

**Racine Zoological Society
Park and Recreation Board Meeting
January 2020 (reporting on December 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Wrapping up the Lantern Festival with great weather
- Wrapping up 2019
- New events for 2020

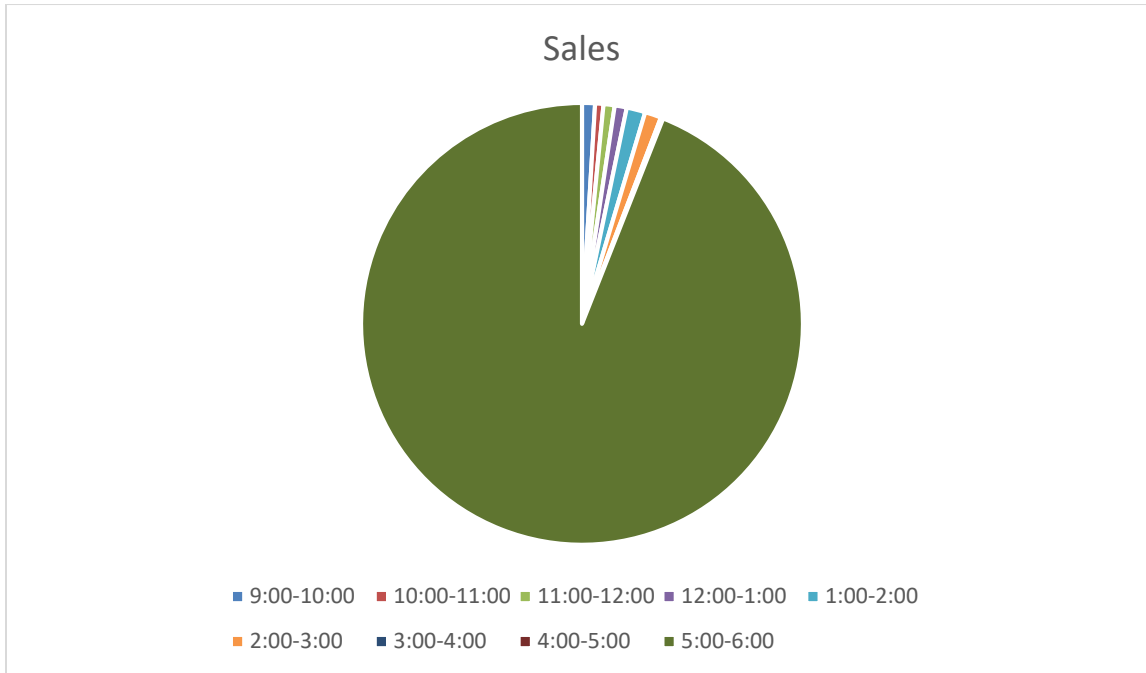
Membership

- Total memberships households = 2,260—reached another all time high!

