood preservation, printing and types
- **London Dairy Alpaca Ranch & Gift Store (Two Rivers)**-fully operational ranch open to public
- **Mishicot Historical Museum & Research Center (Mishicot)**-artifacts from Mishicot area

**Businesses**

- **Beernsten’s**-ice cream/candy shop opened in 1932

Many of these amenities are outdoor-recreation based, the Zoo included, which provides an opportunity for people seeking recreation to engage in a variety of complementary activities. The addition of an outdoor adventure park within Lincoln Park would serve to complement current recreation-based activities in the City, and possibly be another source of revenue for the Zoo.



Mariners Trail  
Source: htrnews.com



Little Manitowoc River  
Source: fundforlakemichigan.org



Farm Wisconsin Discovery Center  
Source: farmflavor.com



Pinecrest Historical Village  
Source: manitowocountyhistory.org



# OUR VALUES



## Care

*We strive provide the best possible habitat and care for animals, a supportive work environment for staff and a positive experience for visitors.*



## Education

*We offer opportunities for all ages by creating fun and engaging experiences that connect people with wildlife within and outside of the Zoo.*



## Community

*We strive to be a point of pride for the community and a gathering place for all. Be outward facing and responsive to community's needs and interests.*



## Collaboration

*We will partner with local businesses and organizations to fulfill our mission.*



## Sustainability

*We strive to be sustainable in our business practices and be good stewards of the animals and natural resources we care for.*



## GOALS & STRATEGIES

### Goal 1: Provide Exceptional Habitat and Animal Care

#### Strategies

1.1 Renovate and update existing habitats to meet or exceed industry standards.

1.2 Create a formalized animal management program to optimize animal well-being.

1.3 Develop temporary holding area for animal introduction/quarantine.

### Goal 2: Expand Opportunities for Learning

#### Strategies

2.1 Consider expanding animal exhibits that are native to Lake Michigan and the Little Manistowic River. This could include fish, birds or other wildlife. The Zoo has had past interest in a River Otter exhibit to establish a connection to the nearby River.

2.2. Partner with local conservation groups and projects, such as the Little Manistowic River Conservancy project, to provide programming and exhibits that highlight the importance of conserving critical areas in the community for the purpose of providing habitat and improving water quality. This includes bringing new programming/exhibits into AND outside of the Zoo. Examples of partner projects outside the Zoo could include signage along the River or in the Conservancy that share facts about habitat or animals visitors may see as they walk/bike/paddle.

2.3 Host live animal programs at the Zoo and on the Zoological Society's Facebook page.

2.4 Partner with the Manistowic Public Library and Ledge View Nature Center to bring animals to these locations and provide family programming.

2.5 Consider additional programming such as "Zookeeper for a Day" where kids can learn more about the animals and how they interact, eat, sleep; guided tours; adventure based play (e.g. zip line); and a petting zoo.

2.6 Provide playful, self-guided educational activities such as the image to the right which invites visitors to press a

button, hear a sound, and then lift a panel to identify the creature that makes that noise.

2.7 Consider addition of exotic animals.

2.8 Provide exhibits with animals native to the region/state that will help people learn what is native to the area.

### Goal 3: Connect with the Community

#### Strategies

3.1 Hold community-wide events near Lincoln Park and the Little Manistowic River.

3.2 Expand opportunities for other types of recreation. This could include canoeing/kayaking on the Little Manistowic River or hiking/biking to the lakeshore trail.

3.3 Partner with local youth organizations such as Big Brothers, Big Sisters, 4-H, Boys and Girls Club and FFA to offer special programming.

3.4. Find additional opportunities to partner with schools—offering more field trips or having classes build enrichment toys for animals.

3.5 Partner with local businesses to offer collaborative programming. One business that expressed interest during the planning process is the Rahr-West Art Museum.

3.6 Consider partnering with Grow it Forward to develop a site for a community garden at the Zoo.



Example of Educational Activity  
Source: coroflot.com

## GOALS & STRATEGIES

### Goal 4: Operate Under a Sustainable Business Model

#### Strategies

4.1 Purchase trail and vehicle counters (e.g. trafX.net/products) to track day of week and time of day that visitors arrive to determine when the greatest number of people are in the Zoo-when it makes most sense to have the gift shop/concessions open and offer live animal programs.

4.2 Expand food and retail sales. Consider opening a gift/concession shop near the river/trail access.

4.3 Create an Amazon wish list or another list of items that are needed/wanted at the Zoo to help direct donor efforts.

4.4 Develop promotional materials that highlight aspects that make the Zoo a unique regional draw.

4.5 Update the Zoo's website and make it more user-friendly.

4.6 Identify local businesses for support and sponsorship.

4.7 Host an annual fundraising event that includes support and assistance from area organizations and businesses.

4.8 Host an Adult Night Out at the Zoo to activate the adult population in the community. The event serve as a fundraiser and a place to advertise volunteer and Zoological Society position openings.

4.8 Develop a clear and intentional naming strategy to potential funders and donors. The Zoo should consider continuing to promote its brick program. New ideas to consider as part of a fundraising/naming strategy include "adopt an animal" or exhibit sponsors and sponsors for special event areas and buildings, and play and rest areas.

### Goal 5: Promote Teamwork and Organizational Strength

#### Strategies

5.1 Maintain a culture of personal and professional growth and development among staff

5.2 Strengthen relationships with Zoological Society to best utilize their passion and strengths in service of the zoo and the community.

5.3 Set up a call with the Zoo Director from at least one other similar sized Zoo in Wisconsin, at least once a year, to discuss new ideas, things that are working well for each zoo and challenges the zoos are facing.



5.4 Participate in a workshop to identify milestones and strategic partnerships and investments to support the Zoo in implementing its master plan.



5.5 Recruit for vacant positions on Zoological Society and focus on new members that diversify makeup of the group.



5.6 Create and fill paid Outreach/Volunteer Coordinator position.



5.7 Focus Society efforts on fundraising and volunteer coordination.



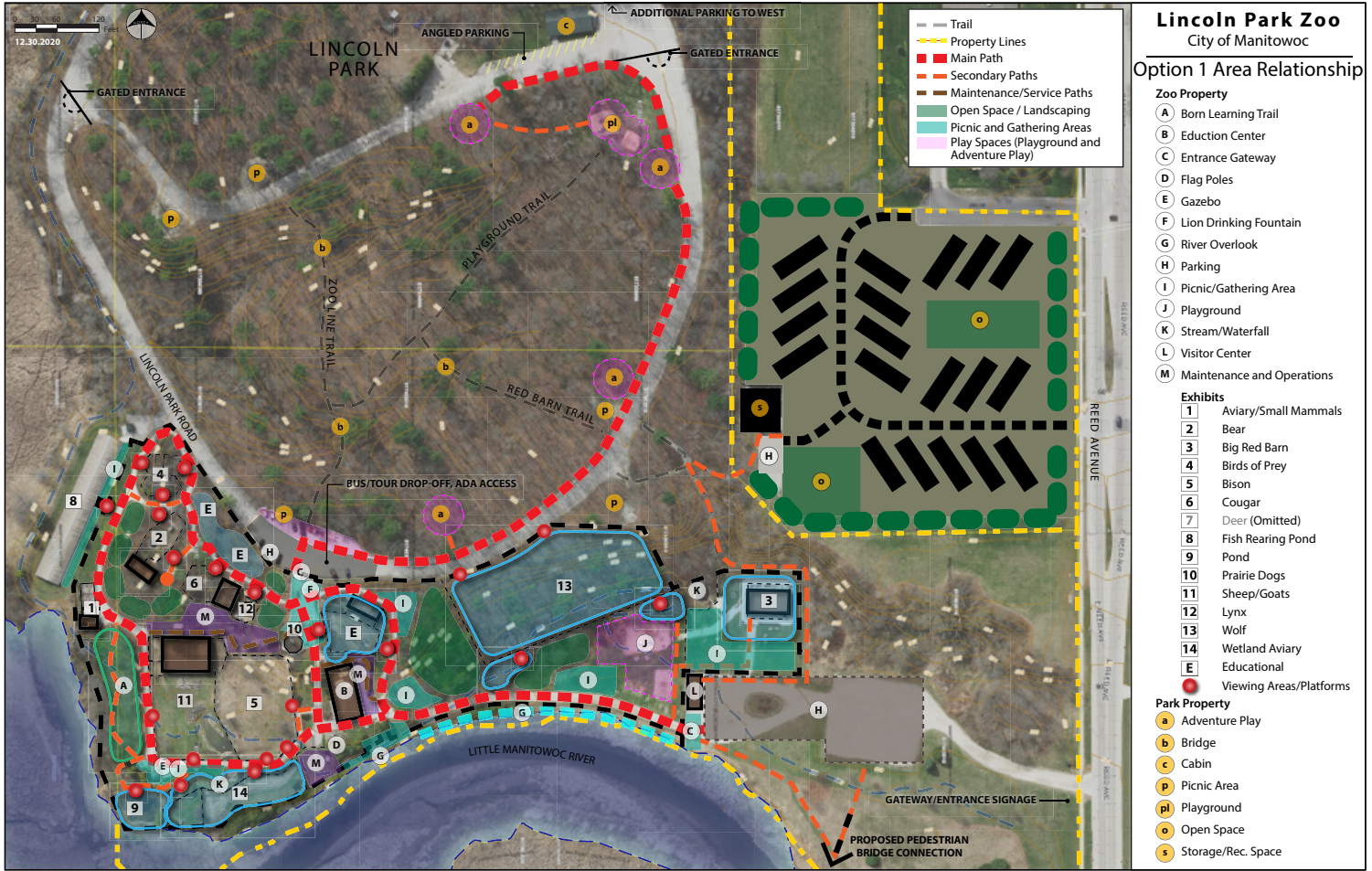
5.8 Define roles for Society members (e.g. President, Vice-President, Treasurer, Secretary, Membership Coordinator) and volunteers.



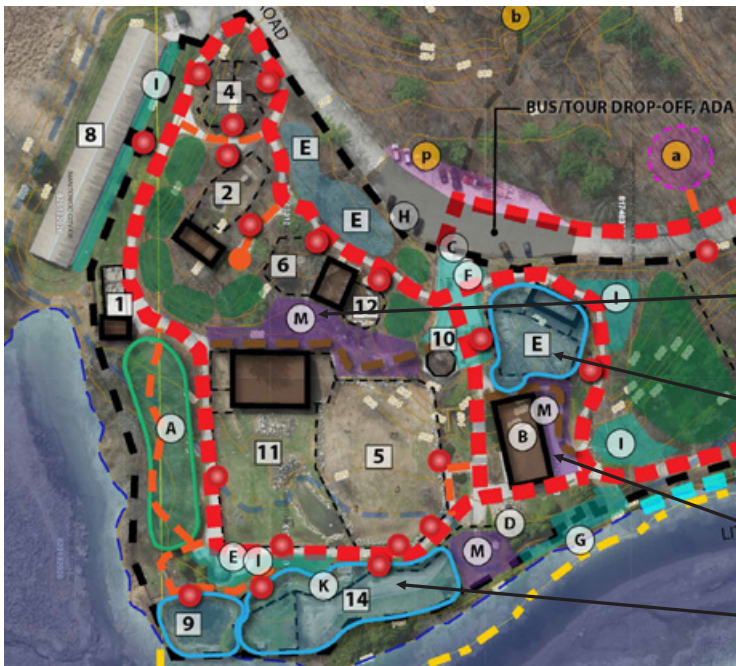
= Proposed Strategy for Zoological Society



# CONCEPT PLAN - OPTION 1



## Main Exhibit Area



### PROPOSED IMPROVEMENTS

- Improve main pathway and wayfinding
- Correct drainage issues near Big Cats and Duck Pond/Bison
- Expand and improve viewing areas ●
- Expand and improve picnicking areas ■

Improve Service Area, add temporary animal holding area

Education Exhibit, repurpose existing wolf building, explore adding platform/deck to roof



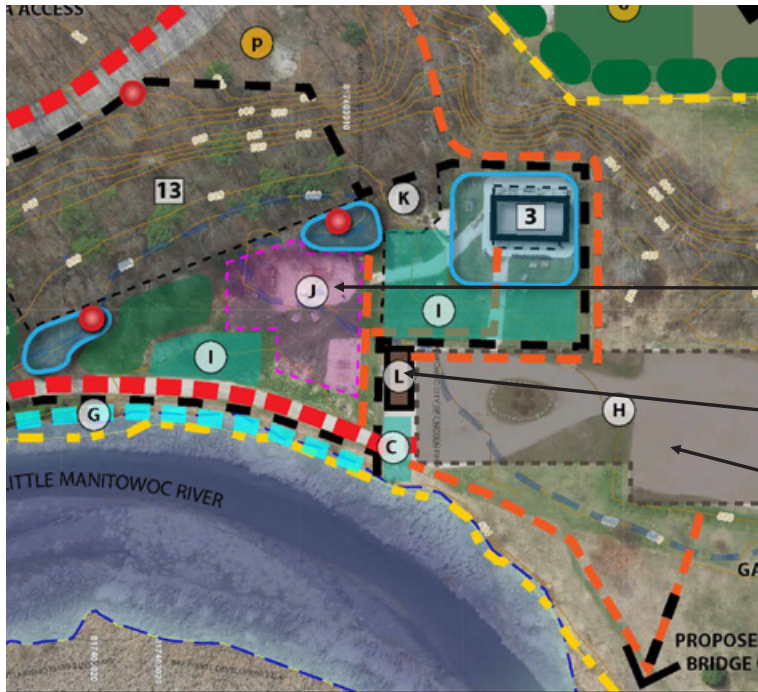
Expand maintenance and operations area

Wetland Aviary Habitat, incorporate existing stone fountain







## Reed Avenue Entrance



### PROPOSED IMPROVEMENTS

- Relocate main entrance from Lincoln Park Road
- Correct drainage issues in existing deer exhibit and redesign for wolves
- Expand and improve viewing areas 
- Expand and improve picnicking areas 
- Improve visual connections to Little Maniwoc

