

**Racine Zoological Society Report  
Park and Recreation Board Meeting  
January 2018 (reporting on December 2017)**

**Executive Director**

- Highest ever member number at 2158! Of course we lost some when some folks did not renew but it was amazing for a bit! Ended year with number below!
- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Interviewing for a new curator

**Membership**

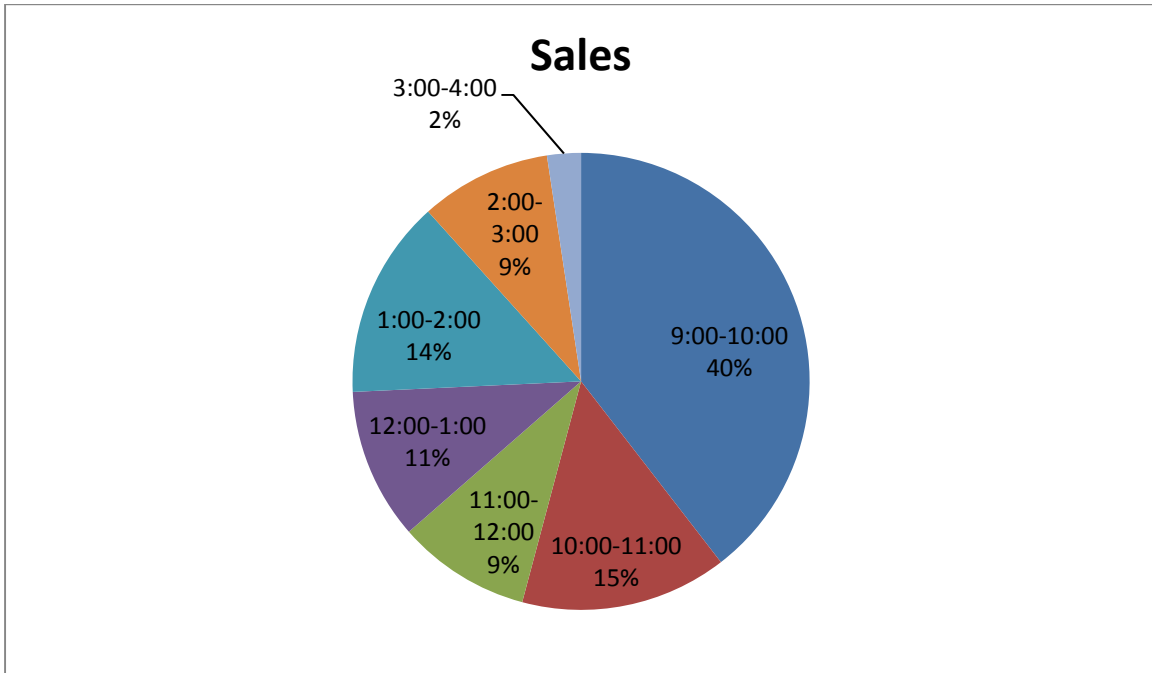
- Total memberships households = 2,100

**Attendance for December 2017**

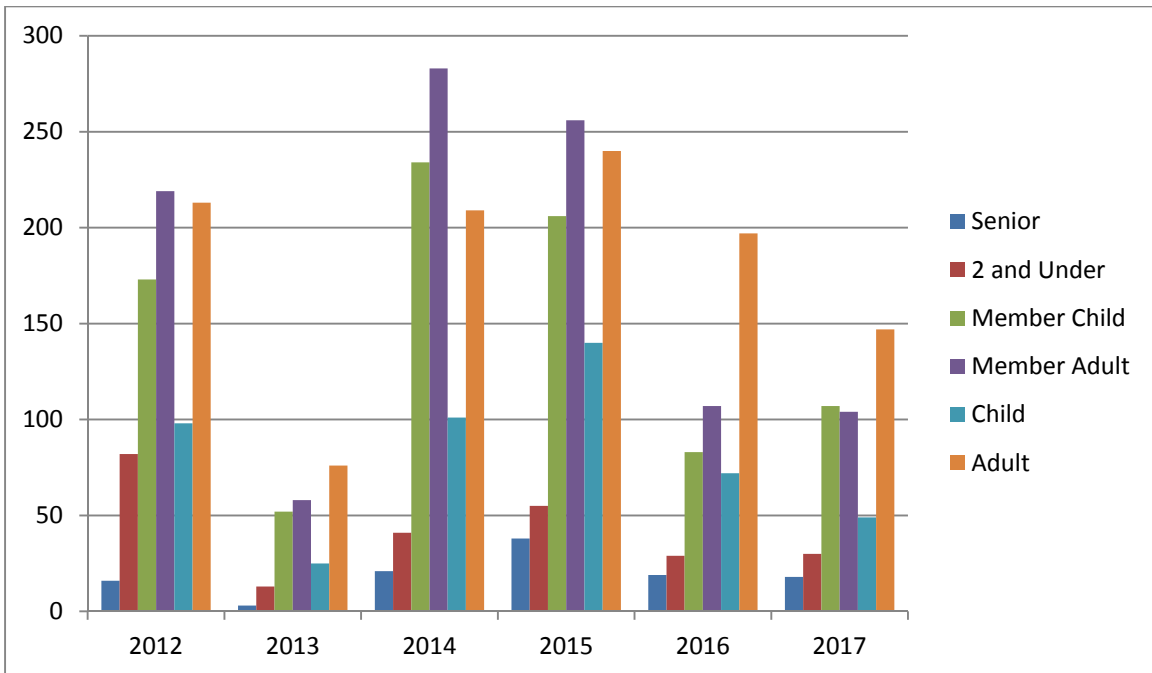
	<b>December 2016</b>	<b>December 2017</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	197	145	<b>-48</b>	<b>-26%</b>
<b>Children</b>	72	49	<b>-23</b>	<b>-32%</b>
<b>Member Adults</b>	107	104	<b>-3</b>	<b>-3%</b>
<b>Member Children</b>	83	107	<b>24</b>	<b>30%</b>
<b>Child 2 and under</b>	29	30	<b>1</b>	<b>3%</b>
<b>Seniors</b>	19	18	<b>-1</b>	<b>6%</b>
<b>Military</b>	3	2	<b>-1</b>	<b>-33%</b>
<b>Education</b>	152	256	<b>104</b>	<b>68%</b>
<b>Events</b>	133	0	<b>-133</b>	<b>-100%</b>
<b>Total</b>	510	711	<b>201</b>	<b>39%</b>

\*\*One reason the events had no numbers is we moved our Brunch with Santa to a November date. Education did great in December too.