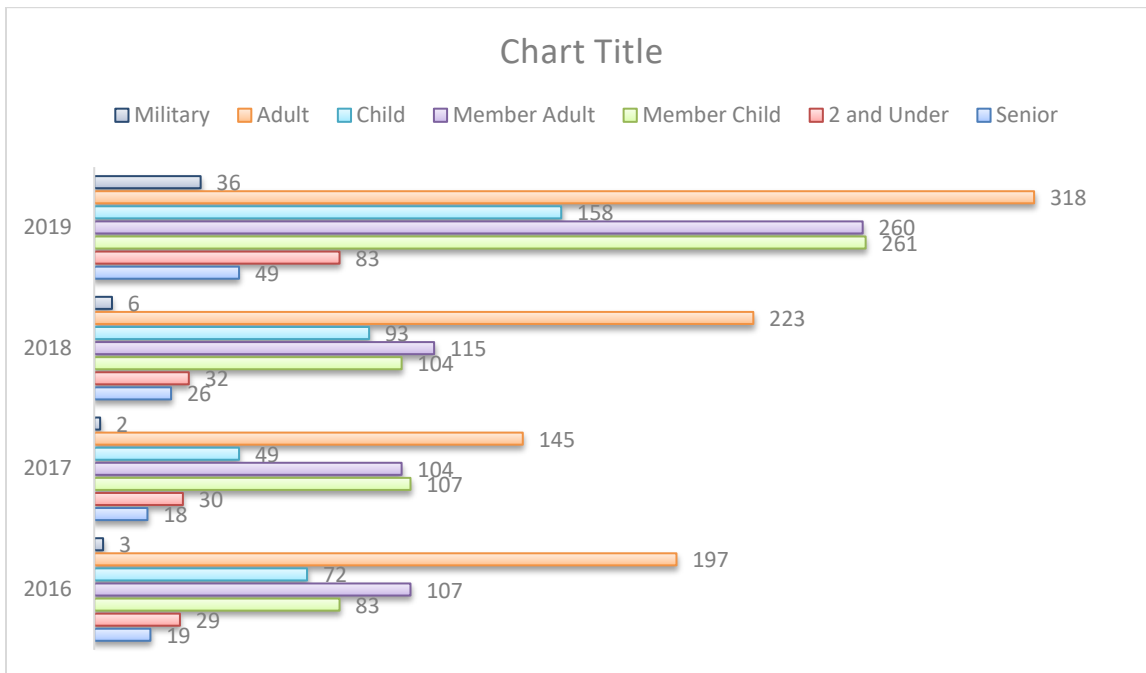
Attendance for December 2019

| | December 2018 | December 2019 | Variance | Percent change |
|--------------------------|----------------------|----------------------|-----------------|-----------------------|
| Adults | 223 | 318 | 95 | 43% |
| Children | 93 | 158 | 65 | 70% |
| Member Adults | 115 | 260 | 145 | 126% |
| Member Children | 104 | 261 | 157 | 151% |
| Child 2 and under | 32 | 83 | 51 | 159% |
| Seniors | 26 | 49 | 23 | 88% |
| Military | 6 | 36 | 30 | 500% |
| Education | 256 | 129 | -127 | -50% |
| Events | 0 | 20335 | - | - |
| Total | 855 | 21631 | 20766 | 2430% |

December 2019 Attendance By Hour



December Monthly Attendance 2016-2019



December Member Municipality

53402 – 240

53408 – 16

53182- 8

53405 – 196

53404 – 19

Kenosha – 12

Milwaukee - 4

Other – 26

Illinois - 0

December Non-Member Municipality

53403- 83

53405 – 112

53402 – 216

53404 – 36

Kenosha – 96

Milwaukee - 48

Other – 53

Operations

- Completed Drills for the Year
- Started on Year-End Inventory
- Worked Lantern Festival and Compiled Numbers
- Working on Year-End Report

Animal Care

Animals/vet exams:

- Minx exam and continued monitoring
- 0.2 Grey Roo exams
- Penguin gland rechecks
- Abby 6 month recheck exam
- PT skink- toe monitoring/rechecks
- Various other education animal rechecks
- Continued with Routine 3 annual exams-frogs, tarantulas
- Bat recheck exams
- Tunis sheep congestion and goat leg lameness monitoring
- Ongoing consultation correspondence with Zebra SSP, Rhino TAG Nutrition vet adviser, Penguin SSP vet & UWM Entomology professor
- Received 3 ferrets for education use.
- Millipedes and Vinegaroons cleared quarantine

Staff/Miscellaneous:

- Sam V-Full time keeper left for other opportunities. Taylor W moved from Part time to full time. Will fill in a part time behind Taylor-Posted job on AZA
- AK working on hiring Spring interns
- Escape Drill on Main floor-Fossa got out through broken tension bands
- Most Disco animals moved to main building and back for pest control treatment
- TS completed renewal for Phoebes dog license
- Keeper Staff helped with Preschool classes
- Pest control- Discovery center 6-month treatment.

