

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on July 2025**

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

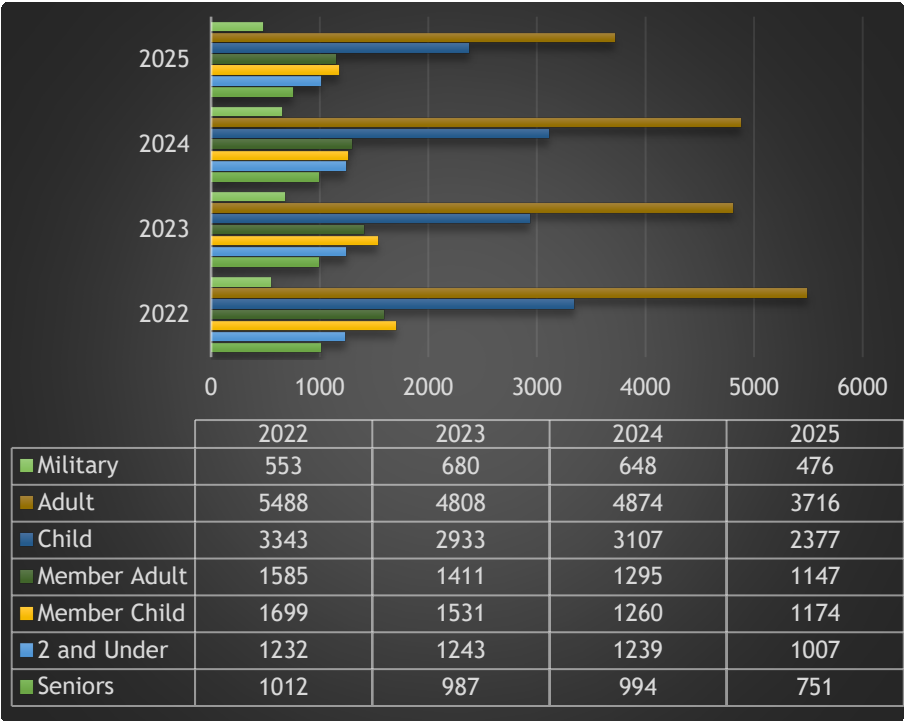
- Total memberships households = **2093**

Attendance for July 2025

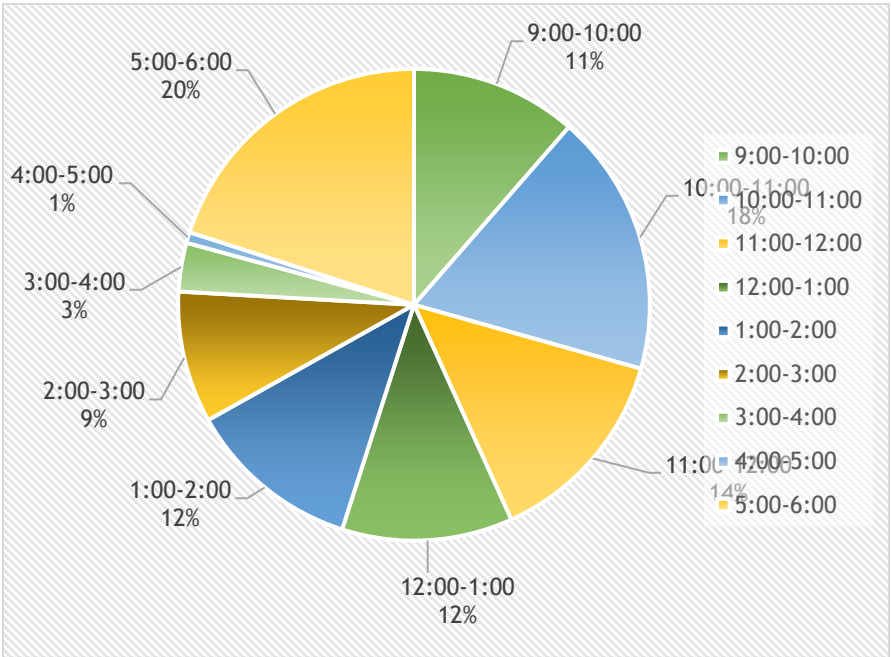
July Attendance 2024 – 2025

	July 2024	July 2025	Variance	Percent change
Adults	4874	3716	-1158	-23.8%
Children	3107	2377	-730	-23.5%
Member Adults	1295	1147	-148	-11.4%
Member Children	1260	1174	-86	-6.8%
Child 2 and under	1239	1007	-232	-18.7%
Seniors	994	751	-243	-24.4%
Military	648	476	-172	-26.5%
Education	1422	1781	359	25.2%
Events	4866	3139	-1727	-35.5%
Total	19705	15568	-4137	-21%

