

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on March 2024**

Executive Director

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning
- Construction work
- Capital Campaign work

Membership

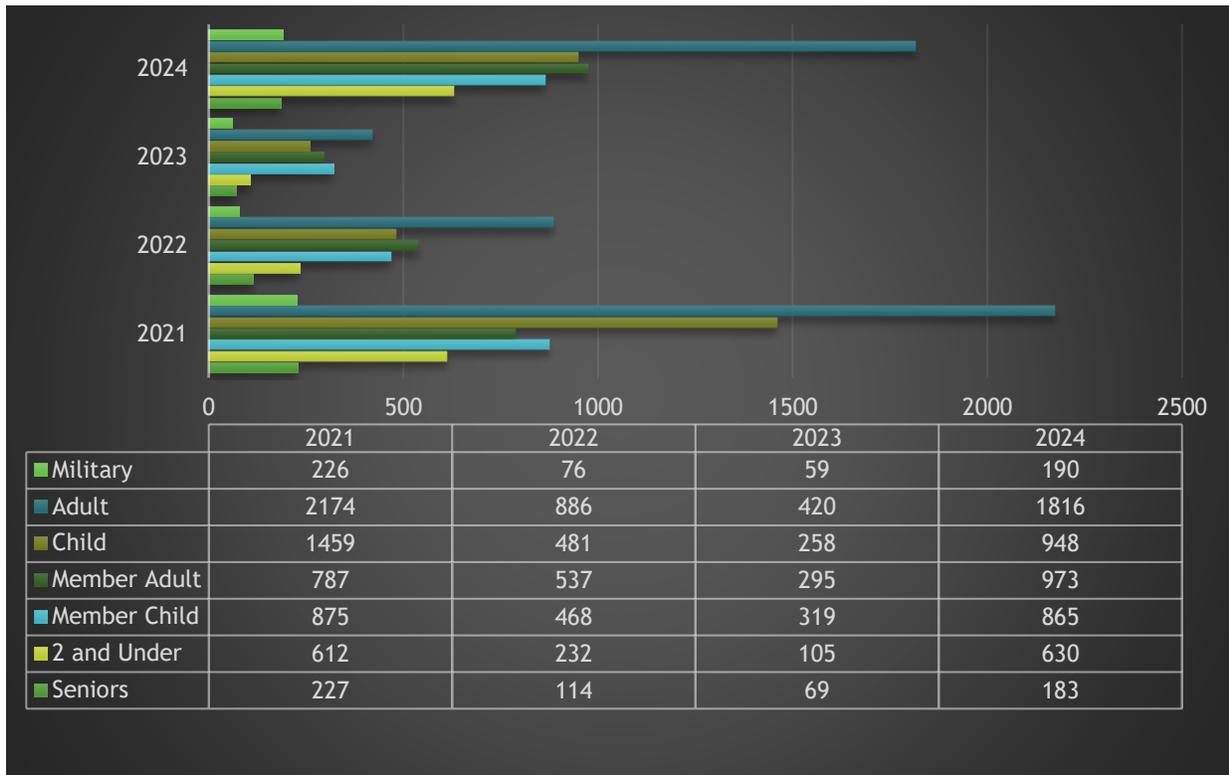
- Total memberships households = **2,504**