Education

- **Educational Programs**

- Birthdays – 3
 - Reached 90 people
- Offsite Programs – 1
 - Reached 30 people
- Preschool – 6
 - Reached 41 people
- Behind the Scenes - 1
 - Reached 6 people
- Behind the Scenes Encounters – 1
 - Reached 2 People
- Wildlife Explorers - 8
 - Reached 172 people
- Conservation Nation – 2
 - Reached 16 people
- AmeriCorps – 19
 - Reached 410 people
- **Total: Reached 767 people**
 - Dec 2018: Reached 554 people
 - Dec 2017: Reached 248 people
 - Dec 2016: Reached 20 people

- **Other Events**

- December 6- Participated in Burlington Holiday Parade
- December 8 – Assisted in Brunch with Santa events
- December 12 – Attended Greater Racine Environmental Education Network Steering Committee Meeting
- December 12 – Assisted in Holiday Craft Fair
- December 16 – Final class of 2019 Conservation Nation
- December 18 – Hosted AmeriCorps Serve Wisconsin Site Visit
- December 19 – Education Planning Session and Revisit of Three-Year Plan

- **Grants and Proposals**

- Recent Updates:
 - Received Wildlife Explorers funds from Arch W. Shaw; Norbell Foundations
 - Submitted Reports for Wildlife Explorers, Christiansen Foundation
 - Submitted Proposal to Central Storage and Warehouse; Big Lots
 - Recipient of AZA's Party for the Planet grant

Comparison to December 2018 - programs and participants

| Participants | 2018 | 2019 | Variance |
|---------------------|------|------|----------|
| On Site | 0 | 0 | +0.0% |
| Off Site | 210 | 30 | -58.7% |
| BTS | 6 | 8 | +33.3% |
| Birthday Party | 30 | 90 | +300.0% |
| Preschool | 80 | 41 | -48.8% |

| Programs | 2018 | 2019 | Variance |
|-----------------|------|------|----------|
| On Site | 0 | 0 | +0.0% |
| Off Site | 5 | 1 | -80.0% |
| BTS | 2 | 2 | +0.0% |
| Birthday Party | 1 | 3 | +200.0% |
| Preschool | 6 | 6 | +0.0% |

Facilities

- Had new gate operator installed on Walton gate
- Had more pulley and cable work done on lion and tiger shift doors
- Daily janitorial duties
- Mulched leaves!!! In December
- Preventative maintenance
- Installed new motor and blower fans in hospital heater
- Installed new motor on southwest air handler on main floor in main building
- Remounted worm gear assembly bolted through wall for large zebra stall door
- Set up and tear down of special events
- Maintenance job tickets, e.g. change light bulbs, repair hose, etc.



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | DECEMBER 2019

E-BLASTS

www.MailChimp.com

| DATE | EMAIL NAME | OPENS | CLICKS |
|-------|--|-------|--------|
| 12/2 | GivingZOOday - Conservation Education | 12.7% | 0.1% |
| 12/3 | GivingZOOday - Memories to Last a Lifetime | 15.1% | 0.5% |
| 12/4 | GivingZOOday - Thank You | 12.8% | 0.3% |
| 12/5 | 12/5 - 12/12 Lantern Fest Deals | 14.8% | 1.1% |
| 12/9 | 12/10 - 12/15 Lantern Fest Deals | 16.5% | 0.9% |
| 12/12 | 12/13 \$5 Friday - Lantern Fest Deals | 15.9% | 0.5% |
| 12/13 | Racine Zoo E-News - December 13, 2019 | 10.5% | 0.8% |
| 12/16 | 12/16 - 12/22 - Lantern Fest Deals | 15.3% | 0.7% |
| 12/18 | 11 Nights Left! - Lantern Festival | 14.7% | 1.2% |
| 12/19 | 12/20 \$5 Friday Lantern Fest Deal | 21.7% | 0.6% |
| 12/20 | TV Show Now Online! | 14.2% | 0.7% |
| 12/21 | Wildlife Matters December 2019 | 13.3% | 1.4% |
| 12/23 | 12/26 - 12/30 Lantern Fest Deals | 15.6% | 0.8% |
| 12/24 | Happy Holidays 2019 | 16.4% | 0.2% |
| 12/25 | 12/26 - 12/31 Lantern Fest Deals | 14.9% | 0.9% |
| 12/27 | Racine Zoo E-News - December 27, 2019 | 12.4% | 1.3% |
| 12/30 | 12/30 - 12/31 Lantern Fest Online Deal | 5.6% | 0.2% |