July Admissions Attendance 2022-2025



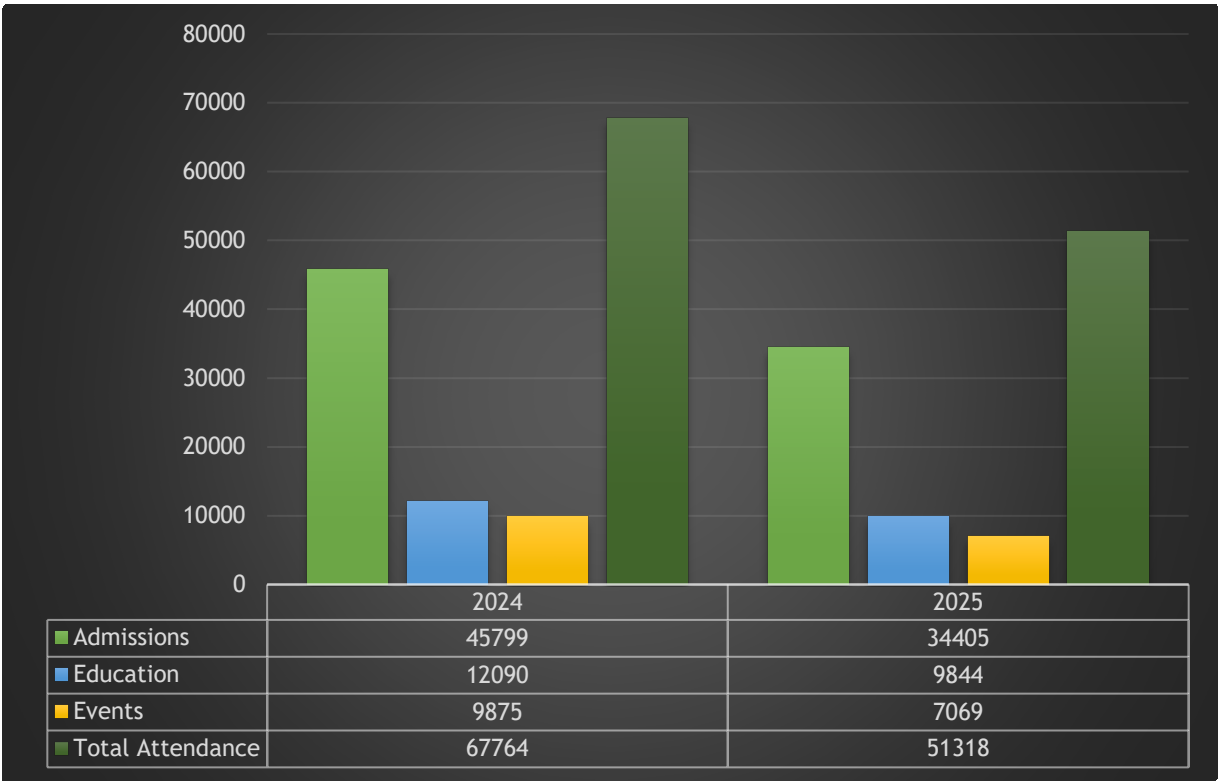
July 2025 Attendance by Hour



Education - 9:00AM – 10:00AM
General Admissions – 10:00AM – 4:00PM
Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2024-2025

	YTD 2024	YTD 2025	Variance	Percent Change
Admissions	45799	34405	-11394	-24.9%
Education	12090	9844	-2246	-18.6%
Events	9875	7069	-2806	-28.4%
Total Attendance	67764	51318	-16446	-24.2%



July 2025 Municipality

Racine County	Guests
53105	99
53108	44
53126	103
53139	13
53167	0
53177	131
53182	62
53185	62
53402	1633
53403	501
53404	281
53405	891
53406	638
Total	4458

Other Municipalities	Guests
Kenosha	1486
Milwaukee	838
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	911
Illinois	2185
Other States (Excludes WI & IL)	913
Outside US	21
Total	6354

	GUESTS
Racine County	4458
Other Municipalities	6354
Events & Education (Not Collected)	4756
Data Not Collected (Admissions)	0
July Total	15568

Operations

- Guest comparison to last year is down but we are finding this with our counterparts across the country
- Weather was great for both of the Animal Crackers Concerts. Margarita Fest turned out to be a great weather day after a rainy start to the day.
- The group from Custom Employment Solutions are working on Tuesday, Wednesday and Thursday the weeks that we have Animal Crackers. They are very helpful getting tables moved and set up for the concerts

Animal Care

- **Veterinary Updates**

- 1.0 Fossa, Kirindy, monitoring for age related issues
- 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
- 1.0 Dom. Ferret Linguini is on digestive meds for possible kidney issues.
- 0.1 Hartmann's Mountain Zebra, Promise received an injury to her front right leg (flesh bite). It is being monitored.
- African Penguin colony is being treated for Aspergillosis.
- 3.1 Meerkat have repeatedly tested positive for Coccidia. Treatment continues.
- 0.2 Red Kangaroos, Gigi and Winnie have cleared quarantine and are on exhibit at Walkabout.
- 30.30 Madagascar Hissing Cockroaches have cleared quarantine and are housed in the Ed. Animal area.

- **Collection Changes**

- Incoming/Outgoing animals W/O set dates:
 - 1.0 White handed Gibbon (spring), "Christopher" as enclosure-mate for 0.1 Robin from Birmingham Zoo ("On Hold" for review of 0.1 Robben's health).
 - 1.0 Bearded Emperor Tamarin, Phoenix (housed at San Francisco Zoo) was humanely euthanized due to declining health on 7-1-2025.
 - 1.1 Bearded Emperor Tamarins, Mattessich and Gianna were donated to Colorado Springs Zoo on 7-16-2025 per SSP recommendations.
 - 0.1 Emu, Sydney was humanely euthanized due to age related Issues on 7-21-25.

- **Staffing/Training**

- Summer staff are hired for the season and to replace other staff that have left to go to other AZA facilities

- **Other Updates**

- Continuing (0.1), penguin acupuncture session, 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 and Inti
- Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffe, 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.
- 0.1 penguin chick named Piper

Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)	Notes
On-Campus Programs				
Animal Program	9	489	497	
Slumber Safari	1	12	12	
Preschool	0	0	0	
Behind-the-Scenes Encounter	2	5	5	
Wildlife Explorers	0	0	0	
Globes	0	0	0	
Scout Program	0	0	0	
Off-Campus Programs				
Animal Program	17	715	717	
ZAP (After School Program)	0	0	0	
COZI	0	0	0	
Senior Safari	0	0	0	
Birthday Parties				
On-Campus	3	105	105	
Off-Campus	1	22	22	
AmeriCorps Program				
On-Campus	0	0	0	
Off-Campus	0	0	0	
Zoo Camp				
Spring Break	0	0	0	
Summer	14	132	132	*Half day camps; 2024 equivalent would be 9 camps, 92 campers (reflected below)
Daily Programs				
Creature Feature	32	569	706	
Wildlife Theater	69	630	711	
Other Events*	9	953	61795	
Subtotal	157	3632	64702	
Volunteer Guest Engagement	5	232	232	
TOTAL	162	3864	64934	

Compared to 2024						
Programs	2025 Number	2025 Participants	2024 Number	2024 Participants	% Variance Number	% Variance Participants
On-Campus Programs	12	514	22	844	-45%	-39%
Off-Campus Programs	17	717	15	632	13%	13%
Birthday Parties	4	127	4	124	0%	2%
AmeriCorps Programs	0	0	0	0	0%	0%
Zoo Camp	9	92	14	163	-36%	-44%
Daily Programs	101	1417	93	2249	9%	-37%
Other Events	9	61795	7	60955	29%	1%
Volunteer Guest Engagement	5	232	0	0	100%	100%
Total	157	64894	155	64967	1%	0%

*Other Events	
Date	Event & Attendance (if applicable)
7.1	Keeper Orientation (Abby) - 2
	Kenosha Kingfish Animal Booth with Carl and MHC (Abby) - 215
7.2	Milwaukee Milkmen Animal Booth with Crackers and Bubbles (Abby) - 193
7.4	Racine 4th of July Parade (Abby, Anna, Savannah, Volunteers) - ~60,000 attendance
7.9	LCS Volunteers
7.12	Tiger Zoorific Saturday (Savannah) - 150
7.15	ACE for Wildlife DEAI Committee Meeting (Abby)
7.17	AZA Panel Planning Meeting (Abby)
7.19	Lion Zoorific Saturday (Savannah) - 150
7.26	Christmas in July

