

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

Executive Director

- Our accreditation hearing is Sunday, September 10 at 3:30 pm.
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Preparation started for the 2018 budget
- Creating the 2018 special event schedule
- Working on marketing and public relations plans
- Media appearances

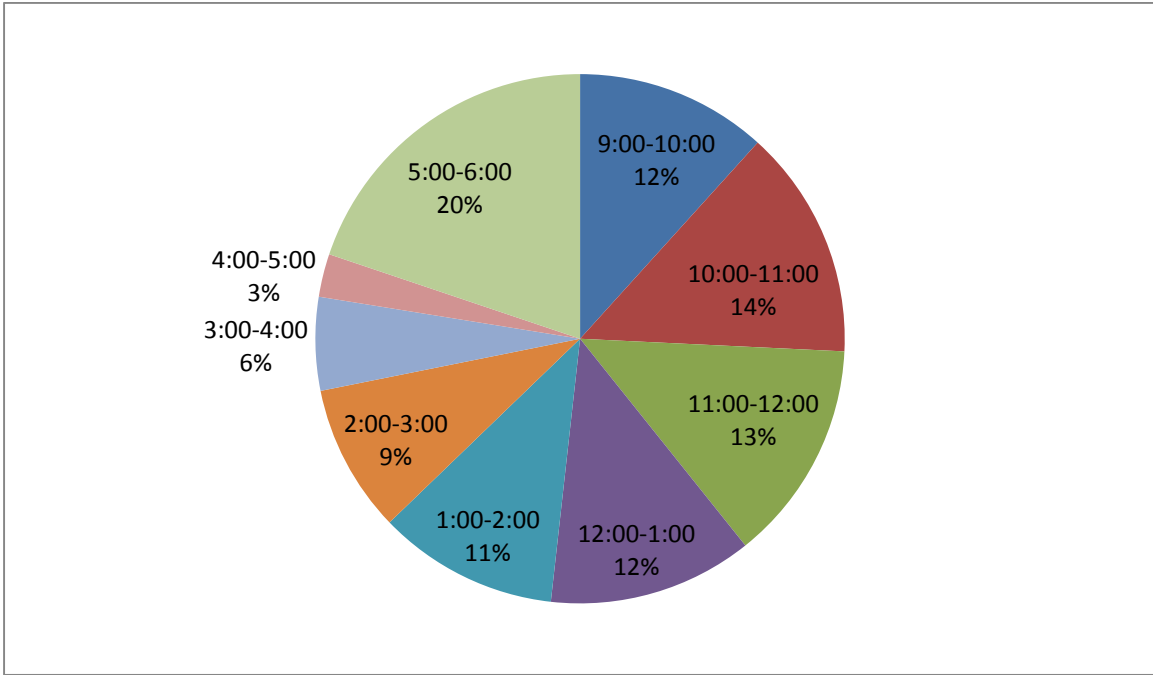
Membership

- Total memberships households = 2,041

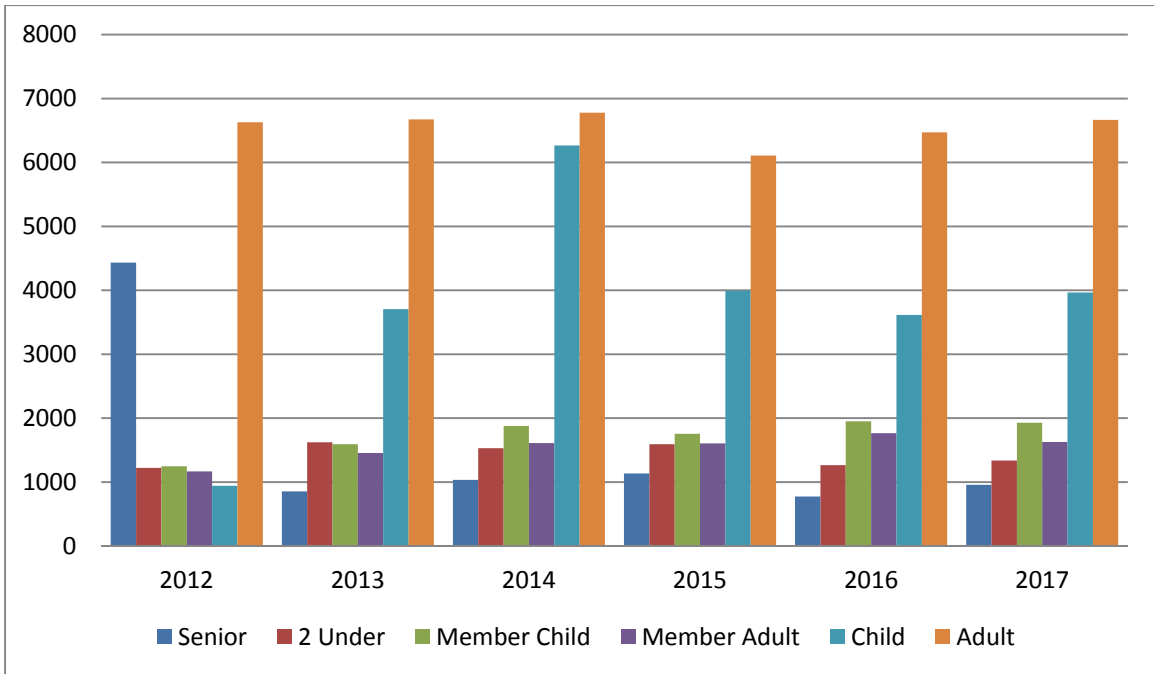
Attendance for August 2017

	August 2016	August 2017	Variance	Percent change
Adults	6471	6666	195	3%
Children	3615	3964	349	10%
Member Adults	1766	1626	140	-8%
Member Children	1851	1928	77	4%
Child 2 and under	1265	1338	73	6%
Seniors	773	957	184	24%
Education	1133	1088	45	-4%
Events	5212	4855	357	-7%
Total	22186	22422	236	1%

