

**Racine Zoological Society  
Park and Recreation Board Meeting  
August 2018 (reporting on July 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Knee deep in high season!

**Membership**

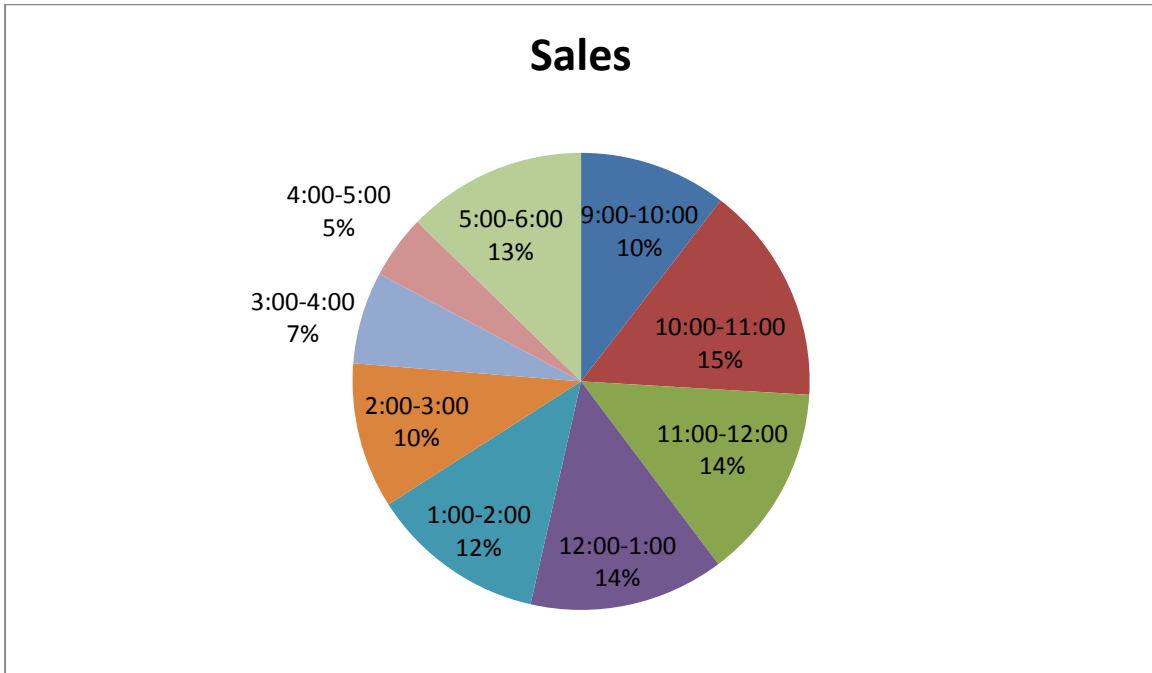
- Total memberships households = 2,070

**Attendance for July 2018**

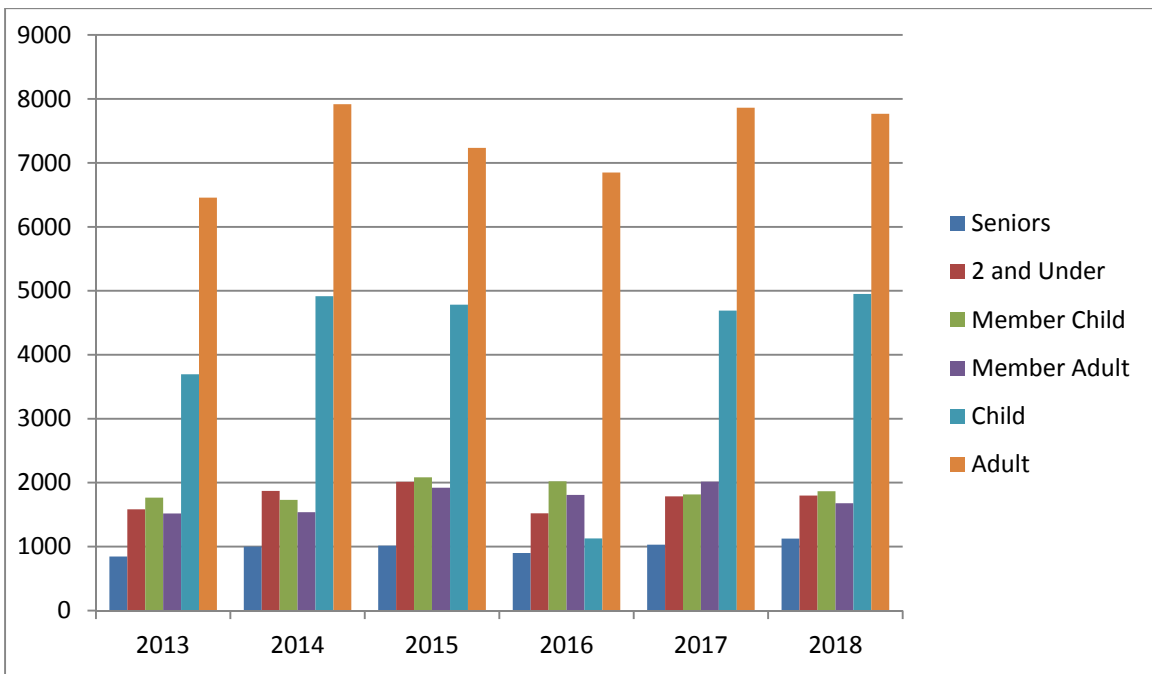
	<b>July 2017</b>	<b>July 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	7537	7420	<b>-117</b>	<b>-1.55%</b>
<b>Children</b>	4690	4951	<b>261</b>	<b>5.56%</b>
<b>Member Adults</b>	1817	1679	<b>-138</b>	<b>-7.59%</b>
<b>Member Children</b>	2016	1866	<b>-150</b>	<b>-7.44</b>
<b>Child 2 and under</b>	1787	1799	<b>12</b>	<b>.67%</b>
<b>Seniors</b>	1031	1125	<b>94</b>	<b>9.12%</b>
<b>Military</b>	326	348	<b>22</b>	<b>6.75%</b>
<b>Education</b>	1767	305	<b>-1462</b>	<b>-82.74%</b>
<b>Events</b>	8406	3002	<b>-5404</b>	<b>-64.29%</b>
<b>Total</b>	29377	22495	<b>-6882</b>	<b>-24.43%</b>