Grants and Proposals	
Title	Update
AmeriCorps	Meetings ongoing; BR worked on grant updates
ZAP	Final report being worked on
COZI	Final report completed & turned in
Party for the Planet	Getting ready for monarch tagging season; preparing for AZA panel
ACE Vanishing Kingdom	Beth contacted design company; evaluation ongoing

Facilities

- Completed phase one of spider monkey shift door replacement
- Completed work on Dewey's fence
- Fixed rhino shift doors
- Added door closer on admissions gate
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down
- Working on Tur Mountain



Staff Activity Report

Marketing | July 2025

E-Blasts

mailchimp.com

<input type="checkbox"/>	Racine Zoo Update: Zoo Debut, a Tropical Soirée Regular email Send date on Thu, Jul 31, 08:00 PM	Scheduled Thu, Jul 31, 08:00 PM	Entire Zoo Database			Pause and edit
<input type="checkbox"/>	Racine Zoo Update: Christmas in July 2 Regular email Send date on Fri, Jul 25, 05:00 PM	Sent Fri, Jul 25, 05:00 PM	Entire Zoo Database 11,641 recipients	27.5% Opens	0.6% Clicks	View report
<input type="checkbox"/>	Racine Zoo News: July 25 Regular email Send date on Fri, Jul 25, 05:00 PM	Sent Fri, Jul 25, 05:00 PM	Entire Zoo Database 11,640 recipients	29.4% Opens	0.7% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: Whiskers & Whiskey Regular email Send date on Tue, Jul 15, 11:00 PM	Sent Tue, Jul 15, 11:00 PM	Entire Zoo Database 11,602 recipients	27.0% Opens	0.4% Clicks	View report
<input type="checkbox"/>	Racine Zoo: 2025 Nominations Regular email Send date on Tue, Jul 15, 01:00 PM	Sent Tue, Jul 15, 01:00 PM	Entire Zoo Database 11,609 recipients	28.0% Opens	1.5% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: Cigar Dinner Regular email Send date on Sun, Jul 13, 05:00 PM	Sent Sun, Jul 13, 05:00 PM	Entire Zoo Database 11,580 recipients	28.1% Opens	0.6% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: Margarita Fest 2 Regular email Send date on Sat, Jul 12, 11:00 PM	Sent Sat, Jul 12, 11:00 PM	Entire Zoo Database 11,580 recipients	28.9% Opens	0.3% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: Christmas in July Regular email Send date on Sat, Jul 12, 05:00 PM	Sent Sat, Jul 12, 05:00 PM	Entire Zoo Database 11,600 recipients	30.2% Opens	0.6% Clicks	View report
<input type="checkbox"/>	Racine Zoo News: July 11 Regular email Send date on Fri, Jul 11, 05:00 PM	Sent Fri, Jul 11, 05:00 PM	Entire Zoo Database 11,591 recipients	29.9% Opens	1.0% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: World Roar Wine Pour Wednesday Regular email Send date on Thu, Jul 10, 05:00 PM	Sent Thu, Jul 10, 05:00 PM	Entire Zoo Database 11,567 recipients	28.0% Opens	1.5% Clicks	View report
<input type="checkbox"/>	Racine Zoo Update: Animal Crackers - Davina and the Vagabonds Regular email Send date on Tue, Jul 08, 05:00 PM	Sent Tue, Jul 08, 05:00 PM	Entire Zoo Database 11,544 recipients	29.0% Opens	0.9% Clicks	View report
<input type="checkbox"/>	July Wildlife Matters 2025 Regular email Send date on Mon, Jul 07, 12:00 PM	Sent Mon, Jul 07, 12:00 PM	Membership 1,714 recipients	46.5% Opens	4.0% Clicks	View report

Entire Zoo Database

Subscribers	Open Rate	Click Rate
11,920	28.6%	0.82%

Members

Subscribers	Open Rate	Click Rate
1,770	46.5%	4.0%

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

MISCELLANEOUS PROJECTS

- See final page of report

- Bargain Hunter
- Happenings
- Wind Point STROLL
- Happenings
- Milwaukee Times
- El Conquistador
- Chronicle Illinois
- Facebook Promotion



Saturday, July 26 | 10 AM - 5 PM

Bring all your friends and family for a festive and fun-filled day at the Zoo as we celebrate Christmas in July!

With Santa on vacation from the North Pole, the Grinch visiting, and so many others making a stop at the Zoo, it is nothing short of a Christmas miracle! We will see you at the Zoo for a jolly good time!

- Entertainment
- Crafts and games
- Cookie decorating
- Ornament decorating
- Bounce Houses
- Creature Features
- Zoo Choo rides

and so much more!

Visit racinezoo.org for more information

**CHRISTMAS
IN JULY**



SEPTEMBER 6, 2025 | 5PM-11PM

ZOO
DEBUT)
Tropical
SOIRÉE

JOIN US FOR RACINE'S PREMIER BLACK-TIE EVENT, ZOO DEBUT, A THEMED CHARITY FUNDRAISING GALA. INDULGE IN AN OPEN BAR, GOURMET DINNER, LIVE ENTERTAINMENT, LIVE AND SILENT AUCTIONS, AND MORE. THIS DAZZLING EVENT WILL BE A NIGHT TO REMEMBER!

FUNDS RAISED WILL BENEFIT ESSENTIAL VETERINARY AND DAILY ANIMAL CARE, EDUCATION PROGRAMS, CONSERVATION EFFORTS, AND SO MUCH MORE. YOUR SUPPORT IS THE KEY TO OUR CONTINUED SUCCESS OF PROVIDING POSITIVE WILDLIFE EXPERIENCES FOR GUESTS OF ALL AGES.

\$175 PER GUEST
\$1750 FOR TABLE OF 10

RSVP BY AUGUST 8, 2025

BUY TICKETS AT [RACINEZOO.ORG](https://www.racinezoo.org)

