

**Racine Zoological Society Report
Park and Recreation Board Meeting
March 2017**

Executive Director

- Completed the AZA accreditation application! Huge project—it takes a village and we are very happy with our application
- Submitted several grants and sponsorship packages
- Rebuilding the Zoo Choo in time for spring break
- Created the tasks list for exhibit needs and animal moves in 2017
- Met with new interns and volunteers with onboarding
- Presented at several service organizations
- Evaluating all current vendors

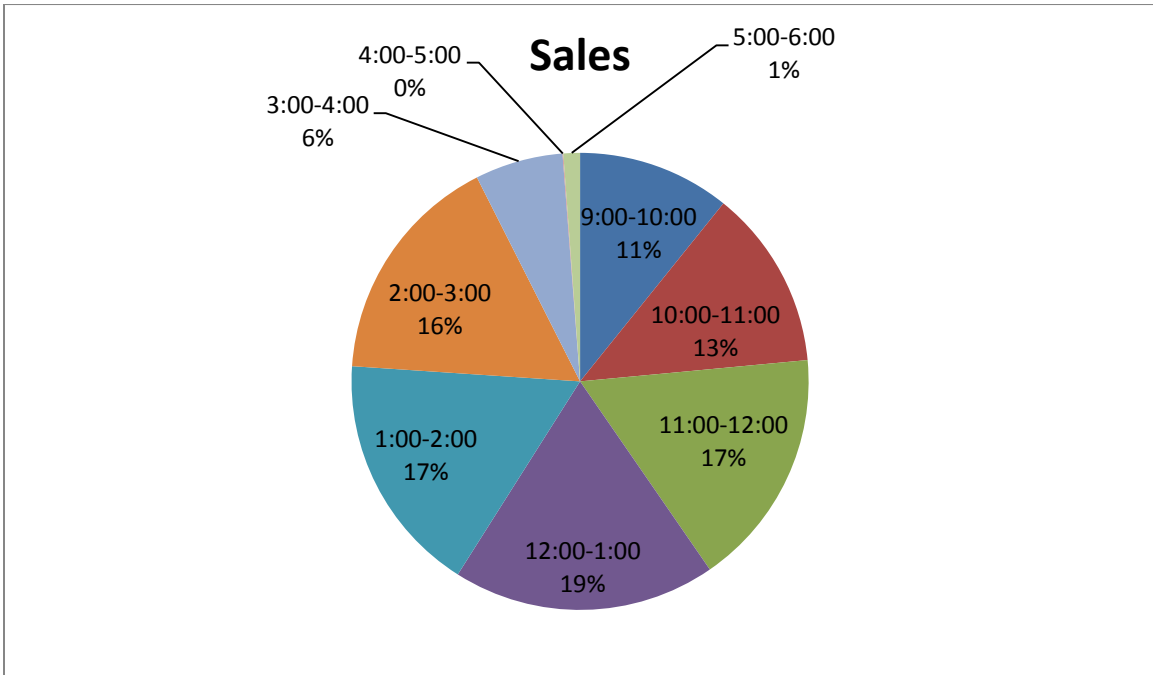
Membership

- Total memberships households = 2,025

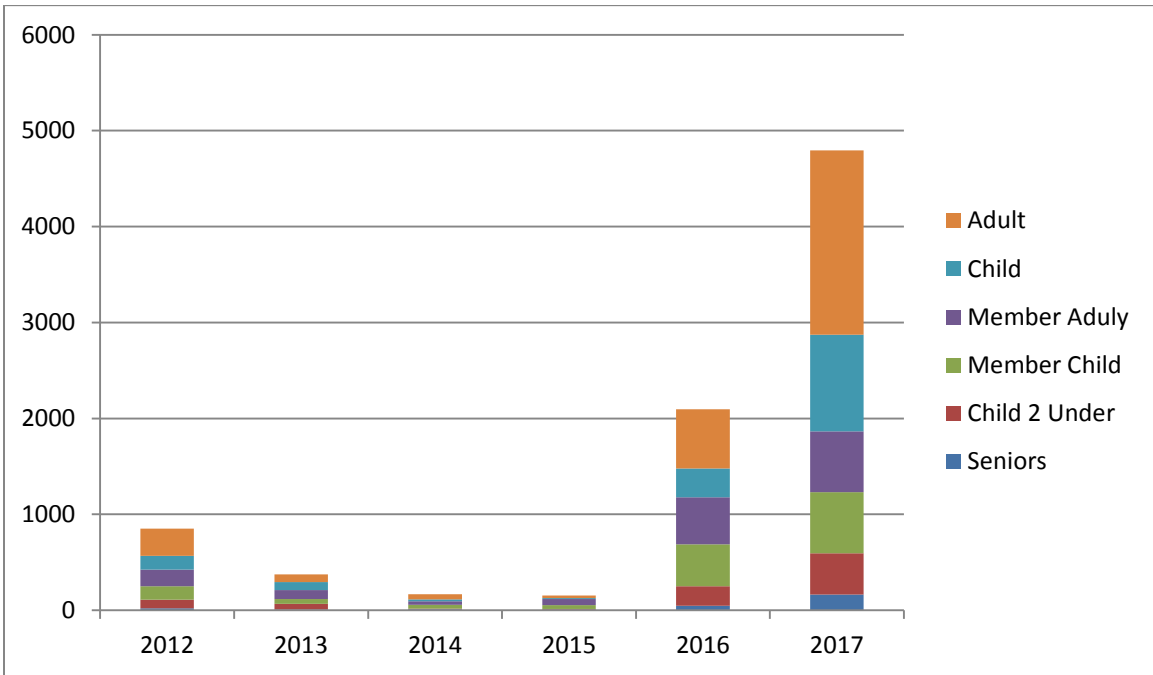
Attendance for February 2017

	February 2016	February 2017	Variance	Percent change
Adults	617	1919	1302	211%
Children	331	1009	222	67%
Member Adults	459	632	173	38%
Member Children	351	639	288	82%
Child 2 and under	204	431	227	111%
Seniors	48	163	115	240%
Education	254	272	18	7%
Events	38	60	22	58%
Total	2302	5125	2823	123%

