

**Racine Zoological Society
Park and Recreation Board Meeting
July 2019 (reporting on June 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Prepping for fall festival
- Prepping for Animal Crackers

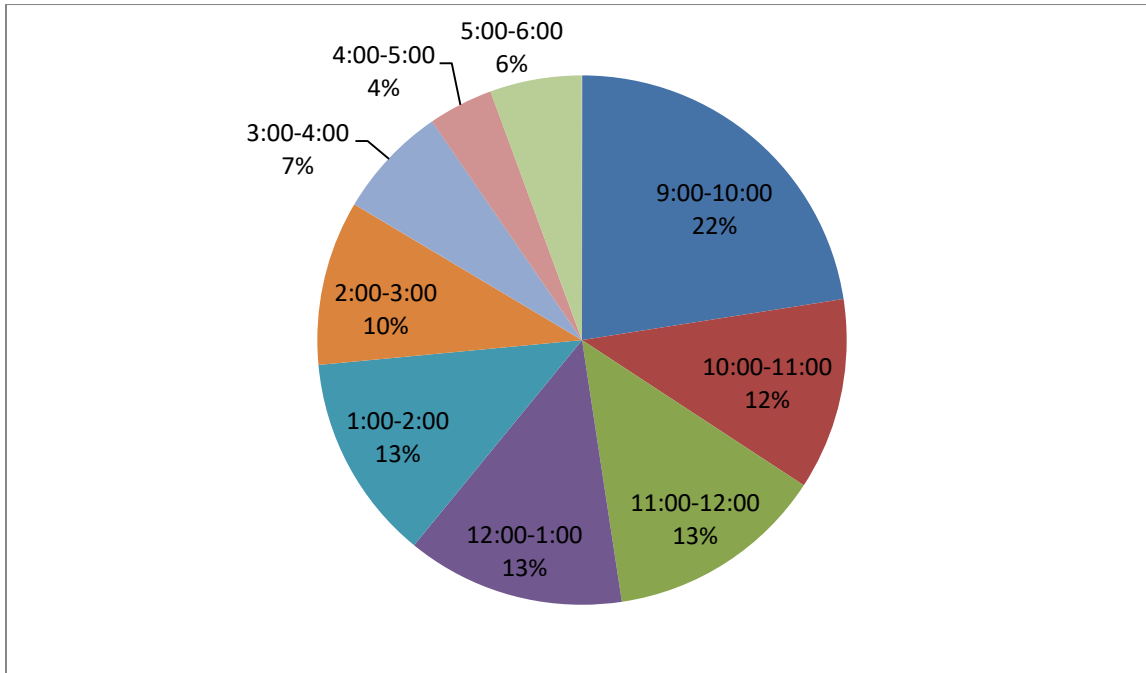
Membership

- Total memberships households = 2,186

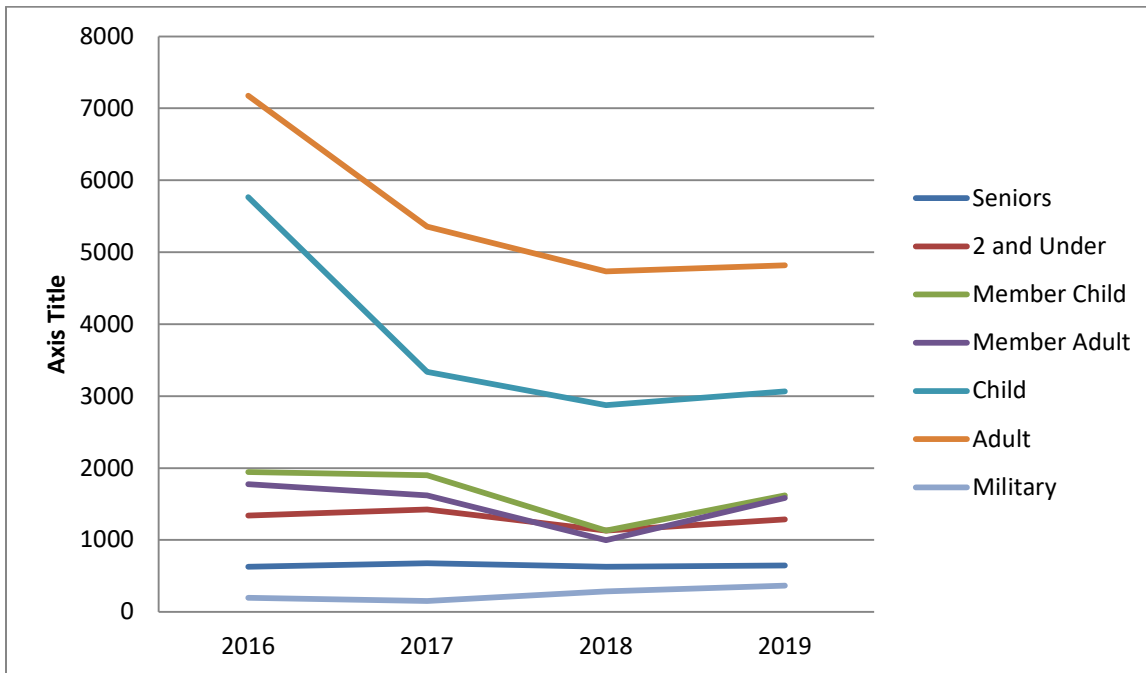
Attendance for June 2019

	June 2018	June 2019	Variance	Percent change
Adults	4734	4819	85	2%
Children	2872	3065	193	7%
Member Adults	999	1583	584	58%
Member Children	1132	1621	489	43%
Child 2 and under	1131	1286	155	14%
Seniors	629	648	19	3%
Military	286	366	80	28%
Education	2340	2764	434	18%
Events	2652	793	-1859	-70%
Total	16775	16945	170	1%

June 2019 Attendance By Hour



June Monthly Attendance 2016-2019



June Member Municipality

53402 – 862

53406 – 436

53405 – 624

53404 – 604

53403 – 135

53185 - 92

Other – 447

Illinois - 4

June Non-Member Municipality

53403 – 868

53405 – 1497

53406 – 1367

53402 – 4425

53404 - 976

Other – 1644

Illinois - 2964

Admissions, Gift Shop, Grill, Watering Hole, Train (Operations)

- Completed Animal Escape Safety Protocol
- Completed Drill for Protocol
- All new items are selling
- New bags protocol for all areas of revenue

Animal Care

- Animal info/moves:
 - Mac, Masai Giraffe and Tavek, Western Caucasian Tur began arthritis treatment
 - Began rhino browse trails with routine blood monitoring