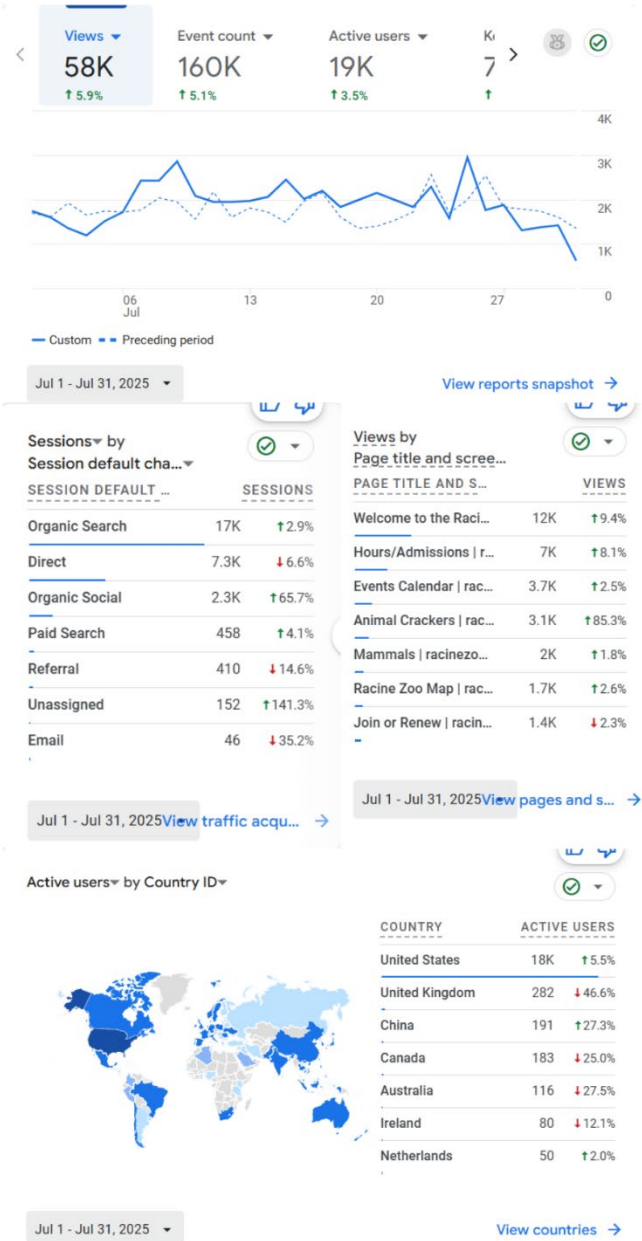
 2131 N MAIN ST
RACINE, WI 53402

[RACINEZOO.ORG](https://www.racinezoo.org)
262.636.9189

FOLLOW US @RACINEZOO ON
FACEBOOK, TWITTER, INSTAGRAM,
& TIK TOK

WEBSITE
raceinezoo.org

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



















Data from Google Analytics



















FACEBOOK

Followers: 48,616

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.


	Batter up... come out tonight or tomorrow and s...	Boost	Tue Jul 1, 9:00am	2.1K	19	0
	Our second World Roar Wine Pour Wednesday is ju...	Boost	Wed Jul 2, 9:00am	1.9K	15	0
	Just a few more weeks until we have a margarita... ..	Boost	Thu Jul 3, 9:00am	4K	27	2
	In honor of Independence Day, enjoy \$5 admission ...	Boost	Thu Jul 3, 5:00pm	10K	69	2
	From the Racine Zoo to you, we are wishing everyb...	Boost	Fri Jul 4, 9:32am	6.1K	239	1
	Coming up August 15, indulge in 5 unique bourbons...	Boost	Sat Jul 5, 1:00pm	3.6K	26	1
	Coming this Wednesday, July 9th, kicking off our 3...	Boost	Sun Jul 6, 2:00pm	12.6K	62	3
	Just a few short weeks before the Racine Zoo's 30t...	Boost	Mon Jul 7, 10:00am	3.8K	32	4
	It's been awhile since we've done a Tuesday Tails... ..	Boost	Tue Jul 8, 9:00am	5.4K	199	3
	The Racine Zoo's annual Car, Truck, & Bike Show is ...	Boost	Wed Jul 9, 9:00am	15.8K	146	7
	Who said being a messy eater isn't cute?! Timu and ...	Boost	Thu Jul 10, 9:00am	7.4K	365	3
	World Roar Wine Pour Wednesday	Boost	Thu Jul 10, 1:14pm	5	--	--
	Baby Penguin's First Time In The Big Pool	Boost	Fri Jul 11, 10:18am	5.5K	284	18
	We invite you to join the Racine Zoo for our 30th A...	Boost	Fri Jul 11, 2:02pm	2.2K	19	0
	Cigar Dinner	Boost	Fri Jul 11, 3:22pm	0	--	--
	Margarita Fest	Boost	Fri Jul 11, 3:24pm	5	--	--
	Zoorific Saturday: International Tiger Day 🐅 Come...	Boost	Sat Jul 12, 9:00am	6.3K	209	10
	It's a...❤️🐣 Learn about how this little chick came...	Boost	Sun Jul 13, 10:25am	8.2K	275	12
	Get your tickets for this month's World Roar Wine P...	Boost	Mon Jul 14, 9:01am	1.9K	22	0
	Tuesday Tails: Emperor Tamarins These guys may b...	Boost	Tue Jul 15, 9:00am	3K	124	1

STAFF ACTIVITY REPORT | MARKETING | July 2025


	Today kicks off the beginning of Zookeeper Appreci...	Boost	Sun Jul 20, 5:01pm	65K	1.4K	32
	Today is Andean Bear Day! Today we take the day t...	Boost	Mon Jul 21, 9:00am	6.5K	291	10
	Find out how free roaming outdoor time is benefici...	Boost	Tue Jul 22, 12:59pm	3.8K	121	4
	Today is the final day for nominations for Best of R...	Boost	Wed Jul 23, 8:55am	2.4K	12	0
	Animal Crackers - Vincent Ingala	Boost	Wed Jul 23, 9:42am	1	--	--
	Animal Crackers - The Flat Cats	Boost	Wed Jul 23, 9:44am	0	--	--
	Animal Crackers-Special EFX: All-Stars	Boost	Wed Jul 23, 9:46am	3	--	--
	Caring for animals is a team effort, and we have on...	Boost	Thu Jul 24, 10:45am	4.1K	153	1
	It is with extremely heavy hearts that the Racine Zo...	Boost	Thu Jul 24, 2:05pm	39.8K	1.3K	109
	Santa is coming to the Racine Zoo tomorrow, July ...	Boost	Fri Jul 25, 9:00am	2K	20	0
	Today is the end of Zookeeper Appreciation Week b...	Boost	Sat Jul 26, 9:32am	6.2K	291	20
	Santa is at the Racine Zoo all day! Be sure to come ...	Boost	Sat Jul 26, 12:20pm	3.2K	54	3
	The Racine Zoo's annual Zoo Debut: A Tropical Soir...	Boost	Sun Jul 27, 9:00am	22.9K	194	2
	Roaring 'Happy Birthday' to Azizi, one of our femal...	Boost	Mon Jul 28, 10:00...	4.6K	326	29
	Tuesday Tails: Eastern Black Rhino Kianga is showi...	Boost	Tue Jul 29, 9:00am	4.5K	174	2
	World Roar Wine Pour Wednesday	Boost	Tue Jul 29, 9:31am	0	--	--
	Get your tickets to the final World Roar Wine Pour ...	Boost	Wed Jul 30, 9:00am	1.8K	21	1
	The Racine Zoo's annual Car, Truck, & Bike Show is ...	Boost	Thu Jul 31, 9:01am	5.1K	83	6