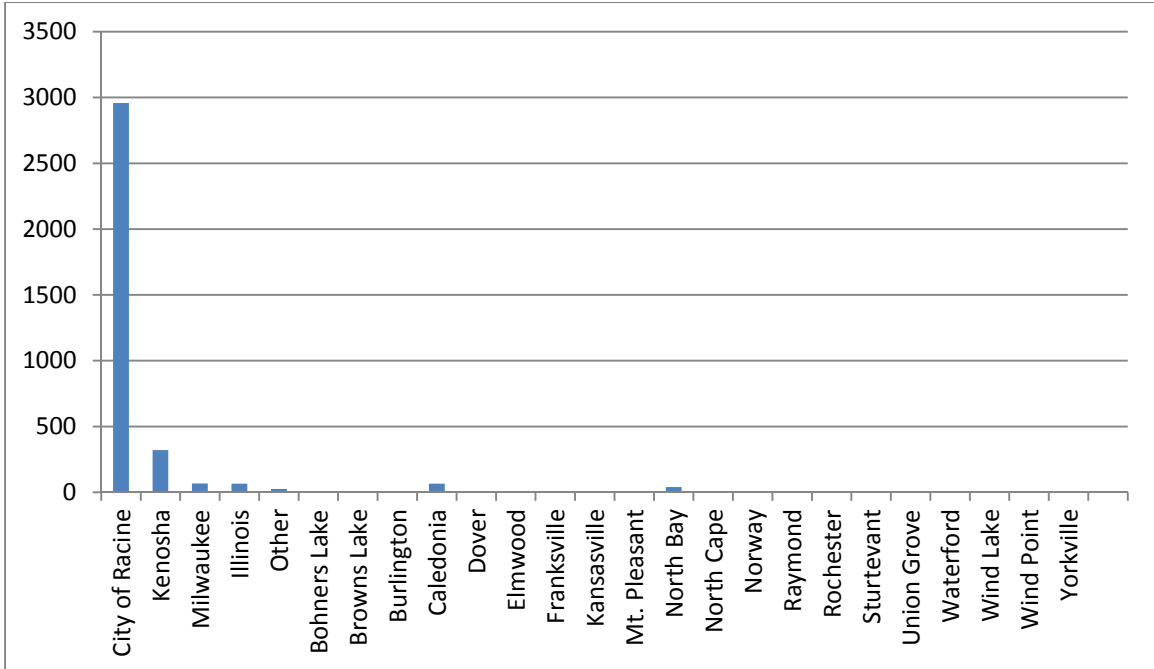
August Attendance By Hour



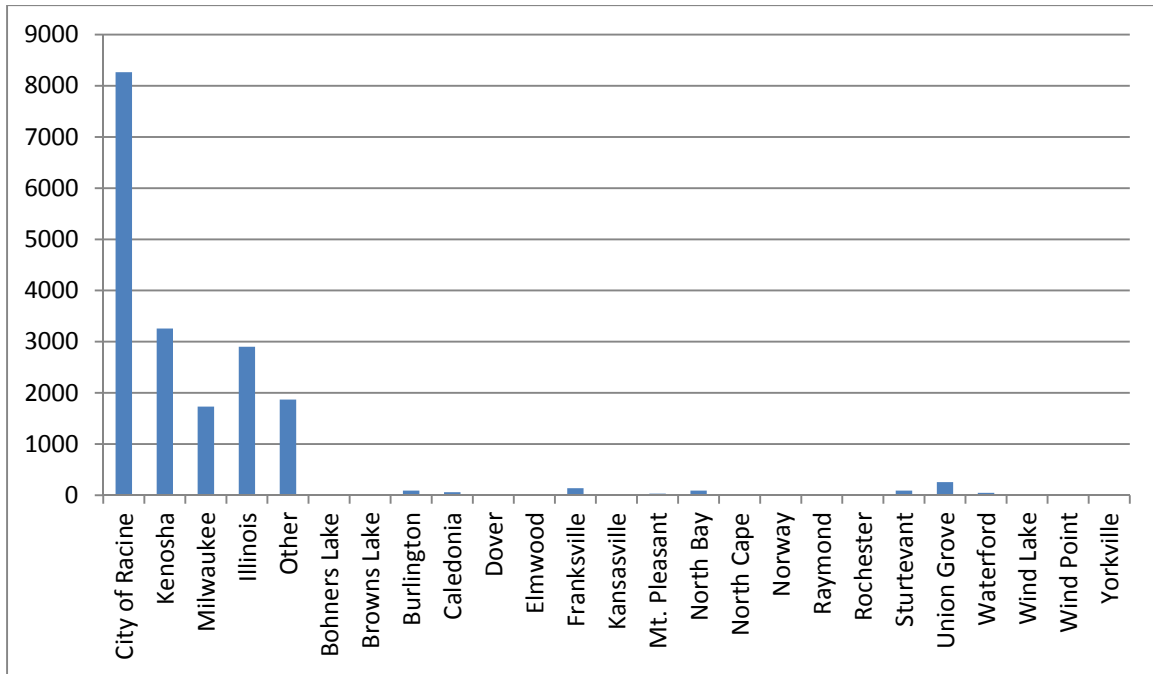
August Monthly Attendance 2012-2017



August Member Municipality



August Non-Member Municipality



Animal Care

- Animals:
 - No new animal arrivals or departures in August
 - Vet exams:
 - Vet exams: Aslan received his IRAP therapy, tiger exams to recheck swollen area in mouth, tamarin exam and tooth extraction, attempted removal of plastic tubes in penguin's stomach, continued observations of giraffes, pigs, bats, etc.
- Staff
 - Keepers assisted with Jr. Zoo Keeper Camp. Campers cleaned the goat yard each morning, helped make diets, cleaned the giraffe barn, and took care of some education animals with our keepers.
 - Keeper staff assisted with a Wine Wednesday and Roar and Pour with animal ambassadors and rhino and giraffe encounters.
 - Assisted with many Behind the Scenes tours throughout the month. Jason also did a whiskers presentation at Whiskers and Whiskey.
 - Also celebrated Reptile/Amphibian day!
 - Keepers completed Dart team loading practice this month. Added 4 new keepers to ART team, all went through training and have qualified.
 - One seasonal staff member is done in Animal care, and the aviary closes on Sept. 5. New full time hire will be starting on Sept. 12. Trained a new commissary keeper during August as well.