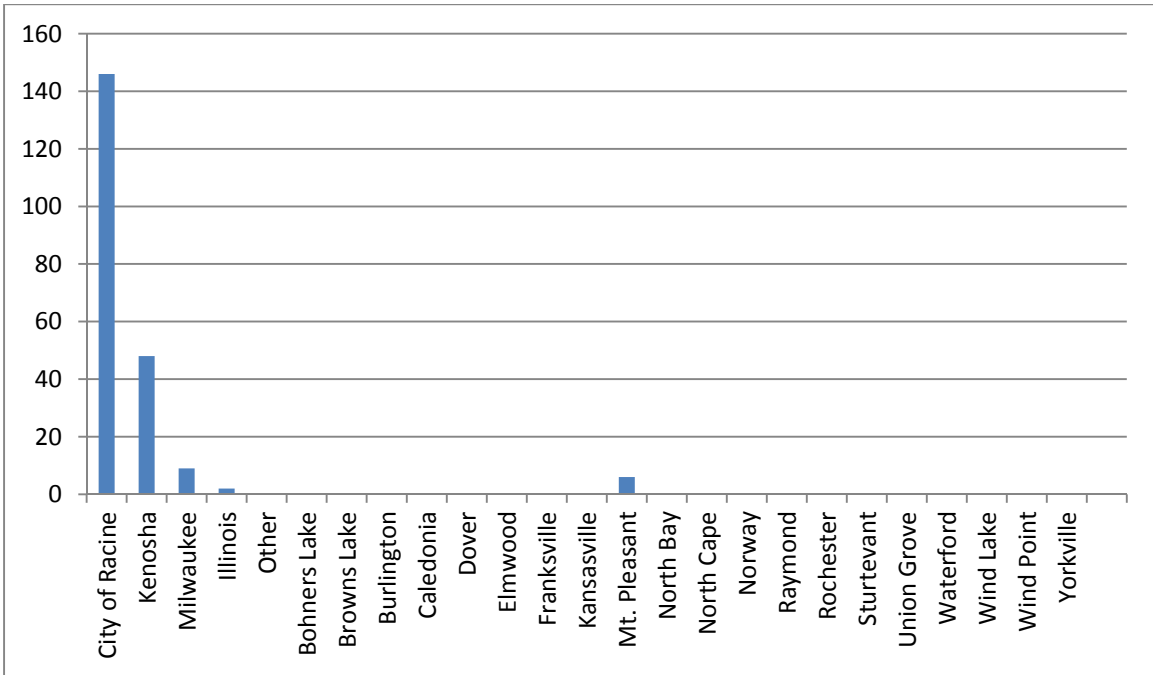
## December Attendance By Hour



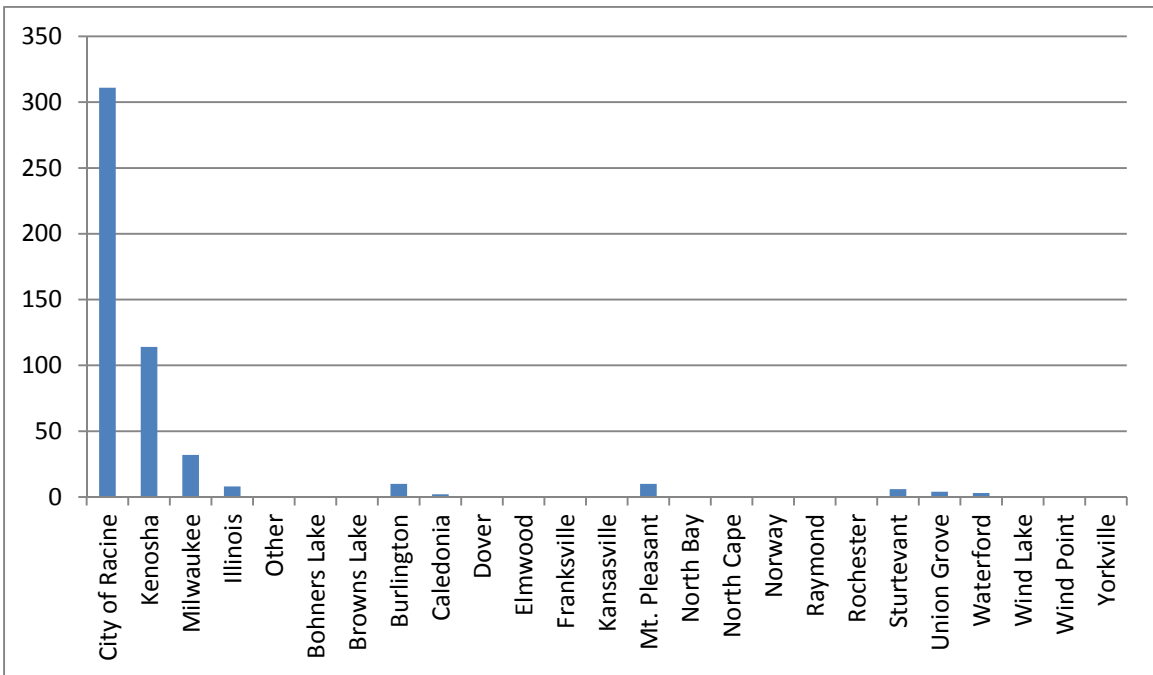
## December Monthly Attendance 2012-2017



## December Member Municipality



## December Non-Member Municipality



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

- Completed Inventory in the gift store and grill
- Contacted PD for Active Shooter Training
- Planning orders for New Year

### **Animal Care**

- Animals:
  - Worked on bat intros in the education area. Moved Kook to education as well.
  - Received a bearded dragon for an ambassador animal via the UW Madison vet school, as a donation!
  - A few animals passed away this month: one grey tree frog, one fruit bat and one red kangaroo. All unexpected with causes still being investigated.
  - One tamarin born Dec. 27. Did have to separate oldest male from group due to group dynamics. Now have 2 separate tamarin groups (mom, dad, one younger twin and newest birth, and one group with oldest male and one younger male for a companion). The bachelor group will likely move to another zoo
- Vet exams:
  - Vet exams: 2 lion exams, 3 Kangaroo exams, goat/sheep blood draws, lots of snake intake/weight reviews as some slow down for winter, and tamarin ultrasounds. Continued observations of pigs, sheep, bats, lion, penguins, etc.
- Staff
  - Keeper staff assisted with a few BTS tours for Jabari Parker from the Bucks. Also assisted with a keeper for a day program.
  - Continued interviews for curator position.
  - Keepers and animals just working on staying warm with the very cold temps the last few weeks.