Attendance for March 2024

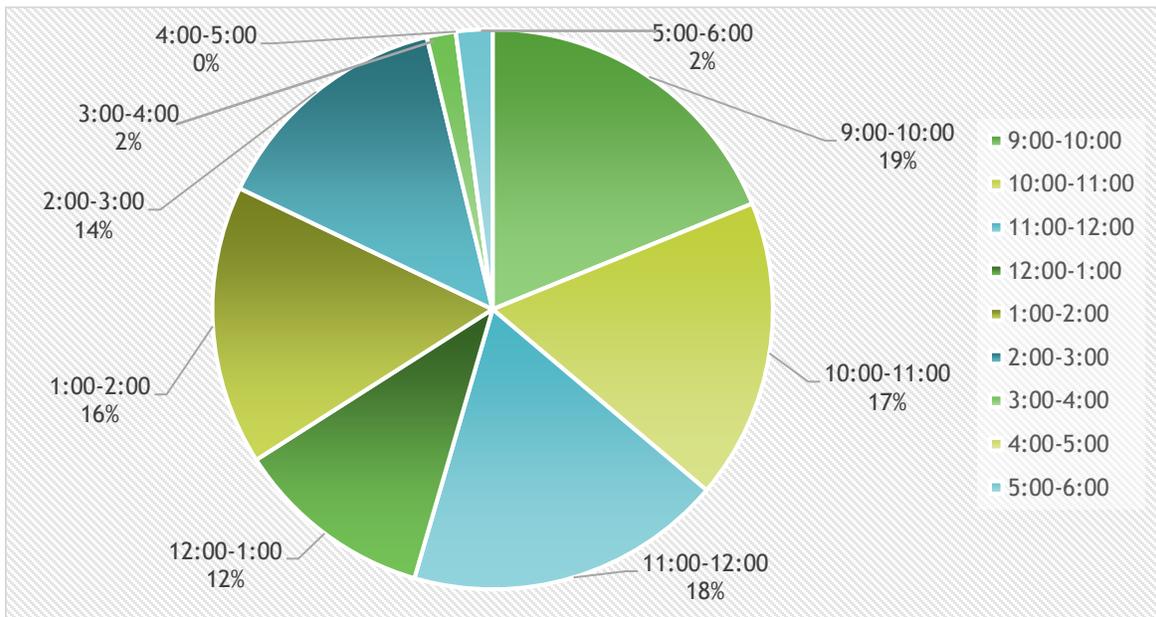
March Attendance 2023 – 2024

	March 2023	March 2024	Variance	Percent change
Adults	420	1816	1396	332.4%
Children	258	948	690	267.4%
Member Adults	319	973	654	205%
Member Children	295	865	570	193.2%
Child 2 and under	105	630	525	500%
Seniors	69	183	114	165.2%
Military	59	190	131	222%
Education	221	1336	1115	504.6%
Events	39	149	110	282.1%
Total	1785	7090	5305	297.2%