- Appointed Lorie as the new giraffe primary keeper. Hired seasonal Heather as a part time employee and trained her on routine 5.
- Carnivore keeper attended the Hose for Habitat Workshop in Madison.

Education

- **Educational Programs**

- Onsite Programs – 4
 - Reached 27 people
- Onsite Birthdays – 6
 - Reached 222 people
- Offsite Programs - 4
 - Reached 247 people
- Field Trips without programs - 17
 - Reached 830 people
- Slumber Safaris – 1
 - Reached 10 people
- Zoo Camp – 3 weeks
 - Reached 112 people

- Totals: Reached 701 people

- Daily Programs
 - 31 Creature Features, reaching 1,005 people
 - 62 Wildlife Theaters, reaching 1,570 people

- **Special Events**

- 8/5 – Animals and Artisans
 - Created “animal art” using paint and stamps, matching game between animals and their art, and an education station to learn about art of wild animals
- 8/12 – Reptile and Amphibian Awareness Day
 - Raised \$55 for the Sea Turtle Conservancy to adopt a Tortuga Green Sea Turtle
 - Created green pet “frogs” out of rocks, grape snake snactivities, and sticky hand frog fly catching game
- 8/14 – Member Monday
 - Back to School theme
 - Created painted apple craft, edible wafer cookie pencils, and lawn games
- 8/26 – Healthy People, Healthy Animals, Healthy Planet
 - Healthy People – created healthy celery ocean snacks and colored balanced meal plates
 - Healthy Animals – Discussed veterinary care of our animals and looked at examples of animal diets

- Healthy Planet – Picked up trash around the zoo and created their own reusable bags

- **Other Events**

- 8/1 – Participated in National Night Out
- 8/2 – Brought animals to Coast Guard Picnic
- 8/6 – Ran Racine Concert Band Event
- 8/13 – Brought animals, crafts, and activities to the Wind Point Village Picnic
- 8/20 – Brought animal ambassadors to Car, Truck, and Bike show
- 8/24 – Attended Solar Racine workshop
- 8/27 – Booth at Root River Festival
- 8/29 Brought animal ambassadors to Texas Roadhouse’s Family Fun Night
- Assisted with multiple VIP Behind the Scenes tours for Wind Point Village Association, Rotary Club, and more.

- **Grants**

- Awarded grant for high school internship program
- Awarded grant for hazard preparations
- Awarded grant for Nature Play with AZA
- Completing United Way conservation signage grant
- Submitted report for Animals and Artisans grant

- **Projects – Ongoing and Completed**

- Launch 2017 High School Internship program
- Launch Preschool programs
- Beginning Wildlife Explorers again in September

Comparison to August 2016-2017 programs and participants

Participants	2016	2017	Variance
On Site	74	0	-100%
Off Site	140	247	+76.4%
BTS	23	27	+17.4%
Birthday Party	293	222	-24.2%

Programs	2016	2017	Variance
On Site	3	0	-100%
Off Site	2	4	+100%

BTS	2	5	+150%
Birthday Party	8	6	-25%

Facilities:

- Rhino door to yard had both broken rollers replaced
- Cut down trees and cleared brush back by rhino encounter area
- Set up and tear down for all special events and picnics
- Regular upkeep of grass and grounds
- Preventative maintenance
- Had rhino and tur sanitation crocks sucked out by pats
- Had aviary pools and penguin drain jetted out by pats
- Took 6 loads of brush in to pearl street
- Regular maintenance work requests
- Installed beacons for new app
- Outlets and fans installed on primates
- Removed zip line from playground due to injuries