### **Education**

- **Educational Programs**
  - Onsite Programs – 3
    - Reached 22 people
  - Offsite Programs - 2
    - Reached 35 people
  - Wildlife Explorers - 8
    - Reached 192 people
  - Totals: Reached 248 people
- **Events**
  - Dec 1 – Burlington Holiday Parade
  - Dec 16 – Keeper for a Day Program with Animal Care
- **Grants**
  - Completed Racine Community Foundation Grant Report
  - Completed SC Johnson Sponsorship Report
  - Completing Grant Report for Nature Play with AZA – launching in March
  - Submitted Grant to Big Lots Foundation
  - Submitted Grant to Rotary Club with Executive Director

- Submitting Grant to Kenosha Community Foundation
- Submitting Grant to Brewer's Foundation

Upcoming

- Second session of preschool begins Jan 2018
- Summer camp registration opens Jan 2018
- Volunteer onboarding Jan 2018
- FrogWatch USA training Jan/Feb 2018
- Racine Nature Club launching March 2018

**Comparison to December 2016 -2017 programs and participants**

<b>Participants</b>	2016	2017	Variance
On Site	0	0	0%
Off Site	20	35	+75.0%
BTS	0	22	+100.0%
Birthday Party	30	0	-100.0%

<b>Programs</b>	2016	2017	Variance
On Site	0	0	0%
Off Site	1	2	+100.0%
BTS	0	3	+100.0%
Birthday Party	1	0	-100.0%

**Facilities:**

- Snow removal and salt as needed
- Moved corners limited enclosure up behind primates for baby tamarin
- Preventative maintenance
- Daily janitorial
- Job orders as needed
- Started repainting picnic tables
- Surviving the cold

**Resource Development**

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

**Public Relations/Social Media**

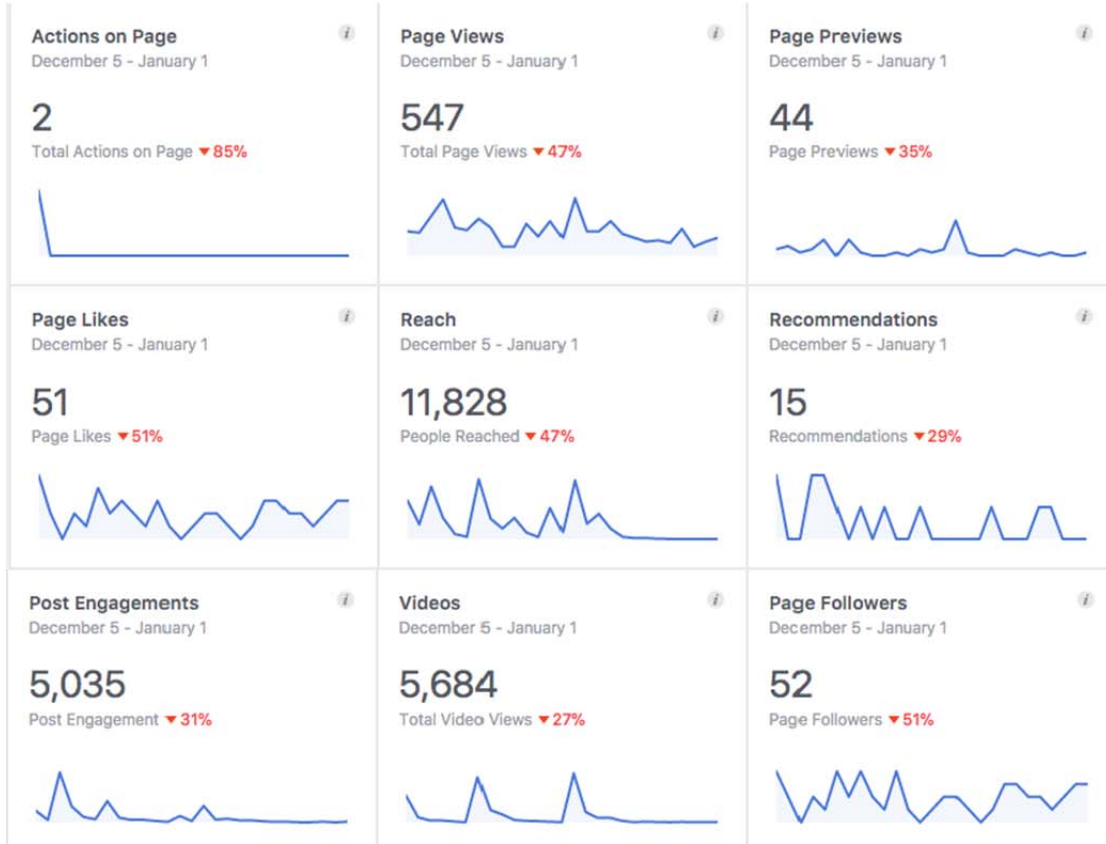
- E-blast: Zoo News - Dec. 2nd, Dec. 15th & Dec. 29th : Zoo Still time to give, Gift of Zoo, Happy Zoo Year
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Journal Times - Kiwanis Holiday Lights, WRJN - Jabari Parker meets Jabari Giraffe