Enlarged playground with Tower



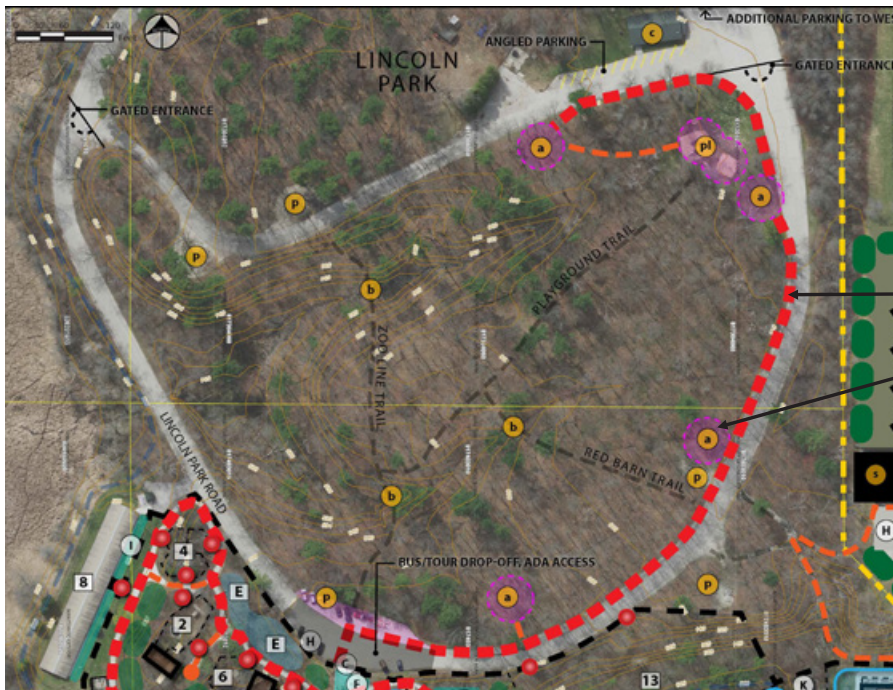
Visitor Center and Concessions, also serve as RV site office

Enlarged parking lot

GATEWAY/ENTRANCE SIGNAGE

PROPOSED PEDESTRIAN BRIDGE CONNECTION

## Adventure Park

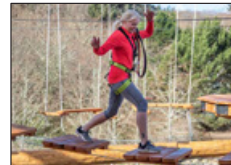
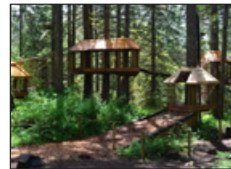


### PROPOSED IMPROVEMENTS

- Convert eastern loop of Lincoln Park Road to a gated access, allow school/tour buses, ADA access and maintenance
- Improve trails
- Expand and improve picnicking areas

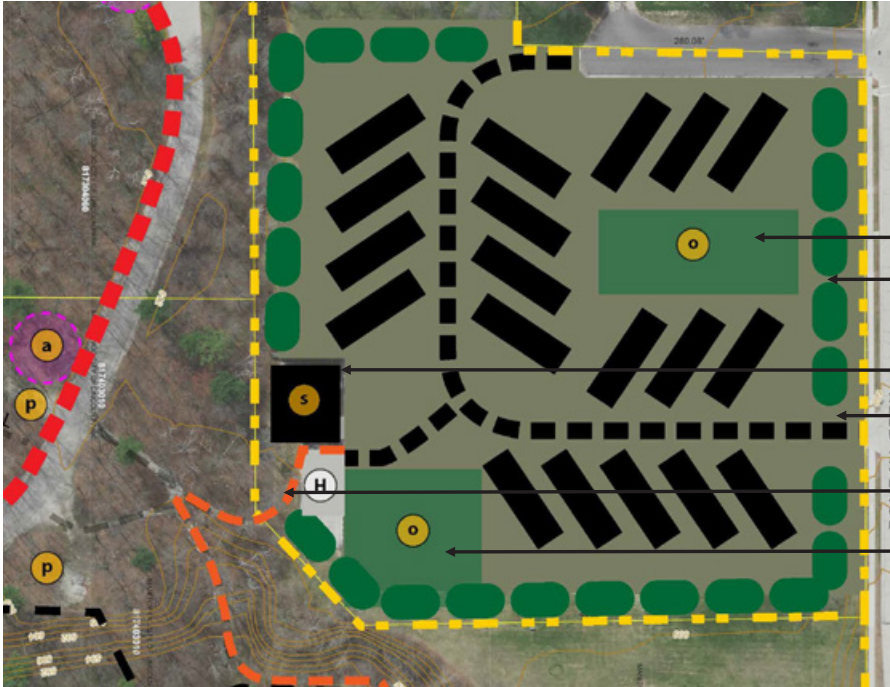
Modify drive to include pedestrian walkway

Adventure Play Nodes





## RV Campground



### PROPOSED IMPROVEMENTS

- Public-private partnership to develop and operate an RV Campground

Communal open space

Landscape buffer

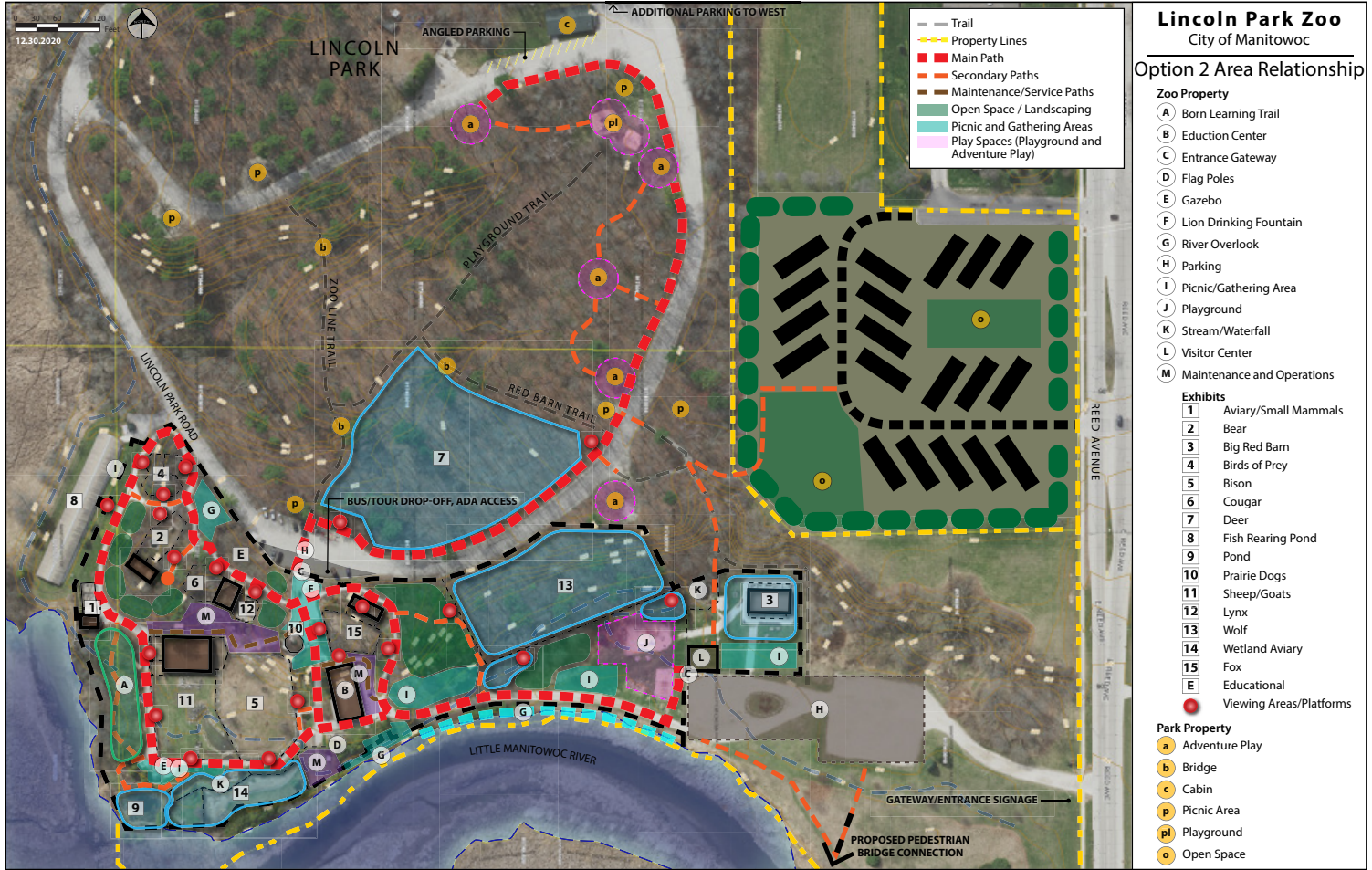
Storage and/or Rec. Center and Restrooms

New loop road

Trail connection to Zoo Visitor Center

Communal open space

# CONCEPT PLAN - OPTION 2



## Main Exhibit Area



### PROPOSED IMPROVEMENTS

- Improve main pathway and wayfinding
- Correct drainage issues near Big Cats and Duck Pond/Bison
- Expand and improve viewing areas
- Expand and improve picnicking areas

Improve Service Area, add temporary animal holding area

New Trail

Fox (or other mammal) exhibit, add viewing platform on existing building

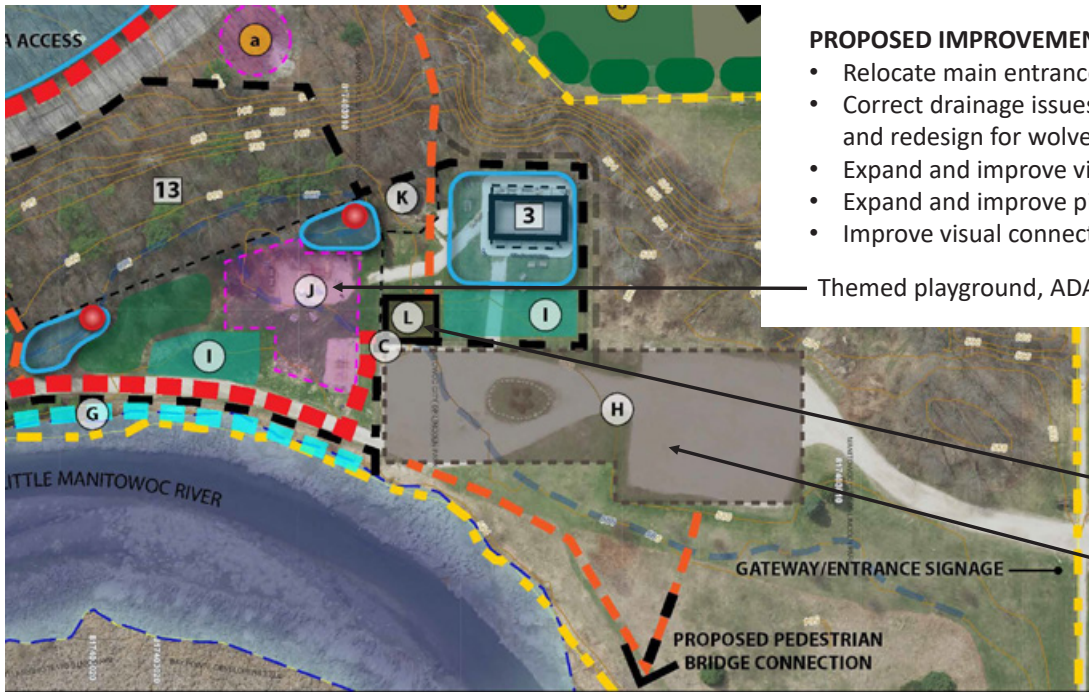
Expand maintenance and operations area

Wetland Aviary Habitat, incorporate existing stone fountain





## Reed Avenue Entrance



### PROPOSED IMPROVEMENTS

- Relocate main entrance from Lincoln Park Road
- Correct drainage issues in existing deer exhibit and redesign for wolves
- Expand and improve viewing areas ●
- Expand and improve picnicking areas
- Improve visual connections to Little Maniwoc

Themed playground, ADA



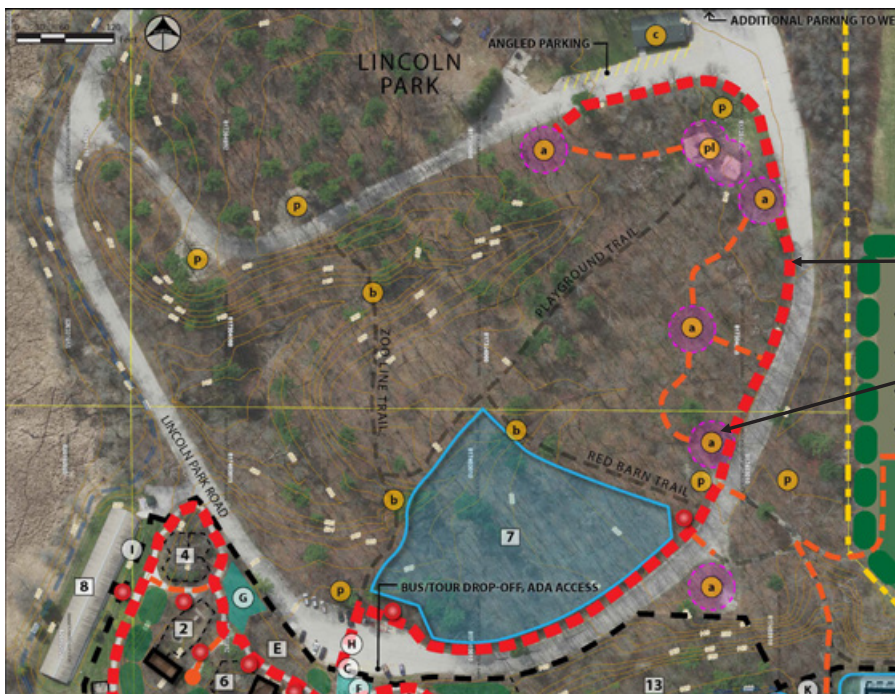
Visitor Center and Concessions, also serve as RV site office

Enlarged parking lot

GATEWAY/ENTRANCE SIGNAGE

PROPOSED PEDESTRIAN BRIDGE CONNECTION

## Adventure Park

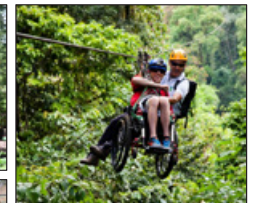
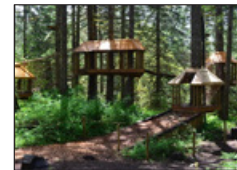


### PROPOSED IMPROVEMENTS

- New Deer Exhibit
- Improve trails
- Expand and improve picnicking areas

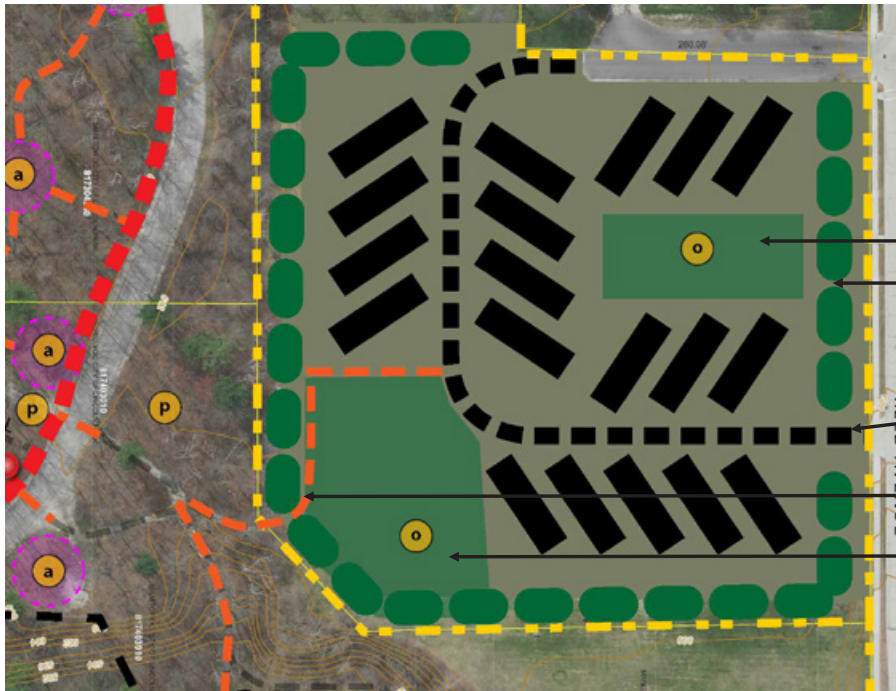
Off-Street pedestrian walkway (improve shoulder)

Adventure Play Nodes





## RV Campground



### PROPOSED IMPROVEMENTS

- Public-private partnership to develop and operate an RV Campground

Communal open space

Landscape buffer

New loop road, use existing curb cuts

Trail connection to Zoo Visitor Center

Communal open space

# MASTER PLAN



## Main Exhibit Area



### PROPOSED IMPROVEMENTS

Realign Lincoln Park Road and improve parking and pedestrian crossing.

