

ZOOLOGICAL SOCIETY REPORT

JUNE 2013

Website Re-Launch

- Continuing to tweak site (graphics, content, buy tickets option) about 90% complete.
- Links to animal information (mammals, reptiles, etc.) will start to go live next week.
- Positive feedback from guests and staff.
- We can begin using QR codes on literature now that the new site has launched!

E-Mail Marketing

- Second *Membership Matters* e-newsletter distributed. E-newsletter will reoccur every month.
- E-blast sent to members promoting Members Night.
- E-blast planned next week to Little Pig Contest participants with special promotion. Will be added to list of general e-mail subscribers.
- We have been gaining subscribers (21 new) through the new website so a generic e-newsletter is in development to inform subscribers of news and events.

Membership

- Spring/Summer *Wildlife Matters* at the printer. In home date is June 1.
- Signed an agreement with ValPak for membership campaign. Coupons will appear in Valpak June through September and includes an online app which people can access from just about every search engine. Metrics are included in the package.
- Designed Member Appreciation Night flyer for those members without e-mail. Flyer sent Saturday for Monday delivery.

Corporate Sponsorships

- SC Johnson sponsorship for \$25K approved.
- Johnson Bank sponsorship for \$20K is approved
- Working with Greuber Law Offices on Car Show sponsorship
- Working to secure remaining Animal Crackers sponsors (having a hard time getting responses).
- Ruud Family Foundation is sponsoring the Zoo Debut Band.
- Working with Harris Golf Carts on a trade deal for new facility carts.
- The Radisson starts offering their Zoo package to guests this week. The Zoo will receive promotion on Radisson's website and through social media efforts.
- Submitted grant request in amount of \$5K to Runzheimer.
- Working with contacts at Coca-Cola for \$10K grant
- Preparing Spring Appeal for distribution next week.

Advertising/PR

- Our third Fox 6 segment went well. Our three little pigs (and Jay and Maggie) did a phenomenal job. Next segment is scheduled for June.
- Racine and Me segment aired June 1. Zoo received entire 30 minutes of show.
- Advertising campaign is underway with placements in Kenosha News, The Journal Times, Shepperd Express, Just Add Kids

- Seven press releases distributed: Party for the Planet, the Three Little Pigs Naming Contest, Animal Crackers – Nelson Rangell, Animal Crackers Line Up, Reptile Rescue, Member Night, Little Pigs Names/Winner. Our first billboard appeared on Hwy. 20 in Waterford! Second billboard is up on 75th and 60th in Kenosha.
- Posting first press release to PRNewsWire – story about Suli the red kangaroo. Hits will help to position Zoo as cutting edge in animal care and help to educate general public about the role of zoo keepers.
- Launching weekly Zoo radio show on WRJN, Saturday, June 8. Board members will receive first right of refusal on radio ads during the show. Feel free to call Gianna for details.
- Still working on Jungle Jay character! Character will appear on new website, marketing collateral, and other outlets.
- Provided two consecutive days of media relations as part of the Kenosha reptile story.
- Jungle Jay and Gianna attended Cree Cruise on June 1. Secured a few leads for additional community events.

Social Media

- Social Stats
 - Twitter: Up to 360 followers
 - Tweeting multiple times per day
 - Facebook: 6,680 up 351 followers from last month!
 - Posting every day
 - Great interaction and engagement from audience!
 - Driving traffic to website (online orders for memberships tripled this month over last)
 - YouTube channel finally launched! Connected to Website and collaborating with Facebook and Twitter.

Respectfully submitted,
 Jay R. Christie
 President and CEO