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

- Ordered and Put out New product
- Conducted Safety Drills
- Tested PA system
- Took ART Team to Train, Practice and Qualify

Resource Development

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

Public Relations/Social Media

- **E-blast:** Zoo News - Aug 4th, Aug 8th, Aug 18th : Zoo News / Aug 30th Benefit Wine
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Rely Local, WRJN One Month Commitment, 95.1 Jeep Rally
- Meeting with Rely Local, iHeart Radio, WRJN, CTM Media Group
- Press Release: Racine Zoo App - in progress to release in Sept. 2017
- Updated website homepage articles, sliders, several event pages
- Boosted events on FB – Whiskers & Whiskey, Car Show
- Created Ad: Union Grove News Letter, Lake Geneva News letter
- Updated Zoo Debut Facebook page

Miscellaneous Marketing/PR activities




- Created event posters, tickets, flyers, map's for events: Car Show, Zooriffic Saturday's, Rhino Day, Penguin Day, Boo at the Zoo, Car Show Dash plaque, WRWP
- Created: Ad for Windpoint Magazine - Rhino Day
- Zoo Debut: Playbill, created ads: Dannys, Millers Flowers, Malicki Logo & Ad, Zoo
- Created: New Boo Zoo logo,
- Zoo Signs – Grill and Chumba Menu's
- Redesign: Zoo Debut Play Bill — In progress (waiting on sponsor ad's)
- Updated online events calendar- Whiskers & Whiskey, Car Show, Zoo Debut, WRWP
- Created: Ad for DRC
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Posted events on free advertising event sites: Journal Times, Kenosha News, Whofish, Real Racine, Union Grove, Burlington, FB, Shepherd Express online, The Juice, Eventbrite











Public Relations/ Marketing

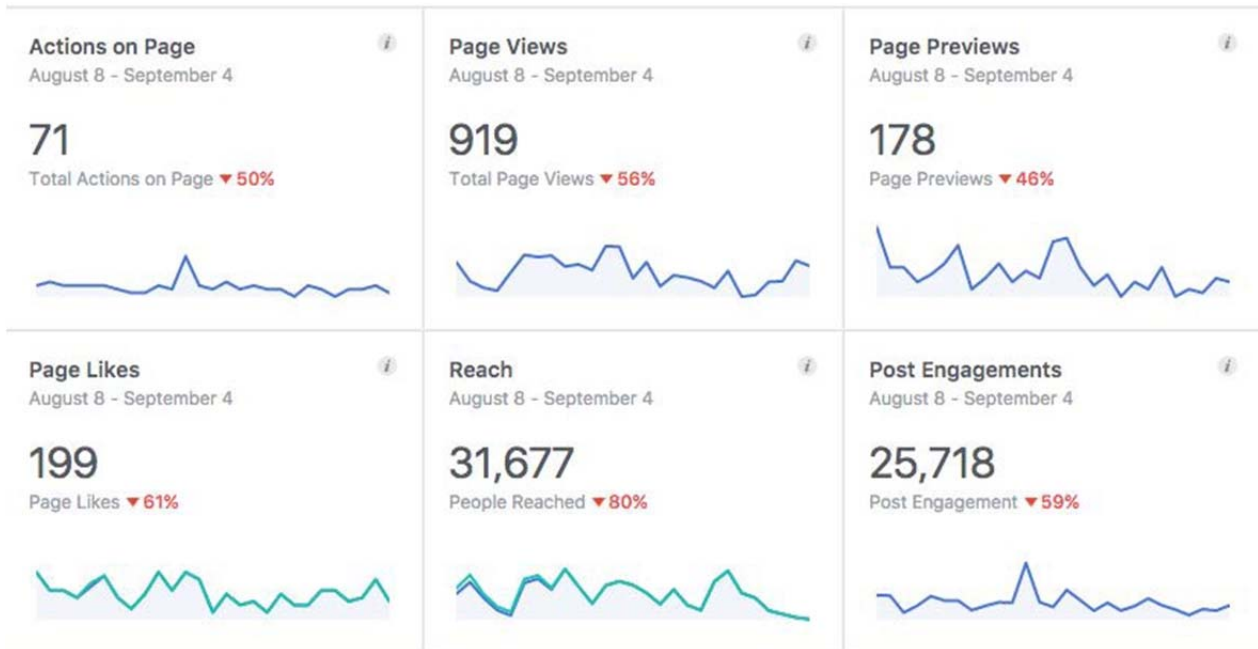
- Made daily social media posts on images taken or for events
- Created: survey with survey gizmo to distribute to the public via online
- Set up: beacons outside for the new Racine Zoo application
- Press release: New aquarium in the Discovery Center
- Distributed: Sponsorship slips to around 20 different businesses for Zoo Debut
- Emailed: Playbill advertisement for Zoo Debut information to 15 businesses
- Created/ Gave Ideas: Copy write playbill advertisement for "Follow Us" page
- Created: Snap Chat account to appeal to more of a younger age demographic
- Reached out to news station and set up segment on the "Tom and Emily Show" and working on contacting others
- Distributed: Flyers around Racine for different events
- Read reviews and created a report on what the customers are saying positive and negative about the Zoo
- Worked: Getting the correct information to get the YouTube account up and running and even contacted YouTube/Google through fax
- Conducted: Interviews of Zookeepers for "ZookeeperWeek"
- Explored: Video editing applications that will be beneficial to the Zoo
- Updated website images for the 2016 Zoo Debut
- Posted Events for car show on Event Crazy, Kenosha News, Travel Wisconsin, and Real Racine.
- Advertised: Rely Local cards that are for sale now in the gift shop