\*Education numbers are lower than expected as numbers are not yet updated due to a glitch

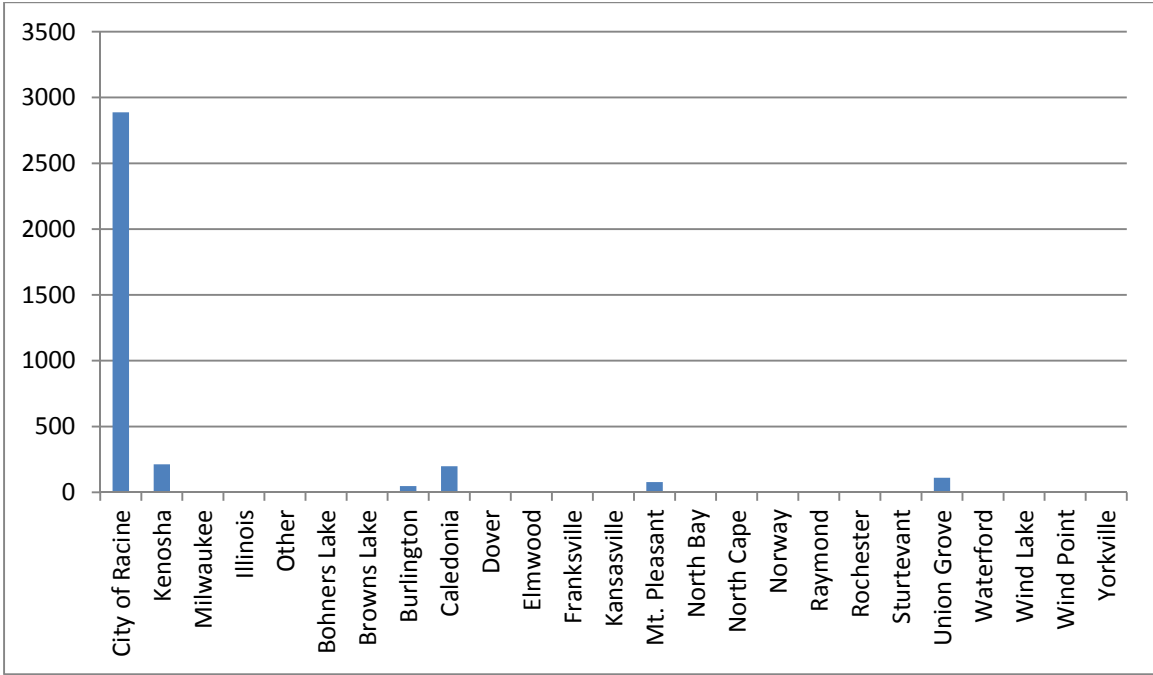
## July Attendance By Hour



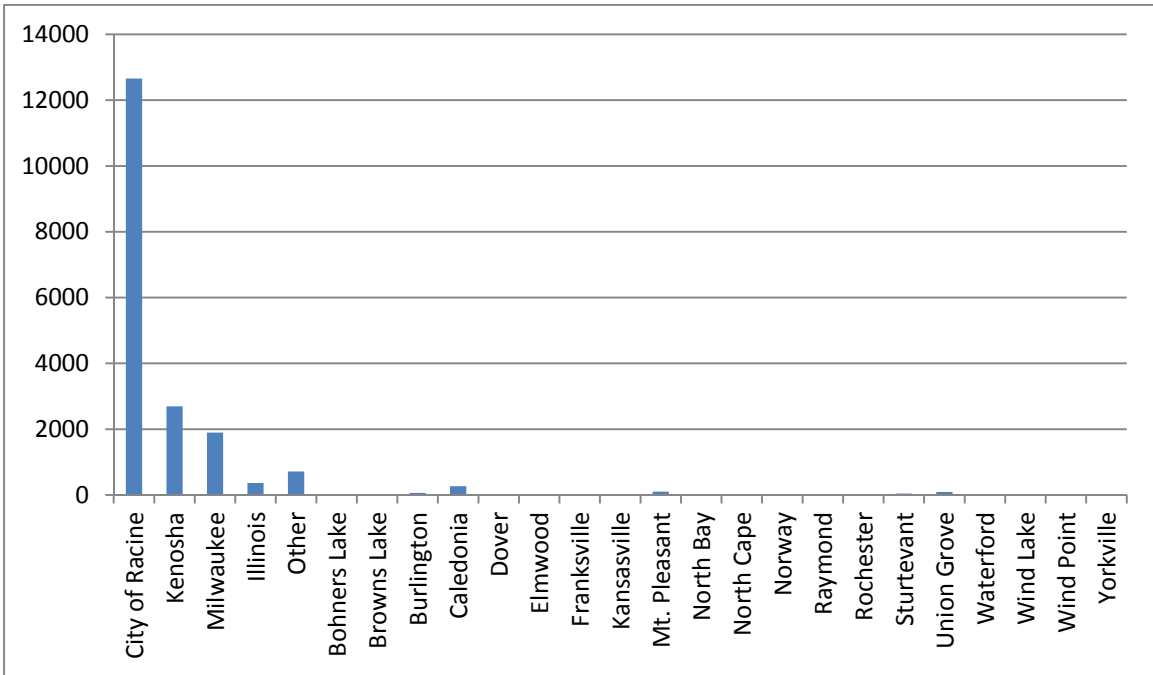
## July Monthly Attendance 2013-2018



## July Member Municipality



## July Non-Member Municipality



## **Admissions, Gift Shop, Grill, Watering Hole, Train (Operations)**

- Ordered and received new product
- Contacted Vendors for New items
- Took over new responsibilities for AC

## **Animal Care**

- Animal info/moves:
  - Received 4 milk frogs
  - 1 leopard gecko
  - 1 w. tufted deer
  - Introductions with fennec foxes continuing on exhibit
- Vet exams:
  - Penguin "Linus" gland recheck exams and surgical removal of gland
  - 2 arctic fox exams for medical concerns
  - 1 grey kangaroo exam "Josie"
  - Screech owl "Alvis" exam
  - Milksnake "Andrea" exam
  - Degus annual exams
  - Tamarin "Marquis" dental exam & surgical tooth removal
  - Fennec fox "Roscoe" biopsy exam
  - Salamander exam
  - Brownie cleared quarantine-discussions about introduction to new exhibit and to other deer
  - Lynx recheck exams and treatments for feline staph infection & flea issue
  - Tamarins "Olivier" & "Francois" preship exams and crate training for shipment
  - Multiple maternal ultrasounds for "Isabella"; and 1 tamarin infant birth
  - Farm annual exams
- Deaths:
  - Fruit bat "Rolo" multiple exams and treatments for wing lesions and unknown mobility issues; eventual euthanasia due to decline and unsuccessful treatments
- Staff
  - N/A
- Miscellaneous
  - National Zookeeper Week
  - Zoorific Saturday-zookeeper day
  - Media appearances on multiple occasions, including live news, taped news, journal times, Racine & me show
  - WWW event
  - All Staff picnic at animal crackers-THANK YOU BETH!
  - Multiple BTST

## **Education**

- **Educational Programs**

- Onsite Programs –10
  - Reached 400 people
- Behind the Scenes – 6
  - Reached 39
- Onsite Birthdays – 3
  - Reached 70 people
- Offsite Programs - 3
  - Reached 230 people
- Offsite Birthdays – 2
  - Reached 49 people
- Creature Features - 31
  - Reached 994 people
- Wildlife Theaters-62
  - Reached 963 people
- Preschool Classes – 6
  - Reached 122 people
- Field Trips - 28
  - Reached 4,714 people
- Totals: Reached 7,581 people

