

## Racine Zoological Society Report Park and Recreation Board Meeting November 2017

### Executive Director

- Successful Boo at the Zoo in spite of the weather!
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Working on the 2018 budget
- Created the 2018 special event schedule
- Media appearances

### Membership

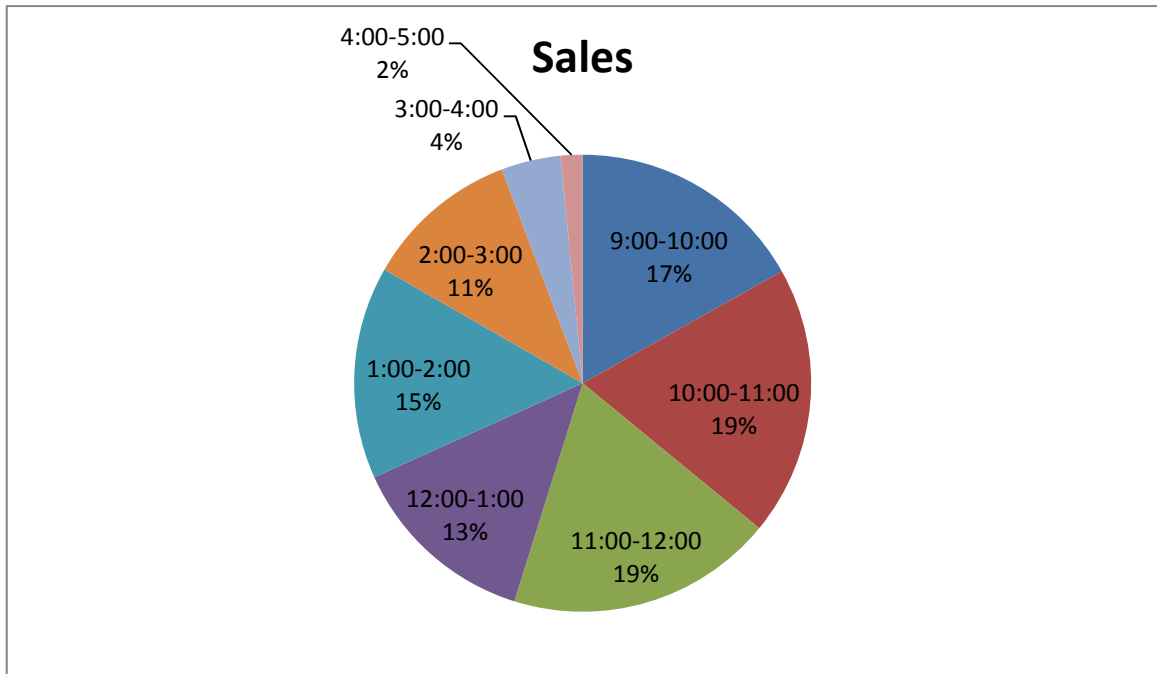
- Total memberships households = 2,079

### Attendance for October 2017

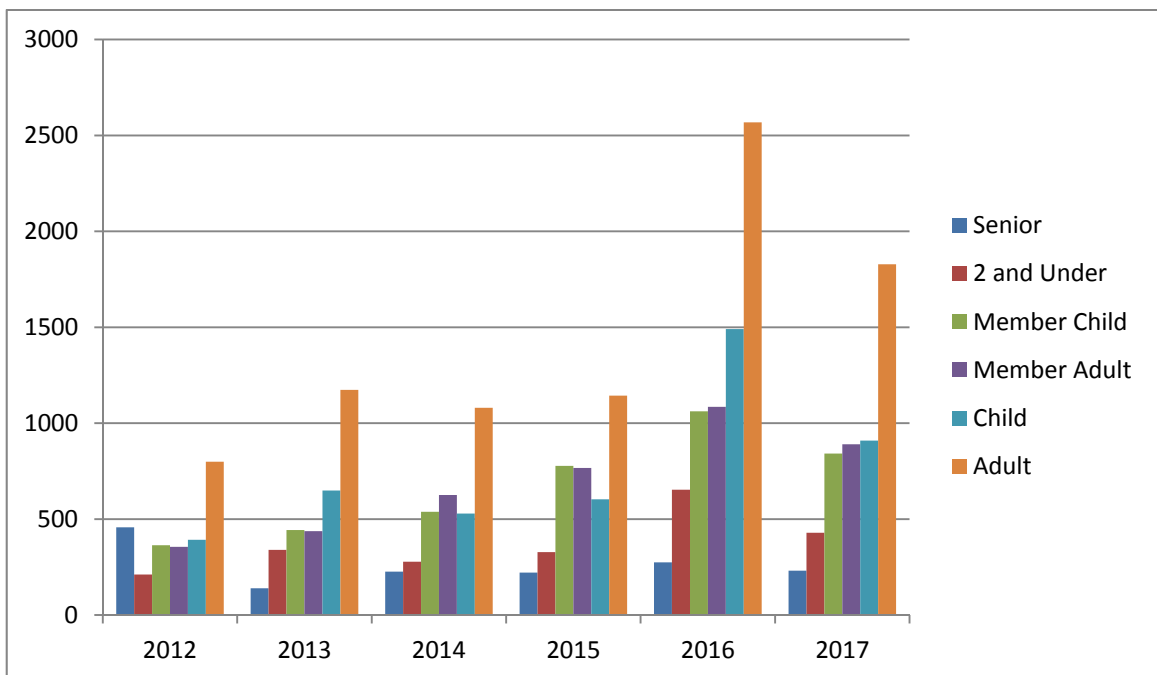
	October 2016	October 2017	Variance	Percent change
Adults	2568	1828	-740	-29%
Children	1491	909	-582	-39%
Member Adults	1085	890	-195	-18%
Member Children	1062	842	-220	-21%
Child 2 and under	653	429	-224	-34%
Seniors	275	231	-44	-16%
Military	63	85	22	35%
Education	591	644	53	9%
Events	454	800	346	76%
<b>Totals</b>	<b>8242</b>	<b>6658</b>	<b>-1584</b>	<b>-19</b>

- We had some great weather in October, it just happened to be during the week when kids were in school. Still we were not too far off our goals