Top 5 posts of July with the largest reach, engagement, likes, and shares:


1. First day of Zookeeper Appreciation Week
2. Sydney's Press Release
3. Zoo Debut post
4. Car, Truck, & Bike Show post
5. Davina and the Vagabonds: Animal crackers post




Today kicks off the beginning of...
Sun Jul 20, 3:01pm
87.4K views, 2.1K likes, 80 shares, 90 comments




It is with extremely heavy hearts that the...
Thu Jul 24, 12:05pm
66.5K views, 1.6K likes, 149 shares, 89 comments



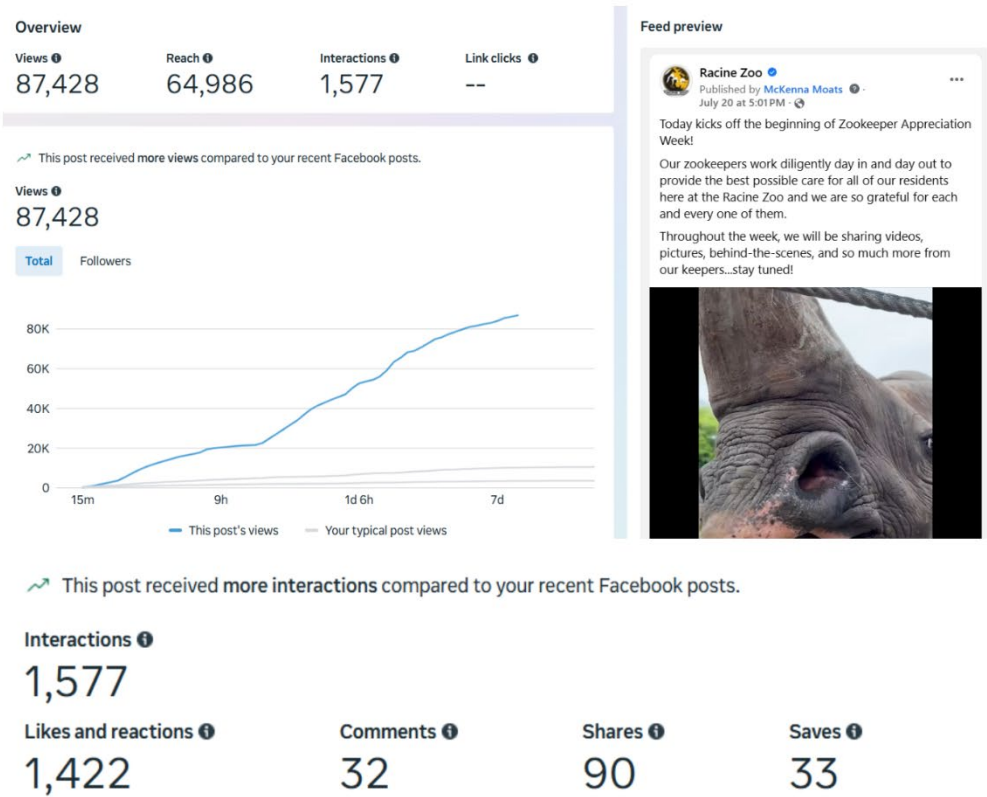
The Racine Zoo's annual Zoo Debut: A...
Sun Jul 27, 7:00am
42K views, 237 likes, 8 shares, 18 comments



The Racine Zoo's annual Car, Truck, &...
Wed Jul 9, 7:00am
23.4K views, 285 likes, 23 shares, 75 comments

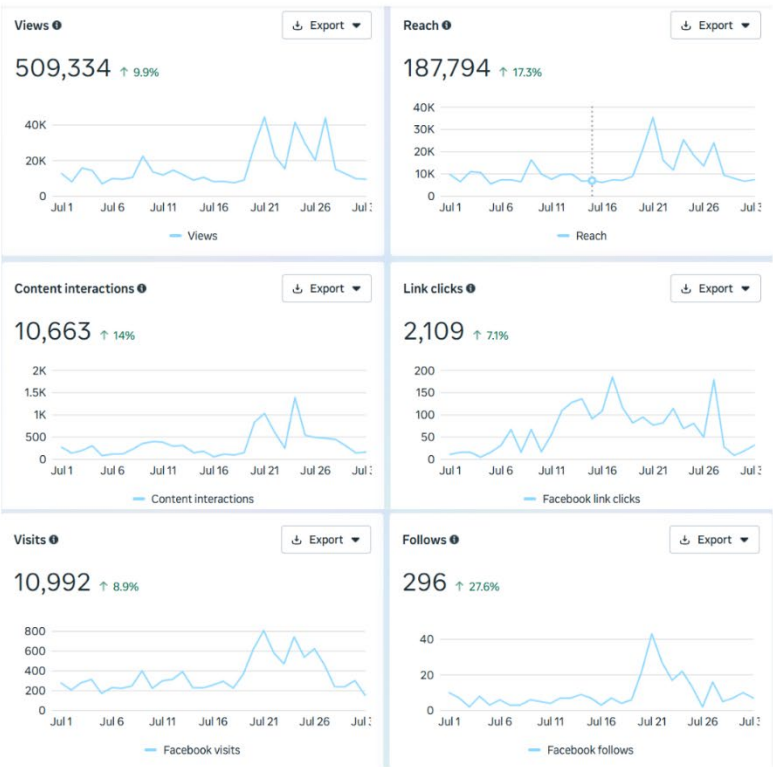


Coming this Wednesday, July 9th,...
Sun Jul 6, 12:00pm
16.9K views, 156 likes, 11 shares, 15 comments

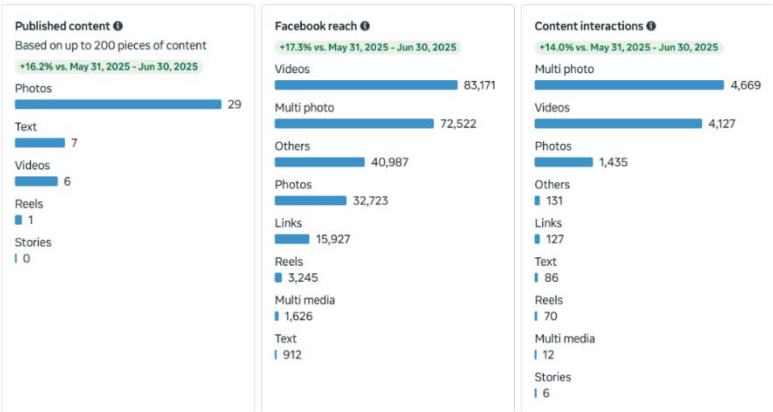


The first video posted for Zookeeper Appreciation Week with Tim and our rhino, Kianga, got the most interactions on Facebook in the month of July

STAFF ACTIVITY REPORT | MARKETING | July 2025



This data is based on the last 30 days. Compared to June, we have improved in all categories on our Facebook throughout the month.


