ENTIRE ZOO DATABASE

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 7,754 | 15.8% | 1.1% |

MEMBERS

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 4,210 | 23.1% | 2.1% |

WEBSITE

www.racinezoo.org

MONTHLY USERS: 26K

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales.

MISCELLANEOUS PROJECTS

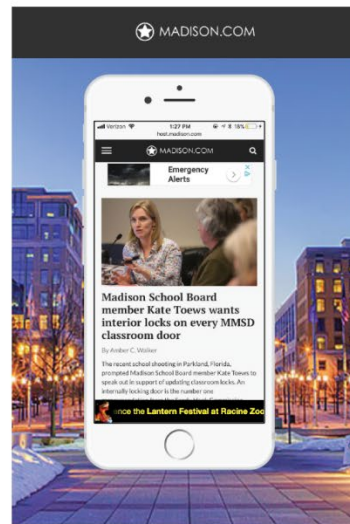
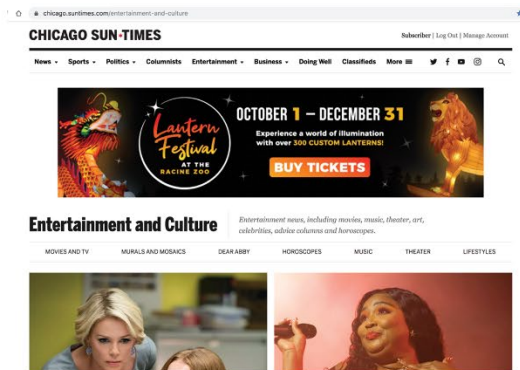
- Updated and created event posters and flyers for 2020
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Took/edited/posted photos from events
- Created Lantern Festival materials
- Managed sales of Lantern Festival season passes and online tickets

OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Frankly Green Bay
- Racine Journal Times
- Fun in Wisconsin
- Chicago Sun Times
- Happenings Magazine
- Capitol Times

Featured:
















- Chicago Sun Times
- Capitol Times



FACEBOOK

TOTAL LIKES: 22,848 (+340 FROM NOVEMBER)

- Promotional posts and animal posts. Set up event pages.