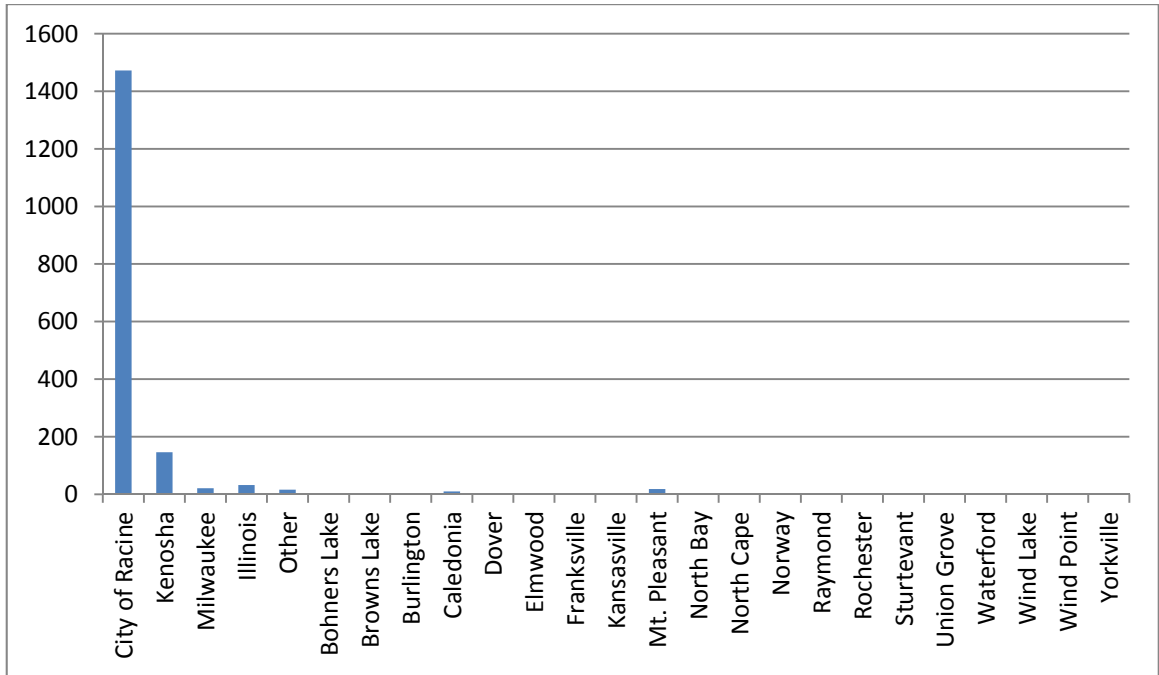
## October Attendance By Hour



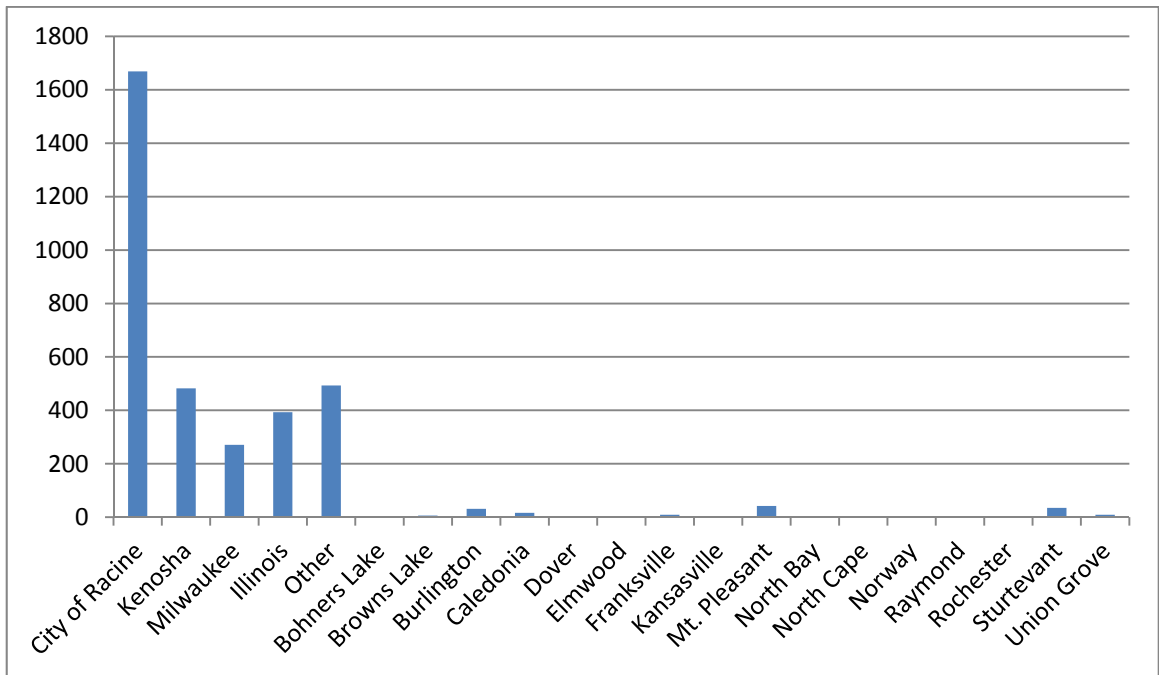
## October Monthly Attendance 2012-2017



## October Member Municipality



## October Non-Member Municipality



## **Animal Care**

- **Animals:**
  - Farm closed for the season. Staff and zoo hours adjusted due to shifting to off season.
  - Keeper staff assisted with Stork and Kangaroo round ups. All of these events require all hands on deck.
  - Received 2 Western Grey kangaroos and a male giraffe this month.
  - Sent out a female emperor tamarin
  - Sent out a male giraffe. This was the first time for many of the keepers doing a giraffe shipment. This shipment took a lot of planning from keeper staff and will continue to be a learning experience as we move forward with intros of the new giraffe with Mac. Everything went very smoothly for the swap!
- **Vet exams:**
  - Vet exams: Prep work for giraffe shipment-multiple blood draw attempts/quarantine discussions, rhino annual exams, spider monkey routine exam, quarantine exam on Kookaburra, xray recheck of stork broken toe, tamarin ultrasounds. Continued observations of pigs, sheep, bats, lion, penguins, etc. Had one of our 15 year old domestic cats pass away this month.
- **Staff**
  - Keeper staff also assisted with many news events this month focusing on promoting Boo at the Zoo and the giraffe swap. Also attended the Fennec Fox exhibit dedication and celebrated Penguin Day!
  - Fire department on campus to tour animal areas with Operations.
  - Lots of 2018 budget work this month. Looking into costs of supplies and refining what we need/use. Currently still within budget for food/supply costs for animal care. Had multiple deliveries this month for grain, meat and other supplies.
  - Primary primate keeper attended the Orangutan Workshop this month.