This data is based on June statistics. We did very well and improved in all categories on Facebook.

▶ INSTAGRAM

Followers: 6,711

Increased number of animal postings (videos too), posted about upcoming events, added to events tab.
Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Batter up... come out tonight or tomorrow and s... Carousel · racinezoo	Boost	Tue Jul 1, 9:00am	353	13	0
	This story has no text Story · racinezoo	Boost	Wed Jul 2, 7:04pm	319	5	--
	Just a few more weeks until we have a margarita... Photo · racinezoo	Boost	Thu Jul 3, 9:00am	372	10	0
	In honor of Independence Day, enjoy \$5 admission ... Photo · racinezoo	Boost	Thu Jul 3, 5:00pm	360	8	0
	From the Racine Zoo to you, we are wishing everyb... Photo · racinezoo	Boost	Fri Jul 4, 9:32am	526	39	0
	Coming this Wednesday, July 9th, kicking off our 3... Photo · racinezoo	Boost	Sun Jul 6, 2:00pm	869	22	0
	Just a few short weeks before the Racine Zoo's 30t... Photo · racinezoo	Boost	Mon Jul 7, 10:00am	360	7	0
	It's been awhile since we've done a Tuesday Tails... Carousel · racinezoo	Boost	Tue Jul 8, 9:00am	515	52	0
	The Racine Zoo's annual Car, Truck, & Bike Show is ... Carousel · racinezoo	Boost	Wed Jul 9, 9:00am	424	23	0
	Who said being a messy eater isn't cute?! Timu and ... Carousel · racinezoo	Boost	Thu Jul 10, 9:00am	1.1K	62	1
	Big steps for this little chick this morning, its first ti... Reel · racinezoo	Boost	Fri Jul 11, 10:20am	1.4K	113	2
	Zoorific Saturday: International Tiger Day 🐅 Come... Photo · racinezoo	Boost	Sat Jul 12, 9:00am	469	58	1
	It's a... ❤️💙💜 Learn about how this little chick came... Reel · racinezoo	Boost	Sun Jul 13, 10:29am	1.6K	115	4
	Get your tickets for this month's World Roar Wine P... Carousel · racinezoo	Boost	Mon Jul 14, 9:01am	310	11	0
	Tuesday Tails: Emperor Tamarins These guys may b... Carousel · racinezoo	Boost	Tue Jul 15, 9:00am	350	31	0

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Followers: 6,711

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Today kicks off the beginning of Zookeeper Appreci...	Boost	Sun Jul 20, 5:07pm	147.6K	18.9K	35
	Today is Andean Bear Day! Today we take the day t...	Boost	Mon Jul 21, 9:00am	770	72	1
	Find out how free roaming outdoor time is benefici...	Boost	Tue Jul 22, 2:25pm	1.8K	94	1
	Today is the final day for nominations for Best of R...	Boost	Wed Jul 23, 8:55am	249	7	0
	Caring for animals is a team effort, and we have on...	Boost	Thu Jul 24, 10:54am	1.5K	40	0
	Caring for animals is a team effort, and we have on...	Boost	Thu Jul 24, 10:54am	1.5K	40	0
	It is with extremely heavy hearts that the Racine Zo...	Boost	Thu Jul 24, 2:08pm	1.4K	172	3
	Santa is coming to the Racine Zoo tomorrow, July ...	Boost	Fri Jul 25, 9:00am	324	5	0
	The Racine Zoo's annual Zoo Debut: A Tropical Soir...	Boost	Sun Jul 27, 9:00am	1.1K	46	0
	Roaring 'Happy Birthday' to Azizi, one of our femal...	Boost	Mon Jul 28, 10:00...	357	50	0

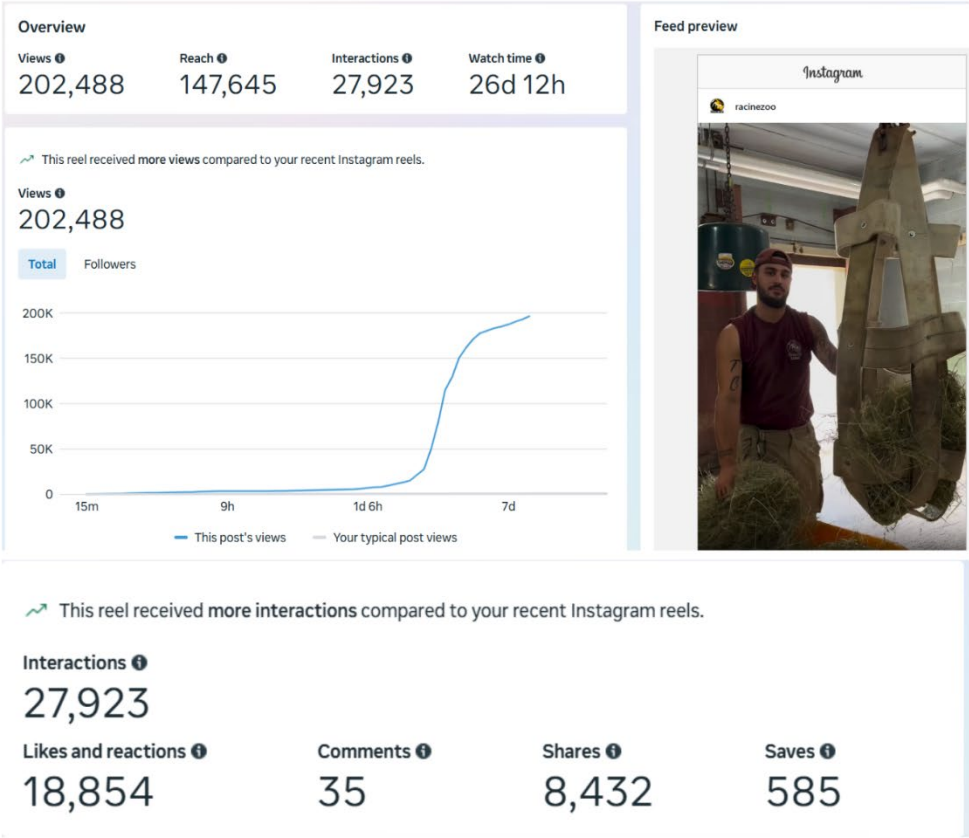
Today kicks off the beginning of...	It is with extremely heavy hearts that the...	The Racine Zoo's annual Zoo Debut: A...	Find out how free roaming outdoor tim...	It's a... Learn about how this little...
Sun Jul 20, 3:07pm	Thu Jul 24, 12:08pm	Sun Jul 27, 7:00am	Tue Jul 22, 12:25pm	Sun Jul 13, 8:29am
202.5K 18.9K 35 8.4K	3.2K 172 3 17	2.3K 46 0 3	2.1K 94 1 2	2.1K 115 4 13