New gateway. Enlarged plaza area, restrooms and shelter.

Education exhibit/Amphitheater and picnic area.

Renovate wolf exhibit for Mountain Lions

Signature exhibit (River Otter).

Gazebo and outdoor gathering area.

Wetland Aviary Habitat, incorporate existing stone fountain and turtle pond.





## Adventure Park



### PROPOSED IMPROVEMENTS

- Improve main pathway and wayfinding
- Correct drainage issues near Big Cats and Duck Pond/Bison
- Improve maintenance and animal care areas

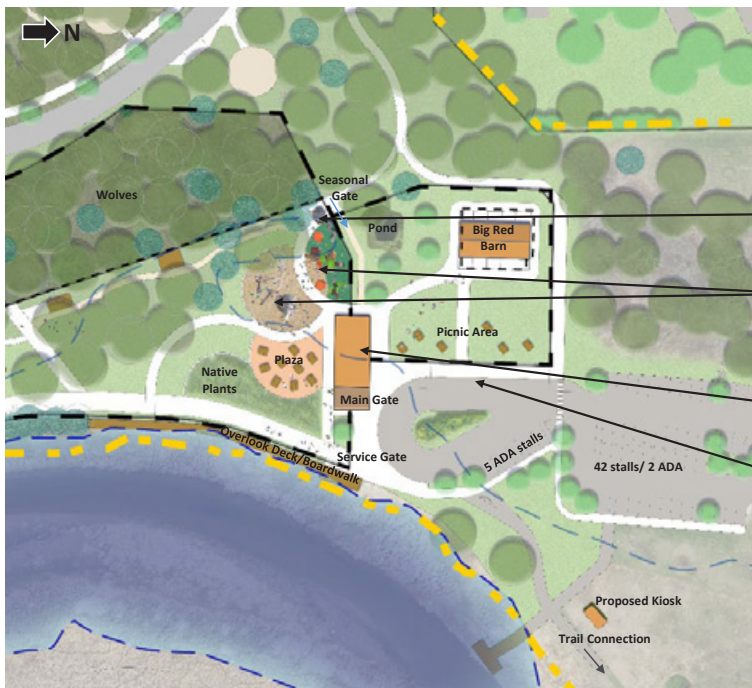
Improve Service Area, add temporary animal holding area

Expand maintenance and operations area. Fence/screen service and animal care

Screen lift station



## Reed Avenue Entrance



### PROPOSED IMPROVEMENTS

- Relocate main entrance from Lincoln Park Road
- Correct drainage issues in existing deer exhibit and redesign for wolves
- Improve visual connections to Little Manitowoc

Playground Tower/ Observation platform

Playground improvements



Visitor Center and Concessions, also serve as RV site office

Enlarged parking lot, bus drop-off, and turn around

Gateway entrance monument



## RV Campground



### PROPOSED IMPROVEMENTS

- Improve trails
- Expand and improve picnicking areas
- **Gated access could be considered on a temporary or seasonal basis**
- Expand educational opportunities

- Playground improvements
- Sidewalk/trail. (Modify alignment to avoid trees where possible)
- Adventure Play/Course Nodes (6)



## RV Campground



### PROPOSED IMPROVEMENTS

- Public-private partnership to develop and operate an RV Campground

- Tent camp site (alternate, consider openspace improvements)
- New loop road
- Landscape buffer (perimeter)
- Storage and/or Rec. Center and Restrooms (alternate, consider sewer hook-up at each RV site)
- Trail connection to Zoo Visitor Center and trails

## Master Plan Cost Estimate

Visitor Center and Plaza (K)	\$ 900,000
Playgrounds (I)	\$ 250,000
Play/Observation Tower (H)	\$ 210,000
Reed Avenue Parking Lot (H)	\$ 720,000
West Entrance/Lincoln Park Rd. (C)	\$ 360,000
Amphitheater (E)	\$ 130,000
Boardwalk Overlook (G)	\$ 160,000
Gazebo Seating Area (E)	\$ 40,000
Covered Shelter (J)	\$ 60,000
Restroom (J)	\$ 240,000
Animal Holding Area (M)	\$ 180,000
Maintenance and Operations - Yard and Building Improvements (M)	\$ 430,000
ESTIMATED DESIGN (10%)	\$ 370,000
<b>SUBTOTAL</b>	<b>\$4,050,000</b>
Adventure Park	\$ 450,000
RV Campground	\$2,400,000
ESTIMATED DESIGN (10%)	\$ 290,000
<b>SUBTOTAL</b>	<b>\$3,140,000</b>

*NOTE: All costs are in 2021 dollars and assume a single project. Phased project costs will vary based on inflation and phased design/engineering.*

Small Mammals (1)	\$ 10,000 - \$ 20,000
Bear (2)	\$ 95,000 - \$ 120,000
Big Red Barn (Petting Zoo) (3)	\$ 35,000 - \$ 60,000
Birds of Prey (4)	\$ 5,000 - \$ 20,000
Bison (5)	\$ 160,000 - \$ 200,000
Mountain Lion (6)	\$ 150,000 - \$ 200,000
Fish Pond Plaza Area* (7)	\$ 20,000 - \$ 50,000
Fox and Lynx (8/9)	\$ 50,000 - \$ 80,000
Pond/Wetland Aviary (10/15)	\$ 600,000 - \$1,000,000
Prairie Dogs (11)	\$ 5,000 - \$ 15,000
River Otter Exhibit (12)	\$1,500,000 - \$2,000,000
Sheep/Goats (13)	\$ 25,000 - \$ 75,000
Wolves (14)	\$ 90,000 - \$ 200,000
Educational Center	\$ 5,000 - \$ 50,000
ESTIMATED DESIGN (10%)	\$ 275,000 - \$ 410,000
<b>SUBTOTAL</b>	<b>\$3,025,000 - \$4,500,000</b>

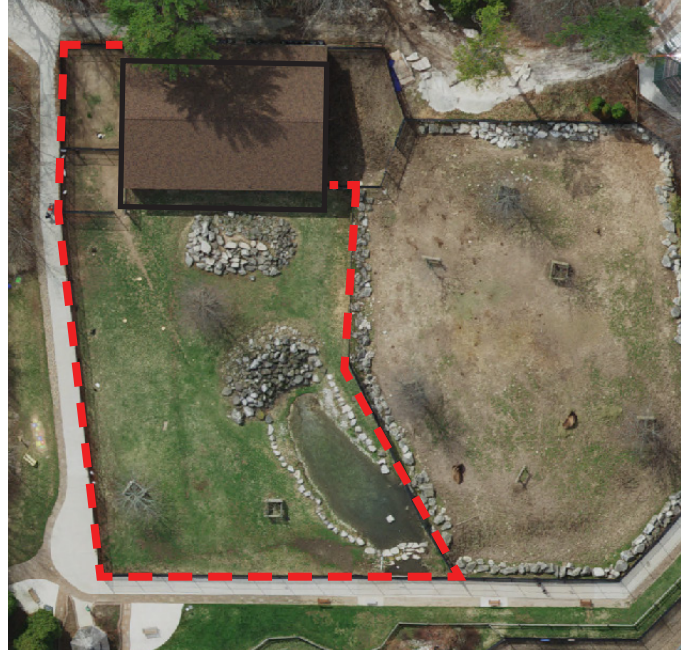
**TOTAL** **\$10,215,000 - \$11,690,000**



## EXISTING EXHIBIT RECOMMENDATIONS AND ESTIMATED COSTS

The following section identifies general recommendations for specific exhibit improvements based on uncompleted 2014 Master Plan, (identified with an \*) as well as recommendations and interviews with staff and observations as part of the current master plan. Costs for other elements of the master plan are identified in the previous section.

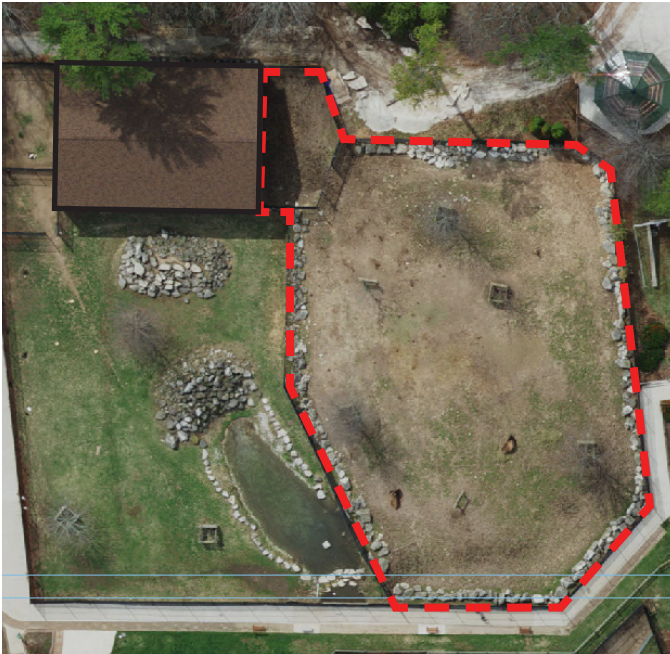
Costs are provided in a range as additional detail is required prior to implementation including engineering and permitting. Additionally, multiple projects may be completed together as a single project saving on mobilization and site disturbance costs.



### Goats and Sheep (Duck and Geese Pond)

*Estimated Cost - \$25,000 to \$75,000*

- Regrade entrance to barn\*.
- Install additional enrichment elements such as walls, mounds or tunnels.
- Rebuild pond, adding waterfall or fountain.
- Add viewing area or window in perimeter screening.



### Bison

*Estimated Cost - \$160,000 to \$200,000*

- Reestablish current landscaping. Replace and add additional rocks around perimeter.
- Add viewing area or window in perimeter screening. (A certain spot along the fence bison are able to go up to the fence and visitors attempt to touch the bison.)
- Improve signage.



### Barn

*Estimated Cost - \$5,000 to \$20,000*

- Improve the lighting throughout the bison barn\*. (Currently there is one little light lighting up each area of the barn. Not enough light for vet visits or for cleaning and maintenance.)
- Improve interior drainage - add central drain in floor\*.
- Renovate interior for additional storage. Oversized for current animal uses.





### Bear Exhibit

*Estimated Cost - \$95,000 to \$120,000*

- Bear den room\* – shrink the den room by adding a fence to split the room creating an animal area and a keeper area. This would separate the building in two if a bear would need to be quarantined. Half the building would consist of the modified den room with a separate outside exhibit door and the other half would consist of two pens and separate outside exhibit door. Plus this side would have access to a small yard that could be closed off from the main yard by closing the existing sliding gate.
- Bear yard door\* – remove the current latch and replace with a more secure bolt lock. Currently, if door is not closed tightly, the bear could get their nail in the door and rip it open.
- Maintenance gates\* – double gates on the maintenance gate to prevent animal escape when loading and unloading animals. Also, the maintenance gate needs to be realigned; difficult to almost impossible for one person to close.
- Rebuild pond.
- Improve signage.
- ADA upgrades to viewing platforms.
- Explore adding heat. Assessment of structure required.



### Birds of Prey Exhibits (Owl, Hawk, and Eagle)

*Estimated Cost - \$5,000 to \$20,000*

- Add double gates\* (Proper to have double gates on bird exhibits to prevent birds from escaping.)
- Expand sidewalk for viewing areas at each enclosure.



### Small Mammal Exhibit (conversion for Porcupines in progress from current Aviary)

*Estimated Cost - \$10,000 to \$20,000 (Replacement - \$250,000 +)*

- Renovate the open exhibit by adding exhibit doors to the back of the exhibits, and adding double gates\*.
- Rebuild the covered exhibits for better maintenance access and improved drainage. (Replacement of the structure could be considered.)





### Fox and Lynx Exhibit

*Estimated Cost - \$50,000 to \$80,000*

- Mountain Lions to move to existing (empty) wolf exhibit. Rebuild/re-purpose Mountain Lion for Fox or similar mammal.
- Maintenance gates\* – double gates on the maintenance gate to prevent animal escape when loading and unloading animals.
- New interior fencing.
- Exhibit perimeter fencing\* – Strengthen the mesh fencing possibly by weaving a wire to attach mesh sections together or placing a metal strip through the areas where the mesh sections attach and hog ringing the strips to the mesh for more strength. See North Carolina Zoo pictures.
- Tree trimming around and above enclosure.
- Visitor observation stump\* – A sign needs to be added to the stump to keep visitors from climbing it and getting on top of the cougar exhibit. Also, small meshing should be added around the stump to keep visitors from trying to stick their fingers through the fence.
- Update signage.
- ADA improvements for viewing areas.



### Prairie Dog Exhibit

*Estimated Cost - \$5,000 to \$15,000*

- Facade improvements such as masonry or custom concrete texturing.



