

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on July 2024**

**Executive Director**

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning
- Construction work
- Capital Campaign work

**Membership**

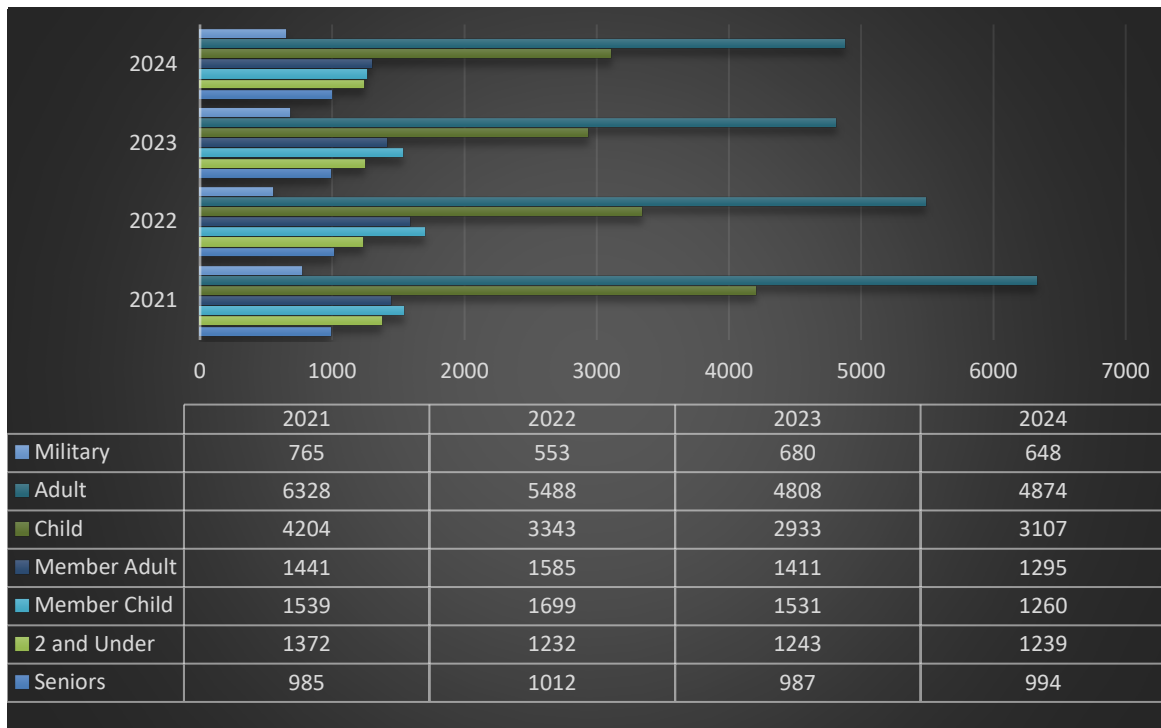
- Total memberships households = **2,371**

**Attendance for July 2024**

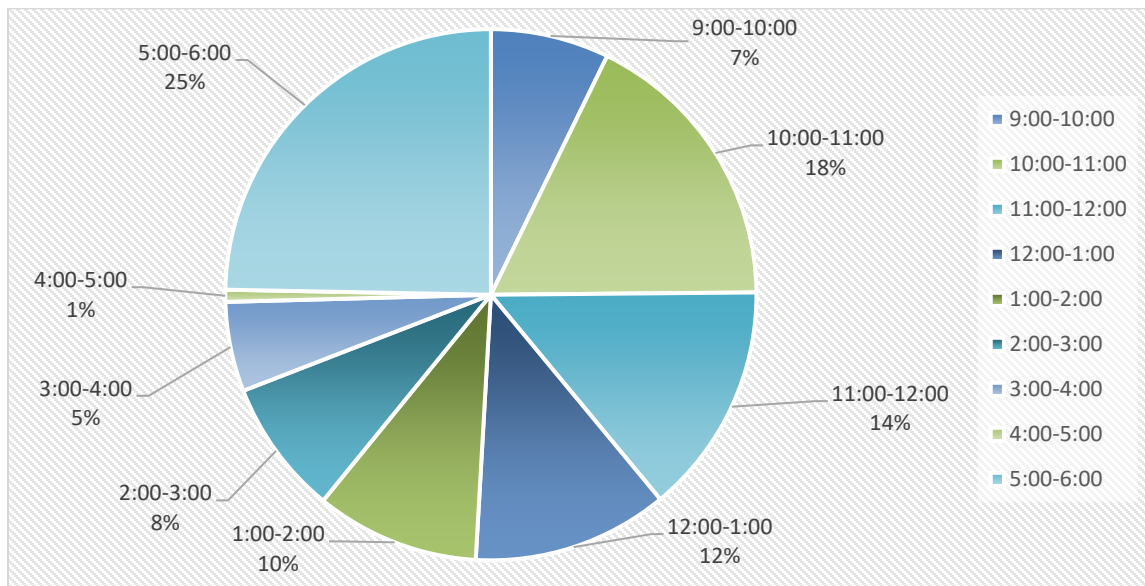
**July Attendance 2023 – 2024**

	July 2023	July 2024	Variance	Percent change
<b>Adults</b>	4808	4874	66	1.4%
<b>Children</b>	2933	3107	174	5.9%
<b>Member Adults</b>	1411	1295	-116	-8.2%
<b>Member Children</b>	1531	1260	-271	-17.7%
<b>Child 2 and under</b>	1243	1239	-4	-0.3%
<b>Seniors</b>	987	994	7	0.7%
<b>Military</b>	680	648	-32	-4.7%
<b>Education</b>	1283	1422	139	10.8%
<b>Events</b>	5528	4866	-662	-12%
<b>Total</b>	20404	19705	-699	-3.4%