Top 5 posts of July with the largest reach, engagement, likes, and shares:

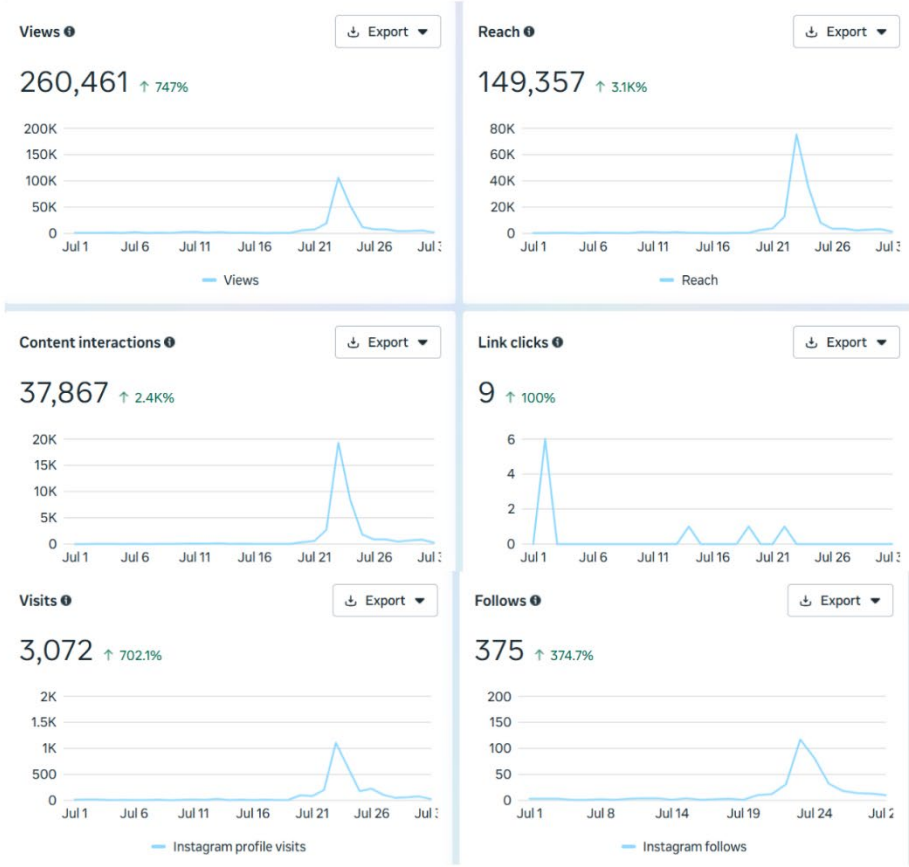
1. First day of Zookeeper Appreciation Week
2. Sydney's Press Release
3. Zoo Debut post
4. Myrtle info video
5. Penguin gender reveal video

▶ INSTAGRAM

Followers: 6,711



STAFF ACTIVITY REPORT | MARKETING | July 2025



This data is based on the last 30 days. We have improved in all insight categories.



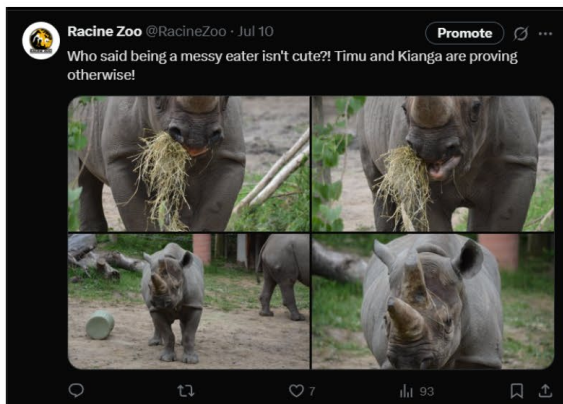
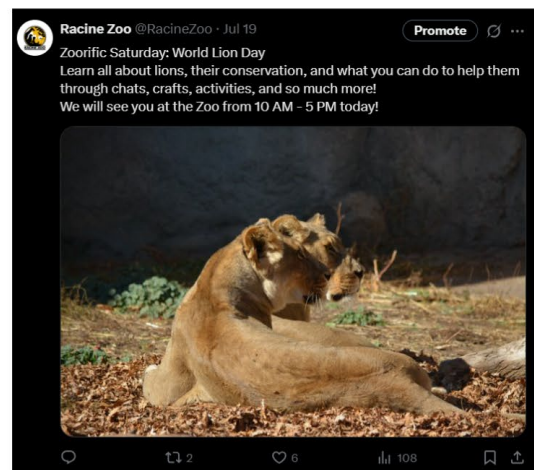
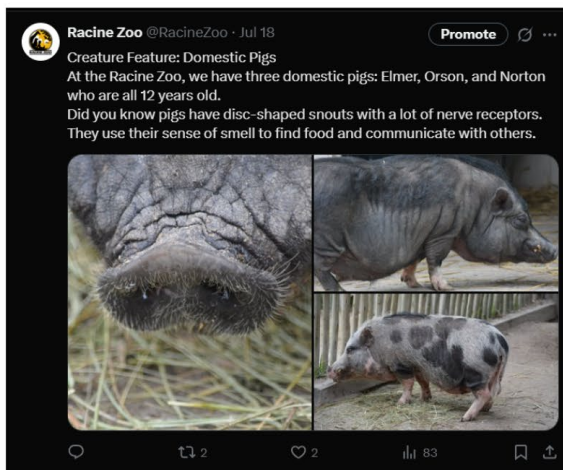
This data is based on June statistics. We have been improving in all categories on all platforms, especially recently.

► X (AKA TWITTER)

Followers: 3,295

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

Posting on this account is frequently, almost every day. The same posts from Facebook and Instagram are posted on Twitter, simplified. The analytics are different as we would have to upgrade to a premium account in order to view the entire analytics instead of just on each individual post. Our engagement is increasing when I post more animal content and when I post more in the late morning compared to afternoon.