- Press Release: N/A
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: Wind Point Mag, Belle City Mag, Bargain Hunter, Lake Geneva
- Social Media Posts: Facebook, Twitter, Instagram

#### **Miscellaneous Marketing/PR activities**

- Created event posters, tickets, flyer's - Happy Holidays, Animal Amore, Winos for Rhinos, Animal Crackers, Zoo Preschool
- ADOPT - New campaign, poster design, website revised
- Created - Save the Date Postcard Mailer - Cigar Dinner, Winos Rhinos,
- Created Concept - Zoo Debut
- Logo Design - Racine Nature Club
- Attended Operations/Leadership Meetings, Marketing/Events Meeting - Interviews for New Animal Curator Position
- Created 2018 Marketing Budget - *Revision in progress*
- DownBeat Magazine: Contacted - Possible advertising for Animal Crackers 2018
- AZA - Dec.11th - Sent footage and images for Conservation Project
- Yellow Pages - Image and text for images sent for Cover of Phone Book
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, The Juice, WhoFish, Carpe Diem - Milwaukee

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



Published	Post	Type	Targeting	Reach	Engagement	Promote
12/22/2017 12:30 pm	Happy Holidays To All - REMINDER - The Racine Zoo will			2K	39 36	<a href="#">Boost Post</a>
12/20/2017 1:41 pm	Are you a last minute holiday shopper? Me too! Don't worry the			5.9K	489 148	<a href="#">Boost Post</a>
12/18/2017 4:30 pm	The Holidays are here and so are Season Pack Animal Crackers			1K	16 14	<a href="#">Boost Post</a>
12/18/2017 10:07 am	The Racine Zoo and The Prusten Project are working together for			2.5K	103 70	<a href="#">Boost Post</a>
12/15/2017 11:39 am	Don't Forget, FREE KID SATURDAY tomorrow! One FREE			1.7K	13 16	<a href="#">Boost Post</a>
12/12/2017 11:19 am	If you're having a rough day, some baby tamarins playing in a			5.8K	385 309	<a href="#">Boost Post</a>
12/12/2017 10:21 am	<b>Lil' Exp</b> Now Registering!! Bring Your Preschooler For A Morning (or			2.8K	142 34	<a href="#">Boost Post</a>
12/08/2017 3:58 pm	Jabari Parker of the Milwaukee Bucks was on campus here at the			3.1K	389 39	<a href="#">Boost Post</a>
12/08/2017 12:16 pm	Looking For a Volunteer Opportunity? No prior experience			5K	403 100	<a href="#">Boost Post</a>

## Twitter:

### 28 day summary with change over previous period

Tweets

5 ↓75.0%



Tweet impressions

4,234 ↓51.4%



Profile visits

244 ↓32.0%



Mentions

1 ↓90.0%

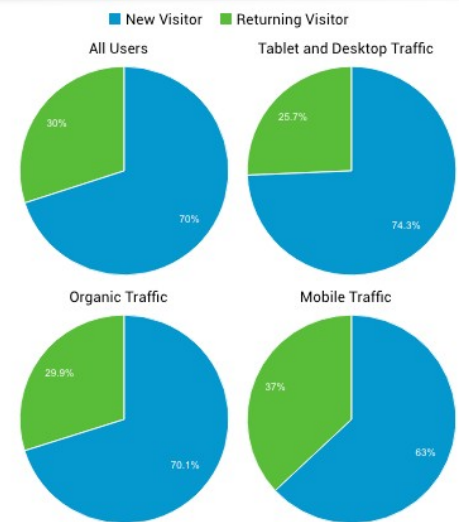


Followers

2,499 ↑14



## Google Analytics:





Social Media	Month	Variance vs Previous
Facebook page likes	24	18,191 vs 18,167
Twitter followers	2,499 vs 2,485	4, 234 impressions
Twitter profile views	244	32% (down)
Instagram followers	543 vs 514	94 posts