 - Wilbur moved to North end with an ongoing foot issue, vet exams/discussions at each vet rounds
 - Received 2.0 Lynx
 - Received 1.0 Tamarin
 - Dewey moved to gift shop exhibit
 - Tamarin family moved back to exhibit, though it was more difficult to get everyone crated
- Vet exams:
 - Zebra hoof trim
 - Multiple wallaroo exams
 - Hawk exam
 - Goat exams
 - Ongoing penguin rechecks
 - Amelie birth control injection
 - Tiger exam and joint injections
- Staff
 - Beth and Animal Care staff working on Curator interviews. Narrowed down to 2 people.
 - Staff received TB test
 - Staff participated in Phone tree drill and went over updated escape protocol.
 - Staff working on hoof work training with giraffe at LOG.
 - Tiffany met with USDA to close out invert permit--we no longer house permitted inverts.
 - Tiffany submitted renewal for Livestock Premises permit
- Miscellaneous
 - Keepers assisted with Zookeeper summer camp and had kids help in animal areas. Also doing 2 weekly giraffe encounters for camp staff.
 - Keepers assisted with World Wine Wednesday, Roar and pour and Wine, Stein and Dine events as needed. Staff schedules adjusted to keep animals out later.
 - Keepers ran tables at Bat Day and Giraffe Day this
 - Pest control treatments of primate exhibits/holding, and basement bat stall.
 - Aviary and Giraffe encounters doing well in profits so far this year.