### Big Red Barn

*Estimated Cost - \$35,000 to \$60,000*

- Reopen as petting zoo at exterior pens only. Improve interior storage and maintenance access.
- Floor drains\* – move drains from inside the pens to outside the pens for proper cleaning of the pens.
- Dumpster enclosures\* – An area to hide the manure barrels so they are not an eye sore out in the open.
- Improve picnic area (see overall master plan recommendations).
- Rebuild pond and replace fencing with lower, ornamental fencing or landscaping.



**Wolf Exhibit** (Existing Deer Exhibit)

*Estimated Cost - \$90,000 to \$200,000*

- Rebuild/re-purpose exhibit for Wolves. Add appropriate enrichment opportunities - stone, landscaping, etc.
- Improve site drainage and restore vegetation removed by deer grazing.
- Add additional viewing areas and connecting sidewalks.



**Mountain Lion** (Existing Wolf Exhibit)

*Estimated Cost - \$150,000 to \$200,000*

- Rebuild/re-purpose exhibit for Mountain Lion. Add appropriate enrichment opportunities, such as rocks, outcropping, logs, etc.
- Remodel interior of building.
- See overall master plan recommendations for additional exterior improvements.



**Education Center Exhibits**

*Estimated Cost - \$5,000 to \$50,000*

- African Tortoise Exhibit\* – Add a puddle for the tortoise to wade in and/or drink from. Plexi-glass would be attached to the side of the planter shelf to keep the tortoise from damaging the wood. See NEW Zoo pictures.
- Classroom enhancements.



**Wetland Aviary** (Currently Unused Exhibits)

*Estimated Cost - \$600,000 to \$1,000,000*

- Rebuild/re-purpose Turtle Pond, Crane and old Deer exhibits as wetland aviary habitat/teaching exhibit.
- Expand paths and boardwalks/piers for additional viewing opportunities.
- See overall master plan recommendations for additional recommendations

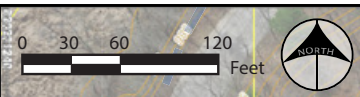


# APPENDIX

Maps  
Meeting Notes  
Stakeholder Input







**LINCOLN PARK**  
CITY OF MANITOWOC  
PARCEL # 05281730406000

HOLY FAMILY MEMORIAL INC.  
PARCEL # 05281730402000

LINCOLN PARK DEVELOPERS LLC.  
PARCEL # 05281730401000

# Lincoln Park Zoo

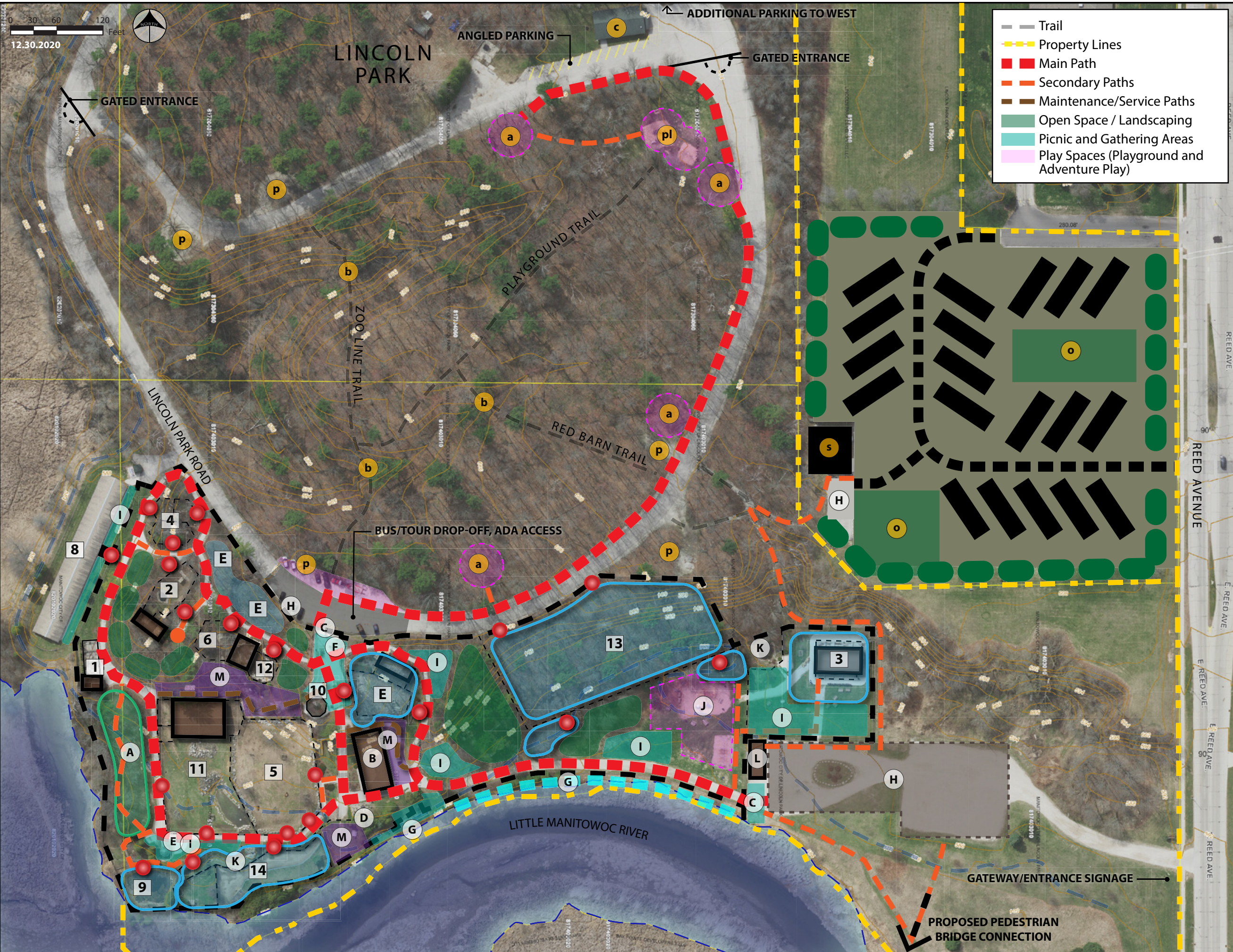
City of Manitowoc

## Existing Conditions

- Zoo Property**
- (A) Born Learning Trail
  - (B) Education Center
  - (C) Entrance Gateway
  - (D) Flag Poles
  - (E) Gazebo
  - (F) Lion Drinking Fountain
  - (G) River Overlook
  - (H) Parking
  - (I) Picnic Area
  - (J) Playground
  - (K) Stream/Waterfall
- Exhibits**
- 1 Aviary/Small Mammals
  - 2 Bear
  - 3 Big Red Barn
  - 4 Birds of Prey
  - 5 Bison
  - 6 Cougar
  - 7 Deer
  - 8 Fish Rearing Pond
  - 9 Pond
  - 10 Prairie Dogs
  - 11 Sheep/Goats
  - 12 Snow Leopard
  - 13 Wolf
  - E Educational
  - \* Empty
  - Viewing Platforms
- Park Property**
- (b) Bridge
  - (c) Cabin
  - (p) Picnic Area
  - (pl) Playground
- Trail
- Property Lines
- ★ Drainage Issue
- Steep Sidewalk (> 8%)







12.30.2020

- Trail
- Property Lines
- Main Path
- Secondary Paths
- Maintenance/Service Paths
- Open Space / Landscaping
- Picnic and Gathering Areas
- Play Spaces (Playground and Adventure Play)

# Lincoln Park Zoo

City of Manitowoc

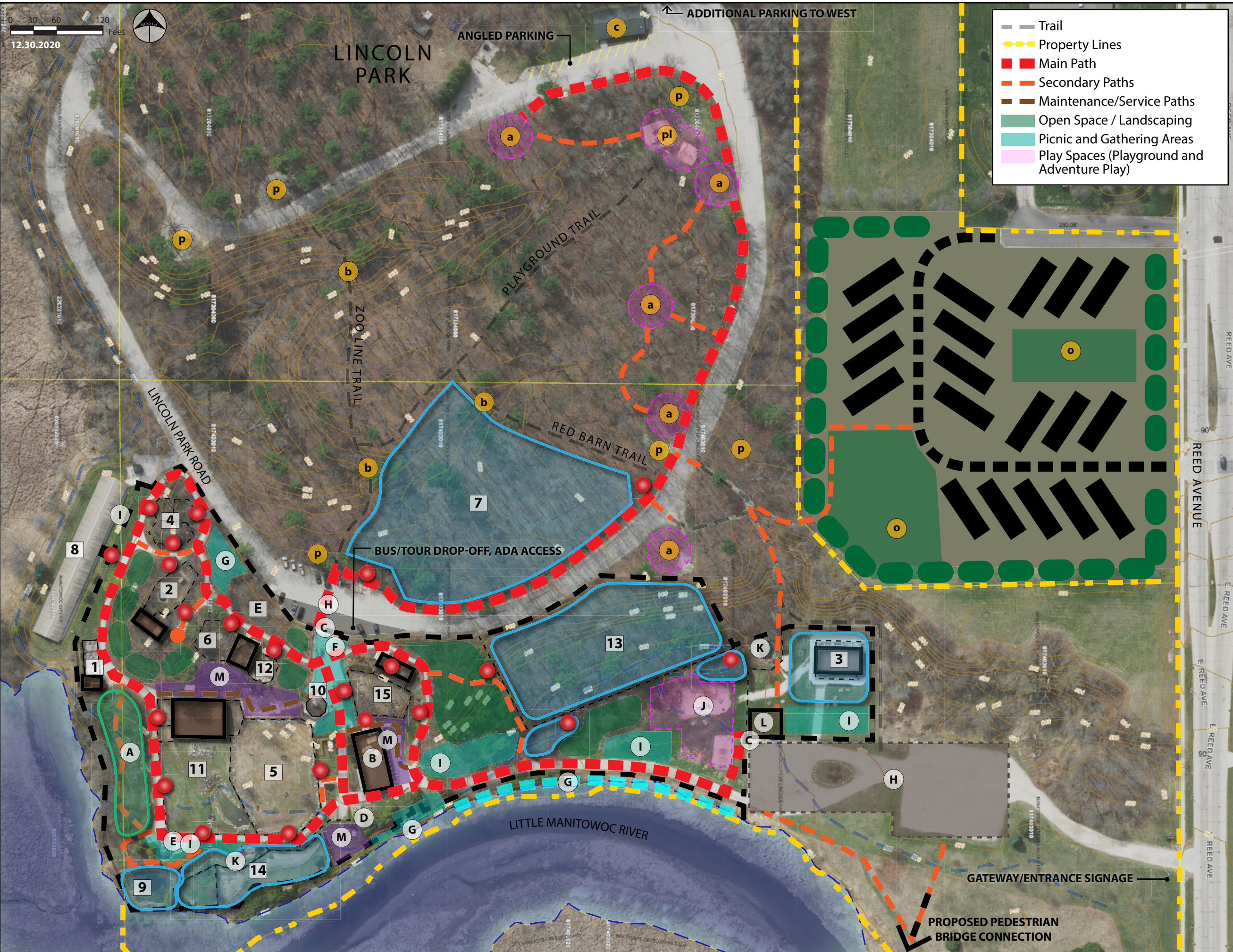
## Option 1 Area Relationship

- Zoo Property**
- A Born Learning Trail
  - B Education Center
  - C Entrance Gateway
  - D Flag Poles
  - E Gazebo
  - F Lion Drinking Fountain
  - G River Overlook
  - H Parking
  - I Picnic/Gathering Area
  - J Playground
  - K Stream/Waterfall
  - L Visitor Center
  - M Maintenance and Operations

- Exhibits**
- 1 Aviary/Small Mammals
  - 2 Bear
  - 3 Big Red Barn
  - 4 Birds of Prey
  - 5 Bison
  - 6 Cougar
  - 7 Deer (Omitted)
  - 8 Fish Rearing Pond
  - 9 Pond
  - 10 Prairie Dogs
  - 11 Sheep/Goats
  - 12 Lynx
  - 13 Wolf
  - 14 Wetland Aviary
  - E Educational
  - Viewing Areas/Platforms

- Park Property**
- a Adventure Play
  - b Bridge
  - c Cabin
  - p Picnic Area
  - pl Playground
  - o Open Space
  - s Storage/Rec. Space





0 30 60 120 Feet  
12.30.2020

↑ ADDITIONAL PARKING TO WEST

- Trail
- - - Property Lines
- Main Path
- - - Secondary Paths
- Maintenance/Service Paths
- Open Space / Landscaping
- Picnic and Gathering Areas
- Play Spaces (Playground and Adventure Play)

# Lincoln Park Zoo

City of Manitowoc

## Option 2 Area Relationship

- Zoo Property**
- (A) Born Learning Trail
  - (B) Education Center
  - (C) Entrance Gateway
  - (D) Flag Poles
  - (E) Gazebo
  - (F) Lion Drinking Fountain
  - (G) River Overlook
  - (H) Parking
  - (I) Picnic/Gathering Area
  - (J) Playground
  - (K) Stream/Waterfall
  - (L) Visitor Center
  - (M) Maintenance and Operations

- Exhibits**
- 1 Aviary/Small Mammals
  - 2 Bear
  - 3 Big Red Barn
  - 4 Birds of Prey
  - 5 Bison
  - 6 Cougar
  - 7 Deer
  - 8 Fish Rearing Pond
  - 9 Pond
  - 10 Prairie Dogs
  - 11 Sheep/Goats
  - 12 Lynx
  - 13 Wolf
  - 14 Wetland Aviary
  - 15 Fox
  - E Educational
  - Viewing Areas/Platforms

- Park Property**
- (a) Adventure Play
  - (b) Bridge
  - (c) Cabin
  - (p) Picnic Area
  - (pl) Playground
  - (o) Open Space

GATEWAY/ENTRANCE SIGNAGE

PROPOSED PEDESTRIAN BRIDGE CONNECTION

LINCOLN PARK

ANGLED PARKING

PLAYGROUND TRAIL

RED BARN TRAIL

ZOO LINE TRAIL

LINCOLN PARK ROAD

BUS/TOUR DROP-OFF, ADA ACCESS

LITTLE MANITOWOC RIVER

REED AVENUE

E REED AVE.

E REED AVE.

E REED AVE.

E REED AVE.