E Newsletters /Emails	Month	Lifetime
Database Members	3,845	NA
Blast: 12/02/17 12/15/17 12/29/17	1) 16.3 % Open Rate - 599 2) 18.1% Open Rate - 662 3) 20.6% Open Rate - 748	NA

**Meltwater Mentions:**

Date	Headline	Publication	Country	Reach	Sentiment	Key Phrases	Search Name	31, 2017	0.37
31-Dec-2017	How can you help? Wish list from loc	The Journal Times Online	United States	67,750	Neutral	nonprofit organization,non	Racine Zoo		
24-Dec-2017	Millennial Musings: On Dasher, on D	The Journal Times Online	United States	67,750	Positive	gift,late Christmas shoppin	Racine Zoo		
24-Dec-2017	How can you help? Wish list from loc	The Journal Times Online	United States	67,750	Neutral	nonprofit organization,non	Racine Zoo		
22-Dec-2017	Foxconn Racine County: Foxconn me	WisPolitics.com	United States	5,352	Neutral	Mount Pleasant,Racine Cc	Racine Zoo		
17-Dec-2017	Racine Zoo Welcomes New Masai G	Wisconsin Patch.com	United States	11,828	Neutral	old companion,Racine Zoc	Racine Zoo		
17-Dec-2017	Racine Zoo Welcomes New Masai G	Ohio Patch.com	United States	856	Neutral	old companion,Racine Zoc	Racine Zoo		
17-Dec-2017	Millennial Musings: Advice from Rac	The Journal Times Online	United States	67,750	Positive	college students,"Life,lead	Racine Zoo		
17-Dec-2017	How can you help? Wish list from loc	The Journal Times Online	United States	67,750	Neutral	nonprofit organization,non	Racine Zoo		
15-Dec-2017	Kiwanis seeks new location for Holid	The Journal Times Online	United States	67,750	Neutral	Lights equipment,Holiday,I	Racine Zoo		
15-Dec-2017	Kiwanis seek new location for Holid	The Journal Times Online	United States	67,750	Neutral	Lights equipment,Holiday,I	Racine Zoo		
14-Dec-2017	The 25 best Milwaukee Record storie	Milwaukee Record	United States	26,207	Positive	Milwaukee,Greg Landig,"G	Racine Zoo		
10-Dec-2017	How can you help? Wish list from loc	The Journal Times Online	United States	67,750	Neutral	nonprofit organization,non	Racine Zoo		
3-Dec-2017	How can you help? Wish list from loc	The Journal Times Online	United States	67,750	Neutral	nonprofit organization,non	Racine Zoo		
1-Dec-2017	Foxconn Racine County: Local devel	WisPolitics.com	United States	5,352	Neutral	Mount Pleasant,Racine Cc	Racine Zoo		

## **Special Events**

### **December Events:**

- Friday, December 1: **Burlington Holiday Parade**
  - **Location:** Downtown Burlington
  - **Time:** 6pm-8pm
  - **Event Overview:** Holiday Parade