Education

- **Educational Programs**

- Birthdays – 14
 - Reached 400 people
- Offsite Programs – 10
 - Reached 290 people
- Onsite Programs – 23
 - Reached 1203 people
- Preschool – 8
 - Reached 120 people
- Behind the Scenes - 3
 - Reached 22 people
- Creature Feature –30
 - Reached 531 people
- Wildlife Theater – 60
 - Reached 801 people
- **Total: Reached 3,282 people**

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
 - 3/4 - 40/100 spots – 40.0%
 - K/1 - 89/160 spots – 55.6 %
 - 2/3 – 63/160 spots – 39.4%
 - 4/5 - 38/160 spots – 23.8%
 - 6/7 - 34/80 spots – 42.5%
 - Overall – 264/660– 40.0%

- **Other Events**

- June 1- Coordinated Bat Appreciation Day
- June 6 – Attended AmeriCorps State Board Meeting
- June 10 – Coordinated and led Member Monday
- June 12 – Volunteen Appreciation Dinner
- June 17 – First Day of Summer Camp
- June 22 – Coordinated World Giraffe Day
- June 29 – Brought animals to Wine, Stein, and Dine Event
- June 30 – Assisted in Kenosha 4th of July Parade

- **Grants and Proposals**

- Recent Updates:
 - Received Grant Funding from AZA Safety Committee
 - Received Grant Funding for Senior Programming
 - Received Grant Funding from IMLS
 - Grant application for AmeriCorps funding approved by board, sent to national
 - Submitted report for AZA Party for the Planet Grant
 - Working on CDBG application for City of Racine

- Previous, not yet resolved:
 - Submitted full proposal to ANDIS Foundation
 - Submitted proposal to County of Racine

Upcoming

- Relaunch of behind the scenes programs – Launching in July

Comparison to June 2018 - programs and participants

Participants	2018	2019	Variance
On Site	968	1203	+24.3%
Off Site	1931	290	-84.9%
BTS	65	22	-66.2%
Birthday Party	440	400	-9.1%
Preschool	122	120	-1.2%

Programs	2018	2019	Variance
On Site	18	23	+27.8%
Off Site	6	10	+66.7%
BTS	8	3	-62.5%
Birthday Party	14	14	-0.0%
Preschool	6	8	+33.3%

Facilities

- Set up and tear down of special events
- Daily janitorial duties
- General upkeep of grounds
- Cutting grass, weed whipping, weed spraying etc.
- Lakeshore did spring cleanup around pond plantings
- Had RP valve in curators office moved to outside wall
- In the process of getting initial bids for electrical needs for lantern festival
- Got bids back from absolute construction for eagle exhibit
- Had 7 doors replaced through zoo
- Replaced rotten wood and other repairs to pheasantry building
- Preventative maintenance sheets
- General job requests e.g. repair fence, mend hose etc.
- Received 4 sets of new trash and recycle units
- Working with Daniel to get all security cameras working
- Replaced motor above tamarins for air handler
- Put new front brakes on education van

Resource Development

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



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | JUNE 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
6/3	World Wine Wednesday - Reminder	875	57
6/9	Roar & Pour	899	53
6/7	Father's Day Putt-Putt	855	46
6/10	Member Monday - 6/10 Reminder	912	8
6/11	Wine, Stein, & Dine Reminder	877	50
6/12	Amazon Father's Day	819	16
6/12	Kenosha Kingfish Baseball Game	903	15
6/14	Racine Zoo E-News - June 14, 2019	744	42
6/18	Cigar Dinner	866	73
6/20	Wildlife Matters June 2019	534	70
6/24	Wine, Stein, & Dine Email 2	793	78
6/26	Animal Crackers: Chicago Tribute Anthology	945	66
6/28	Racine Zoo E-News - June 28, 2019	706	64

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,589	17.3 %	1.2%

MEMBERS

Subscribers	Open Rate	Click Rate
3,742	24.7 %	2.2%

WEBSITE

www.racinezoo.org

MONTHLY USERS: 16K

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales. Set up Behind-the-Scenes Encounters.

OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Milwaukee Times
- Marcus Theatres
- Racine Concert Band
- Racine County Eye
- Shepherd Express
- Your Life Magazine

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Created 5 commercials for Racine Zoo to You TV Show
- Took video footage for Racine Zoo to You TV Show
- Created Marcus Theatres commercial
- Took/edited/posted photos from World Wine Wednesday and Roar & Pour
- Created Giraffe Encounter sign
- Created Animal Crackers playbill
- Created Animal Crackers street and stage banners
- Created sign up sheet for Car, Truck, & Bike Show

OUTSIDE ADS

Featured:

- Racine Concert Band playbill
- Bargain Hunter
- Milwaukee Times

Lantern Festival
AT THE
RACINE ZOO

OCTOBER 1 — DECEMBER 31
2019

FOR MORE INFORMATION & TICKETS VISIT
WWW.RACINEZOO.ORG

RACINE ZOO | 2131 N. MAIN ST. | RACINE, WI 53402 | 262.636.9189

TRAVEL WISCONSIN
realracine

Animal Crackers
CONCERT SERIES
2019

DRINKS. FOOD. MUSIC.
ALONG THE BEAUTIFUL LAKEFRONT

WEDNESDAY JULY 10	CHICAGO TRIBUTE ANTHOLOGY
WEDNESDAY JULY 24	LIN ROUNTREE
WEDNESDAY AUGUST 7	JAZMIN GHENT
WEDNESDAY AUGUST 21	NICK COLIONNE

SAVE TIME. **BUY TICKETS ONLINE.**
WWW.RACINEZOO.ORG

2131 N. Main St.
Racine, WI 53402

262.636.9189
www.racinezoo.org

Follow us! @racinezoo
on Facebook, Twitter, & Instagram

WINE, STEIN, & VINE

Sample classic Wisconsin foods and beverages!

SATURDAY, JUNE 29, 2019
6PM - 9PM
RACINE ZOO

2131 N. Main St.
Racine, WI 53402

262.636.9189
www.racinezoo.org

Follow us! @racinezoo
on Facebook, Twitter, & Instagram

FACEBOOK

TOTAL LIKES: 21,069 (+201 FROM MAY)

- Promotional posts and animal posts

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares ?						
Published	Post	Type	Targeting	Reach ?	Engagement	Promote
06/30/2019 1:01 PM	Stepping off at the Kenosha 4th of July parade!!			3.1K ■	211 60 ■ ■	
06/30/2019 10:00 AM	We are launching our brand NEW Behind-the-Scenes Encounters!			4.8K ■	389 131 ■ ■	
06/29/2019 10:01 AM	WINE STEIN & DINE TICKET UPDATE!!! Read very carefully...			1.9K ■	60 9 ■ ■	
06/29/2019 10:00 AM	Today is the day! Wine, Stein, & Dine is finally here! 😊 We'll be			1.4K ■	54 11 ■ ■	
06/28/2019 5:00 PM	Ever thought of joining the Racine Zoo Education team? Then the			2.6K ■	63 28 ■ ■	
06/28/2019 12:00 PM	A & A Cafe LLC will be joining us at Wine, Stein, & Dine! Those			1.2K ■	25 6 ■ ■	
06/28/2019 11:13 AM	Rainy days don't stop our summer camps from being a ton	Video		1.7K ■	108 20 ■ ■	
06/28/2019 10:00 AM	Blaze Pizza will be bringing their s'more pies, sea salt chocolate			1.6K ■	40 11 ■ ■	
06/27/2019 12:00 PM	The Racine Zoo is excited to introduce two new residents to			6.1K ■	297 455 ■ ■	
06/27/2019 10:30 AM	Excited to have the Planters NUTmobile at Wine, Stein, & Dine			2.8K ■	53 50 ■ ■	
06/26/2019 4:30 PM	Try 18 beers, 16 wines, and samples from 11 food vendors			2.2K ■	158 60 ■ ■	
06/26/2019 3:47 PM	Jenny our orangutan enjoyed story time with Camp Counselor			2.4K ■	193 72 ■ ■	
06/26/2019 2:00 PM	Try some hot, fresh coffee from Esperanza Coffee Collective			955 ■	14 3 ■ ■	
06/26/2019 12:00 PM	Here is a list of beers that will be featured at Wine, Stein, & Dine!			1.5K ■	29 8 ■ ■	
06/26/2019 10:00 AM	Happy Birthday to May and Gazer!! 🎉 This past week May			3K ■	103 129 ■ ■	