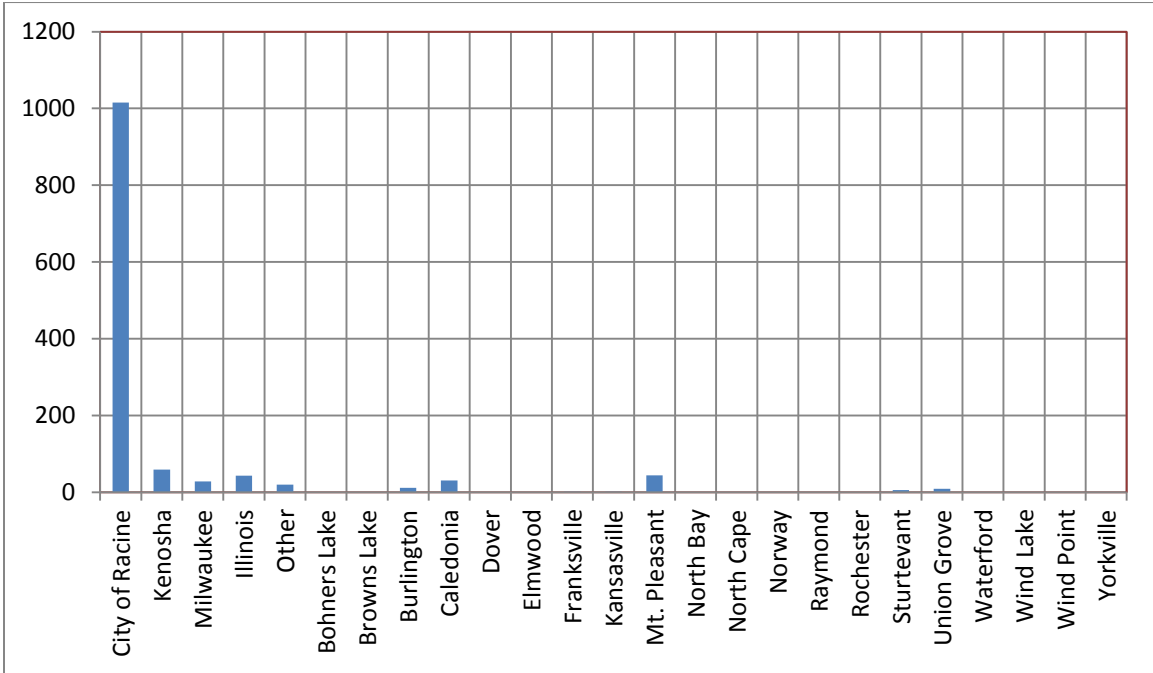
February 2017 Attendance by Hour



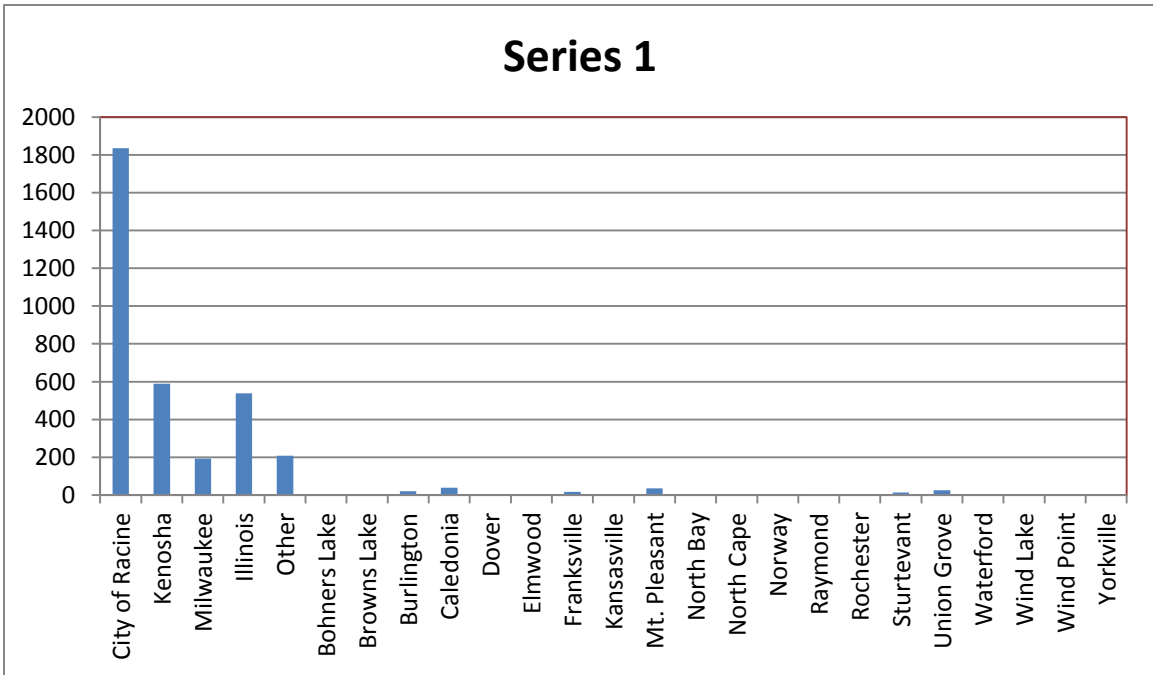
February Monthly Attendance 2012-2017



February Member Municipality



February Non-Member Municipality



Animal Care

- **Animals**
 - Twin emperor tamarins born on Friday, February 24, 2017
 - Fish sent to Shedd Aquarium
 - Two new animals on display in Discovery Center—prehensile tailed skink and the Amazon tree boa

Education

- **Educational Programs**
 - Onsite Programs – 0
 - Reached 0 People
 - Offsite Programs - 4
 - Reached 188 people
 - Behind the Scenes Tour- 1
 - Reached 2 people
 - Totals: Reached 190 people
- **Wildlife Explorers**
 - Wildlife Explorers continues successfully
 - Conducted 9 classes
 - Reached 202 students
 - Wrapping up in March
- **Other Education Events**
 - 2/7 Attended Racine Unified School District Family Empowerment Day meeting
 - 2/11 Presentation for the Animal Amore event
 - 2/16 Attended Greater Racine Environmental Educators Network Meeting
 - 2/23 Gave guest lecture at Carroll College on Informal Education presentation
- **Education Projects – Ongoing and Completed**
 - AZA Accreditation Application completed for all sections
 - Submitted grant to Kenosha Community Foundation
 - Submitted grant to AZA's Nature Play Begins: Young Leaders program
 - Volunteer Training finished for the first round of participants
 - Second round of training set for early May
 - Summer Camp Registration is open online- several forms in already!
 - Spring Interns Juliana Udoni and Paige Ward hired and trained
 - Final FrogWatch Training on March 5
 - Beginning to collaborate with the African Penguin SAFE Public Engagement Project
 - Speaking at Racine Arts Council "Famous" Evening on March 25