## July Admissions Attendance 2021-2024



## July 2024 Attendance by Hour



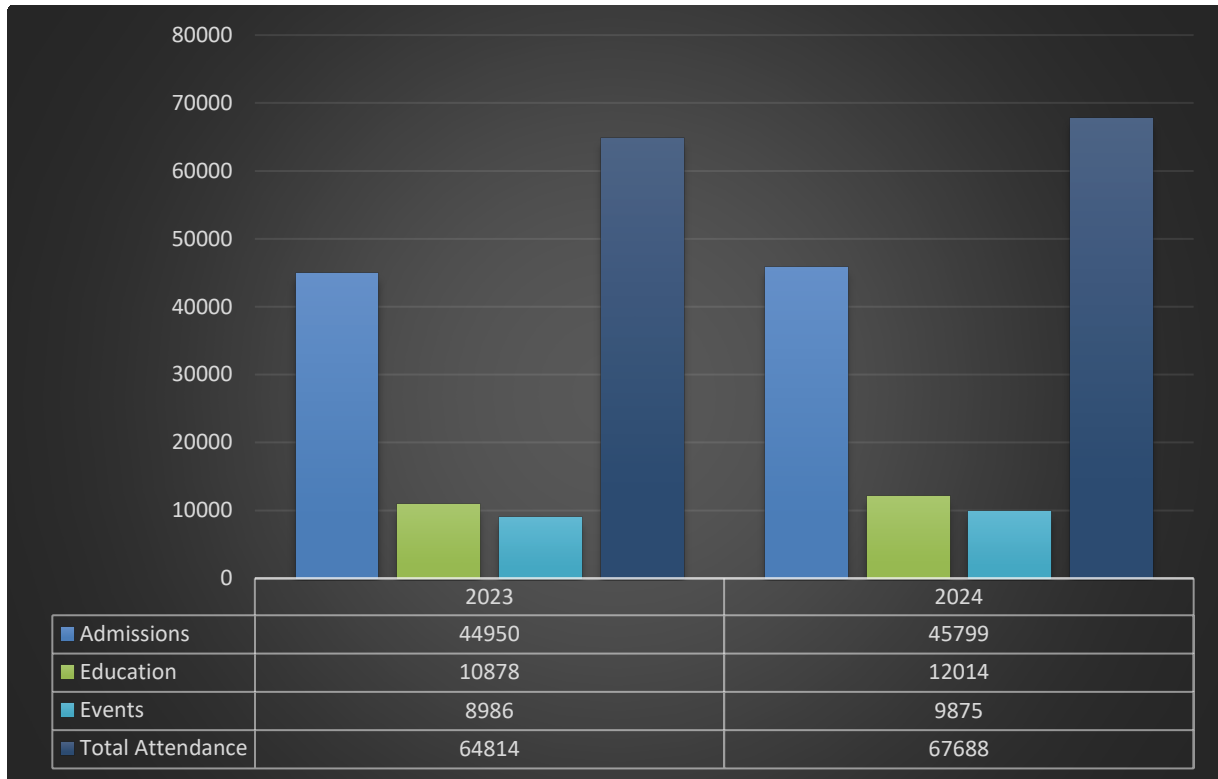
Education - 9:00AM – 10:00AM

General Admissions – 10:00AM – 5:00PM

Events – 5:00PM – 6:00 PM

## YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
<b>Admissions</b>	44950	45799	<b>849</b>	<b>1.9%</b>
<b>Education</b>	10878	12014	<b>1136</b>	<b>10.4%</b>
<b>Events</b>	8986	9875	<b>889</b>	<b>9.9%</b>
<b>Total Attendance</b>	<b>64814</b>	<b>67688</b>	<b>2874</b>	<b>4.4%</b>



## July 2024 Municipality

<b>Racine County</b>	<b>Guests</b>
53105	187
53108	50
53126	101
53139	35
53167	4
53177	111
53182	95
53185	74
53402	1761
53403	603
53404	444
53405	818
53406	687
<b>Total</b>	<b>4970</b>

<b>Other Municipalities</b>	<b>Guests</b>
Kenosha	2023
Milwaukee	1263
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	857
Illinois	2996
Other States (Excludes WI & IL)	1216
Outside US	36
<b>Total</b>	<b>8391</b>

	<b>GUESTS</b>
<b>Racine County</b>	4970
<b>Other Municipalities</b>	8391
Events & Education (Not Collected)	6288
Data Not Collected (Admissions)	56
<b>July Total</b>	<b>19705</b>