Staff Activity Report | Marketing | June 2019

06/25/2019 8:30 AM	 SPECIAL SALE ALERT! Buy tickets to Wine, Stein, & Dine			2.2K		54 23	
06/24/2019 1:10 PM	 Thanks everyone who entered our Wine, Stein, & Dine Guess			1.7K		28 9	
06/23/2019 3:00 PM	 We are thrilled to have Badger Liquor also joining us for Wine,			2.6K		124 30	
06/23/2019 12:00 PM	 Sazzy B Kenosha will be bringing their Summer Stracciatella dish			1.7K		49 13	
06/22/2019 12:00 PM	 Have a sweet tooth? 🍰 Come sample some delicious cake			1.8K		73 17	
06/22/2019 10:00 AM	 Be sure to stop by Garlic Fest tomorrow to say "hi" to some of			4.6K		184 59	
06/21/2019 12:00 PM	 ! WIN A PAIR OF TICKETS TO Wine, Stein, & Dine! Can you			1.6K		104 31	
06/21/2019 9:00 AM	 🍷 Can't go wrong with locally made wines from locally grown			3.1K		177 86	
06/20/2019 12:00 PM	 🍺 Looking forward to having Racine Brewing Company at			1.5K		48 14	
06/20/2019 9:23 AM	 🎉 Thank you everyone who helped us kick off the first Roar &			4.3K		945 37	
06/19/2019 1:00 PM	 Today we have Chef Jaclyn with us from Wholesome Harvest!			1.7K		59 17	
06/19/2019 10:00 AM	 Love hosting events? We are looking for a part-time Events			2.8K		180 23	
06/19/2019 8:25 AM	 🎟️ Ticket sales end at 12PM today for Roar & Pour tonight!			1.8K		16 14	
06/18/2019 4:00 PM	 Who's ready for Dannys Meats popular New England style pot			2.7K		305 131	
06/18/2019 12:00 PM	 Get ready to indulge in this mouthwatering menu at Cigar			2.2K		69 43	
06/18/2019 9:18 AM	 Love the Racine Zoo? Interested in our special events, programs,			1.5K		7 8	
06/17/2019 2:00 PM	 🍷 Indulge in exquisite wines from Slovenian Wines Wisconsin at			1.8K		117 38	
06/17/2019 11:09 AM	 🍺 COMING UP THIS WEDNESDAY! Beer tasting,			926		10 5	
06/17/2019 10:00 AM	 Any bartenders out there looking for a fun place to work? 🍷🍺🍹			7.1K		306 108	