| | | Reach: Organic / Paid | | Post Clicks | | Reactions, Comments & Shares | | | |
|------------------------|--|-----------------------|-----------|-------------|------------|------------------------------|--|--|--|
| Published | Post | Type | Targeting | Reach | Engagement | Promote | | | |
| 12/30/2019 9:37 AM |  A very happy 2nd birthday to our female emperor tamarin, Amelie! | Image | Global | 713 | 3 14 | Boost Post | | | |
| 12/30/2019 8:00 AM |  🎆 \$5 TICKETS ONLINE! For the last 2 nights of the Lantern Festival, | Image | Global | 5.3K | 442 120 | Boost Post | | | |
| 12/29/2019 9:38 AM |  🎆 ONLY 3 NIGHTS LEFT! Lantern Festival admission is 50% off online | Image | Global | 4.4K | 181 100 | Boost Post | | | |
| 12/27/2019 9:13 AM |  🎆 ONLY 5 NIGHTS LEFT! Lantern Festival admission is 50% off online | Image | Global | 13.8K | 828 233 | Boost Post | | | |
| 12/26/2019 9:12 AM |  🎆 ONLY 6 NIGHTS LEFT! Lantern Festival admission is 50% off online | Image | Global | 10.7K | 782 269 | Boost Post | | | |
| 12/25/2019 12:40 PM |  Merry Christmas and Happy Holidays from our Zoo family to | Image | Global | 4.7K | 341 286 | Boost Post | | | |
| 12/24/2019 9:10 AM |  🎄 Happy Holidays from our family to yours! 🎄 Have a fun holiday | Video | Global | 2.3K | 63 124 | Boost Post | | | |
| 12/23/2019 8:39 AM |  Just as a reminder, the Lantern Festival is CLOSED December 23, | Image | Global | 5.8K | 222 106 | Boost Post | | | |
| 12/20/2019 11:48 AM |  Tune in this Sunday at 8:30 AM on The M - WMLW for our chat with | Video | Global | 1.6K | 41 12 | Boost Post | | | |
| 12/20/2019 10:30 AM |  Need something to binge watch over the holidays? All 13 episodes | Image | Global | 6.1K | 165 130 | Boost Post | | | |
| 12/20/2019 8:30 AM |  🎆 \$5 FRIDAY SPECIAL TONIGHT! 🎆 Admission is ONLY \$5 per | Image | Global | 4.2K | 158 69 | Boost Post | | | |
| 12/19/2019 10:00 PM |  🎆 \$5 FRIDAY SPECIAL! 🎆 Friday, December 20, 2019 Admission is | Image | Global | 6.4K | 341 139 | Boost Post | | | |
| 12/18/2019 4:03 PM |  🎁 Give the gift of a unique animal experience! Behind-the-Scenes | Image | Global | 2.6K | 76 22 | Boost Post | | | |
| 12/18/2019 12:08 PM |  🎆 ONLY 11 NIGHTS LEFT! 🎆 Where has the time gone? Last | Image | Global | 10.2K | 522 139 | Boost Post | | | |
| 12/17/2019 2:44 PM |  Please ONLY buy Lantern Festival tickets and other event tickets | Image | Global | 2.4K | 37 21 | Boost Post | | | |

Staff Activity Report | Marketing | December 2019

| | | | | | | | |
|------------------------|---|---|---|---|-------------|---|----------------------------|
| 12/17/2019 9:06 AM |  ✨ Looking for last minute gift ideas? Try Lantern Festival Tickets! |  |  | 2.8K  | 55 32 |  | Boost Post |
| 12/16/2019 2:00 PM |  ✨HALF PRICE SPECIAL! ✨ Tuesday, December 17, 2019 |  |  | 3K  | 102 37 |  | Boost Post |
| 12/16/2019 8:23 AM |  ✨ONLINE HALF PRICE SPECIAL! ✨ Monday, December |  |  | 4.6K  | 275 82 |  | Boost Post |
| 12/15/2019 9:47 AM |  ✨\$10 WEEKEND SPECIAL TONIGHT ✨ Admission is ONLY |  |  | 2.2K  | 11 10 |  | Boost Post |
| 12/14/2019 9:47 AM |  ✨\$10 WEEKEND SPECIAL TONIGHT ✨ Admission is ONLY |  |  | 2.7K  | 74 25 |  | Boost Post |
| 12/13/2019 2:00 PM |  ✨\$10 WEEKEND SPECIAL ✨ Saturday, December 14, 2019 |  |  | 2.6K  | 63 17 |  | Boost Post |
| 12/13/2019 11:27 AM |  Thank you Only In Wisconsin for this fantastic article about the |  |  | 3.3K  | 192 107 |  | Boost Post |
| 12/13/2019 9:57 AM |  ! WE NEED YOUR HELP FINDING A WAREHOUSE! ! We |  |  | 8K  | 1.3K 151 |  | Boost Post |
| 12/13/2019 9:42 AM |  ✨EARLY ZOO DEBUT TABLE SALE! ✨ Now until December 31, |  |  | 2.6K  | 135 58 |  | Boost Post |
| 12/13/2019 8:14 AM |  ✨\$5 FRIDAY SPECIAL TONIGHT ✨ Admission is ONLY |  |  | 23.5K  | 1.9K 512 |  | Boost Post |
| 12/12/2019 10:00 PM |  ✨\$5 FRIDAY SPECIAL ✨ Friday, December 13, 2019 Celebrate |  |  | 9K  | 551 231 |  | Boost Post |
| 12/12/2019 10:48 AM |  ✨\$10 THURSDAY TONIGHT! ✨ \$10 admission per person! Check |  |  | 1.6K  | 10 7 |  | Boost Post |
| 12/12/2019 8:15 AM |  ✨Join us for our Holiday Fair TONIGHT from 6PM – 9PM! \$10 |  |  | 2.3K  | 61 23 |  | Boost Post |
| 12/11/2019 9:30 AM |  FINAL ARTIST ANNOUNCED! We would like to welcome The Flat |  |  | 1.5K  | 22 12 |  | Boost Post |
| 12/11/2019 8:19 AM |  Looking to purchase a Racine Zoo membership as a gift? Don't be a |  |  | 2.3K  | 50 33 |  | Boost Post |
| 12/10/2019 1:47 PM |  Experience the lanterns a little earlier! Starting Friday, December |  |  | 3.4K  | 157 84 |  | Boost Post |
| 12/10/2019 11:45 AM |  ✨\$10 THURSDAY! ✨ Thursday, December 12, 2019 \$10 admission |  |  | 4.8K  | 73 39 |  | Boost Post |
| 12/10/2019 8:22 AM |  ✨3-FOR-1 WEDNESDAY! ✨ Wednesday, December 11, 2019 |  |  | 2.2K  | 81 20 |  | Boost Post |