### **Operations**

- June's attendance numbers decreased over last year, but we had more paid guests compared to last year.
- New POS for gift shop has been programmed and will be installed at the end of August
- Zip code collection for admissions is going well with new POS and we are able to get a better picture of where guests are coming from
- Christmas in July was a great event

## **Animal Care**

- **Veterinary Updates**

- 1.0 Fossa Kirindy is being treated for “digestive” issues, and labored breathing. Severe osteoarthritis in spine. SSP has been notified of issues, and placement of additional animals is possible if required. He is being monitored for quality-of-life concerns.
- 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age.
- 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess and eye infection.
- 1.0 Masai Giraffe, Mac is being monitored and treated for lameness.
- 1.0 Spider Monkey, Kramer has been diagnosed with an oral tumor. This is likely terminal, with life expectancy between 1 and 7 months. Being treated with steroids to reduce swelling and slow growth. Has responded well to steroid treatments.
- 1.0 Sun Bear, Fong, possible spleen tumors found. Consulting with radiologists to determine official diagnosis and prognosis/treatment. Will schedule ultrasound and possible fine-needle aspirate.
- 0.1 Linne’s 2 toed sloth, “Missy” cleared quarantine and is awaiting exhibit repairs before transferring to new enclosure.
- 1.0 Andean Bear, “Inti” cleared quarantine and is waiting on storm damage repair before going back on exhibit.

- **Collection Changes**

- 0.4 Meerkat (Date not set, international transport)

- **Staffing/Training**

- Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.

- **Other Updates**

- Continuing (0.1), penguin acupuncture sessions, giraffe laser sessions (1.0), dog acupuncture (0.1)
- Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy.
- Continuing frequent hoof work and training with 2.1 Hartmann’s Mountain Zebra, 2.0 Masai giraffes, 1.1 Eastern black rhinos
- Working on setup for voluntary x-rays with primates
- Working on voluntary cardiac ultrasound 1.0 Orangutan • Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.
- Staff are continuing to participate in the AZA/American Institute of Rhinoscerous Study’s information collection process. Racine Zoo’s resident information can now be utilized in this worldwide study. Saving Rhinos with Science (aza.org).
- 1.1 Hartmann’s Mountain Zebra Promise and Obi are being introduced in preparation for possible breeding.
- Animal Care staff are reviewing a proposal to join an existing study looking into the possible effects of birth control application in Emperor Tamarins.

## Conservation Education

<b>Program Title</b>	<b># of Programs</b>	<b>Reach</b>
On-Campus Programs	15	803
Off-Campus Programs	14	607
After School Program (Off-Campus)	0	0
COZI Program (Off-Campus)	0	0
On-Campus Birthday	2	49
Off-Campus Birthday	2	75
Slumber Safari	1	13
Virtual Programs	0	0
Preschool Programs	0	0
BTS Encounter	2	8
BTS Tour	3	16
Wildlife Explorers	0	0
AmeriCorps		
Onsite	0	0
Offsite	0	0
Globes	0	0
Scout Programs	1	4
Senior Safari	1	25
Creature Feature	30	954
Wildlife Theater	63	1295
Zoo Camp (Spring and Summer)	14	163
<b>Subtotal</b>	<b>148</b>	<b>4012</b>
Other Events	7	60955
<b>TOTAL</b>	<b>155</b>	<b>64967</b>

**Compared to 2023**

Participants	2024	2023	Variance
On Campus	983	83	1084.34%
Off Campus	632	1912	-66.95%
BTS	24	4	500.00%
Birthday Party	124	570	-78.25%
Preschool	0	66	-100.00%
AmeriCorps	0	0	0.00%
Virtual Programs	0	0	0.00%

Programs	2024	2023	Variance
On Campus	31	4	675.00%
Off Campus	15	23	-34.78%
BTS	5	1	400.00%
Birthday Party	4	15	-73.33%
Preschool	0	8	-100.00%
AmeriCorps	0	0	0.00%
Virtual Programs	0	0	0.00%

**Other Events**

Date	Event
1-Jul	Milwaukee Milkmen Game: Abby (and Tyler!): ~400 reach (289 interactions)
3-Jul	Racine and Me: Abby and Beth and Lenny Racine 4th Fest Parade: Abby, Ryan, Volunteers: ~60,000 reach (0
4-Jul	interactions)
14-Jul	Salmon-o-Rama Booth: Abby: ~70 reach (20 interactions)
18-Jul	Cigar Dinner: Abby and Cassie: ~140 reach (120 interactions)
20-Jul	Christmas in July: Abby, Cassie, Jonathan: ~150 reach (30 interactions)
27-Jul	Tiger Zoorific Saturday: Jonathan and Volunteers: ~150 reach (70 interactions) Breakfast with Giraffes: Abby, Cassie, and Volunteers: ~45 reach (15
28-Jul	interactions)
29-Jul	CBS 58: Abby, Beth, Swiftie

**Grants and Proposals**

Party for the Planet Pollinator sign designs were finalized and sent to FastSigns for touch up. Currently waiting on proofs.