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<b>Project:</b>	Lincoln Park Zoo Master Plan	<b>Location:</b>	Meeting/Conf. Call
<b>MSA Project No.:</b>	05571020	<b>Date:</b>	October 27, 2020
<b>Meeting Purpose:</b>	<b>Kickoff Meeting</b>	<b>Time:</b>	4:00 pm
<b>Meeting Organizer:</b>	Dan Schmitt		

**OLD BUSINESS/OPEN ITEMS:** None

**AGENDA:**

1. Introductions
2. Review of Project Scope and Schedule
3. Existing Conditions (and Existing Long Range Plan)
4. Strength, Weakness, Opportunity, Threat (SWOT) Activity
5. Discussion (if needed)
6. Wrap Up
  - a. Action Items
  - b. Next Meeting

**PROJECT UPDATES:**

Schedule –

CITY OF MANITOWOC  LINCOLN PARK ZOO MASTER PLAN - PROPOSED TIMELINE -	M1		M2		M3		M4		M5	
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2
<b>SCOPE OF SERVICES</b>										
<b>Phase 1: Site Inventory, Analysis and Evaluation</b>										
Conduct site visit and kick-off <b>Meeting #1</b>										
Data gathering and research										
Existing conditions evaluation/opportunities and constraints										
<b>Phase 2: Conceptual Design</b>										
Area relationship diagrams										
Design Review <b>Meeting #2(teleconference)</b>										
Conceptual master plan										
Planning level cost estimates										
Design Review <b>Meeting #3(teleconference)</b>										
<b>Phase 3: Strategic Planning</b>										
<b>Phase 4: Final Master Plan</b>										
Product final master plan and staff report										
Revise final plan based on client feedback										
Final plan completion										
<b>PROJECT COMPLETION PERCENTAGE</b>		15%		30%		60%		90%		100%



**Existing Conditions/Site Analysis –**

1. Available Documentation from City
2. MSA GIS Base

**Strength, Weakness, Opportunity, Threat (SWOT) Activity**

1. What one word would you use to describe the Lincoln Park Zoo, today?
2. What are things that are working well for the zoo? And Zoological Society?
3. What makes you unique from other zoos?
4. What are things your zoo is lacking? And Zoological Society?
5. What are things other zoos do better than you?
6. What activities or amenities would you most like to see in the zoo?
7. What is the biggest issue facing the zoo? And Zoological Society? What causes the issue?
8. Are there any zoos (outside of Manitowoc) that you really enjoy? What can we learn from them?

**ACTION ITEMS:**

Task	By	Due Date
Stakeholder Identification and Outreach Plan	Parks Staff/Zoological Society	November
Provide Copy of Board Charter	Zoological Society	
Preliminary Site Analysis	MSA	December 4
Stakeholder Interviews	Parks Staff/Zoological Society	Tent. December 4 or as needed

**Attendees:**

Affiliation	Name
City of Manitowoc	Curtis Hall
	Vicki
	Kathy
Lincoln Park Zoological Society	
MSA	Becky Binz
	Dan Schmitt

**MEETING NOTES:**



**Zoological Society Goals**

- Number of animals increasing
- Need habitat improvements that are going to last a long time
- Engineering approach to site – not as functional as it could be

**PERCEPTION - What one word would you use to describe the Lincoln Park Zoo, today?**

- Crossroads – not sure which way they want to go (zoo and society)
- Antiquated
- Potential
- Small Zoo
- Financially strapped – concern about economy local and nationwide
- Fundraising
- Went to Council last week and asked for funding for the Zoo.
- City budget hasn't increased in a number of years.
- Who else can we get donations from?
- There is a Zookeeper membership with donations, they get donations for holiday lights
- Zoo is one of the most important thing to citizens
- Lack of City support (financial, lack of investments)
- Community – people love the zoo (they have attendance numbers) (about 25,000 in summer)
- They need to improve on attendance – trail counters?

**STRENGTH - What are things that are working well for the zoo? And Zoological Society?**

- Increase needed in staff
- Location/access to nearby natural resources
- Educational/Indoor exhibit space
- Regional draw – only zoo in the county; “Lights in Lincoln Park”
- July donations were \$5,000 (\$2 adults, \$1 kids)

**STRENGTH - What makes you unique from other zoos?**

- Location – along the river, along a larger park (a lot of recreational amenities)
- It's free
- Interactions with zookeepers, you can get up close and personal with animals. Nothing scheduled right now.
- They have an outreach program where they go to other locations – school forest, library, other public programming. Sometimes they do this by request. Examples: Easter, Zoolights, Halloween, Migratory Bird Day, Day Camps for kids. Tuesdays at \$10 are free, Halloween and Easter are \$1, \$13-\$30 per appearance. Room rentals for events for \$50/hour.
- Partner with zoos in and outside of Wisconsin
  - Madison zoo, Milwaukee
  - Other smaller zoos who have visited Manitowoc are always very impressed
- Fishery partnership
- Indoor educational facility is unique

**WEAKNESS - What are things your zoo is lacking? And Zoological Society?**

- No current president of Zoological Society, no Secretary
  - Positions have been vacant for a few months. They have had issues keeping a president.
- They have a paid society coordinator position – hasn't been successfully filled.
  - They have left on their own or can't meet Society's expectations



- Do workers/volunteers need to be members of society?
  - Maybe they don't want to become sitting members, but they still would like to help out.
- Have had struggles with finding volunteers to do work. And struggle to find capable people.
  - Need a sheet of responsibilities with timeframes of when they need things done and volunteers can sign up. Board needs responsibilities and volunteers need ideas.
  - Outreach for volunteers
- Social media is still important – volunteer coordinator needs to be interested
- Need new ideas for what people want to see (younger people)
- Succession plan – how do we get interest in younger generations
- Need someone to lead membership program – could be coordinator positions
- Strategic Planning for Zoo Society – is the society model correct for the group? Could divvy up responsibilities of coordinator to board?
- Lack of focus – funding, volunteers

**WEAKNESS - What are things other zoos do better than you?**

- Diversification – e.g. Green Bay. More to do than just look at animals.
  - Manitowoc can't retain a concession stand – there are some contractors interested in doing a concession stand
- Tracking visitors – time of day, temperature, other conditions > when to put events on, when to do concessions
- Staffing – though this a struggle for all zoos
- Advertising
  - Not doing any marketing outside of Manitowoc. Have done some in the past. Mostly doing promotion through Chamber, have done billboards.
  - Not doing much marketing in community.
  - Ad in Chamber
  - Halloween and Christmas are promoted through social media, chamber, web page
  - Lights in Lincoln Park – brochures on bulletin boards. Some radio advertising. Do similar promotion for Halloween and other events.
  - Capitalizing on each other's marketing effort

**OPPORTUNITIES - What activities or amenities would you most like to see in the zoo?**

- Petting zoo – interactive experience
- Small recordings at each animal that can give you basic facts about all animals.
- Playground or other elements to play on
- Zoo is currently focused on Wisconsin animals, not exotic animals
- Possibly interested in an otter exhibit – or some other focal point because wolf exhibit is empty and has been for a while. This empty exhibit is an eyesore.
- They are interested in prairie dogs and otters
- Need a visitor center where people can spend money, concessions. Need to make it user-friendly.
  - Takes visitors 30 minutes to see everything right now.
- Currently doing a kayak launch, bridge and trail that will connect to the zoo.
- Get rid of rusty fence around zoo and animals – doesn't look very friendly.

**THREATS - What is the biggest issue facing the zoo? And Zoological Society? What causes the issue?**

- More funding allows more improvements
  - Sustainability of funding from both public and private sources
- We could do a gate and people pay there (something like \$2 per car)



- Lack of focus in operations and programming
- Identification of users – where are visitors coming from and why
- Interest and enthusiasm for the zoo is diminishing

**BRAINSTORMING - Are there any zoos (outside of Manitowoc) that you really enjoy? What can we learn from them?**

- Any zoo that has proper staff to take care of animals and do training (mentally as well as physically)
  - If they could train animals they could do programming where people can watch animals be trained
- Green Bay – NEW Zoo
  - They have enrichment programming on TV/social media
  - Have some exotic animal that they could use for special programming
- Madison Zoo
  - Stand with bear skulls- kids could feel
  - Wolf paw print kids could touch
  - Mini concerts
- Would like to do more virtual stuff
- Seasonal or special attractions-other zoos are doing this, maybe something that rotates
- Special ed groups usually come in, but didn't this year with COVID
- There are existing partnerships with school
- There is a lot of open picnic space – this differentiates them from other zoos
- Park department did movies in the park last year – went over well. They had concessions. Charged a couple of dollars. Someone donated the screen. In a barn??

**SITE VISIT**

See attached.





# LINCOLN PARK ZOO

EXISTING CONDITIONS

CITY OF MANITOWOC  
MANITOWOC COUNTY, WISCONSIN

### General Lack of Storage

No place to quarantine animals

No spare enclosures

parks staff reduced after manitowoc financial crisis, parks staff used to help with maintenance

- 1. Animal Exhibit (2010) - 2010-2011  
Public/venue partnership  
RV Campsites
- 2. Animal Exhibit (2010) - 2011  
potential access to proposed RV area
- 3. Animal Exhibit (2010) - 2011  
bear enclosures have drainage issues, consider removing deer and converting
- 4. Animal Exhibit (2010) - 2011  
old campsite on city road, consider placement for adventure trails (see playground garden throughout) maintain interior trails
- 5. Animal Exhibit (2010) - 2011  
facility does not properly accommodate bear exhibits, no moles currently, consider for big cats?
- 6. Animal Exhibit (2010) - 2011  
less drinking fountains refurbished recently, "toilet" fountain
- 7. Animal Exhibit (2010) - 2011  
drainage issues so gravel road has never been paved
- 8. Animal Exhibit (2010) - 2011  
Big Cat facility works well overall, needs maintenance, new interior fence
- 9. Animal Exhibit (2010) - 2011  
P exhibits reallocated in P&T
- 10. Animal Exhibit (2010) - 2011  
utility does not have proper double gate
- 11. Animal Exhibit (2010) - 2011  
drainage issue by maintenance access
- 12. Animal Exhibit (2010) - 2011  
Add heat
- 13. Animal Exhibit (2010) - 2011  
water feature not functioning, manually filled
- 14. Animal Exhibit (2010) - 2011  
fishery screen stuck point
- 15. Animal Exhibit (2010) - 2011  
drains don't function well in barn, wiring placement, consider converting back to peeing zone, exterior only
- 16. Animal Exhibit (2010) - 2011  
proposed bridge, see trail plans from Curt
- 17. Animal Exhibit (2010) - 2011  
old Japanese garden
- 18. Animal Exhibit (2010) - 2011  
visitor center
- 19. Animal Exhibit (2010) - 2011  
pending in loan, rain pipes or regrade space
- 20. Animal Exhibit (2010) - 2011  
consider new wall exhibit at old enclosure foundation
- 21. Animal Exhibit (2010) - 2011  
potential for flooding staff has never observed flooding (25+ years) as shown on FEMA map
- 22. Animal Exhibit (2010) - 2011  
restrooms on lower level, only accessible from outside, no restrooms in edu, center lacks maintenance vehicle storage
- 23. Animal Exhibit (2010) - 2011  
pending in low areas created by blue
- 24. Animal Exhibit (2010) - 2011  
sunhill crane and old deer enclosures unexcited, in floodplain
- 25. Animal Exhibit (2010) - 2011  
possible walk through aviary to turtle conservation pond
- 26. Animal Exhibit (2010) - 2011  
with high water levels pond has merged with tide, replacement sheet, perimeter fence needs to be replaced
- 27. Animal Exhibit (2010) - 2011  
approximate water level at time of site visit (10.17.2019)
- 28. Animal Exhibit (2010) - 2011  
add "back of house" access for cleaning, etc., no double gates, drainage issues in covered area will cause perceptions
- 29. Animal Exhibit (2010) - 2011  
burn is oversized for guano and bones, water system flows
- 30. Animal Exhibit (2010) - 2011  
butterfly garden, in drainage path, staff desire to maintain/improve



MSA



City of Manitowoc



<b>Project:</b>	Lincoln Park Zoo Master Plan	<b>Location:</b>	Meeting/Conf. Call
<b>MSA Project No.:</b>	05571020	<b>Date:</b>	January 5, 2021
<b>Meeting Purpose:</b>	Concept Review/Strategic Planning Update	<b>Time:</b>	3:00 pm – 5:00 pm
<b>Meeting Organizer:</b>	Dan Schmitt		

**OLD BUSINESS/OPEN ITEMS:**

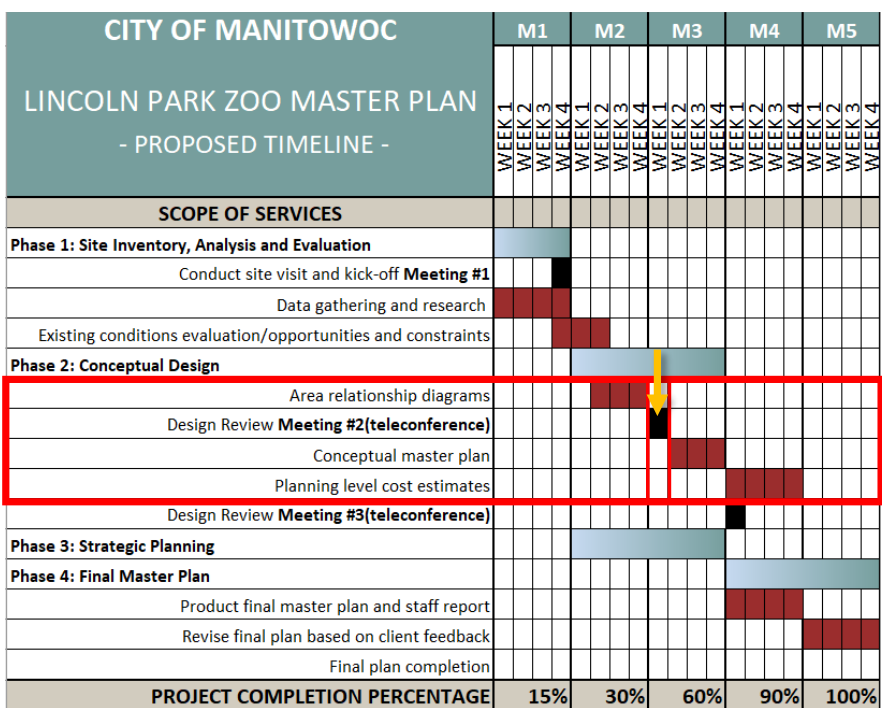
1. Updates on Stakeholder Interviews/Outreach

**AGENDA:**

1. Strategic Planning Discussion
2. Review Concepts (Area Relationship Diagrams)
3. Wrap Up
  - a. Action Items
  - b. Next Meeting

**PROJECT UPDATES:**

## Schedule –





**ACTION ITEMS:**

Task	By	Due Date
Summary of Stakeholder Outreach Plan	Parks Staff/Zoological Society	Complete
Strategetic Planing Summary	MSA	
Conceptual Master Plan – Draft	MSA	Early February
Meeting #3		Early-Mid February

**Attendees:**

Affiliation	Name
City of Manitowoc	
Lincoln Park Zoological Society	
MSA	Becky Binz
	Dan Schmitt

**Meeting Notes:**

## Strategic Planning -

- City has received dollars in the past for marketing outside of the county from room tax – but may need to prove they are a draw for tourism – make recommendations about tracking attendance.
- City has had a hard time tracking tourism draw.
- Lights in Lincoln Park – businesses can sponsor exhibits. Should City tap into same group for sponsorships of exhibits?
- Access to Mariners Trail, Lakeshore, and Downtown

## Concepts -

- Are other RV parks offering tent camping?
- Need for restrooms at RV park?
- No structures in Area 14 (wetland aviary) area due to soils and flooding.
  - Some concern waterfowl or similar species are not exciting enough.
- In Concept 1 – parking lot entrance could be education space – it is already flat and paved
- Concern about moving wolves to deer site – is the site suitable.
  - Wolves don't technically need a building in their exhibit, but they could use a bigger space. If there was a larger space they could have more wolves which would be good - wolves are pack animals.
  - Deer have degraded the habitat through grazing. Reduced vegetation has made drainage problem more apparent.