Staff Activity Report | Marketing | December 2019

| | | | | | | |
|------------------------|--|---|---|--|--|---|
| 12/09/2019 4:00 PM |  ✨3-FOR-1 TUESDAY! ✨ Tuesday, December 10, 2019 Buy |  |  | 4.5K  | 261 79  |  |
| 12/09/2019 12:21 PM |  Thank you to those who joined us for a holiday treat yesterday at |  |  | 2.8K  | 341 47  |  |
| 12/09/2019 8:40 AM |  ✨ CYBER WEEK SPECIAL ENDS TONIGHT! ✨ Monday, December |  |  | 1.6K  | 25 4 |  |
| 12/08/2019 9:00 AM |  ✨ MEMBER WEEKEND DEAL TONIGHT! ✨ Are you a Racine |  |  | 1.9K  | 10 4 |  |
| 12/07/2019 9:00 AM |  ✨ MEMBER WEEKEND TONIGHT AND TOMORROW! ✨ Are you a |  |  | 1.2K  | 6 0 |  |
| 12/06/2019 3:00 PM |  ✨ MEMBER WEEKEND! ✨ Saturday, December 7, 2019 |  |  | 1.1K  | 4 1 |  |
| 12/06/2019 10:31 AM |  ✨ FIRST FRIDAY SPECIAL TONIGHT! ✨ 50% off admission |  |  | 1.6K  | 30 10 |  |
| 12/06/2019 10:21 AM |  The Lantern Festival had some amazing guests the other night! ✨ |  |  | 5K  | 1K 177  |  |
| 12/06/2019 10:00 AM |  SANTA CLAUS IS COMING TO THE ZOO! 🎅 Take a photo with |  |  | 3.5K  | 71 39  |  |
| 12/05/2019 4:15 PM |  Looking for a unique holiday gift for all of your animal-loving family and |  |  | 1.1K  | 20 3 |  |
| 12/05/2019 3:27 PM |  ✨ FIRST FRIDAY SPECIAL! ✨ Friday, December 6, 2019 50% off |  |  | 1.3K  | 15 5 |  |
| 12/05/2019 12:11 PM |  Stop by the Lantern Festival this Saturday, December 7, to hear the |  |  | 2.5K  | 44 58  |  |
| 12/05/2019 9:58 AM |  The Holiday Lights are up! Take a drive along North Main Street past |  |  | 3.2K  | 80 72  |  |
| 12/05/2019 9:28 AM |  Due to unforeseen circumstances, Daryl Stuermer had to cancel his |  |  | 1.6K  | 19 2 |  |
| 12/05/2019 9:00 AM |  ✨ TWO-FOR-ONE THURSDAY TONIGHT! ✨ Buy one admission |  |  | 1.7K  | 15 7 |  |
| 12/04/2019 10:09 AM |  ✨ TWO-FOR-ONE WEDNESDAY TONIGHT! ✨ Buy one admission |  |  | 1.6K  | 20 6 |  |
| 12/04/2019 8:29 AM |  We had an amazing #GivingZOOday and could not be |  |  | 1.5K  | 17 8 |  |
| 12/03/2019 12:00 PM |  ✨ GIVING ZOODAY LANTERN FESTIVAL DEAL + WIN A BEHIND- |  |  | 1.2K  | 14 1 |  |