### **2018 Event Schedule**

<b>Event</b>	<b>Date</b>	<b>Time</b>
Saturday, February 10	<b>Animal Amore</b>	6pm-9pm
Friday, March 2	<b>Racine Unified Off: \$5 Day</b>	All Day
Saturday, March 3	<b>Winos for Rhinos</b>	6pm-9pm
Wed-Sun, March 14-18	<b>Chicago Flower and Garden Show</b>	10am-8pm
Saturday, March 31	<b>Eggstravaganza</b>	9am-4:30pm
Saturday, April 21	<b>Zoorific Saturday: Earth Day</b>	9am-4:30pm
Saturday, May 12	<b>Wild 5K Walk/Run</b>	7am-9am
	<b>Zoorific Saturday: Children's Mental Health Day</b>	9am-6pm
Sunday, May 13	<b>Mother's Day Brunch</b>	11am-12:30pm
Saturday, May 19	<b>Armed Forces Day: Free Admission w/ Military ID</b>	9am-6pm
	<b>Zoorific Saturday: Bird Day</b>	9am-6pm
Thursday, May 24	<b>Member Appreciation Night</b>	6pm-9pm
Monday, May 28	<b>Yule's 52<sup>nd</sup> Birthday</b>	All Day
Saturday, June 9	<b>Tea with Turs</b>	11am-12:30pm
Wednesday, June 13	<b>World Wine Wednesday (Outside Main Building)</b>	6pm-8pm
Saturday, June 16	<b>Zoorific Saturday: Giraffe Day</b>	9am-6pm
Sunday, June 17	<b>Father's Day Putt-Putt Golf</b>	11am-2pm
Saturday, June 23	<b>Zoorific Saturday: Healthy People, Animals &amp; Planet</b>	9am-6pm
Wednesday, June 27	<b>Roar &amp; Pour (Discovery Center)</b>	6pm-8pm
Saturday, June 30	<b>Wine, Stein &amp; Dine</b>	6pm-9pm
Sunday, July 1	<b>Kenosha 4<sup>th</sup> Parade</b>	TBD
Wednesday, July 4	<b>Racine 4<sup>th</sup> Parade</b>	TBD
Sunday, July 8	<b>Racine Concert Band – TBD</b>	6pm-9pm
Wednesday, July 11	<b>Animal Crackers</b>	5:30pm-9:30pm
Saturday, July 14	<b>Animals &amp; Artisans</b>	9am-6pm
Sunday, July 15	<b>Racine Concert Band – TBD</b>	6pm-9pm
Mon-Sat, July 16-21	<b>Zookeeper Week</b>	All Week
Wednesday, July 18	<b>World Wine Wednesday (Walkabout Creek)</b>	6pm-8pm
Thursday, July 19	<b>Cigar Dinner</b>	5pm-10pm
Saturday, July 21	<b>Zoorific Saturday: Zookeeper Day</b>	9am-6pm
Sunday, July 22	<b>Racine Concert Band – TBD</b>	6pm-9pm
Wednesday, July 25	<b>Animal Crackers</b>	5:30pm-9:30pm

Saturday, July 28	<b>South Milwaukee Parade Zoorific Saturday: Tiger Day</b>	TBD 9am-6pm
Sunday, July 29	<b>Racine Concert Band – TBD</b>	6pm-9pm
Wednesday, August 1	<b>Roar &amp; Pour (Turs)</b>	6pm-8pm
Sunday, August 5	<b>Racine Concert Band – TBD</b>	5:30pm-8:30pm
Wednesday, August 8	<b>Animal Crackers</b>	5:30pm-9:30pm
Saturday, August 11	<b>Zoorific Saturday: Orangutan Day</b>	9am-6pm
Sunday, August 12	<b>Racine Concert Band – TBD</b>	5:30pm-8:30pm
Wednesday, August 15	<b>World Wine Wednesday (Bears)</b>	6pm-8pm
Saturday, August 18	<b>Zoorific Saturday: Reptile &amp; Amphibian Day</b>	9am-6pm
Sunday, August 19	<b>Car, Truck and Bike Show</b>	8am-4pm
Wednesday, August 22	<b>Animal Crackers</b>	5:30pm-9:30pm
Saturday, August 25	<b>Whiskers &amp; Whiskey</b>	6pm-9pm
Saturday, September 8	<b>Zoo Debut: Theme TBD</b>	5pm-11pm
Saturday, September 15	<b>Great Lakes Brew Fest</b>	1pm-6:30pm
Wednesday, September 19	<b>World Roar Wine Pour Wednesday (Outside Main Building)</b>	6pm-8pm
Saturday, September 22	<b>Zoorific Saturday: Rhino Day Party on the Pavement</b>	9am-6pm 12pm-6pm
Saturday, October 13	<b>Zoorific Saturday: African Penguin Day</b>	9am-4:30pm
Saturday, October 27	<b>Boo at the Zoo</b>	9am-4:30pm
Saturday, November 10	<b>Racine Holiday Parade</b>	5:30pm-8pm
Sunday, November 11	<b>Merry ZooMas Brunch with Santa – Session 1 Brunch with Santa – Session 2</b>	9am-4:30pm 11am-12:30pm 1:30pm-3pm
Saturday, November 17	<b>Milwaukee Holiday Parade</b>	TBD
Monday, November 26	<b>Annual Member Meeting</b>	7pm-8pm
Friday, November 30	<b>Burlington Holiday Parade</b>	5:30pm-9pm

\*Company picnics, private parties and weddings are TBD