## **Facilities**

- Installation of air conditioning units for primates is completed
- Finishing shift tunnel for primates
- Installed new fans in primate keeper area
- Acer tree service cut down and removed tree that fell into bear exhibit during storm
- Continuing work on Penguin filtration system
- Installed loop detector for Walton Gate
- Work on capital projects for electrical and iron work
- General maintenance throughout the entire zoo on various projects
- Mowing!
- Special event set up and take down



# Staff Activity Report

## Marketing | July 2024

### E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
7/1	Zoo News: Music at the Zoo, Whiskers and Whiskey, and more!	25.30%	1.40%
7/3	Animal Crackers: All About Joel 1 Week Out	32.20%	0.90%
7/5	Margarita Fest - last call	27.30%	0.60%
7/19	Zoo News: Zookeeper Appreciation Week, RESPECT!, Car, Truck, and Bike Show, and more!	27.00%	1.40%

#### Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,619	26%	1.2%

#### Members

Subscribers	Open Rate	Click Rate
1,746	39%	2.4%

\*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers

### MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Updated Wildlife Matters
- Content creation for all platforms

## ▶ OUTSIDE ADS

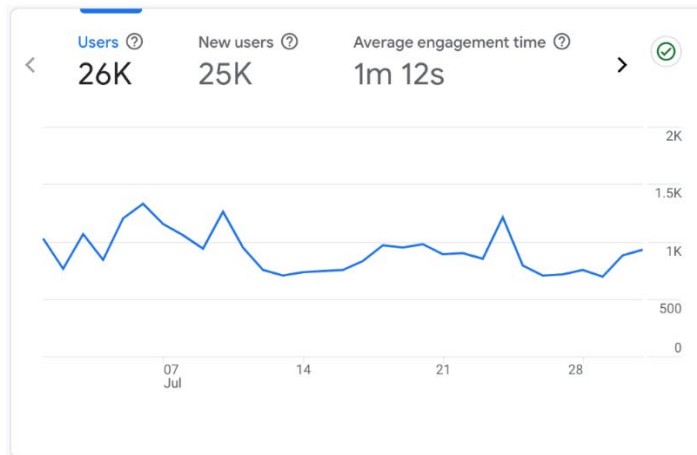
- Milwaukee Radio Group - Radio
- Racine Theatre Guild - Print
- BH Papers - Print
- Stroll Wind Point Magazine - Print
- CTM Media Group - Print
- Shepherd Express - Print
- Billboard Lake Geneva - Digital
- Happenings Magazine - Print



# WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



### Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Welcome to the Racine Zoo  ...	14K
Hours/Admissions   racinez...	8.7K
Events Calendar   racinezoo....	4.9K
Animal Crackers   racinezoo....	3.7K
Mammals   raceinezoo.org	2.2K
Racine Zoo Map   racinezoo....	2.1K
Join or Renew   raceinezoo.org	1.4K

### Sessions by

SESSION PRIMARY CHANNEL GROUP (D...	SESSIONS
Organic Search	24K
Direct	8.1K
Organic Social	1.3K
Referral	1.2K
Paid Search	702
Email	180
Paid Social	159