Staff Activity Report | Marketing | December 2019

| | | | | | | |
|------------------------|--|---|---|--|--|----------------------------|
| 12/03/2019 11:11 AM |  CASE Construction Equipment donated a Skid Steer to the Racine |  |  | 4.2K  | 261 262   | Boost Post |
| 12/03/2019 8:30 AM |  The rhinos got quite a yummy snack on Thanksgiving with turkeys |  |  | 3.6K  | 115 128   | Boost Post |
| 12/03/2019 8:00 AM |  #GivingZOOday is TODAY! Support wildlife conservation and education! |  |  | 2.7K  | 142 53   | Boost Post |
| 12/02/2019 9:00 AM |  Creating Memories to Last a Lifetime ❤️ #GivingZOOday is |  |  | 3.1K  | 103 65   | Boost Post |
| 12/01/2019 10:00 PM |  ✨\$10 CYBER WEEK SPECIAL! Monday, December 2, 2019 |  |  | 5.5K  | 258 60   | Boost Post |
| 12/01/2019 10:00 AM |  Support Conservation Education! ❤️ #GivingZOOday is 2 days |  |  | 3.8K  | 191 131   | Boost Post |
| 12/01/2019 9:40 AM |  ✨\$10 ADMISSION TONIGHT! ✨ Discount only available at the gate. |  |  | 2.5K  | 21 20   | Boost Post |

Post Details
✕

Racine Zoo

Published by Kristen Humphrey [?] · December 13 at 8:14 AM · 🌐

🌟 **\$5 FRIDAY SPECIAL TONIGHT** 🌟

Admission is **ONLY \$5** per person! Discount only available at the gate. Cash or check preferred. If using credit card, a \$2.50 fee per transaction will be applied.

<https://www.racinezoo.org/lantern-festival>

Get More Likes, Comments and Shares

Boost this post for \$2,000 to reach up to 290,000 people.

Boost Post

👍❤️👎 32
29 Comments 136 Shares

👍 Like
💬 Comment
➦ Share
👤

Performance for Your Post

23,482 People Reached

512 Reactions, Comments & Shares 📊

| | | |
|----------------------|----------------------|-------------------------|
| 151 👍 Like | 30 On Post | 121 On Shares |
| 19 ❤️ Love | 1 On Post | 18 On Shares |
| 3 😂 Haha | 1 On Post | 2 On Shares |
| 2 😲 Wow | 0 On Post | 2 On Shares |
| 1 😞 Sad | 0 On Post | 1 On Shares |
| 2 😡 Angry | 0 On Post | 2 On Shares |

191 Comments

| | |
|----------------------|-------------------------|
| 55 On Post | 136 On Shares |
|----------------------|-------------------------|

144 Shares

| | |
|-----------------------|-----------------------|
| 136 On Post | 8 On Shares |
|-----------------------|-----------------------|

1,893 Post Clicks

| | | |
|---------------------------|--|---|
| 308 Photo Views | 167 Link Clicks <small>📊</small> | 1,418 Other Clicks <small>📊</small> |
|---------------------------|--|---|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 3 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,693