Upcoming Education Activities

- Women in Science Day at Kenosha Public Museum March 4th
- BeWell event at Southridge Mall on March 4th
- Climate Generation Training March 13-15th
- Gateway Technical College EcoFest March 18th
- Racine St. Patrick's Day Parade March 18th

- Chicago Flower and Garden Show March 18-26th
- Cooper Elementary Career Day March 21st

Comparison February Education 2016- programs and participants

Participants	2016	2017
On Site	0	0
Off Site	159	188
BTS	0	2
Birthday Party	0	0
Wildlife Explorers	225	202

Programs	2016	2017
On Site	0	0
Off Site	2	4
BTS	0	1
Birthday Party	0	0
Wildlife Explorers	9	9

Facilities

- Footings were poured and area graded for Felle pavilion
- Punch list completed for roof on main building
- Daily janitorial duties
- Floor in main building stripped and new wax
- Floor in grill stripped and waxed
- Took out old naked mole rat exhibit, boarded up and repainted
- Removed old marine tank up by primates
- Installed hot wire on coati exhibit so it can house a tiger temporary, also fixed south door to exhibit , and put in new water valve
- Special event set up and removal
- Installed new hose and hose reel in bear building
- Installed 4x4 support beams in tur enclosure to eliminate sagging to roof structure
- Repaired canvas tent by playground that was damaged due to snow
- Fabricated and installed training gate in small zebra stall
- Repaired rollup door in small zebra stall
- Preventative maintenance
- Worked on AZA application
- Hung barrier up in front of tamarins so the new tiger cannot see them and they cannot see the new tiger
- Replaced two wireless antenna one on main building other at pond to allow system to “talk” to Walton St. gate
- Job tickets and small maintenance jobs (i.e. reset limits on rhino door.)
- Had Jim’s garage door come in to fix clutch assembly on giraffe door
- Had ICA come and installed new coated cable to east giraffe shift door that had snapped

Admissions, Gift Shop, Grill, Chumba, Train (Operations)

- Purchased new items to sell in the Gift Shop
- Completed renovations in the Grill
- Helped with AZA paperwork

Resource Development

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

Public Relations/Social Media

- **Press Release:** Summer Camp, Baby Twin Tamarins
- **E-blast:** Ready for fun this summer 02/02, Great things happening inside 02/27
- Active Instagram posts, Facebook postings and video uploads, Tweets
- Media Relations: Marketing meeting with Suzi Wallace from Milwaukee Radio And Scott: "Go fly a kite" event in Kenosha
- Contacted Shepherd Magazine, Meeting Scheduled
- Meeting with UWP marketing class/project
- Updated website homepage, articles, sliders, several event pages, product pages for sale of tickets to events: Winos for Rhinos and Animal Crackers Season Tickets.
- FB Video- Giraffe running on warm day in February: 18k views

Miscellaneous Marketing/PR activities

- Created event posters, tickets and flyers for events: Winos for Rhinos, Eggstravaganza
- Created an Ad for Windpoint ad – Kangaroo – Eggstravaganza
- Created Ad for Bargain Hunter – Eggstravaganza
- Created Ad for Union Grove – Upcoming events
- Logo design: Eggstravaganza
- Updated online events calendar
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn
- Adopt logo Design: in process
- Updated Zoo Summer Camp website pages- product pages for registering
- Posted events on free advertising event sites: Journal Times, Kenosha News, Who fish, Real Racine, Windpoint, Facebook, Shepherd express online