Data from Google Analytics









# FACEBOOK

Followers: 43,471

Animal and promotional posts. Added Event Pages

Title	Date published	Reach	Likes and reactions	Comments	Shares
We need your help! The Zoo needs a refrigerator for... Racine Zoo	Boost Tue Jul 23, 6:17pm	15.9K Reach	55 Reactions	8 Comments	160 Shares
The first Slumber Safari is almost here! Join us for a... Racine Zoo	Boost Fri Jul 12, 4:45pm	4.1K Reach	25 Reactions	2 Comments	3 Shares
Only 5 days until it's Christmas in July! This is a day ... Racine Zoo	Boost Sun Jul 14, 8:30am	3.8K Reach	22 Reactions	6 Comments	9 Shares
Join us as we celebrate International Tiger Day! 🐅 ... Racine Zoo	Boost Sun Jul 21, 2:15pm	3.6K Reach	106 Reactions	5 Comments	16 Shares
Just a reminder that the Music at the Zoo show origi... Racine Zoo	Boost Wed Jul 17, 4:21pm	3.5K Reach	8 Reactions	0 Comments	4 Shares
Do you have pictures from your time at the Zoo? Sh... Racine Zoo	Boost Sun Jul 21, 7:45am	3.3K Reach	37 Reactions	28 Comments	1 Shares
Help us recognize the amazing Zookeepers of the R... Racine Zoo	Boost Sat Jul 27, 11:50am	3.2K Reach	118 Reactions	6 Comments	10 Shares
There's still time to get your tickets for Wednesday ... Racine Zoo	Boost Sun Jul 28, 4:44pm	3K Reach	6 Reactions	2 Comments	7 Shares
Online ticket sales for the Rick Braun Animal Cracke... Racine Zoo	Boost Wed Jul 24, 7:54am	1.7K Reach	8 Reactions	0 Comments	3 Shares
Our next Slumber Safari is right around the corner! ... Racine Zoo	Boost Sat Jul 20, 1:30pm	1.6K Reach	8 Reactions	0 Comments	3 Shares
There's still time to get your tickets for tonight's sh... Racine Zoo	Boost Wed Jul 31, 8:51am	1.3K Reach	6 Reactions	0 Comments	4 Shares
Don't forget! Tomorrow we are celebrati... Racine Zoo	Boost unavailable Fri Jul 26, 8:54pm	1.1K Reach	35 Reactions	0 Comments	0 Shares
It's almost showtime! Come see RESPECT! A Tribute... Racine Zoo	Boost Tue Jul 23, 4:15pm	820 Reach	6 Reactions	2 Comments	3 Shares
The third Animal Crackers concert is this Wednesda... Racine Zoo	Boost Sat Aug 3, 12:31pm	411 Reach	10 Reactions	0 Comments	1 Shares
Nothing beats sleeping under the stars at the Zoo! ... Racine Zoo	Boost Mon Aug 5, 8:31pm	2K Reach	21 Reactions	0 Comments	4 Shares
We had a great time last night at the first Animal Cr... Racine Zoo	Boost Thu Jul 11, 3:45pm	2K Reach	7 Reactions	0 Comments	1 Shares
We have one more World Roar Wine Pour Wednesda... Racine Zoo	Boost Sun Aug 4, 8:36pm	1.9K Reach	14 Reactions	0 Comments	2 Shares
Get your tickets now for Whiskers & Whiskey! Indul... Racine Zoo	Boost Sun Aug 4, 5:30pm	1.9K Reach	10 Reactions	1 Comments	4 Shares
It's time to cast your vote! We are honored to be no... Racine Zoo	Boost Fri Aug 2, 3:05pm	1.8K Reach	21 Reactions	0 Comments	5 Shares
Due to unforeseen circumstances, the F... Racine Zoo	Boost unavailable Tue Jul 9, 1:46pm	1.8K Reach	5 Reactions	0 Comments	0 Shares
Looking for a way to get your business in front of th... Racine Zoo	Boost Mon Jul 15, 12:05pm	1.7K Reach	9 Reactions	0 Comments	2 Shares
Today's the last day to nominate! The Racine Zoo n... Racine Zoo	Boost Wed Jul 10, 1:30pm	1.7K Reach	9 Reactions	0 Comments	2 Shares

STAFF ACTIVITY REPORT | MARKETING | July 2024

Title	Date published ↑↓	Reach ↑↓	Likes and reactions ↑↓	Comments ↑↓	Shares ↑↓
 Do you have your tickets yet for the 29th annual Cig... Racine Zoo	Boost Thu Jul 11, 8:30pm	2.7K Reach	7 Reactions	2 Comments	8 Shares
 What a great day celebrating Christmas in July! 🎄 T... Racine Zoo	Boost Sun Jul 28, 8:10pm	2.7K Reach	43 Reactions	3 Comments	1 Shares
 Save the date! The Annual Car, Truck, & Bike Show i... Racine Zoo	Boost Sat Jul 20, 7:00pm	2.5K Reach	24 Reactions	2 Comments	11 Shares
 Will we see you Wednesday night? See Rick Braun p... Racine Zoo	Boost Sun Jul 21, 8:30pm	2.3K Reach	8 Reactions	3 Comments	7 Shares
 Today's the big day! We're celebrating Christmas in ... Racine Zoo	Boost Sat Jul 20, 8:30am	2.3K Reach	20 Reactions	3 Comments	9 Shares
 The 28th Annual Car, Truck, & Bike Show is two wee... Racine Zoo	Boost Sun Aug 4, 12:15pm	2.2K Reach	19 Reactions	0 Comments	5 Shares
 We have 3 Zoorific Saturdays left this summer! Mar... Racine Zoo	Boost Sat Aug 3, 8:36pm	2.2K Reach	16 Reactions	0 Comments	6 Shares
 Get your tickets to see the next performance of Mu... Racine Zoo	Boost Sat Jul 13, 8:30am	2.1K Reach	12 Reactions	0 Comments	5 Shares

We need your help! The Zoo needs a refrigerator for our bears Inti (Andean Bear) and Fong (Sun Bear). It will be used for food and any medications. Due to space, we need a specific size of 32" X 32" X 70", but it can be shorter, just not wider.

Thank you in advance for your help sharing this message to find a fridge for the animals!

[#racinezoo](#) [#zoo](#) [#animals](#) [#ZooAnimals](#)  
[#WisconsinZoos](#) [#racinewisconsin](#)