Website

**Racine Zoo-
Digital Metrics
August 2017
Facebook Data:**

Recent Promotions on Racine Zoo				+ Create New Promotion
Ads activity is reported in the time zone of your ad account.				
	Event Promotion Completed Roar and Pour Wednesday, August 16, 2017, 6 PM - 8 PM Promoted by Savannah Ingram on 08/07/2017	2,209 People Reached	18 Link Clicks	\$9.00 Spent of \$9.00 View Results
	Event Promotion Completed Whiskers & Whiskey Saturday, August 19, 2017, 6 PM - 9 PM Promoted by Savannah Ingram on 07/25/2017	3,098 People Reached	41 Link Clicks	\$19.00 Spent of \$19.00 View Results
	Event Promotion Completed World Wine Wednesday Wednesday, August 2, 2017, 6 PM - 9 PM Promoted by Savannah Ingram on 07/25/2017	1,732 People Reached	16 Link Clicks	\$7.00 Spent of \$7.00 View Results

Your 5 Most Recent Posts						
Published	Post	Type	Targeting	Reach	Engagement	Promote
08/31/2017 2:44 pm	 Zuri sure does like to play with mom. Our lionesses - thanks for the	Video	Global	2.1K 	151 Post Clicks 86 Reactions, Comments & Shares	Boost Post
08/30/2017 1:37 pm	 These pollinators are important! And so much fun to watch. Pollinati	Image	Global	2.3K 	35 Post Clicks 5 Reactions, Comments & Shares	Boost Post
08/29/2017 1:24 pm	 Forests continue to be cleared to meet the demand of palm oil. It is	Image	Global	2.4K 	62 Post Clicks 86 Reactions, Comments & Shares	Boost Post
08/29/2017 11:58 am	 Zorro (Fennec Fox) was enjoying his morning with Kianga and Timu	Image	Global	5.8K 	499 Post Clicks 199 Reactions, Comments & Shares	Boost Post
08/28/2017 5:35 pm	 Today is a special day because our Zebra, Obi, turns 2! #HappyBirt	Image	Global	6.2K 	114 Post Clicks 187 Reactions, Comments & Shares	Boost Post

