

ZOOLOGICAL SOCIETY REPORT

August 2014

Profitability

a. Net Earnings

- While income is tracking on budget, expenses are higher than expected thanks primarily to the harsh winter.

b. Gift Shop

- We are behind budget but significantly ahead of last year's YTD number. We will be featuring a different item every week on our FB page and starting to sell our top ten items on our website.

c. Grill

- We are behind budget but ahead of last year's YTD number. Based on July sales to date, we should be back on track with budget soon.

d. Special Events

- The Cigar Dinner fund raiser and Animal Crackers are both outperforming budget based on July numbers to date.

e. Admissions, memberships and corporate sponsorships

- Admissions are outperforming budget YTD.
- We are running behind budget on individual memberships. We are running a special on memberships that should allow us to catch up to the budget target.
- Johnson Bank will be sponsoring the Pride of Racine for \$10,000.

Public/Community Relations

a. City & County Relations

- Met with PRCS Director Tom Molbeck to discuss maintenance issues at the Zoo.
- Delivered Annual State of the Zoo Address to the Racine County Board of Supervisors on 8 July.

b. Corporate Partners and Foundations

- Attended successful Zoo Cigar Dinner to express support for corporate partners.
- Gave a Behind-the-Scenes Safari Dave Easley of the Norbel Foundation and his family in appreciation of his continuing support.
- Scheduled a Behind-the-Scenes Safari with Fred Young, donor.
- Contacted Dave Eberle of Norco Manufacturing to set up a Behind-the-Safari.
- Conducted a Behind-the-Scenes Safari for winner of Wheaton All Saints Derby Gala silent auction item.
- Met with Liz Powell, co-director of the Racine Community Foundation, to discuss funds benefiting the Zoo.
- Attended Johnson Bank customer appreciation event at second Animal Crackers concert to express gratitude to Tom Bolger, Tom Mahoney, and other corporate partners.
- Collected first check from Robert Felle for the Felle, Lundgren & Associated outdoor dining area sponsorship.

c. Marketing Communications

Resource Development

- Pride of Racine materials for Johnson Bank sponsorship (includes two ads, poster, invites, banners, etc.) were developed.
- Coordinating execution of Pride of Racine sponsorship with Johnson Bank. Signed contract 7/25.
- Developed timeline and additional materials for the capital campaign.
- Working to secure sponsors and auction items for Zoo Debut.
- Launched new membership promotion.
- Working on commemorative Pride of Racine membership package to launch mid-August.
- Developing corporate partner mailer (8-page, self-mailer) for prospecting campaign.
- Working on new membership brochure.
- Working with Ken Fedesna to maximize profitability of the portable photo booth.
- New Animal Crackers sponsor: Racine Arts Council for \$500.

Advertising

- July and August ads for *Wind Point Living* magazine targeting higher income demographics for fundraising, memberships, and business opportunities were created.
- Pride of Racine ad for Fall Guide within the *Journal* was created.
- Animal Crackers ads for *Kenosha News* were created.
- Secured B93.3 FM radio remote at July 23 Animal Crackers concert.
- Radio ads for B93.3 FM schedule were developed.
- Radio ads for WRJN and Lite Rock 92.1 promoting Animal Crackers were developed.

Public Relations/Social Media

- Coordinated Fox 6 WakeUp segments for June 28 and July 26.
- **Press release:** Zoo Expects Special Delivery.
- **Press release:** Lion Cubs Born at the Racine Zoo.
- **E-blast:** Zoo Debut sponsorships.
- **E-blast:** Lapsed member offer.
- Coordinated Studio A (Fox 6) segment on July 10. This was our first time on this show.
- Coordinated Fox 6 News on-site interviews for cub birth.
- Active posting on Facebook and Twitter.
- Radio interview with WTMJ 4 regarding cub birth.
- Worked with *Journal Times* on two separate stories on cub birth.
- Working with Gateway Technical College on Rudy promotion and event.
- Website homepage articles and sliders, animal pages, and conservation pages were updated.

Misc.

- Applied for permanent I-94 signage. DOT would like to wait to approve until all I-94 construction is completed.
- Fulfilled donation requests.
- Several posters for display on campus were created.
- Updated conservation education brochure. Printed and available.
- Met with new PR contact at AZA, Rob Vernon.
- Assisted with World Giraffe Day on June 21.
- Working to secure food vendors and sponsors for the Aug. 17 Car, Truck and Bike Show.
- Working on Zoo Debut logistics.
- Redesigning internship programs and policies.

Racine Zoo-Digital Metrics

May 27 – July 25, 2014

Website	Month	YTD
Avg. Daily Sessions	25,161	50,914
Avg. Page Views	99,126	200,242
% new, returning	71% new, 28% return	71% new, 28% return
Unique visits	73,745	111,723
Avg. time on site	2:39 min.	2:40 min.
% from mobile devices	61%	47%

Social Media	Month	Lifetime
Facebook likes	2,581	11,426
Facebook avg. reach	68,000	NA
Twitter followers	122	1,012
Twitter retweets	40	NA
ZooTube subscribers	10	24

E-Newsletters/E-Mails	Month	Lifetime
Database Totals	85	2,616
Zoo Debut	40.4% Open rate	NA
Lapsed Member Offer	36% Open rate	NA

Respectfully submitted,

Jay R. Christie

President and CEO