**THE ZOO NEEDS  
YOUR HELP!**



### Overview

Reach ⓘ

15,869

Higher than typical

Impressions ⓘ

16,326

Higher than typical

Interactions ⓘ

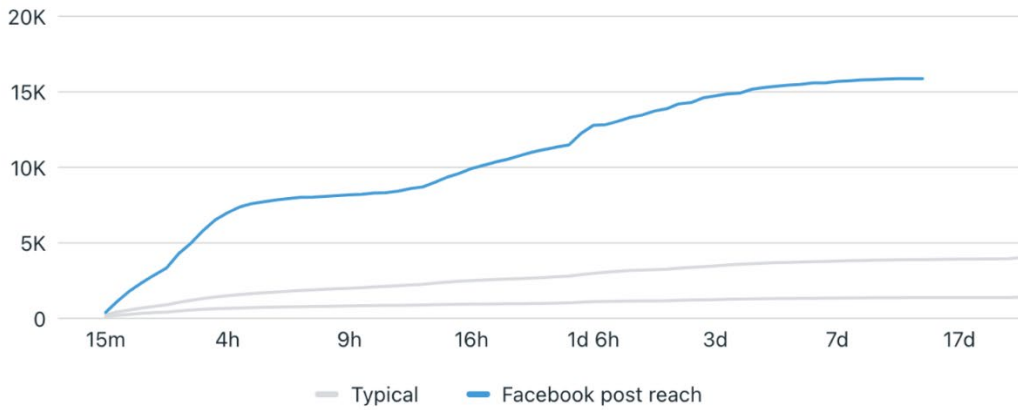
224

Higher than typical

Link clicks ⓘ

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### Reach



### Interactions ⓘ

Reactions ⓘ

55

Higher than typical

Comments ⓘ

8

Higher than typical

Shares ⓘ

172

Higher than typical

























Saves ⓘ

1

Higher than typical



# ▶ INSTAGRAM

Followers: 6,027

Title	Date published	Reach	Likes and reactions	Comments	Shares
 Help us recognize the amazing Zookeepers of the R... <span>Boost</span>	Sat Jul 27, 11:50am	990	71	1	3
 We need your help! The Zoo needs a refrigerator for... <span>Boost</span>	Tue Jul 23, 6:17pm	901	52	0	6
 Do you have pictures from your time at the Zoo? Sh... <span>Boost</span>	Sun Jul 21, 7:45am	837	53	5	4
 What a great day celebrating Christmas in July! 🎄 T... <span>Boost</span>	Sun Jul 28, 8:10pm	451	29	0	0
 Only 5 days until it's Christmas in July! This is a day ... <span>Boost</span>	Sun Jul 14, 8:30am	444	17	1	6
 We had a great time last night at the first Animal Cr... <span>Boost</span>	Thu Jul 11, 3:45pm	387	13	0	0
 Join us as we celebrate International Tiger Day! 🐅 ... <span>Boost</span>	Sun Jul 21, 2:15pm	380	56	0	1
 We have one more World Roar Wine Pour Wednesda... <span>Boost</span>	Sun Aug 4, 8:36pm	371	16	0	0
 Do you have your tickets yet for the 29th annual Cig... <span>Boost</span>	Thu Jul 11, 8:31pm	333	6	0	0
 Will we see you Wednesday night? See Rick Braun p... <span>Boost</span>	Sun Jul 21, 8:30pm	314	7	0	1
 Our next Slumber Safari is right around the corner! ... <span>Boost</span>	Sat Jul 20, 1:30pm	298	13	0	1
 The first Slumber Safari is almost here! Join us for a... <span>Boost</span>	Fri Jul 12, 4:45pm	294	12	0	0
 The third Animal Crackers concert is this Wednesda... <span>Boost</span>	Sat Aug 3, 12:15pm	274	13	0	0
 Today's the big day! We're celebrating Christmas in ... <span>Boost</span>	Sat Jul 20, 8:30am	262	5	0	0
 Save the date! The Annual Car, Truck, & Bike Show i... <span>Boost</span>	Sat Jul 20, 7:00pm	254	7	0	1
 We have 3 Zoorific Saturdays left this summer! Mar... <span>Boost</span>	Sat Aug 3, 8:36pm	237	8	0	0
 The 28th Annual Car, Truck, & Bike Show is two wee... <span>Boost</span>	Sun Aug 4, 12:15pm	223	21	1	2
 Get your tickets to see the next performance of Mu... <span>Boost</span>	Sat Jul 13, 8:30am	215	3	0	0
 It's almost showtime! Come see RESPE... <span>Boost unavailable</span>	Tue Jul 23, 4:16pm	208	10	0	0
 Today's the last day to nominate! The Racine Zoo n... <span>Boost</span>	Wed Jul 10, 1:30pm	195	4	0	0
 Nothing beats sleeping under the stars at the Zoo! ... <span>Boost</span>	Mon Aug 5, 8:31pm	191	13	0	1
 Get your tickets now for Whiskers & Whiskey! Indul... <span>Boost</span>	Sun Aug 4, 5:30pm	186	3	0	0
 It's time to cast your vote! We are honored to be no... <span>Boost</span>	Fri Aug 2, 3:05pm	183	12	0	0
 Online ticket sales for the Rick Braun Animal Crack... <span>Boost</span>	Wed Jul 24, 7:54am	172	10	0	0



STAFF ACTIVITY REPORT | MARKETING | July 2024

<input type="radio"/>	 There's still time to get your tickets for Wednesday ... racinezoo	Boost	Sun Jul 28, 4:44pm	167 Reach	6 Likes	0 Comments	0 Shares
<input type="radio"/>	 There's still time to get your tickets for tonight's sh... racinezoo	Boost	Wed Jul 31, 8:52am	156 Reach	7 Likes	0 Comments	0 Shares