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
  - 3/4 - 61/100 spots – 61.0%
  - K/1 - 67/180 spots – 37.2 %
  - 2/3 - 58/180 spots – 32.2%
  - 4/5 - 59/160 spots – 36.9%
  - 6/7 – 21/80 spots – 26.3%
  - Overall – 266/700 – 38.0%

- **Events**

- July 1 – Participated in Kenosha Fourth of July Parade
- July 4 – Participated in Racine Fourth of July Parade
- July 5 – Led Animals and Artisans Event
- July 17 – Participated in Scoopy’s Birthday Party at Culver’s
- July 18 – Participated in Americorps workshop in Madison
- July 23 – Ran Member Monday (Christmas in July)
- July 26 – Presented Grant Request to CDBG Committee at City Hall
- July 25 – Participated in Wustum Museum’s Art Party Pop-Up
- July 28 – Led World Tiger Day Event

- **Grants**

- Received funding from Kiwanis Club for Wildlife Explorers
- Submitted Americorps Planning Grant Proposal at national level
- Submitted CDBG Grant to City of Racine
- Submitted proposal to County of Racine

- Submitted final report for Racine Nature Club
- Submitted grant to Rotary Club with Executive Director
- Submitted letter of intent to Racine Community Foundation
- Submitted grant to Kenosha Community Foundation
- 

Upcoming

- Presenting at AZA Conference in Seattle in September
- Presenting at WAEE Conference in October
- Launch of “Beginning Birders” Fall 2018
- Launch of “Family Conservation Club” Fall 2018

**Comparison to July 2017- programs and participants**

<b>Participants</b>	2017	2018	Variance
On Site	480	400	-16.7%
Off Site	425	230	-458.9%
BTS	8	39	+387.6%
Birthday Party	180	119	-33.9%
Preschool	-	122	-

<b>Programs</b>	2017	2018	Variance
On Site	13	10	-23.1%
Off Site	5	3	-40.0%
BTS	1	6	+500.0%
Birthday Party	6	5	-16.7%
Preschool	-	6	-

**Facilities**

- Cut and whip grass, general upkeep of grounds , tree trimming ,spray for weeds, removal of shrubs, planting shrubs
- Daily janitorial
- Preventative maintenance
- Work orders
- Built a railing around the safari deck
- Set up and tear down of special events, and birthday parties
- Fixed broken flag pole
- General animal care repair requests

## Resource Development

- Submitted grant reports
- Submitted grants for operating support of the Zoo

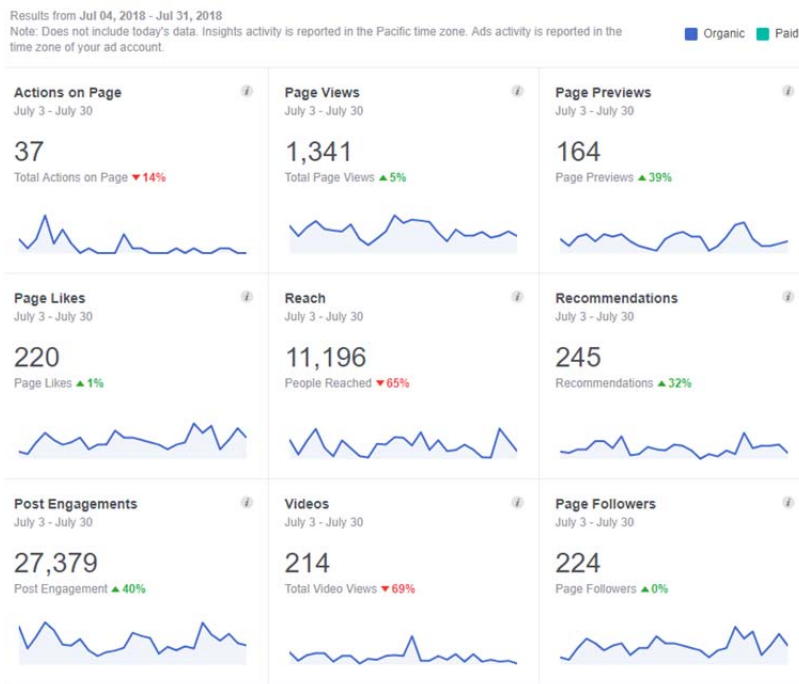
## Public Relations/Social Media

- Multiple E-blasts
- Wildlife Matters online magazine
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Multiple Press Releases
- Media Relations: Racine & Me, CH 12, Fox 6, Journal Times, TMJ 4
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: Wind Point Mag, Belle City Mag, Bargain Hunter, DRC, Union Grove
- Social Media Posts: Facebook, Twitter, Instagram, youtube
- Racine County Eye
- Bargain Hunter
- Journal Times
- Shepherd Express: City Guide ad for Wine Stein and Dine - Animals Crackers in progress
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, Travel Wisconsin, WhoFish, Carpe Diem - Milwaukee, Racine County Eye