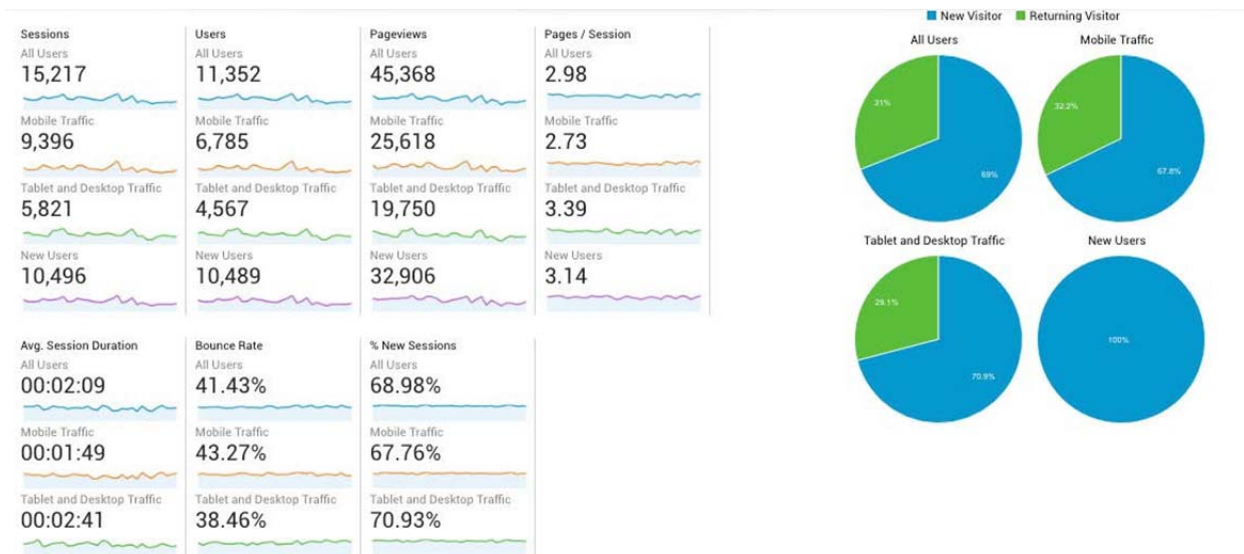


Twitter:

28 day summary with change over previous period



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	560	17,204 vs 17,854
Twitter followers	2,451 vs 2,427	8,828 vs 6,289 impressions
Twitter profile views	41 visits	5.8%
Instagram followers	435 vs 413	81 posts - total

E-Newsletters/ E-Mails	Month	Lifetime
Database-Members	3,845	NA
Blast: (2) Aug. 4 Aug. 8 Aug. 18	1) 23.4% Open Rate - 878 2) 26.4% Open Rate - 989 3) 20.9% Open Rate - 779 4) 20% Open Rate - 746	NA

Special Events

August Events:

- Wednesday, August 2: **World Wine Wednesday**
 - **Location:** Land of the Giants
 - **Time:** 6pm-8pm
 - **Event Overview:** Wine tasting event with butler passed appetizers and a giraffe & rhino encounter
- Thursday, August 3: **Cigar Dinner**
 - **Location:** Pavilion
 - **Time:** 6pm-9pm
 - **Event Overview:** Winner of the Cigar Dinner Live Auction item from Zoo Debut 2016
- Friday, August 4: **Coast Guard Picnic**
 - **Location:** Pavilion
 - **Time:** 10am-3pm
 - **Event Overview:** Picnic