- Zoo staff likes the event space in the north (Area 7 or existing entrance parking lot)
- Area 7 in Concept 2 – developed into something more exciting than deer-it’s a great space-could be used as an event/community space or education exhibit, but is further from edu. Center.
  - Could consider - Carabou, Moose
- Concept 2 - Consider including educational stops along the path west of area 13.
- Have a more exciting exhibit right when you walk in.
- Swap cougar and fox in concept 2.
- Put cougars at main entrance in old wolf exhibit. Consider phasing of moving animals
- Consider Tram (train) to run around adventure park/play loop
- Otters as showcase exhibit?
  - Where? Area 14?
  - Concern about maintenance for river otters-expensive to maintain and operate
  - City got a quote for \$2.1 million for otter exhibit.
  - **Ask Baraboo about maintenance for River Otters (cost and how that works) Cost for developing it.**
- **Questions for City/Staff**
  - Where does a new holding area/temporary exhibit best fit for staff?
    - Is a building needed?
  - Thoughts on expanded playground?
  - Anything missing?



## Manitowoc Lincoln Park Zoo Master Plan Interview Questions

### Questions for All Stakeholders

1. Please describe your organizations primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?
2. What would be the first project you would like the zoo to undertake?
3. How important do you feel the zoo is to the community?
4. What do you see as the biggest challenge for the zoos operations?
5. What does the zoo do well?
6. What type of activities would you like to see more of?
7. What type of activities would you like to see less off?
8. How can the zoo best serve the community of Manitowoc in the future?
9. To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?



### Additional Questions for Zoological Society Members

#### Society Mission Statement:

*“The mission of the Lincoln Park Zoological Society is to assist and support the City’s efforts to maintain an ethical, high quality public zoo. Towards that end we will educate zoo visitors, provide Manitowoc County with a diverse array of native and exotic animals and improve the living conditions and habitat for animals at the zoo.”*

1. What do you particularly like about the mission? What else (if anything) is needed to express the Lincoln Zoos unique value?
  
2. What are the Zoos current values? What new values need to be added?
  
3. Assuming successful implementation of the mission and values, and that you could fund it, what do you want to achieve in ten years:
  - a. What would you physically see?
  
  - b. What’s our impact beyond the Zoo?
  
  - c. What does staffing look like?
  
  - d. What are the responsibilities of Zoological Society members?
  
  - e. Be 10 times bolder in your vision for the zoo - What seems impossible now, but if were possible, it’s the future you want to see?
  
4. In addition to funding, what does the Zoological Society need to be successful?

Participants 27

- First Project**
- Renovating wolf enclosure
  - Complete the deer enclosure/drain standing wa
  - Update all habitats
  - Refurb SE End of Zoo
  - Summer family program with MPL
  - Fill unoccupied enclosures
  - Extend the Zoo
  - More animals
  - unsure at this time
  - City/Zoo provide a list
  - More experienced based exhibits
  - Porcupine Exhibit
  - Bison Exhibit
  - More educational programs
  - More Staffing

**What activites would you like to see more of**

- Programming (activity based, ecological, keepe
- More exhibits that are interactive
- picnic area
- gift shop
- more personnel to show animals up close
- events (treasure hunts, world (animal) day,
- animal interaction
- animal ambassador program
- social media engagment
- partnering with other wildlife programs
- internship opportunities
- webpage for virtual interaction
- move forward on projects
- Programming with MPL
- Special before/after hour tours for donors w/ lig
- bird watching on river deck

**How important do you feel the zoo is to the community?**

- 1
- 2
- 3
- 4
- 5

**Why do you feel it is important?**

- 0 great outdoor space
- 0 family friendly
- 0 unique to our City/tourist attraction
- 2 Quality of life feature
- 21 Educational aspect
- Free

**Biggest Challenge for the zoo?**

- Financial/ operating on donations
- Staffing
- Day to day operations
- Lack of communication
- Lack of support from City Officials
- Lack of Board of Directors
- Relationship to the Zoo Society

**What does the zoo do well?**

- maintaining the facility
- taking care of the animals
- education
- dedicated staff
- free
- layout of the zoo
- access to staff
- birthday parties
- unknown
- Variety of animals

**What activities would you like to see less of**

- Less down time for exhibits when animals move on
- more direction from managment
- less rumors, more communication about changes
- farm related
- DO NOT CUT ACTIVITIES
- activites not related to the zoo(society) mission

**How can the zoo best serve the community?**

- more of a variety of animals
- renovate exhibits
- snack bar
- events
- low/no cost entertainment/education
- strive to be its best self
- expand/new exhibits
- marketing
- little updates/ more plants
- remain free
- repair the road to the zoo
- specialize in a specific animal/family
- refuge
- resource for education

**New partnership opportunities?**

- Community
- young people
- schools
- businesses/corperations
- Other zoos
- organizations (Y, BBBS, 4H)
- grow it forward
- bars/restruants
- RWAM
- MPL



# #1

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**Last Modified:** Monday, November 23, 2020 4:54:01 PM  
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**IP Address:** 205.213.9.2

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Page 1

## Q1

Your Name

Curtis Hall

---

## Q2

Organization you represent

City of Manitowoc

---

## Q3

Contact

Email Address	chall@manitowoc.org
Phone Number	920 320 9367

---

Page 2

## Q4

Respondent skipped this question

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

---

## Q5

Respondent skipped this question

What would be the first project you would like the zoo to undertake?

---

## Q6

Respondent skipped this question

How important do you feel the zoo is to the community?

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q7**

Respondent skipped this question

What do you see as the biggest challenge for the zoo's operations?

---

**Q8**

Respondent skipped this question

What does the zoo do well?

---

**Q9**

Respondent skipped this question

What type of activities would you like to see more of?

---

**Q10**

Respondent skipped this question

What type of activities would you like to see less off?

---

**Q11**

Respondent skipped this question

How can the zoo best serve the community of Manitowoc in the future?

---

**Q12**

Respondent skipped this question

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

---

**Q13**

Respondent skipped this question

General Comments

---



## #2

COMPLETE

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**Last Modified:** Sunday, November 29, 2020 9:45:59 PM  
**Time Spent:** 00:18:53  
**IP Address:** 104.50.51.16

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Page 1

### Q1

Your Name

Dustin Hoffmann

---

### Q2

Organization you represent

Manitowoc Lincoln Park Zoo

---

### Q3

Contact

Email Address **Dustin.knight.hoffmann@gmail.com**  
Phone Number **19209127701**

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Page 2

### Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

I recently joined the Manitowoc Lincoln Park Zoo as a part-time Zookeeper.

---

### Q5

What would be the first project you would like the zoo to undertake?

Renovate the building and yard of what has served as the Wolf enclosure and find a suitable inhabitant.

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

(no label)

Please comment on your choice.:

I feel like Manitowoc has more of a sentimental attachment than a contemporary appreciation of the zoo.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

I see out primary concern is keeping up with day-to-day operations, leaving very little time to improve or upgrade zoo attractions.

---

**Q8**

What does the zoo do well?

I am happy to work with a truly dedicated staff.

---

**Q9**

What type of activities would you like to see more of?

Events and guest interaction, animal ambassador programs, social media engagement, partnering with other wildlife programs.

---

**Q10**

What type of activities would you like to see less off?

N/A

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

We can integrate locals with animals they can find in their own home state such as Black Bears, Opossums, wolves, bats and coyotes and teach about conservation and coexistence.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I have gauged interest from contacts in my former line of work from several bars and restaurants in Sheboygan that plan to do fundraisers once pandemic restrictions are eased up.

---



**Q13**

General Comments

I am happy that the city is seriously looking at investing in the future of the MLPZ. I am grateful at the opportunity and timing of my hiring as I hope to be an integral part of the zoo's transition towards it's full potential.

---

### #3

INCOMPLETE

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Page 1

#### Q1

Your Name

Jim Brey

---

#### Q2

Organization you represent

City of Manitowoc Common Council

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#### Q3

Contact

Email Address	jbrey@manitowoc.org
Phone Number	920-682-9713

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Page 2

#### Q4

Respondent skipped this question

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

---

#### Q5

Respondent skipped this question

What would be the first project you would like the zoo to undertake?

---

#### Q6

Respondent skipped this question

How important do you feel the zoo is to the community?

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q7**

Respondent skipped this question

What do you see as the biggest challenge for the zoo's operations?

---

**Q8**

Respondent skipped this question

What does the zoo do well?

---

**Q9**

Respondent skipped this question

What type of activities would you like to see more of?

---

**Q10**

Respondent skipped this question

What type of activities would you like to see less off?

---

**Q11**

Respondent skipped this question

How can the zoo best serve the community of Manitowoc in the future?

---

**Q12**

Respondent skipped this question

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

---

**Q13**

Respondent skipped this question

General Comments

---

## #4

COMPLETE

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Page 1

### Q1

Your Name

Mary Tegen

---

### Q2

Organization you represent

pass zoological society president

---

### Q3

Contact

Email Address

**mjtegen@bikerider.com**

Phone Number

**(920)717-0173**

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Page 2

### Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Pass president of zoological society

---

### Q5

What would be the first project you would like the zoo to undertake?

Complete the deer pen project by correcting drainage problem at base of pen, replace "deer shed" with a larger shed with feeding manager inside and replace the barriers with a split rail fence.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

(no label)

It depends on who you are thinking of within the community. I believe, right now, the zoo is most appropriate and geared toward families with small children and grandparents who bring their grandchildren to the zoo.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

The city of Manitowoc has no interest in maintaining the zoo and the zoo keepers are accepting of this and do the bare minimum to maintain the zoo because they have no one from the city government that cares one way or the other.

---

**Q8**

What does the zoo do well?

They offer various programs, i.e. Tuesdays at Ten, Zoo Boo to name a few and have space for birthday parties.

---

**Q9**

What type of activities would you like to see more of?

I would like to see more educational activities that offer more "hands on" experience for the children, i.e. following a zoo keeper to see what the animals eat, or a talk that would include an explanation of each animal, or a "treasure hunt" throughout the zoo with a learning element included. I would also like to see the "learning trail" expanded to include more physical and mental elements along the trail, i.e. tunnel to crawl through or low balance beam to walk on, or a number/alphabet board along the trail. It was also be nice to have some type of "learning board" by each exhibit that visitors would learn about that animal by answering a question and the answer revealed by lifting up a board with answer underneath.

---

**Q10**

What type of activities would you like to see less off?

There aren't enough activities to say that I would like to see less off a particular activity.

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Empty exhibits need to be renovated and new animals need to be added to keep the interest of the public. The snack bar needs to be opened to encourage families to stay longer. Events need to encourage the public to come to the zoo and donate to same, i.e. food trucks, wine event, beer event with live music, bouncy houses, treasure hunts within the zoo with an educational theme and prizes such as: gift card for snack bar or to attend an event at the zoo that has a cost, i.e. day camp.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I don't know of any partnerships that exist right now; however, I would like to see the zoo partner with businesses or organizations that will draw the citizens of Manitowoc and outside Manitowoc to the zoo such as partnerships for specific events. The zoo is right on a waterway why not utilize it by having a kayak/canoe race that brings people to the zoo, add food trucks, live music, bouncy houses, games for the children and get people to spend the day at the zoo.

---

**Q13**

General Comments

In the Summer we have the red barn for farm animals. Wouldn't it be great to have a petting zoo available for families to enjoy? Lincoln Park Zoo has so much untapped potential it just drives me crazy that the city of Manitowoc does not see it. The wooded area outside of the zoo has multiple trails but they are not marked. Wouldn't it be great to have marking to let people know the distance so that they had the opportunity to walk through the woods and encourage the great outdoors? The park also would allow an area to have fundraising events such as a walk/run or bicycle events utilizing the roads within the park all to benefit the zoo, followed by food trucks and live music by cabin one area after, again to encourage visitors within the park and to see the zoo.

---



## #5

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**IP Address:** 205.213.9.2

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Page 1

### Q1

Your Name

Alexandra Konop

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### Q2

Organization you represent

former seasonal employee

---

### Q3

Contact

Email Address **alkonop38@gmail.com**

Phone Number **(920)860-5430**

---

Page 2

### Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

I do not have a partnership with the zoo, but I used to be employed there.

---

**Q5**

What would be the first project you would like the zoo to undertake?

Being a former zookeeper and current masters student in veterinary biological sciences, I have a lot of experience with animals and animal husbandry. The number one project I would consider is to reevaluate the living conditions of the animals and their exhibits. I believe a lot of the animals do not have proper space that would mimic their environments from nature and healthy environments for their wellbeing. For example, our whitetail deer exhibit has proper space, but the space is filled with standing water which is the perfect habitat for mosquito, which are vectors to many diseases and parasites. This can be detrimental to the animals and can lead to their demise from intestinal parasites. Another example would be the cougar exhibit. I would like to see a more spacious environment for them. In nature you typically see these animals in mountainous areas where they can climb and express their natural behaviors. One of the main animal husbandry commodities that I like to see is the animals being able to express natural behavior that you would see in the wild. I believe that this exhibit limits them to do this.