## Racine Zoo-Digital Metrics

June 2018

### Facebook Data:



Published	Post	Type	Targeting	Reach	Engagement	Promote
07/29/2018 8:17 pm	Thank you to the Cosley Zoo Junior Zookeepers for visiting			1.7K	55 27	
07/28/2018 4:53 pm	Happy 7th birthday to the matriarch of our lion pride, Azizi!			3.7K	284 300	
07/28/2018 1:44 pm	Happy International Tiger Day! Did you know that 90% of Amur			2.9K	143 127	
07/24/2018 10:26 pm	Attention zoo guests! Due to our Animals Crackers concert, we			1.4K	3 4	
07/23/2018 10:25 pm	Time to vote everyone on the Best of Racine County! We			1.9K	103 13	
07/21/2018 6:02 pm	Have you had fun learning what a zookeeper does this week?			1.9K	114 28	
07/21/2018 2:10 pm	Making sure our animals have top notch veterinary care is one			2.1K	176 60	
07/19/2018 6:13 pm	The biggest part of a keeper's day is spent cleaning!			1.5K	74 40	
07/19/2018 9:31 am	Big animals mean big jobs! Zookeeper Lorie cuts whole			1.6K	140 60	
07/18/2018 8:51 pm	Taking care of our aviary birds is a full time job - literally!			1.6K	118 65	
07/17/2018 1:26 pm	Being a zookeeper isn't just about taking care of an animal's			1.6K	174 81	
07/17/2018 9:24 am	Feeding the hundreds of animals at the zoo the best food to keep			2.4K	305 125	
07/16/2018 3:09 pm	Happy National Zookeeper week! This week every year,			1.7K	92 58	
07/16/2018 2:03 pm	Racine Zoo updated their phone number.			901	11 6	

The above is a partial list of activities on the Zoo's Facebook page.