- Saturday, August 5: **Animals & Artisans**
 - **Location:** Entire Campus
 - **Time:** 9am-6pm
 - **Event Overview:** Zoo Info table selling animal art work while showing a PowerPoint presentation of Racine Zoo animal resident artists. 20 local arts & crafts booths
- Saturday, August 5: **Somerset Club Dinner**
 - **Location:** Pavilion
 - **Time:** 6pm-10pm
 - **Event Overview:** Private Dinner
- Sunday, August 6: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7:30pm-9:30pm
 - **Event Overview:** Musical concert in the amphitheater
- Wednesday, August 9: **Animal Crackers – Booker T. Jones**
 - **Location:** Amphitheater
 - **Time:** 5:30pm-9pm
 - **Event Overview:** Jazz concert series
- Saturday, August 12: **YWCA Power Walk**
 - **Location:** High/Low Road
 - **Time:** 10am-12pm
 - **Event Overview:** 5K Walk/Run
- Sunday, August 12: **Zooriffic Saturday – Reptile and Amphibian Day**
 - **Location:** Entire Campus
 - **Time:** 9am-6pm
 - **Event Overview:** Crafts, games and snackivities for kids while learning a conservation message
- Sunday, August 13: **O&H Bakery Picnic**
 - **Location:** Pavilion
 - **Time:** 2pm-5pm
 - **Event Overview:** Company picnic
- Sunday, August 13: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7:30pm-9:30pm
 - **Event Overview:** Musical concert in the amphitheater
- Monday, August 14: **Member Monday**
 - **Location:** Entire Campus
 - **Time:** 6pm-8pm
 - **Event Overview:** Zoo is open later once a month for members only
- Tuesday, August 15: **Rotary Steak Fry**
 - **Location:** Pavilion
 - **Time:** 5pm-9pm
 - **Event Overview:** Private dinner

- Wednesday, August 16: **Roar & Pour**
 - **Location:** Land of the Giants
 - **Time:** 6pm-8pm
 - **Event Overview:** Beer tasting event with butler passed appetizers and a giraffe & rhino encounter

- Thursday, August 18: **Johnson Bank Wealth Management Picnic**
 - **Location:** Land of the Giants
 - **Time:** 5pm-7pm
 - **Event Overview:** Private party

- Saturday, August 19: **Down Syndrome Association of Wisconsin**
 - **Location:** Pavilion
 - **Time:** 12pm-4pm
 - **Event Overview:** Appreciation picnic
- Saturday, August 19: **Whiskers & Whiskey**
 - **Location:** Pavilion
 - **Time:** 6pm-9pm
 - **Event Overview:** Presentation on whiskers and whiskey tasting catered by Danny's meats

- Sunday, August 20: **Car, Truck and Bike Show**
 - **Location:** Entire Campus
 - **Time:** 8am-6pm
 - **Event Overview:** 200+ unique cars, trucks and bikes show off at the 22nd annual show

- Wednesday, August 23: **Animal Crackers – Larry Carlton**
 - **Location:** Amphitheater
 - **Time:** 5:30pm-9pm
 - **Event Overview:** Jazz concert series

- Thursday, August 24: **Lawyer Mixer**
 - **Location:** Land of the Giants
 - **Time:** 5pm-7pm
 - **Event Overview:** Mixer catered by Danny's Meats and a giraffe encounter

- Saturday, August 26: **Leman Picnic**
 - **Location:** Pavilion
 - **Time:** 12pm-4pm
 - **Event Overview:** Company picnic
- Saturday, August 26: **Zoorific Saturday – Healthy People, Healthy Animals, Healthy Planet**
 - **Location:** Entire Campus
 - **Time:** 9am-6pm
 - **Event Overview:** Crafts, games and snackivities for kids while learning a conservation message

- Wednesday, August 30: **Animal Crackers Volunteer Party**
 - **Location:** Jungle Junction
 - **Time:** 5:30am-7:30pm
 - **Event Overview:** Picnic dinner to thank the Animal Crackers volunteers

Coming up at the Zoo at a Glance:

- Saturday, September 9: **Zoo Debut: A Wild Affair** 5:30pm-12am
- Saturday, September 16: **Great Lakes Brewfest** 3pm-6:30pm
- Saturday, September 23: **Zoorific Saturday/Rhino Day** 9am-6pm
- Saturday, September 30: **Racine Zoo Foster Kinds Day at the Zoo** 9:30am-4pm
- Saturday, October 14: **Zoorific Saturday/African Penguin Day** 9am-4:30pm
- Saturday, October 28: **Boo at the Zoo** 9am-4:30pm
- Sunday, November 12: **Merry Zoomas** 9am-4:30pm
- Sunday, November 12: **Breakfast with Santa**, TBD