---

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

I believe the zoo is especially important to the community when looking at the educational aspect. Our zoo provides a lot of animals that are native to our region in the united states, that some people may not know about. It is important for the community to understand the animals in our region and why they are so important to our environment. I believe that our zoo does a really great job expressing this. It would be nice to update some of these aspects of the zoo to modernize it for the public.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

In this specific zoo and many zoos around the US one of the biggest challenges is having the staffing. Our zoo is on the smaller side, but requires a lot of work, and if we were to add on or make the zoo bigger it would need to increase staffing. Due to the large amount of biosecurity and keeping the animal's habitats clean it takes a lot of time and some tasks are more prioritized than others. Many people do not understand that meal preparation, cleaning, and animal health care take a lot of time, and to have enough staffing to care for all these aspects is imperative.

---

**Q8**

What does the zoo do well?

As a former zookeeper and being able to see more of the behind the scenes chores to the zoo, I know the zoo does an excellent job of caring for all the animals. As a summer animal intern, we provided the best care and cleanliness for the animals, along with enrichment from what we could provide. Our top priority was to provide the best life for the animals at the zoo.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q9**

What type of activities would you like to see more of?

It is hard to say due to the zoo being so small and the limited staffing. Currently I know the educational programs that we perform at the zoo are very interactive and provide a lot of great opportunities for younger kids to learn about our animals. It would be hard to add anything without having more staff or expanding specific areas of the zoo to add to the experience. If the funding were possible, I would add more exhibits and interactive buildings. For example, It would be cool to see a reptile center or a aviary.

---

**Q10**

What type of activities would you like to see less off?

I think all the activities at the zoo are beneficial and do not think any of them should change or be eliminated.

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

I believe by updating some of the exhibits and adding a new attraction to the zoo it would provide more educational opportunities and provide more opportunity for donations from the public to make the zoo better.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I know we have many local partnerships with local grocery stores and schools and would love to see more community involvement. I know of many people who are willing to volunteer and help with any opportunities of expanding the zoo. I am always willing to help with the zoo. I have learned so much with my internship and would love to give back to the city for the zoo to better the experience for others.

---

**Q13**

Respondent skipped this question

General Comments

---

## #6

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Thursday, December 03, 2020 12:13:56 PM  
**Time Spent:** 00:31:51  
**IP Address:** 68.250.21.132

---

Page 1

### Q1

Your Name

AI Schema

---

### Q2

Organization you represent

Citizen of Manitowoc

---

### Q3

Contact

Email Address **aschema@sbcglobal.net**

---

Page 2

### Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

I volunteer at the zoo.

---

### Q5

What would be the first project you would like the zoo to undertake?

Refurbish the southeast part of the zoo, whole section has been in talks of being redone for many years. That is part of the core of the zoo.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

There was an city wide survey done 6-8 years ago in my tenure involving the citizens of area and tourists and the Zoo came in #2 to the Mariners Trail as #1 and believe CP was #3. Not sure why not more resources are pushed that way when the Zoo is clearly a year around attraction close to the lake.

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Staffing overall, since the down sizing over the past 10-15 years many departments have never been able to get ahead anymore, always playing catch up.

**Q8**

What does the zoo do well?

You have 2 core staff with a lot of institutional knowledge,

**Q9**

What type of activities would you like to see more of?

I've not been part of many activities at the zoo other than helping set up the Haunted Barn years ago. Maybe Bird watching on river decks?

**Q10**

What type of activities would you like to see less off?

Have no input.

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

To best serve the community and be the best draw for the resources invested yearly it needs yearly capitol investments in upgrades or new features keep it fresh.

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I think getting other nature based users groups using the meeting room up in Education Building there in return hopefully get them to invest more time, money, etc. over time at the Zoo or Lincoln Park.

---

**Q13**

General Comments

Open to chatting further.

---



#7

COMPLETE

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**Last Modified:** Thursday, December 03, 2020 4:16:06 PM  
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**IP Address:** 99.100.191.18

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Page 1

**Q1**

Your Name

test

---

**Q2**

Organization you represent

test

---

**Q3**

Contact

Email Address **test@test.com**

Phone Number **4144144144**

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

test

---

**Q5**

What would be the first project you would like the zoo to undertake?

test

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

(no label)

**Q7**

What do you see as the biggest challenge for the zoo's operations?

test

**Q8**

What does the zoo do well?

test

**Q9**

What type of activities would you like to see more of?

test

**Q10**

What type of activities would you like to see less off?

test

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

test

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

test

**Q13**

General Comments

test



#8

COMPLETE

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**Last Modified:** Friday, December 11, 2020 11:54:14 AM  
**Time Spent:** 00:36:21  
**IP Address:** 205.213.9.2

---

Page 1

**Q1**

Your Name

Jason Ring

---

**Q2**

Organization you represent

MAVCB

---

**Q3**

Contact

Email Address **jring@manitowoc.info**

Phone Number **9206863070**

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

We are the destination marketing organization for the city of Manitowoc.

---

**Q5**

What would be the first project you would like the zoo to undertake?

Maybe if we can add more innovative - experience based exhibits to engage the visitor at a higher level.

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**(no label)**

This is an interesting question. Is the zoo vital to community success, maybe not, but does it contribute overall to the community in a positive way, sure. I think it adds something to the quality of life.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

I see costs being a big part of this operation both now and in the future. I guess i don't know enough about whether the donations support the zoo 100% or if city budget subsidizes this. Free Attractions to me always lead to the question of value, if something is free then the experience seems to be of less perceived quality.

---

**Q8**

What does the zoo do well?

the zoo provides an inexpensive zoo visit which is great for families with young kids, it is very accessible both in price and access and egress. The Lights in the Park is a great program bringing people in during what might be a slower time for the zoo.

---

**Q9**

What type of activities would you like to see more of?

Maybe more types of Programming. I compare the zoo with the Rahr-West and I see a lot more programming at the Rahr, which brings people back more frequently

---

**Q10**

**Respondent skipped this question**

What type of activities would you like to see less off?

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

I think continuing to provide access to people to learn about animals and the environment is the core mission. But adding programming might expose the zoo to new visitors and repeat visitors.

---



## City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

### Q12

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I would think that the biggest opportunity for partnership might lie in youth organizations. BBBS, Boys and Girls Clubs, Schools, Scouting, 4-H, and FFA. Is there any possibility for partnership with a larger Zoo, such as NEW Zoo or Milwaukee County Zoo? Could we be a satellite and leverage their staff and other resources.

---

### Q13

#### General Comments

I think maybe the most difficult thing here is running the zoo in a way the at a minimum covers it's operating costs but even better raises more than costs so that the zoo may be able to reinvest in new exhibits, programming, and equipment. Is the trend in zoos similar to Lincoln Park that they are on the rise or decline, and for those that are doing well what can that be attributed to, and can we support that here?

---

#9

COMPLETE

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**IP Address:** 47.34.29.43

---

Page 1

**Q1**

Your Name

Cathy Green

---

**Q2**

Organization you represent

Wisconsin Maritime Museum

---

**Q3**

Contact

Email Address

**cgreen@wisconsinmaritime.org**

Phone Number

**9206840218**

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Regional, state, and community focused maritime museum. No partnership currently.

---

**Q5**

What would be the first project you would like the zoo to undertake?

? Not sure what critical needs are. Like the museum, I am guessing that interpretation upgrades are sorely needed.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

(no label)

Please comment on your choice.:

Cultural and recreational opportunities set Manitowoc apart from other Wisconsin communities.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Finances

---

**Q8**

What does the zoo do well?

?

---

**Q9**

What type of activities would you like to see more of?

Education and outreach collaboration. Also, environmental stewardship

---

**Q10**

Respondent skipped this question

What type of activities would you like to see less off?

---

**Q11**

Respondent skipped this question

How can the zoo best serve the community of Manitowoc in the future?

---

**Q12**

Respondent skipped this question

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

---

**Q13**

General Comments

I am not very familiar with the zoo, but would like to see cultural and recreational organizations in the area work together to enforce each other's mission, provide multi-purpose field trips for students, and experiences for families.

---

# #10

COMPLETE

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**Last Modified:** Friday, December 11, 2020 12:03:49 PM  
**Time Spent:** 00:10:15  
**IP Address:** 75.149.144.85

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Page 1

## Q1

Your Name

Shannon Pritzl

---

## Q2

Organization you represent

Roncalli Catholic Schools

---

## Q3

Contact

Email Address **shannon.pritzl@roncallicatholicschools.org**

Phone Number **920-686-8145**

---

Page 2

## Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Roncalli Catholic Schools primary function is to provide an education and other services to students grades 3K-12. We do not currently partner with the zoo.

---

## Q5

What would be the first project you would like the zoo to undertake?

Improvement to animal enclosures and roaming spaces.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

The zoo provides both education opportunities and personal activities to students and families in our community.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

I would imagine the biggest challenge would be financial.

---

**Q8**

What does the zoo do well?

Maintaining a clean and safe park for families to enjoy.

---

**Q9**

What type of activities would you like to see more of?

Internship opportunities for high school students interested in pursuing a professional career in animal care and operations.

---

**Q10**

What type of activities would you like to see less off?

None

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Continue to promote activities scheduled at the zoo to draw attention to what it has to offer.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I am not aware of the partnerships.

---

**Q13**

General Comments

---

**Respondent skipped this question**

# #11

INCOMPLETE

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**Last Modified:** Friday, December 11, 2020 1:40:48 PM  
**Time Spent:** 00:00:30  
**IP Address:** 96.67.189.155

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Page 1

## Q1

Your Name

Julie Grossman

---

## Q2

Organization you represent

Manitowoc-Two Rivers YMCA

---

## Q3

Contact

Email Address	<b>jgrossman@mtrymca.org</b>
Phone Number	<b>920.482.1512</b>

---

Page 2

## Q4

Respondent skipped this question

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

---

## Q5

Respondent skipped this question

What would be the first project you would like the zoo to undertake?

---

## Q6

Respondent skipped this question

How important do you feel the zoo is to the community?

---



# #12

COMPLETE

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**Last Modified:** Friday, December 11, 2020 2:27:42 PM  
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Page 1

## Q1

Your Name

Julia Lee

---

## Q2

Organization you represent

Manitowoc Public Library

---

## Q3

Contact

Email Address **jlee@manitowoc.org**

Phone Number **920-686-3025**

---

Page 2

## Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

We are a public library serving the community through literacy services and programming. I would LOVE to partner with the zoo on family programming!!!!

---

## Q5

What would be the first project you would like the zoo to undertake?

A summer family program with the library - we have done one book picnic in the past. Perhaps we could do something similar again? OR we would love it if zoo staff would come to the library with some animals and provide a hands-on family program. Is that possible?

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

Having a free public zoo is an incredible community asset - it provides educational and recreational experiences for citizens and allows them to interact with and learn about nature.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Proper, sustainable funding

---

**Q8**

What does the zoo do well?

Provide wonderful habitats for the animals and I love the hatchery!

---

**Q9**

What type of activities would you like to see more of?

More collaborative programs with Manitowoc Public Library!

---

**Q10**

What type of activities would you like to see less off?

N/A

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Increasing educational opportunities for all ages on the importance of biodiversity, stewardship, etc.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

You can definitely count on new and improved relationship with Manitowoc Public Library!

---

**Q13**

General Comments

---

**Respondent skipped this question**



# #13

COMPLETE

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**Last Modified:** Saturday, December 12, 2020 8:49:54 AM  
**Time Spent:** 00:14:19  
**IP Address:** 162.206.252.33

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Page 1

## Q1

Your Name

Martin Gregory

---

## Q2

Organization you represent

NEWGLSF

---

## Q3

Contact

Email Address	<b>mtgregory1@bellsouth.net</b>
Phone Number	<b>920-489-7367</b>

---

Page 2

## Q4

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

See [www.newglf.org](http://www.newglf.org) for our mission and goals. Currently we run the fish raising pond in Lincoln Park for the Wisconsin DNR which is major attraction for visitors to the Zoo although we are not part of the Zoo itself.

---

## Q5

What would be the first project you would like the zoo to undertake?

Replace all the animals that have died over the past 2 years.

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

**Very Important**

Please comment on your choice.:

It's a major attraction for both locals and tourists.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Lack of a Board of Directors

---

**Q8**

What does the zoo do well?

Given it's limited resources, it does a good job of keeping the animals healthy and the grounds clean.

---

**Q9**

What type of activities would you like to see more of?

Educational guided tours

---

**Q10**

What type of activities would you like to see less off?

N/A

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Stay free to the public

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

Don't know.

---

**Q13**

General Comments

NEWGLSF has an excellent relationship with the Zoo and the Parks Dept. We hope to continue to have the fish raising pond a major attraction.

---



#14

COMPLETE

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**Last Modified:** Monday, December 14, 2020 10:03:11 AM  
**Time Spent:** 00:27:46  
**IP Address:** 205.213.9.2

---

Page 1

**Q1**

Your Name

Greg Vadney

---

**Q2**

Organization you represent

Rahr-West Art Museum, City of Manitowoc

---

**Q3**

Contact

Email Address **gvadney@manitowoc.org**

Phone Number **9206863090**

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Visual arts museum and partner within city organization. Partner on some marketing materials.

---

**Q5**

What would be the first project you would like the zoo to undertake?

Replace/renovate wolf enclosure since it is one of the first experiences a viewer sees upon entering from Lincoln Park

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

Rare for a city this size, it provides important person-to-animal experiences. People in our community are able to learn about animals by seeing them physically, not in the abstract.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Changing attitudes about value of museums compound the always difficult costs of maintaining a humane facility.

---

**Q8**

What does the zoo do well?

Layout and access. It is located conveniently and is very walkable. The educational labels at each enclosure are informative.

---

**Q9**

What type of activities would you like to see more of?

Broad events - meaning not entirely animal-focused. Conservation or environmental focus may bring a wider audience and wider support base.

---

**Q10**

What type of activities would you like to see less off?

Farm-related, unless it builds a strong partnership. Most residents can access farm animals through a variety of other means.

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Eventually, the zoo might need to specialize. Focus in on one specific animal order or family and become very good at explaining them to the public.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

Rahr-West Art Museum is interested in a partnership. Art Gone Wild - wherein animals from the zoo are given water-based safe dyes and a substrate to "paint" on.

---



**Q13**

General Comments

Zoo is an exceptional challenge and an exceptional resource.

---

#15

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, December 15, 2020 3:10:43 PM  
**Time Spent:** 01:13:44  
**IP Address:** 24.183.12.188

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Page 1

**Q1**

Your Name

Nicholas Port

---

**Q2**

Organization you represent

Lincoln Park Zoological Society

---

**Q3**

Contact

Email Address **cluff07@gmail.com**

Phone Number **5178975253**

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

The mission of the Lincoln Park Zoological Society is to assist and support the City's efforts to maintain an ethical, high quality public zoo. Towards that end we will educate zoo visitors, provide Manitowoc County with a diverse array of native and exotic animals and improve the living conditions and habitat for animals at the zoo.