Staff Activity Report | Marketing | June 2019

06/16/2019 11:00 AM	 We just finished our episode on Racine & Me and wanted to give			3.6K		387 126	
06/15/2019 10:00 AM	 Fathers get FREE ADMISSION tomorrow to celebrate Father's			3.5K		27 79	
06/14/2019 1:26 PM	 A painted turtle and a snapping turtle were seen basking next to			3.2K		81 94	
06/14/2019 10:00 AM	 Learn more about our huge upcoming event, Wine, Stein, &			2.7K		170 52	
06/12/2019 9:29 AM	 Looking for the perfect, refreshing way to kick off the			1.2K		28 13	
06/11/2019 5:48 PM	 Building trust with animals and positive reinforcement training is			4.7K		371 255	
06/11/2019 12:10 PM	 Shopping for Dad? Turn your Father's Day shopping into a			1.3K		6 4	
06/11/2019 8:46 AM	 Grab your First Base Club tickets! Sale ends on FRIDAY!			1.7K		72 6	
06/10/2019 11:37 AM	 Anyone up for some delectable classic Wisconsin food and			1.1K		27 7	
06/10/2019 8:18 AM	 CALLING ALL RACINE ZOO MEMBERS! Join us from 6PM -			1.7K		37 18	
06/07/2019 8:43 AM	 Father's Day is right around the corner! Grab you tickets for a			810		12 4	
06/06/2019 2:04 PM	 Thank you everyone who came out last night to kick off our first			3.3K		699 60	
06/05/2019 1:38 PM	 We can't believe the first concert of the season is already			1.1K		20 10	
06/04/2019 11:42 AM	 Sneak peek at our World Wine Wednesday wine selection			1.3K		31 6	
06/04/2019 8:34 AM	 Ready to see the Kenosha Kingfish take on the Rockford			1K		32 9	
06/03/2019 9:17 AM	 Take your time on glasses of fine wine along the beautiful lakefront			977		14 5	
06/01/2019 12:53 PM	 The sun is out! Come join us for Bat Appreciation Day to learn all			2.2K		82 23	
06/01/2019 10:00 AM	 A newer study by UW-Madison suggests that bats in the state of			2.7K		44 55	

Post Details
✕

Racine Zoo

Published by Kristen Humphrey [?] · June 17 at 10:00 AM · 🌐

Any bartenders out there looking for a fun place to work? 🍷🍹🍸

The Racine Zoo is looking for experienced bartenders for special events at the Zoo! If interested, please email clocke@racinezoo.org.

**LOOKING FOR
EXPERIENCED BARTENDERS
FOR SPECIAL EVENTS!**

Get More Likes, Comments and Shares

Boost this post for \$2,000 to reach up to 260,000 people.

7,053

People Reached

414

Engagements

Boost Post

👍❤️
19

7 Comments 51 Shares

👍 Like

💬 Comment

➦ Share

👤

Performance for Your Post

7,053 People Reached

108 Reactions, Comments & Shares

41 Like	18 On Post	23 On Shares
1 Love	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
13 Comments	7 On Post	6 On Shares
52 Shares	51 On Post	1 On Shares

306 Post Clicks

23 Photo Views	1 Link Clicks	282 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post



Racine Zoo

Published by Kristen Humphrey [?] · June 27 at 12:00 PM · 🌐

⋮

The Racine Zoo is excited to introduce two new residents to our animal population starting this week. Visitors can say hello to Bam Bam and Barney—two Canada lynx who have just arrived and are settling in to their new home!



✔ **Get More Likes, Comments and Shares**
Boost this post for \$2,000 to reach up to 260,000 people.