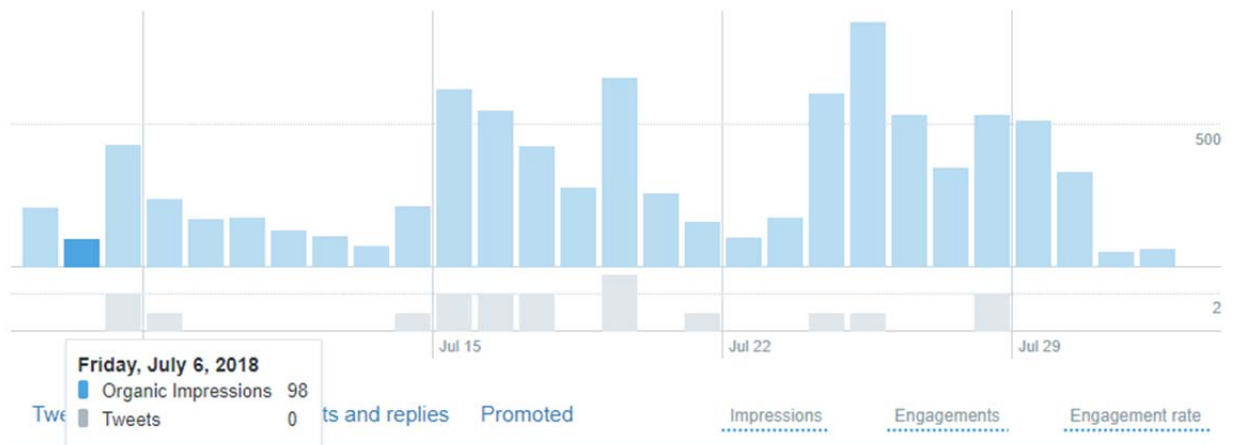
**Twitter:**




**28 day summary** with change over previous period



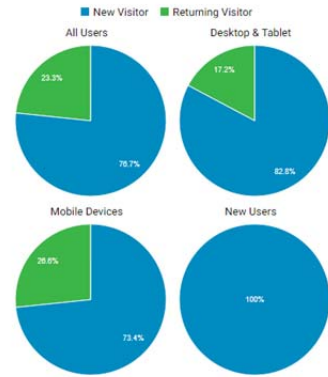
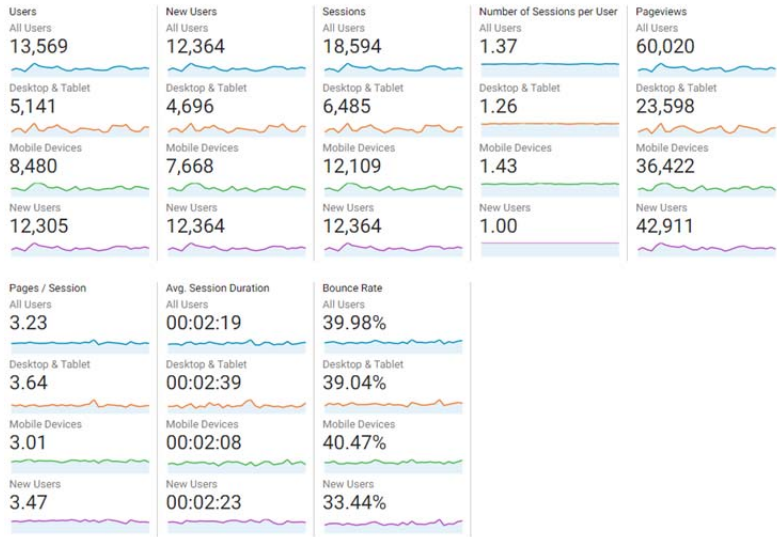
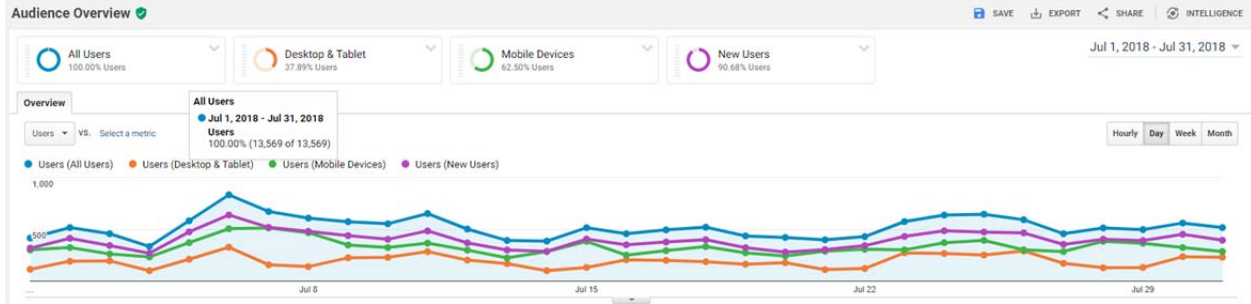
Jul 2018 • 31 days

Your Tweets earned **9.0K impressions** over this 28 day period























Tweet	Impressions	Engagements	Engagement rate
 <b>Racine Zoo</b> @RacineZoo · Jul 7 It's a beautiful day at the Racine Zoo! Visit Alyssa and Gwen in the Watering Hole for Cruzan Rum Punch buckets with paper straws! 🐘 🦒 🐼 <a href="#">View Tweet activity</a>	442	6	1.4%
 <b>Racine Zoo</b> @RacineZoo · Jul 14 Join us tomorrow at 1:00pm at River Bend Nature Center for the next FREE Racine Nature Club program! We will be hiking and enjoying the trails with a River Bend Naturalist. Hope to see you there! 3600 N. Green Bay Rd., Racine, WI 53404 <a href="#">View Tweet activity</a>	380	11	2.9%
 <b>Racine Zoo</b> @RacineZoo · Jul 18 Taking care of our aviary birds is a full time job - literally! Zookeeper Sam is making sure each of our aviary birds is able to get all of the food they need, while Zookeeper Liz spends time with the birds making sure they are happy in their home! Happy National Zookeeper Week! <a href="#">View Tweet activity</a>	369	14	3.8%











# Google Analytics:



## Meltwater mentions:

<input type="checkbox"/>	 The Journal Times Online · USA · Jul 30 · 9:45 pm	