- 42 tweets
- 26k tweet impressions
- 263 profile visits
- 31 mentions

INSTAGRAM

TOTAL FOLLOWERS: 1,944

- 18 posts
- Reach: 11.7k

Special Events

December Events:

- **December: Lantern Festival**
 - **Location: Campus**
 - **Event Overview: Lantern Festival**
 - **Attendance: October through December – 47,834**

- **Sunday, December 8: Brunch with Santa**
 - **Location: Vanishing Kingdom**
 - **Time: 11-12:30**
 - **Event Overview: Brunch with Santa**
 - **Attendance: 60**



- **Sunday, December 8: Brunch with Santa**
 - **Location: Vanishing Kingdom**
 - **Time: 1:30-3**
 - **Event Overview: Brunch with Santa**
 - **Attendance: 63**



- Friday, December 6: **Burlington Holiday Parade**
 - **Location: Downtown Burlington**
 - **Time: 5-8**
 - **Event Overview: Parade**



- Thursday, December 12: **Craft Holiday Fair**
 - **Location: Vanishing Kingdom**
 - **Time: 6-9pm**
 - **Event Overview: Holiday Fair**
 - **Attendance: 654**

Coming up at the Zoo at a Glance:

- February 1-March 1: **Winter Picnic in a Snowglobe**
- Saturday February 8: **Animal Amore 6-9pm**
- Saturday March 7: **Winos for Rhinos 6-9pm**
- Saturday April 11: **Eggstravaganza 9-4:30**
- Sunday May 10: **Mother's Day Brunch 11-12:30**
- Saturday May 16: **Bloody Mary Fest 11-2**
- Thursday May 21: **Member Appreciation Night 6-9pm**
- Wednesday June 3: **World Wine Wednesday 6-8pm**
- Saturday June 6: **Great Northern Picnic**
- Saturday June 13: **Wine Stein & Dine 6-9pm**
- Wednesday June 17: **Roar & Pour 6-8pm**
- Saturday June 20: **Garcia Wedding**
- Friday June 26: **Johnny Russler and the Beach Bum Band 6-10pm**
- Saturday June 27: **Hotel California 6-10pm**
- Wednesday July 8: **Animal Crackers The Flat Cats 5:30-9pm**
- Friday, July 10: **Animal Cracker Junior Ralph's World 6:00-8:30pm**
- Wednesday July 15: **World Wine Wednesday 6-8pm**
- Thursday July 16: **25th Annual Cigar Dinner 5-10pm**
- Wednesday July 8: **Animal Crackers Cindy Bradley 5:30-9pm**
- Sunday July 19: **Case Picnic**

- Saturday July 25: **Twin Disc Picnic** 11-3
- Wednesday July 29: **Roar & Pour** 6-8pm
- Saturday August 1: **Brett & Emily Wedding**
- Saturday August 1: **Somerset Dinner**
- Friday, August 7: **Animal Crackers Junior Imagination Movers** 6-8:30 pm
- Wednesday August 5: **Animal Crackers Chicago Tribute Anthology** 5:30-9pm
- Wednesday August 12: **World Wine Wednesday** 6-8pm
- Sunday August 16: **25th Annual Car, Truck, & Bike Show** 9-4pm
- Wednesday August 19: **Animal Crackers Walter Beasley** 5:30-9pm
- Wednesday August 26: **Roar & Pour** 6-8pm
- Saturday August 29: **Whiskers & Whiskey** 6-9pm
- Saturday September 12: **Zoo Debut** 5-11pm
- Wednesday September 16: **World Roar Wine Pour Wednesday** 6-8pm
- Saturday September 19: **Zoo Brew**
- Saturday October 3: **Old Fashioned Night**
- Saturday October 24: **Boo at the Zoo** 9-4:30
- Friday October 30: **Hallowine** 6-9pm
- Friday November 13: **Martini Madness** 6-9pm
- Sunday December 6: **Brunch with Santa** 11-12:30