---

**Q5**

What would be the first project you would like the zoo to undertake?

Revamp the former wolf enclosure to be ready to house wolves again or a new animal exhibit.

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

(no label)

I feel the zoo's importance is underrated. It is often taken for granted or overlooked but would be greatly missed if it were to shut down.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Maintaining enough interest from city officials to commit to a longer term promise to fund zoo operations.

---

**Q8**

What does the zoo do well?

The zookeepers commitment to the health and well-being of the animals.

---

**Q9**

What type of activities would you like to see more of?

Fun, educational programming such as Tuesdays at Ten

---

**Q10**

What type of activities would you like to see less off?

Activities not directly related to the core mission of the zoo or zoological society. The Born Learning trail may be an example of this.

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Provide a safe, fun environment for visitors to learn about and enjoy the animals and exhibits.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

The proximity of the zoo to other area attractions/resources should be able to foster relationships with other organizations concerning Manitowoc County riverways, lakeshore, and trails.

---

**Q13**

General Comments

I believe the zoo has the potential to be a great asset/attraction for the community but any development of its potential is clouded by the uncertainty of commitment to the zoos future.

---

#16

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, December 15, 2020 4:12:22 PM  
**Time Spent:** 00:07:27  
**IP Address:** 173.8.110.149

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Page 1

**Q1**

Your Name

Amy Fricke Weigel

---

**Q2**

Organization you represent

Manitowoc Zoo

---

**Q3**

Contact

Email Address amy@frickeprinting.com

Phone Number 9206846866

---

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Donor

---

**Q5**

What would be the first project you would like the zoo to undertake?

I am not sure at this time

---



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Very Important

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

operations

---

**Q8**

What does the zoo do well?

it engages our community as the quality of life

---

**Q9**

What type of activities would you like to see more of?

family activities

---

**Q10**

What type of activities would you like to see less off?

I am not sure

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Marketing

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

long term planning

---

**Q13**

Respondent skipped this question

General Comments

---

# #17

INCOMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Wednesday, December 16, 2020 12:52:16 PM  
**Time Spent:** 00:00:58  
**IP Address:** 107.130.234.170

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Page 1

## Q1

Your Name

TJ Schneider

---

## Q2

Organization you represent

Manitowoc Lutheran High School

---

## Q3

Contact

Email Address	<b>tschneider@mlhslancers.org</b>
Phone Number	<b>920-682-0215</b>

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## Q4

Respondent skipped this question

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

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## Q5

Respondent skipped this question

What would be the first project you would like the zoo to undertake?

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## Q6

Respondent skipped this question

How important do you feel the zoo is to the community?

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#18

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, December 18, 2020 4:47:04 PM  
**Last Modified:** Friday, December 18, 2020 5:39:02 PM  
**Time Spent:** 00:51:58  
**IP Address:** 70.40.239.43

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Page 1

**Q1**

Your Name

Craig Kowalski

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**Q2**

Organization you represent

Lincoln Park Zoological Society

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**Q3**

Contact

Email Address **craiger314@yahoo.com**

Phone Number **9207934713**

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Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Fundraiser for zoo activities, educational, development of exhibits and animal acquisition.

---

**Q5**

What would be the first project you would like the zoo to undertake?

More exhibits and additional animals, such as PEACOCKS, RACOONS, BADGERS, FOXES, WOLFS etc.

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City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

The zoo is an interesting place to bring a Family, to be close to nature and appreciate the variety of Life in our Community.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Getting the Community to push for more financial and Involvement to keep the zoo growing. Everyone Loves the Zoo but feels that it was always there and will just continue to be there for them to enjoy. THEY DONT REALIZE IT CAN BE GONE!!!!!! Then it is too late to do anything!!!!

---

**Q8**

What does the zoo do well?

Presentation of Birds and Animals. Educating with programs. Feeding and maintaining healthy animals.

---

**Q9**

What type of activities would you like to see more of?

EDUCATIONAL EXHIBITS, MORE THINGS TO DO AT ZOO. Just walking through and you are done. Need picnic areas, gift shop, eat areas, more personnel to interact with and show animals up close. 2 zoo keepers is unrealistic, we need at least 4 more FULL TIME EMPLOYEES!!!!!!

---

**Q10**

What type of activities would you like to see less off?

The LAST thing we need is to cut Activities at the zoo!!!!

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

As a place of refuge!!! A wooded forest with walking paths, it's own herd of wild deer and birds . With a well maintained and operated ZOO in the center to relax and allow you to come to the healing power of Nature itself. Whenever I have a bad day I head to the forested Zoo at Lincoln Park and ALWAYS COME BACK REFRESHED!!! We have had at least 2 Suicides that I know of at Lincoln Park. People who probably had too many deep emotional problems to solve, BUT, went there as a last resort to try and heal their demons. SAD!!!!

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

We need to get citizens involved with the zoo. All the talent and energy that is out there in the community that is untapped. We need to get YOUNG people involved with the zoo. We need Corporate Business people on our board to guide the zoo's future direction. There is so much opportunity for people to volunteer and aid the zoo in its everyday activities. I was talking to the Manager at Pick and Save and he was saying how Happy he was to give food from his store to the zoo to feed the animals. It's unbelievable that these 2 full time zoo keepers can do everything at the zoo and still keep their sanity !!! They LOVE a their work, but could do so much more with more help!!!!!!

---

**Q13**

General Comments

Our Zoo started in 1939 and is STILL the Best Little Zoo anywhere!!!! It just needs general care and concern from the community that LOVES IT

---

#19

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, November 27, 2020 2:33:37 PM  
**Last Modified:** Monday, December 28, 2020 2:53:56 PM  
**Time Spent:** Over a week  
**IP Address:** 64.7.172.132

Page 1

**Q1** Respondent skipped this question

Your Name

**Q2** Respondent skipped this question

Organization you represent

**Q3** Respondent skipped this question

Contact

Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

Provide support

**Q5**

What would be the first project you would like the zoo to undertake?

Prefer that you provide a listing of projects that would enhance the zoo to the public

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

With the number of people who visit the zoo, both summer and winter, it obviously has value



City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Continuing finances for day to day operations, plus for future expansion/remodel

---

**Q8**

Respondent skipped this question

What does the zoo do well?

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**Q9**

What type of activities would you like to see more of?

I prefer you provide examples of successful additions to the zoo that would work within the location constraints.

---

**Q10**

What type of activities would you like to see less off?

empty animal displays and run down displays

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

Providing no cost entertainment and educational value

---

**Q12**

Respondent skipped this question

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

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**Q13**

General Comments

I am interested in realistic suggestions for improvements and additions to the zoo rather than my dreaming up something that may not be of value or financially feasible.

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#20

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, December 31, 2020 11:23:48 AM  
**Last Modified:** Thursday, December 31, 2020 11:29:45 AM  
**Time Spent:** 00:05:56  
**IP Address:** 173.165.239.82

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Page 1

**Q1**

Your Name

Peter Allie

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**Q2**

Organization you represent

Allie Family Companies

---

**Q3**

Contact

Email Address **pallie@alliecompanies.com**

Phone Number **9209051545**

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Page 2

**Q4**

Please describe your organization's primary function and whether you currently partner with the zoo. If so, what is the nature of the partnership?

We are a property owner adjacent to the zoo.

---

**Q5**

What would be the first project you would like the zoo to undertake?

unsure at this time.

---

City of Manitowoc Lincoln Park Zoo Master Plan - Stakeholder Survey

**Q6**

How important do you feel the zoo is to the community?

☆

Please comment on your choice.:

**Very Important**

I think it's very unique that a city of our size has a zoo. It's a quality of life feature we have that very few cities have.

---

**Q7**

What do you see as the biggest challenge for the zoo's operations?

Financial sustainability.

---

**Q8**

What does the zoo do well?

It's a very nice looking zoo in a beautiful location.

---

**Q9**

What type of activities would you like to see more of?

More activity based things like the NEW zoo in Green Bay has. Zip lines and things like that will help attract a different crowd.

---

**Q10**

What type of activities would you like to see less off?

unsure.

---

**Q11**

How can the zoo best serve the community of Manitowoc in the future?

unsure.

---

**Q12**

To the best of your knowledge, what opportunities exist for new or improved partnerships between the zoo and other community organizations?

I'm honestly not sure but I'm sure there are some opportunities out there.

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**Q13**

General Comments

I do believe that the immediate area being developed will help the zoo. I also think the bridge the city is planning to build across the little Manitowoc River will help bring people from the Mariners trail.

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## **Lincoln Park Zoo Master Plan**

### *Comparative Analysis*

#### **Baraboo Zoo (1926)**

The Oschner Park Zoo in Baraboo, WI first opened in 1926 with two bear cubs and some deer fawns. It now has over 30 different animal species. The Zoo is three acres and has approximately 38,000 visitors annually. It is open year round and offers free admission. The fact that the zoo is free is the most common things visitors like about it. Another element that people seem to like about the Zoo is that it is small, but has more animals than most zoos twice its size. Visitors like how compact the zoo is and the fact that you can get (safely) close to animals, especially when visiting with young children. Special activities at the Ochsner Park Zoo include free daily “Keeper Talks” during the summer at various exhibits. “Santa at the Zoo” is the Zoo’s other popular free program. Each summer the Zoo hosts a large fundraiser, Zoo Crew/Pizza in the Park which has free admission but raises funds through a craft fair and food sales.

The Zoo’s operating expenses are 100% funded by City tax levy. In 2019 operating expenses were \$224,374. In 2019 capital expenses were \$55,159. Twenty-five percent (25%) of the Zoo’s capital expenses are paid through by direct donations to the Zoo. The remaining 75% of capital expenses are funded through Friends of the Baraboo Zoo contributions. The current responsibility of the Friends group is solely fundraising for capital improvements to the Zoo. However, the Friends group is planning to start a docent program to provide educational programming in the Zoo during summer months.

The Zoo is operated by the City’s Parks, Recreation and Forestry Department. Dedicated staff for the Zoo include two full-time paid zookeepers and one part-time (25% FTE) paid zookeeper. The City also has two summer interns and generally between four and six volunteers.

#### **Marshfield Zoo**

The Wildwood Zoo in Marshfield, WI was established unofficially sometime after 1904. It began when some utility workers began to care for two black bears. Today the Zoo covers 60 acres (35 acres of fenced animal enclosures and 25 acres of parkland) and houses many different animals. In 2019 the Zoo had around 170,000 pedestrians visit the Zoo and 168,000 vehicles on the drive through route. Visitors like that the Zoo isn’t too large and that you can safely be physically close to animals. Other things visitors like about the Zoo include: free admission, it’s open year round, it has two of the three Kodiak brown bears in North America that are kept under human care, its exhibits are much larger than many nationally recognized zoos, and the fact that they have a drive-through zoo experience. Special free activities at the Zoo include Rotary Winter Wonderland (typically around 50,000 attendees), Wild Wednesdays (live animal program – in-person 2019 attendance was 1,500, 2020 virtual attendance was 9,310). Wildwood Zoo also hosts an annual Trick or Treat event which around 3,500 attend annually. Donations are encouraged for this event. The Zoo charges for guided group tours and gives around 20 annually.

The Zoo’s operating expenses are 100% funded by City tax levy. In 2019 operating expenses (wages/benefits, contracted services, food and supplies, construction materials, fixed charges) were \$340,620. In 2019 capital expenses were \$1 million, 65% of which was paid by private funding, 20% from room tax, and 15% through bonding. The percentage makeup of funding source varies year to year. The Wildwood Zoo has a Zoological Society which formed in 1972 whose mission is to sponsor events, purchase new animals for the Zoo and fundraise/coordinate fundraising events like Zoofest and Trick or Treating.

The Zoo is operated by the City Park and Recreation Department and Department. Staff includes one permanent, full-time Zoo Manager, two part time (1,040 hours/year) Zoo Assistants. The Zoo also utilizes “Zoo

## Lincoln Park Zoo Master Plan

### Comparative Analysis

Attendants” to monitor the Zoo and perform light janitorial duties during the hours of operation when animal care staff are not present. The Zoo utilizes Parks Maintenance employees on a rotating schedule to cover weekend shifts.

### New Zoo

The NEW Zoo in Green Bay, WI first opened in 1954 and today features more than 215 animals spread across 62 exhibits on its 43-acre facility which sits within the 1,600-acre Brown County Reforestation Camp. In 2014, its Adventure Park was completed which features dueling 1,000-foot-long zip lines, an aerial ropes challenge course and a climbing wall. After this addition, attendance increased substantially from 218,000 to over 241,000 visitors. In 2019 Zoo attendance was 206,950 and Adventure Park attendance was XXX,XXX. The Zoo offers a variety of interesting paid and free programming including up close encounters with Zoo animals, Behind the Scenes Tours, Zookeeper for a Day, Animal Storytime, Zoomobile, home school workshops, Zoo Snooze (overnights), and Zoo Camps for kids.

In 2018 the Zoo’s operating expenses were \$2,225,251 (salaries/benefits, sales, depreciation, operating costs, animal care, utilities, intra-county expenses, indirect costs, and repair and maintenance). The Zoo and Adventure Park both charge age-based admission and annual memberships. Admissions and memberships are where over half (53%) of the Zoo’s revenue comes from (\$1,150,799). The remainder of the revenue comes from food and retail sales (\$528,174 or 24%), special events (\$144,346 or 7%), vending (\$160,508 or 7%), education programs (\$77,618 or 4%), other (\$11,586 or 0.5%), donations/conservation (\$78,437 or 4%), and transferred funds (\$6,041 or 0.2%). The NEW Zoo is unique compared to many Zoos because it receives no funding from City tax levy. It is also one of only eight of the 230 Association of Zoos and Aquariums’ accredited zoos that is self-funded with no operational support from an endowment fund. Most zoos are about 60% self-funded.

The NEW Zoo does have a Zoological Society which is in charge of the Zoo’s numerous donation programs, organizing fundraising events and grant writing to fund capital expenses. Donation programs at the NEW Zoo include:

- Brick Program – engraved brick at entrances of animal exhibits (\$125-\$250 depending on size of brick and engraving)
- Giving Tree – similar to brick program
- Endowment Fund
- Wall of honor in the Mayan Restaurant – donors get a plaque with desired wording on it for a \$500+ dollar donation
- Pet Memorial Garden – bury pet cremains and/or recognize pet by purchasing engraved Memorial Garden river stone engraved with info (\$68-\$151 depending on stone size)
- General Donations

Annual fundraising events hosted by the Zoological Society include Feast with the Beasts and a Cribbage Tournament. Through programs, fundraising events, and grant writing, the Society provided \$319,067 in support for the Zoo in 2018.