	<b>Racine Concert Band features Hatfield</b>	
	season of free concerts at 7 p.m. Sunday, Aug. 5, at the <b>Racine Zoo</b> , 2131 N. Main St. The free concert features Jeanie Hatfield, a former	
	Reach 85k	Neutral ○
<input type="checkbox"/>	 Fox6now.com · Kiri Salinas · USA · Jul 28 · 9:49 am	
	<b>Enjoy live music &amp; sleep under the stars at the Racine Zoo before the summer ends</b>	
	putting on this summer. Please enable Javascript to watch this video About <b>Racine Zoo's</b> Animal Cracker Concert Series (website) Enjoy the	
	Reach 439k	Positive ○
<input type="checkbox"/>	 Fox6now.com · Trisha Lavey · USA · Jul 24 · 9:49 am	
	<b>The Racine Zoo has about 100 different animal species from around the world</b>	
	Currently, the <b>Racine Zoo</b> cares for approximately 100 different species of animals from Wisconsin and around the world. The <b>Racine Zoo</b> is	
	Reach 439k	Positive ○
<input type="checkbox"/>	 The Telegraph · USA · Jul 23 · 2:20 pm	
	<b>Paper suggests Kenyan monkey inspired Dr. Seuss' Lorax</b>	
	9 more articles · Reach 23k	Neutral ○
<input type="checkbox"/>	 The Journal Times Online · USA · Jul 23 · 11:31 am	
	<b>Racine Concert Band has soloist Berg</b>	
	of free concerts at 7:30 p.m. Sunday, July 29, at the <b>Racine Zoo</b> , 2131 N. Main St. Bass-baritone Gregory Berg rejoins the band for his 20th	
	1 more article · Reach 85k	Neutral ○