## **Education**

- **Educational Programs**
  - Onsite Programs – 6
    - Reached 394 people
  - Offsite Programs - 10
    - Reached 1,099 people
  - Preschool Program Series
    - Total attendance of 219
  - Field Trips without programs - 3
    - Reached 208 people
  - Wildlife Explorers - 12
    - Reached 293 people
  - Totals: Reached 1,713 people
  
- **Special Events**
  - 10/14 – African Penguin Awareness Day
    - Raised \$40 for the International Rhino Foundation and Racine Zoo

- Created penguin masks, created identification bands, made edible oreo penguins, and learned how to purchase sustainable seafood
    - Guests could see and touch penguin biofacts and enrichment, enter raffle for a penguin painting, and meet zoo penguin keepers throughout the day
  - 10/28 – Boo at the Zoo
    - Education responsible for creature features and education station where guests created ghost lollipops and paper plate pumpkins
    - Oversaw all volunteer staffing – 52 volunteers participated in the event!
- **Other Education Involvement/Events**
  - Oct 2 – High School Internship Program launched
  - Oct 5 – Teacher Appreciation Night
  - Oct 6 – Spoke at Rotary Club breakfast
  - Oct 9 – Booth at RYDE Racine launch party
  - Oct 10 – Completion of Career Discovery Solutions Program
  - Oct 13 – Attended Fennec Fox exhibit dedication
  - Oct 14 – Booth at Racine HeartWalk
  - Oct 14 – Booth at Noah’s Rest fundraiser
  - Oct 15 – Brought animals to Kooz for Kids zoo visit
  - Oct 16 – Launch of Li’l Explorers Preschool Program
  - Oct 17 – Hosted visit from Kulture City working towards sensory inclusion certification
  - Oct 18 – Taught class at Gateway Technical College
  - Oct 21 – Hosted and presented at Big Sisters of Racine luncheon
  - Oct 21/22 – Booth at Union Grove Pumpkin Chuckin festival
  - Oct 24 – Hosted RUSD’s first bilingual science fair
- **Grants**
  - Awarded grant for high school internship program
  - Awarded grant for hazard preparations
  - Awarded grant for Nature Play with AZA – press release out 10/30
  - Completed United Way conservation signage grant report
  - Completing grant for Norbell Foundation

**Upcoming Education Projects:**

- Final Projects for 2017 High School Internship program – November 11
- Racine Holiday Parade – November 11
- Merry Zoomas – November 12

<b>Participants</b>	2016	2017	Variance
On Site	18	394	+2,088.9%
Off Site	500	1,099	+119.8%
BTS	0	11	+100%
Birthday Party	148	0	-100%

<b>Programs</b>	2016	2017	Variance
On Site	2	8	+300%
Off Site	2	10	+500%
BTS	0	1	+100%
Birthday Party	4	0	-100.0%

#### **Facilities:**

- Fired up all boilers and furnaces for season
- Changed out safety relief valve on boiler in main building
- Had electrical installed at Felle pavilion
- Had electric circuit installed at wildlife theater
- Regularly scheduled preventative maintenance
- Set up and tear down of special events, particularly boo at the zoo
- Regular janitorial upkeep
- Grass cutting and leaf mulching
- Built movable wall to assist in giraffe move
- Maintenance job requests i.e. mend hose, unclog rhino drain.
- Installed all united way signs to appropriate exhibits
- Made stairs and railings for wildlife theater stage

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

- Completed Budgets for 2018
- Started getting Grill ready for winter

#### **Resource Development**

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

#### **Public Relations/Social Media**

- **E-blast:** Zoo News - October 6th & October 20th : Zoo News & Boo at Zoo
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Fox 6 on air
- Press Release: Oct. 2nd Preschool / Oct. 19th Bye Bo
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: Union Grove News Letter, Wind Point Mag, Belle City Mag, Bargain Hunter, Lake Geneva, DRC, Journal Time, Kenosha News
- Boo at Zoo - Signs 22 x 28

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

- Created event posters, tickets, flyer's, map's for events: Zooriffic Saturday's, Santa brunch, Merry Zoomas,