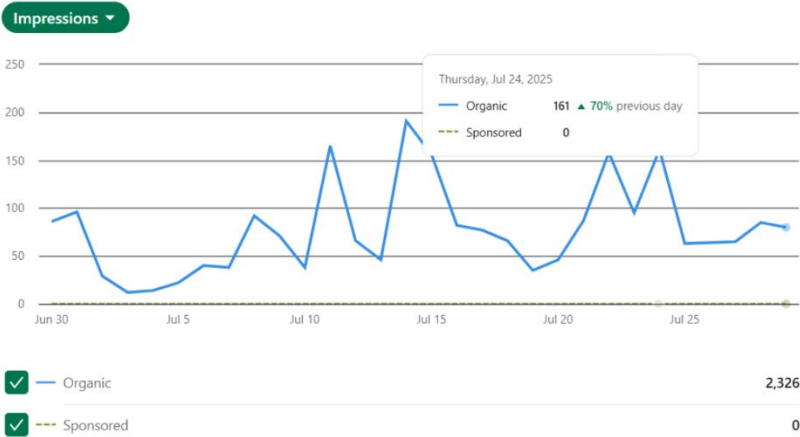


▶ LinkedIn

Followers: 282

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)

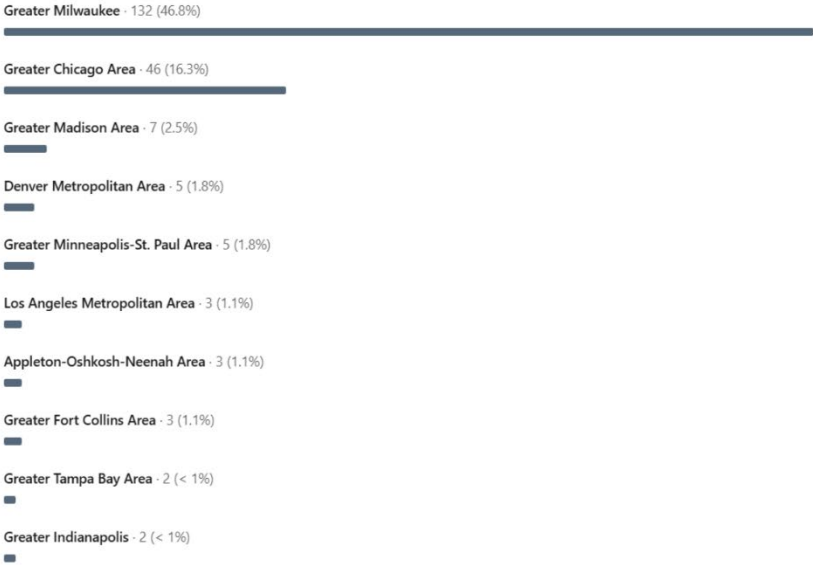
Metrics



Highlights

Data for 6/30/2025 - 7/29/2025


2,326	111	2	1
Impressions	Reactions	Comments	Reposts
▲ 33.1%	▲ 58.6%	▼ 33.3%	▼ 50%



▶ LinkedIn

Followers: 282

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)




Racine Zoo
282 followers
2w • 🌐

Big steps for this little chick this morning, its first time in the big penguin pool! The chick will be in the outdoor habitat each day for a couple hours, starting today, so the colony can bond and the baby can get used to its new surroundings!


Stay tuned for the official gender reveal coming this Sunday!

Any final guesses of what this chick is? Comment below 🍷💜



👤 Tyler Schanen and 11 others

1 comment • 1 repost

▼

👍 Like


💬 Comment

🔄 Repost

Comment as Racine Zoo...

😊 📷


Most relevant ▼



Dragica (Dee) Djurovic ✓ • 1st
CEO and Owner, Premier Solutions Group, LLC | Governmental, Public Sector ...

Good job, little one! Yay! 🍷💜

👍 Like | 💬 Reply




Racine Zoo
282 followers
5d • 🌐

Today is the end of Zookeeper Appreciation Week but that doesn't mean our appreciation for our keepers ends today. Without them, there would be no Zoo!

We are so grateful for all of our animal care staff for providing the best care possible for all of our resident animals. If you see a Zookeeper today, or any day, give them a wave and tell them thank you!


Thank you keepers!



👤 Abigail Flores, MBA and 9 others


1 comment • 3 reposts

LinkedIn posts that had the most engagement during the month of July



Racine Zoo
282 followers
1w • 🌐

It is with extremely heavy hearts that the Racine Zoo announces the recent passing of our beloved Emu, Sydney, after a sudden decline in her health. Sydney was born on July 15, 1994, and arrived at the Racine Zoo in December of 2002. She spent ...more



👤 Molly Rial and 4 others

👍 Like

💬 Comment

🔄 Repost

✉ Send

Throughout the month of July:

- 12 E-blasts were created and sent out
- Celebrated Zookeeper Appreciation Week and had a lot of positive feedback on all platforms
- Our following on Facebook, Instagram, Twitter (X), LinkedIn, and Tik Tok increased
- Ads were created and distributed to multiple websites, magazines, newspapers, etc.
- We had many events in July that all went very well! Continuing with events, we have some coming up in August: Animal Crackers, Whiskers and Whiskey, car, Truck, & Bike Show, and World Roar Wine Pour Wednesday
- Other activities we have participated in this month is multiple media appearances. We were on the news and radio multiple times throughout the month of July
- Our LinkedIn profile is showing up more often and increasing in searches
- Have been getting TONS of positive feedback from the public over our social media and events
- Distributed new posters and flyers
- Updated events pages and calendars
- Wildlife Matters has been published regularly for the past 5 months and has been doing very well

Special Events

July Events

- Animal Crackers Concert, July 9
 - Location: pavilion and north of pavilion, amphitheater and green space
 - Overview: 38th annual concert series
 - Attendance: 1200
- WRWPW, July 16
 - Location: LOG
 - Overview: wine and beer tasting
 - Attendance: 60
- Cigar Dinner, July 17
 - Location: Pavilion and north of pavilion
 - Overview: 30th annual Cigar Dinner
 - Attendance: 130
- Margarita Fest, July 19
 - Location: pavilion and north of pavilion
 - Overview: annual margarita tasting
 - Attendance: 230
- Animal Crackers Concert, July 23
 - Location: pavilion and north of pavilion, amphitheater and green space
 - Overview: 38th annual concert series
 - Attendance: 1300
- Christmas in July, July 26
 - Location: entire zoo campus
 - Overview: family, fun event
 - Attendance: 1000

Coming up at the Zoo at a Glance:

- Animal Crackers, August 6
- Whiskers and Whiskey, August 15
- Car, Truck and Bike Show, August 17
- Animal Crackers, August 20
- WRWPW, August 27
- Zoo Debut, September 6