Racine Zoo-Digital Metrics

February 1-28, 2017

Website

Page Summary Last 28 days ↕

Export Data 📄

Results from Feb 01, 2017 - Feb 28, 2017

Organic Paid

Actions on Page

January 31 - February 27

9

Total Actions on Page ▲200%



Page Views

January 31 - February 27

848

Total Page Views ▲54%



Page Likes

January 31 - February 27

247

Page Likes ▲13%



Reach

January 31 - February 27

59,737

People Reached ▼38%



Post Engagements

January 31 - February 27

20,682

Post Engagement ▲9%



Messages

January 31 - February 27

83%

Response Rate ▲19%

07:54:41

Average Response Time ▼56%

Videos

January 31 - February 27

20,352

Total Video Views ▼38%



Recent Promotions on Racine Zoo

+ Create New Promotion



Event Promotion

Ends in 3 days

Winos For Rhinos
Saturday, March 4, 2017, 6 PM - 9 PM

Promoted by Savannah Ingram on 02/09/2017

10,876

People Reached

249

Link Clicks

\$43.71

Spent of \$50.00

Add Budget



Event Promotion

Completed

Animal Amore
Saturday, February 11, 2017, 6 PM - 9 PM

Promoted by Savannah Ingram on 01/09/2017

26,616

People Reached

189

Link Clicks

\$55.97

Spent of \$56.00

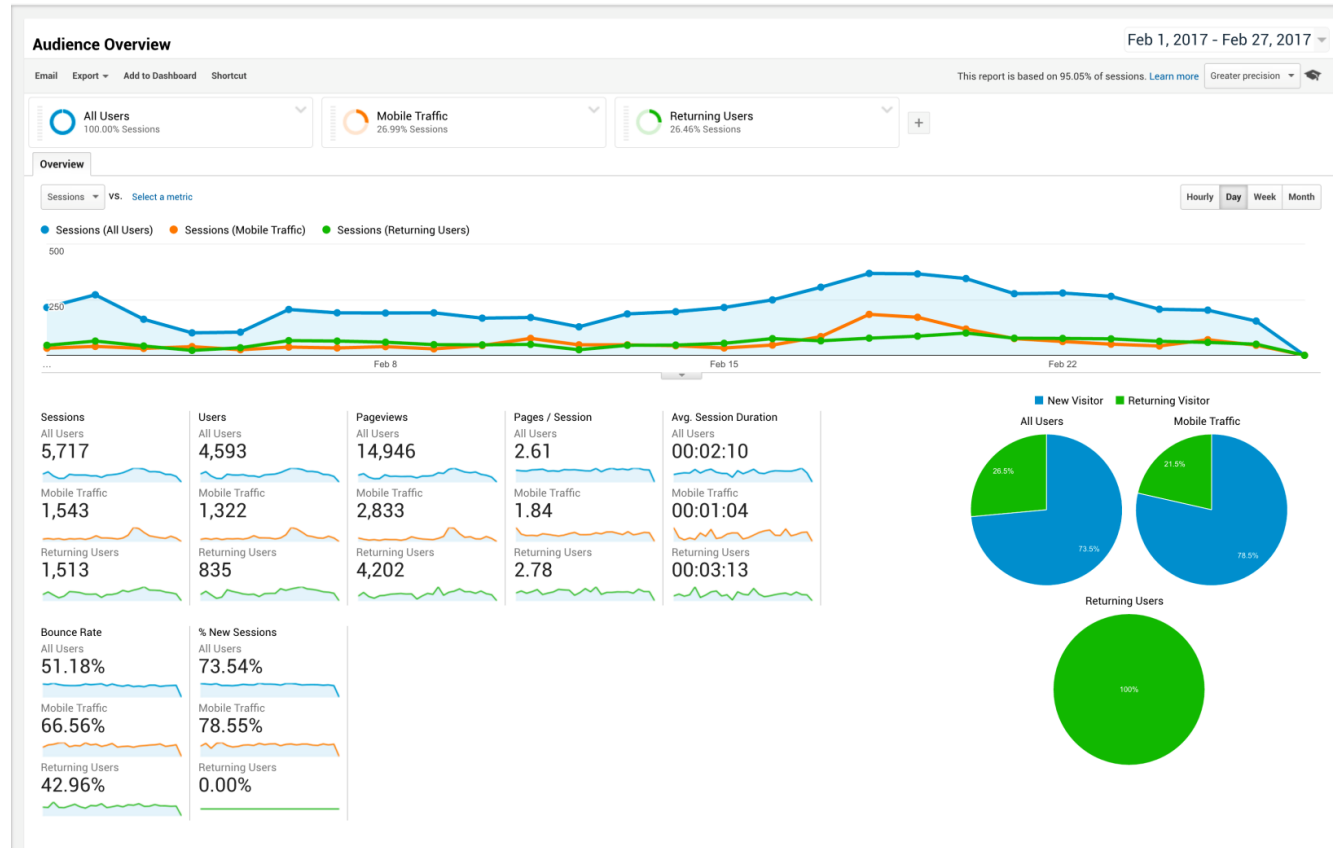
Boost Again

Manage all promotions >

Social Media	Month	Variance vs Previous
Facebook page likes	197	16213 vs 16,016 (I had incorrect information here previously, my error)
Twitter followers	2,297	6,467 impressions
Twitter profile views	350	38.9%
Instagram followers	175	44 posts