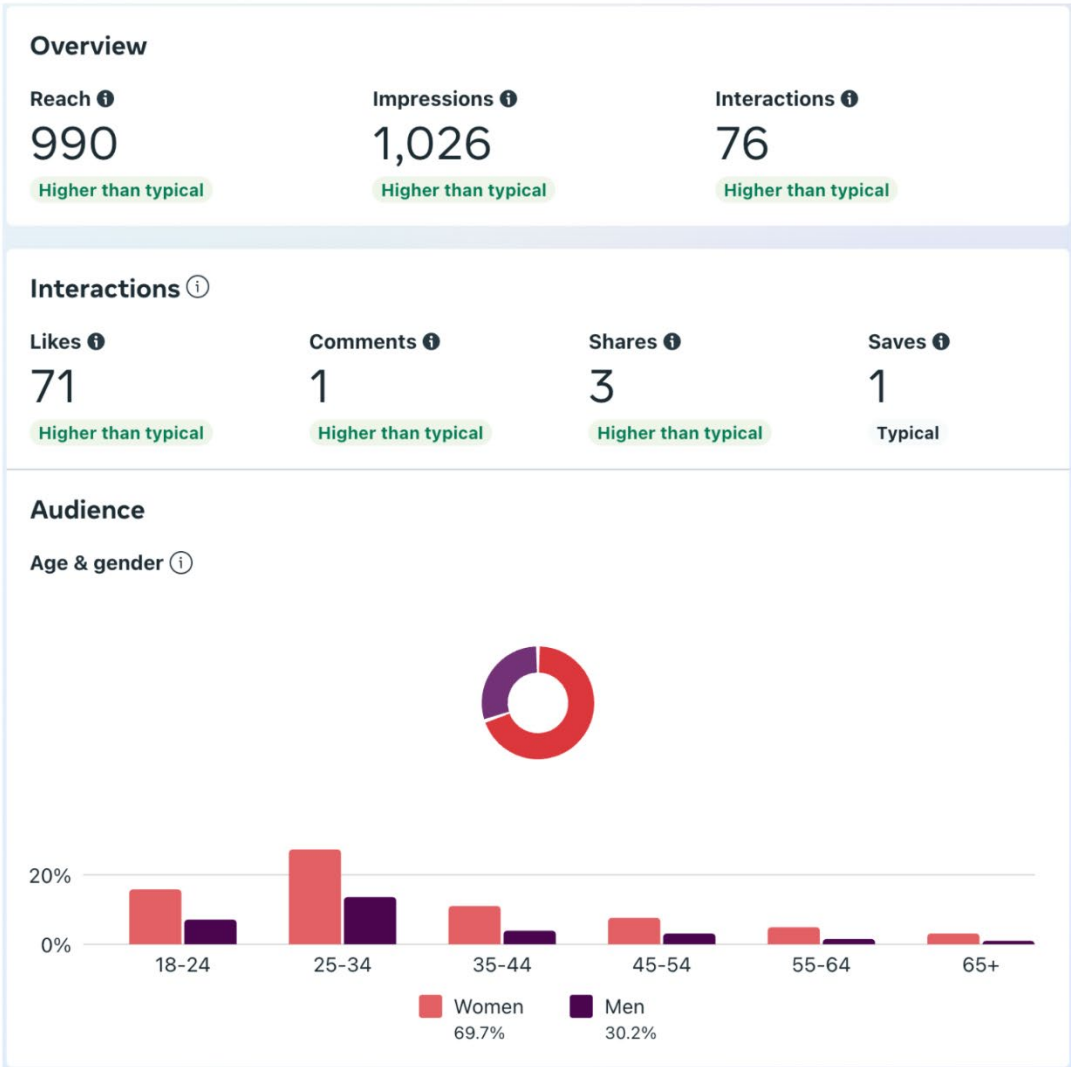
Instagram

 racinezoo



♡    💬    ▼    📌

racinezoo  
Help us recognize the amazing Zookeepers of the Racine Zoo! ... more



## X (AKA TWITTER)

Followers: 3,317

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

Post impressions

**1,340**

New followers

-

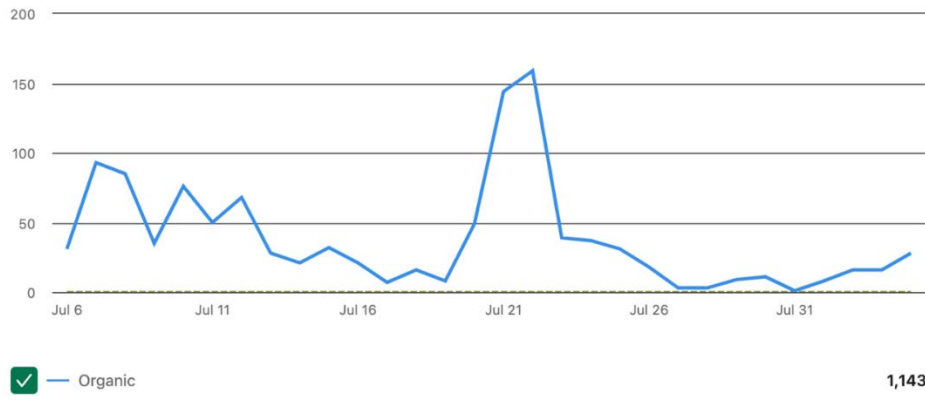
We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want to start comparing more the the analytics on LinkedIn instead of Twitter or X, as that is the only other platform that we post on.