6,077
People Reached

752
Engagements

Boost Post

👍❤️👏 308
24 Comments 30 Shares

👍 Like
💬 Comment
↪ Share
👤

Performance for Your Post

6,077 People Reached

455 Reactions, Comments & Shares 📊

299 👍 Like	234 On Post	65 On Shares
90 ❤️ Love	78 On Post	12 On Shares
3 😲 Wow	1 On Post	2 On Shares
33 Comments	27 On Post	6 On Shares
30 Shares	30 On Post	0 On Shares

297 Post Clicks

45 Photo Views	0 Link Clicks 📊	252 Other Clicks 📊
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NEGATIVE FEEDBACK

- 0** 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: 2,646 (+22 FROM MAY)

- 25 tweets
- 23.2k tweet impressions
- 662 profile visits
- 12 mentions

INSTAGRAM

TOTAL FOLLOWERS: 1,366 (+53 FROM MAY)

- 12 posts
 - 1,094 likes
 - 18 comments
-

June Events:

- Wednesday, June 5: **World Wine Wednesday**
 - **Location: Land of the Giants**
 - **Time: 6pm-8pm**
 - **Event Overview: Wine Tasting**
 - **Attendance: 72**



- Saturday, June 8: **Ryshkus/Gasparo Wedding**
 - **Location: Pavilion**
 - **Time: 11am-3:30pm**
 - **Event Overview: Wedding**
 - **Attendance: 100**
- Sunday, June 9: **Paules Wedding**
 - **Location: Wildlife Theater and Pavilion**
 - **Time: 11am-3pm**
 - **Event Overview: Wedding / Reception**
 - **Attendance: 120**
- Friday, June 14: **Wilcox Wedding**
 - **Location: Wildlife Theater and Pavilion**
 - **Time: 1pm-10:30pm**
 - **Event Overview: Wedding / Reception**
 - **Attendance: 142**

- Wednesday, June 19: **Rour & Pour**
 - **Location: Vanishing Kingdom**
 - **Time: 6pm-8pm**
 - **Event Overview: Beer Tasting**
 - **Attendance: 51**



- Saturday, June 22: **Mandi & Paul Wedding**
 - **Location: North of Pavilion**
 - **Time: 11am-4:30pm**
 - **Event Overview: Wedding**
 - **Attendance: 140**
- Sunday, June 23: **Kenosha Kingfish Fundraising Game**
 - **Location: Kenosha Kingfish**
 - **Time: 1:05pm**
 - **Event Overview: Baseball Game Fundraiser**
- Saturday, June 29: **Wine, Stein & Dine**
 - **Location: From Train station North and through Land of the Giants**
 - **Time: 6pm-9pm**
 - **Event Overview: Taste of Wisconsin**
 - **Attendance: 168**



Coming up at the Zoo at a Glance:

- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- Saturday, July 13: **Macphail Reception** 12-4pm
- Sunday, July 14: **CNH Company Picnic** 11am-4pm
- Sunday, July 14: **Racine Concert Band** 7:30-9pm
- Wednesday, July 17: **World Wine Wednesday** 6pm-8pm
- Thursday, July 18: **24th Annual Cigar Dinner** 5pm-10pm
- Saturday, July 20: **Zooriffic Saturday Zookeeper Day** 9am-6pm
- Sunday, July 21: **Racine Concert Band** 7:30-9pm
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree** 5:30pm-9:30pm
- Saturday, July 27: **International Tiger Day** 9am-6pm
- Sunday, July 28: **Racine Concert Band** 7:30-9pm
- Wednesday, July 31: **Roar & Pour** 6pm-8pm
- Sunday, August 4: **Racine Concert Band** 7-8:30pm
- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent** 5:30pm-9:30pm
- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Sunday, August 11: **Racine Concert Band** 7-8:30pm
- Wednesday, August 14: **World Wine Wednesday** 6pm-8pm
- Saturday, August 17: **Zooriffic Saturday Reptile & Amphibian Awareness Day** 9am-6pm
- Sunday, August 18: **24th Annual Car, Truck & Bike Show** 9am-4pm
- Wednesday, August 21: **Animal Crackers Concert – Nick Colionne** 5:30-9:30pm
- Saturday, August 24: **Whiskers and Whiskey** 6pm-9pm
- Wednesday, August 28: **Roar & Pour** 6pm-8pm
- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm
- October 1 – December 31: **Chinese Lantern Festival**