- Banner Design - Boo at Zoo, Merry Zoomas
- Zoo Signs – Fennec Fox Exhibit / Felle Pavillion - Thank you sponsor
- Created: ADOPT brochure (in progress)
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Posted events on free advertising event sites

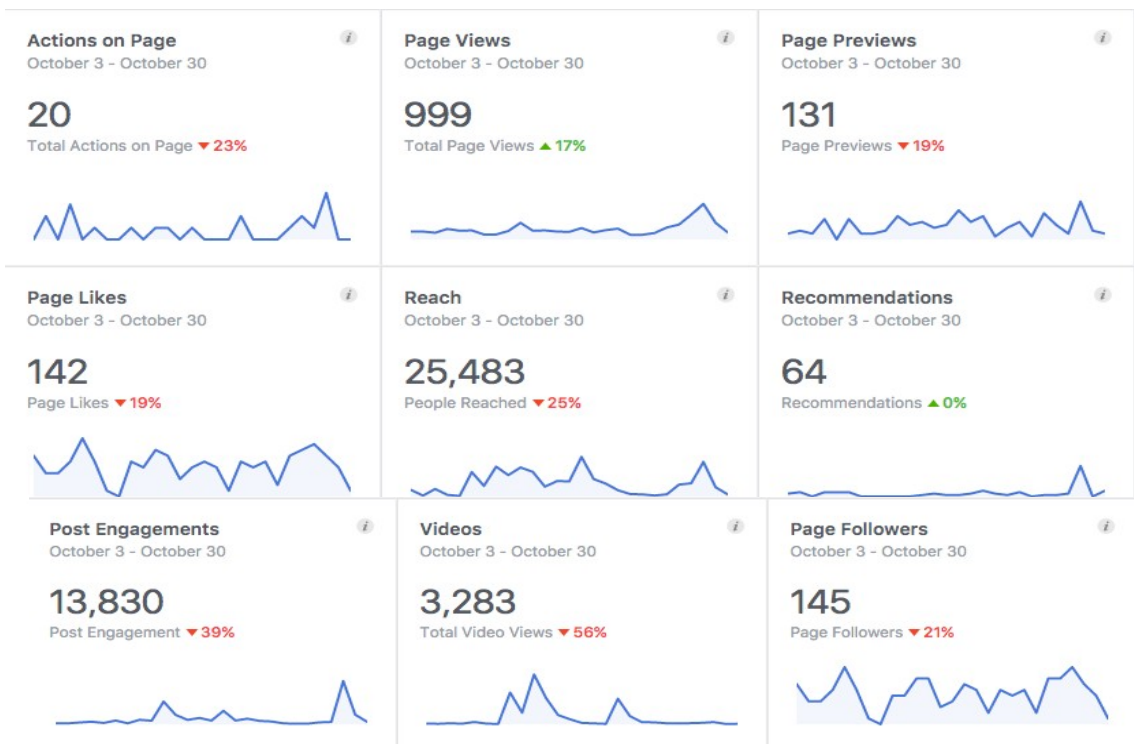
**Website**

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

Your 5 Most Recent Posts

■ Reach: Organic / Paid 
 ■ Post Clicks 
 ■ Reactions, Comments & Shares *i*

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/31/2017 10:57 am	Happy Halloween Facebook Friends! We all just love this			3.7K	178 245	<a href="#">Boost Post</a>
10/28/2017 1:52 pm	Lots of fun stuff to do at Boo at the Zoo! Don't miss out!! Last			4.6K	654 76	<a href="#">Boost Post</a>
10/28/2017 9:29 am	Bring your goblins and ghouls out for Boo at the Zoo!			5K	228 198	<a href="#">Boost Post</a>
10/26/2017 7:19 pm	Our staff is hard at work preparing everything for a			3.3K	101 74	<a href="#">Boost Post</a>
10/20/2017 11:18 am	Pictures of his training for his debut performance! Oct.28th at			1.7K	69 21	<a href="#">Boost Post</a>