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	14 (new)	785
Database-Members	3,277	NA
Blast: Feb 02/17	<p>Regular • Entire Zoo Database Sent on Thu, Feb 02, 2017 12:54 pm 3,232 Subscribers 25.8% Opens 3.8% Clicks</p>	NA
Blast: Feb 27/17	<p>Regular • Entire Zoo Database Sent on Mon, Feb 27, 2017 10:47 am 3,226 Subscribers 16.8% Opens 1.8% Clicks</p>	NA

Website Analytics



February Events:

- Saturday, February 11, 2017 – **Animal Amore**
 - **Attendance:** 60 guests/SOLD OUT
 - **Location:** Vanishing Kingdom (Main Building)
 - **Time:** 6pm-9pm
 - **Ticket Price:** \$50 single, \$90 couple
 - **Event Overview:** Plated dinner, wine tasting and animal courtship presentation.



Ongoing Fundraising Event:

- November 22, 2016-April 2, 2017 – **Buffalo Wild Wings**
 - **Location:** 5880 Durand Avenue, Racine, WI
 - **Time:** 11am-12am
 - **Event Overview:** 10% of total bill (when accompanied with flyer) are donated to the zoo. Total earned to date \$43.23.

Event Committee Meetings:

- Zoo Debut – February 15, 2017
- Animal Crackers – February 15, 2017

Booked Events:

- Lloyd/Lipke Wedding Ceremony & Reception – Event Date: June 24, 2017
- American Red Cross Volunteer Party – Event Date: June 1, 2017

Media:

- Racine & Me – Taping: February 1, 2017 @ 2pm Air Date: February 4, 2017



- Fox 6 Saturday Morning News—February 18, 2017: Interview by Beth Heidorn

Event/Sales Accomplished Goals:

- Help Education Animal Care: Routine 3
 - Thursday, February 9 – 10:00am to 12:30pm
- Organized filing system in Executive Director office
- Management Team completed/mailed AZA Accreditation application
- Volunteer Onboarding
 - Self-Profile
 - Special Events
 - Customer Service
- Preparing for a busy & successful 2017 high season

Event/Sales Professional Development & Networking:

- Event Webinar – February 13, 2017
- Downtown Connections Meeting – February 21, 2017

Coming up at the Zoo at a Glance:

- Racine St. Patrick's Day Parade—March 18, noon-2:00 pm
- Chicago Flower & Garden Show—March 18-26, 10 am – 6:00 pm daily
- Racine Arts Council Gallery: FAMOUS—March 25, Zoo staff speaking on the portrait of a woman from the International Crane Foundation
- Eggstravaganza—April 15, 9 am-4:30 pm
- Earth Day Beach Cleanup—April 22, 9-11am
- Zooriffic Saturday: Earth Day—April 22, 9 am – 4:30 pm
- World Wine Wednesday—April 26, 6-8 pm
- Zooriffic Saturday: Children's Mental Health Awareness Day—May 6, 9 am-6 pm
- Mother's Day 5K Run/Walk—May 13, 7-9 am
- Mother's Day Brunch—May 14, 10-11:30 am
- Zooriffic Saturday: Endangered Species Day—May 20, 9 am-6 pm
- Member Appreciation Night—May 25, 6-10 pm
- Slumber Safari—May 26 from 5pm-May 27 to 9 am
- Zooriffic Saturday: Orangutan Awareness Day—June 3, 9 am-6 pm
- Roar and Pour—June 7, 6 pm – 8 pm
- Member Monday: Kick off to Summer—June 12, 6 pm-8 pm
- Yappy Hour—June 15, 4:30 pm- 7:30 pm
- Father's Day Putt Putt Golf Tournament—June 18, noon-3:00 pm
- Zooriffic Saturday: Giraffe Awareness Day—June 24, 9 am-6 pm
- World Wine Wednesday—June 28, 6 pm -8 pm