# LinkedIn

Followers: 218

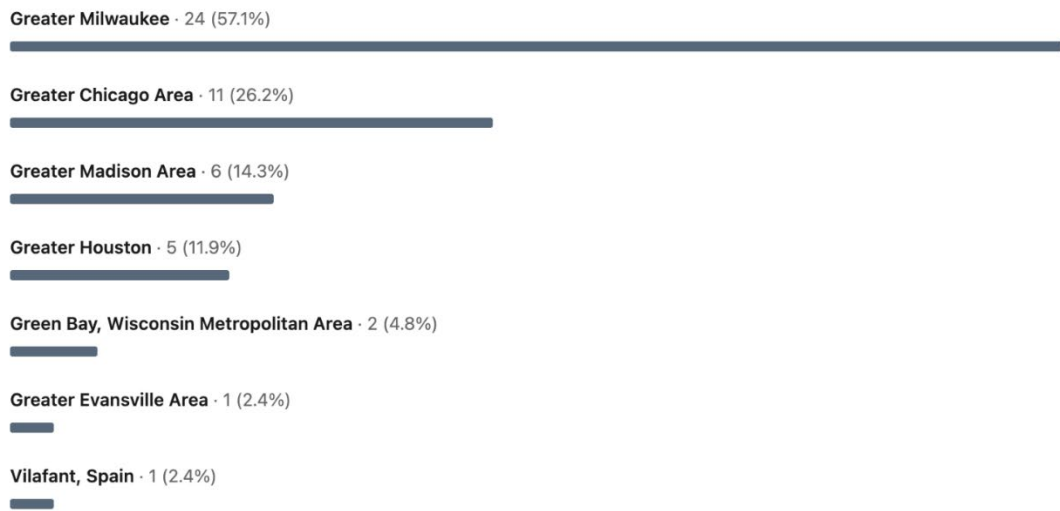
## Metrics

Impressions ▾



## Visitor demographics ⓘ

Location ▾



### Most Impressions Post:

Give your child the experience of a lifetime and sign them up for Racine Zoo's Summer Camp today!

We still have open spots in every age group for our upcoming summer camp weeks! Your kids will enjoy up close encounters with animals, daily crafts, snacks, and plenty of hands on learning about animals, wildlife, and the environment. From feeding giraffes to meeting zookeepers, each day of Zoo Camp is full of fun and adventure!

Visit [https://lnkd.in/gwx\\_UhR8](https://lnkd.in/gwx_UhR8) to learn more and save your spot!

#zoo #ZooAnimals #RacineZoo #WisconsinZoos #animals #RacineWIThingsToDo



👍❤️🌱 5

2 reposts

Give your child the experience of a lifetime and sign them up for Racine Zoo's Summer Camp...

Posted by Taylor Miller

7/7/2024

This post doesn't qualify for boosting. 🤖

Boost

All followers	213	-	42	19.72%	5
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## **Special Events**

### **July Events**

- July 1—Milkmen Baseball Game
  - Location: ROC sports center
  - Overview: Annual nonprofit organization
  - Attendance: 500
  
- July 6—Margarita Fest
  - Location: Pavilion and north grounds
  - Overview: Annual margarita tasting
  - Attendance: 350
  
- July 10—Animal Crackers
  - Location: Amphitheater and lawn
  - Overview: concert
  - Attendance: 1410
  
- July 18—Cigar Dinner
  - Location: Pavilion and north grounds
  - Overview: Cigar dinner
  - Attendance: 130
  
- July 20—Christmas in July
  - Location: Entire Zoo Campus
  - Overview: first annual family summer event
  - Attendance: 1100
  
- July 24—Animal Crackers
  - Location: Amphitheater and lawn
  - Overview: concert
  - Attendance: 1500
  
- July 28—Breakfast with Giraffes
  - Location: Pavilion
  - Overview: Breakfast
  - Attendance: 52
  
- July 31—Music at the Zoo
  - Location: Amphitheater and lawn
  - Overview: concert
  - Attendance: 210

**Coming up at the Zoo at a Glance:**

- August 3—Cardboard Boat Race
- August 7—Animal Crackers Concert
- August 10—Breakfast with the Giraffes
- August 14—Music at the Zoo Concert
- August 18—Car Show
- August 21—Animal Crackers Concert
- August 24—Whiskers and Whiskey
- August 28—World Roar Wine Pour Wednesday
- September 7—Zoo Debut: Enchanted Forest
- September 14—Slumber Safari
- September 26 – November 3—Jack O’ Lantern Nights
- September 27—OctoBEARfest
- October 5—Old Fashioned Fest