<input checked="" type="checkbox"/>	 CBS 58 News · Mike Curkov · USA · Jul 23 · 8:38 am	
	<b>Glad You Asked: What do animals eat at the Racine Zoo?</b>	
	have specified diets depending on the type of animal it is." said <b>Racine Zoo</b> primary giraffe keeper Lorie Wynn. "We have a commissary keeper	
	Reach 86k	Neutral ○
<input type="checkbox"/>	 The Journal Times Online · Michael Burke · MICHAEL BURKE · USA · Jul 22 · 6:00 am	
	<b>Downtown Racine mobile app promoted</b>	
	Motorcycle of Racine, Salmon-A-Rama and Racine Symphony performances. <b>Racine Zoo</b> events are also included, because it is a DRC member. The	
	Reach 85k	Positive ○
<input type="checkbox"/>	 The Journal Times Online · USA · Jul 16 · 12:43 pm	
	<b>Wustum to host art party July 26</b>	
	art stations, safari scavenger hunt, wild gallery tour, visit with <b>Racine Zoo</b> animal friends and gallery games. Beer, wine and a signature	
	Reach 85k	Neutral ○
<input type="checkbox"/>	 The Journal Times Online · USA · Jul 16 · 5:30 am	
	<b>Animal Crackers continues July 25</b>	
	the Allstar Grooves featuring Jackiem Joyner, Matt Marshak and Brian Simpson at the <b>Racine Zoo</b> , 2131 N. Main St., Racine. Joyner's musical	
	1 more article · Reach 85k	Positive ○
<input checked="" type="checkbox"/>	 MSN.com · USA · Jul 15 · 9:55 am	
	<b>Fun events planned at the Racine Zoo this summer</b>	
	WISN Milwaukee Fun events planned at the <b>Racine Zoo</b> this summer Duration: 01:46 42 mins ago	
	1 more article · Reach 293k	Neutral ○

<input checked="" type="checkbox"/>	<p> The Journal Times Online · Jonathon Sadowski · JONATHON SADOWSKI · USA · Jul 14 · 3:21 pm </p> <p><b>Racine Zoo's breeding tamarins are rare</b></p> <p>, so Tiffany Pierce, curator of conservation and animal care for the <b>Racine Zoo</b>, considers the zoo fortunate. "We know we're doing something</p> <p>Reach 85k <span style="float: right;">Neutral <input type="radio"/></span></p>
<input checked="" type="checkbox"/>	<p> CBS 58 News · Jacob Kittilstad · USA · Jul 7 · 7:00 pm </p> <p><b>Racine &amp; Me July 8, 2018: State Sen. Bob Wirch, the Racine Calliope, Peter and the Starcatcher, and Animal Crackers</b></p> <p>it is the 32nd year of the Animal Crackers Concert Series put on by the <b>Racine Zoo</b>. Staff brought in "Laurel" the Green Tree Python to help</p> <p>Reach 86k <span style="float: right;">Neutral <input type="radio"/></span></p>
<input checked="" type="checkbox"/>	<p> The Journal Times Online · Jonathon Sadowski · USA · Jul 6 · 8:30 pm </p> <p><b>Racine Zoo's female emperor tamarin pregnant again</b></p> <p>-Williams, the zoo's primary primate care specialist, said. The <b>Racine Zoo</b> is the only known North American facility to perform tamarin</p> <p>Reach 85k <span style="float: right;">Neutral <input type="radio"/></span></p>
<input checked="" type="checkbox"/>	<p> CBS 58 News · Justin Thompson-Gee · USA · Jul 6 · 3:31 pm </p> <p><b>Racine Zoo emperor tamarin, Isabella, is pregnant again</b></p> <p>- encouraging her to stay long enough to record a measurement. The <b>Racine Zoo</b> became the only known facility in North America to do an</p> <p>Reach 86k <span style="float: right;">Neutral <input type="radio"/></span></p>
<input checked="" type="checkbox"/>	<p> TMJ4.com · Phil Pinarski · USA · Jul 6 · 12:52 pm </p> <p><b>Racine Zoo leads in emperor tamarin pregnancy research</b></p> <p>in those first critical hours post-birth," she said. The <b>Racine Zoo</b> became the only known facility in North America to do an ultrasound on</p> <p>Reach 283k <span style="float: right;">Positive <input type="radio"/></span></p>

This is a partial list of mentions in the media in the last month.