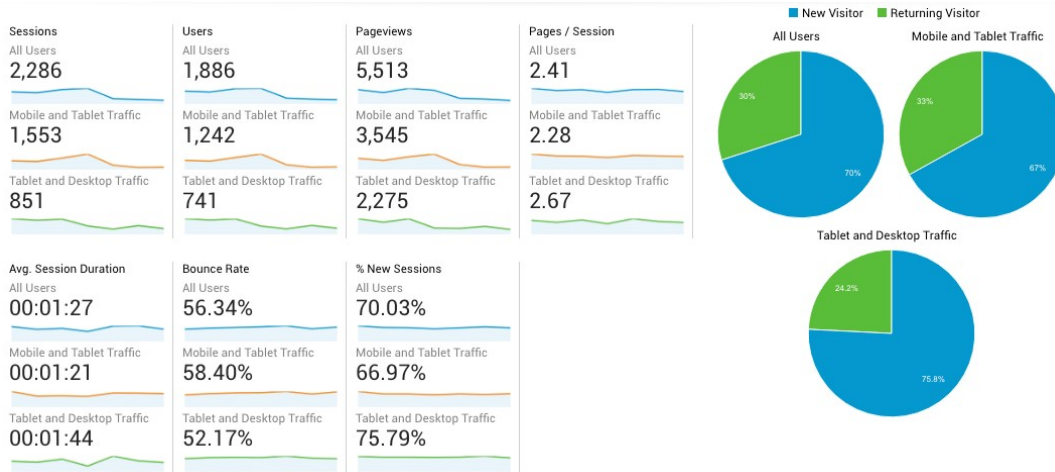


**Twitter:**

**28 day summary** with change over previous period



**Google Analytics:**



Social Media	Month	Variance vs Previous
Facebook page likes	143	18,059 vs 17,916
Twitter followers	2,473	7,268 impressions
Twitter profile views	270	38.9%
Instagram followers	462	86 posts

E Newsletters /Emails	Month	Lifetime
Database Members	3,845	NA
Blast: Oct 06/17 Oct 20/17	1) 23.2 % Open Rate -858 2) 23% Open Rate - 849	NA



## **Special Events**

### **October Events:**

- Sunday, October 1: **Market Research Fieldwork**
  - **Location:** North of Zoo Choo Express
  - **Time:** 11am-5pm
  - **Event Overview:** Cell phone quality of selfie photos research
  
- Saturday, October 7: **Cree Picnic**
  - **Location:** Pavilion
  - **Time:** 11am-4pm
  - **Event Overview:** Company Picnic
  
- Friday, October 13: **Fennec Fox Dedication**
  - **Location:** Land of the Giants
  - **Time:** 2pm-2:30pm
  - **Event Overview:** Dedication ceremony
  
- Saturday, October 14: **African Penguin Day**
  - **Location:** Entire Campus
  - **Time:** 9am-4:30pm
  - **Event Overview:** Celebrating the African Penguin and teaching our youth the importance of conservation
  
- Saturday, October 14: **ZooLaRoe**
  - **Location:** Lakeview Community Center
  - **Time:** 11am-3pm
  - **Event Overview:** Fundraiser for the Zoo earning \$227.00
  
- Saturday, October 14: **Noah's Rest Fundraiser**
  - **Location:** Lakeshore Harley Davidson
  - **Time:** 5pm-8pm
  - **Event Overview:** Zoo Info booth at fundraiser
  
- Sunday, October 15: **Koos for Kids**
  - **Location:** Pavilion
  - **Time:** 1pm-3pm
  - **Event Overview:** Private Event
  
- Saturday, October 28: **Boo at the Zoo**
  - **Location:** Entire Campus
  - **Time:** 9am-4:30pm
  - **Event Overview:** Halloween at the Zoo. Families got to enjoy crafts, activities, games, 6 knock-knock doors, 2 bounce houses, a cornstalk maze, cookie decorating, pumpkin decorating and 22 trunk-or-treat booths.

### Coming up at the Zoo at a Glance:

Event	Date	Time
Friday, November 11	<b>Racine Holiday Parade</b>	5pm-6pm
Saturday, November 12	<b>Merry ZooMas Brunch with Santa</b>	9am-4:30pm 11am-12:30pm
Friday, December 1	<b>Burlington Holiday Parade</b>	6:30pm-8:30pm

### 2018 Event Schedule

Event	Date	Time
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 14	<b>Zoorific Saturday: Earth Day</b>	9am-4:30pm
Saturday, May 12	<b>Wild 5K Walk/Run Zoorific Saturday: Children's Mental Health Day</b>	7am-9am 9am-6pm
Saturday, May 19	<b>Armed Forces Day: Free Admission w/ Military ID Zoorific Saturday: Bird Day</b>	9am-6pm 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