## **Special Events**

### **July Events:**

- Sunday, July 1: **Kenosha Parade**
  - **Location:** Kenosha
  - **Time:** 12pm-2pm
  - **Event Overview:** 4<sup>th</sup> of July Parade
  - **Attendance:** thousands
  
- Sunday, July 1: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  
- Wednesday, July 4: **Racine Parade**
  - **Location:** Racine
  - **Time:** 9am-noon
  - **Event Overview:** 4<sup>th</sup> of July Parade
  - **Attendance:** thousands
  -
  
- Sunday, July 8: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  
- Wednesday, July 11: **Animal Crackers**
  - **Location:** Amphitheater lawn
  - **Time:** 5:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 1100
  
- Saturday, July 14: **Zooriffic Saturday: Animals and Artisans**
  - **Location:** Zoo
  - **Time:** 9:00 am – 6:00 pm
  - **Event Overview:** Zooriffic event
  - **Attendance:** Zoo attendance
  -
  
- Sunday, July 15: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  
- Wednesday, July 18: **World Wine Wednesday**
  - **Location:** Walkabout Creek
  - **Time:** 6:0pm-8:00pm
  - **Event Overview:** Wine tasting
  - **Attendance:** 50

- Thursday, July 19: **Cigar Dinner**
  - **Location:** Pavilion
  - **Time:** 5pm-10pm
  - **Event Overview:** Cigar
  - **Attendance:** 78
  
- Saturday, July 21: **Zooriffic Saturday: Zookeeper Day**
  - **Location:** Zoo
  - **Time:** 9am – 6pm
  - **Event Overview:** Zookeeper focus
  - **Attendance:** Zoo attendance
  
- Sunday, July 22: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  -
  
- Monday, July 23: **Member Monday**
  - **Location:** Zoo
  - **Time:** 6pm-8pm
  - **Event Overview:** Christmas in July
  - **Attendance:** Zoo attendance
  
- Wednesday, July 25: **Animal Crackers**
  - **Location:** Amphitheater lawn
  - **Time:** 5:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 1300
  
- Saturday, July 28: **Zooriffic Saturday: Tiger Day**
  - **Location:** Zoo
  - **Time:** 9am – 6pm
  - **Event Overview:** Tiger focus
  - **Attendance:** Zoo attendance
  
- Sunday, July 29: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200

**Media:**

- July 4: Film Racine & Me
- June 22: WISN 12 – 2 segments
- July 25: Fox 6—4 segments at the Zoo
- July 28: Fox 6 – 2 segments
- July 29: TMJ 4 – 1 segment

## **2018 Event Schedule**

Wednesday, August 1	<b>Roar &amp; Pour: Aviary</b>	6pm-8pm
Saturday, August 4	<b>Twin Disc Picnic</b>	TBD
Sunday, August 5	<b>Knapp Mfg., Inc. Picnic</b> <b>Racine Concert Band</b>	1pm-4pm 5:30pm-8:30pm
Wednesday, August 8	<b>Animal Crackers: Karrin Allyson</b>	5:30pm-9:30pm
Friday, August 10	<b>Chad Ianson Wedding Rehearsal</b>	5pm-6pm
Saturday, August 11	<b>Zoorific Saturday: Orangutan Day</b> <b>Chad Ianson Wedding Ceremony</b> <b>Angie Baus Wedding Reception</b>	9am-6pm 2pm-3pm 4pm-11pm
Sunday, August 12	<b>ST Specialty Foods</b> <b>Racine Concert Band</b>	12pm-5pm 5:30pm-8:30pm
Wednesday, August 15	<b>World Wine Wednesday: Turs/Bears</b>	6pm-8pm
Saturday, August 18	<b>Zoorific Saturday: Reptile &amp; Amphibian Day</b>	9am-6pm
	<b>DSAW Party</b>	11am-2pm
Sunday, August 19	<b>Car, Truck and Bike Show</b>	8am-4pm
Wednesday, August 22	<b>Animal Crackers: Eric Darius &amp; Gerald Veasley</b>	5:30pm-9:30pm
Saturday, August 25	<b>Whiskers &amp; Whiskey</b>	6pm-9pm
Sunday, August 26	<b>O&amp;H Bakery Company Picnic</b>	TBD
Saturday, September 8	<b>Zoo Debut: Beastly Ball</b>	5pm-11pm