March Admissions Attendance 2021-2024



March 2024 Attendance by hour



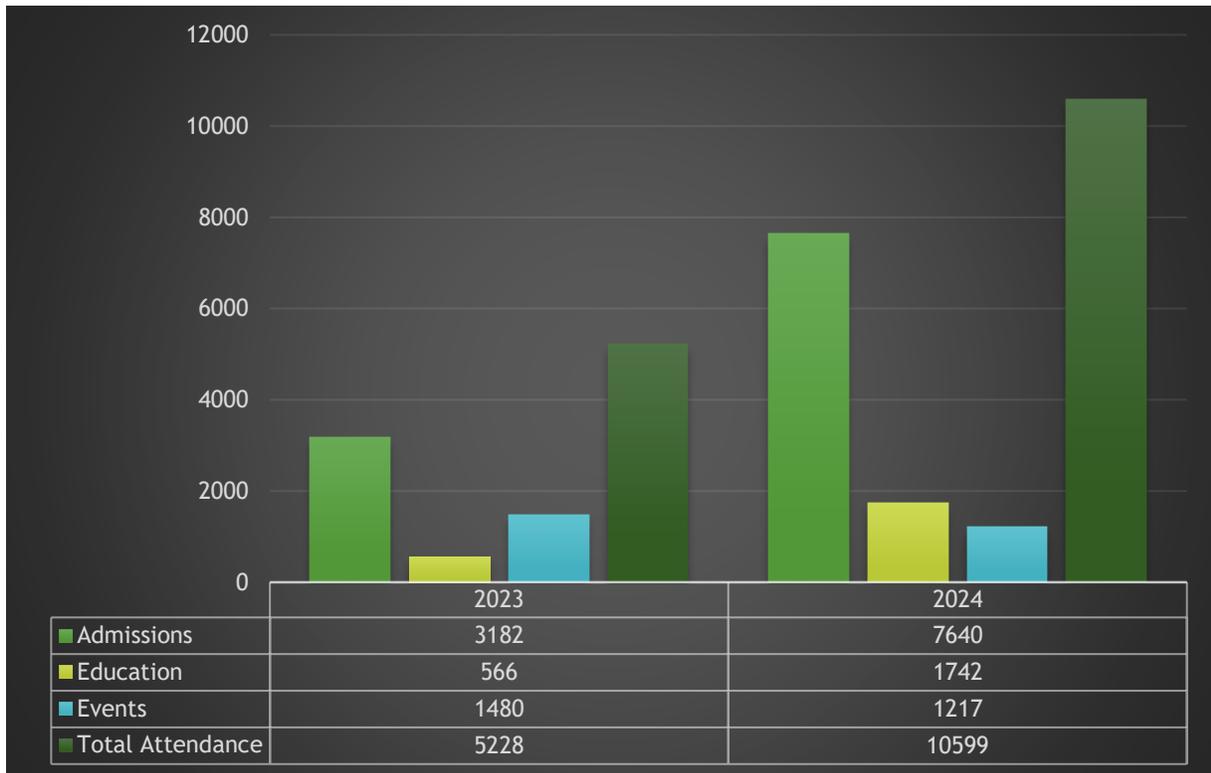
Education - 9:00AM – 10:00AM

General Admissions – 10:00AM – 5:00PM

Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
Admissions	3182	7640	4458	140.1%
Education	566	1742	1176	207.8%
Events	1480	1217	-263	-17.8%
Total Attendance	5228	10599	5371	102.7%



March 2024 Municipality

Racine County	Guests
53105	66
53108	4
53126	29
53139	0
53167	3
53177	25
53182	28
53185	25
53402	327
53403	140
53404	110
53405	188
53406	204
Total	1149

Other Municipalities	Guests
Kenosha	377
Milwaukee	282
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	466
Illinois	635
Other States (Excludes WI & IL)	74
Outside US	0
Total	1834

	GUESTS
Racine County	1149
Other Municipalities	1834
Events & Education (Not Collected)	2959
Data Not Collected (Admissions)	1148
March Total	7090

Operations

- Weather for the most part in March was decent, except on our large Easter event, Eggstravaganza, which was rainy and cold. Still a decent number, but not what some sunshine and a few degrees warmer would have done for us
- Preparing the Grill for Eggstravaganza and high season
- Watering Hole is preparing for Eggstravaganza and high season
- Gift shop was stocked for Eggstravaganza, just need to order some t-shirts and sweatshirts
- Held a Hiring Fair on March 2, it turned out great and we were able to hire 12 candidates to work in admissions, gift shop, watering hole, events and train

Animal Care

- **Veterinary Updates**

- 1.0 Fossa Kirindy is being treated for “digestive” issues, and labored breathing. Currently being treated for fungal infections. Severe osteoarthritis in spine. He is being monitored for quality of life concerns.
- 1.0 African Penguin, Ozzy is being treated for ulcers and inappetence.
- 1.0 Sun Bear, Fong is being monitored for dry and flaky foot pads. These efforts are showing improvement.
- 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age.
- 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess and eye infection.
- 1.1 Eastern Black Rhinoceros, Kianga and Temu: AIRES results have started to come in. Bloodwork shows Hypovitaminosis A (Low Vitamin A levels) in both animals, due to a previously undetected long-term issue with their diet supplier (Mazuri). This diet has since been reformulated and tested. They are receiving supplements as well.
- 1.0 Spider Monkey, Kramer has been diagnosed with an oral tumor. This is likely terminal, with life expectancy between 1 and 7 months. Being treated with steroids to reduce swelling and slow growth.
- 1.0 Tufted Deer, Levi and the Straw-Colored Fruit bats all received their annual exams.
- 0.1 Sulcata tortoise, Dewey is laying (infertile) eggs. We are monitoring her closely

- **Collection Changes**

- none

- **Staffing/Training**

- Animal Care Staff have re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- Curator of Animal Care and Conservation, Dan Powell has started training as an AZA accreditation “inspector” team member.

- **Other Updates**

- Continuing goat chiropractor sessions (0.1), penguin acupuncture sessions (2.1), giraffe laser sessions (1.0), dog acupuncture (0.1)
- Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, and 1.0 giraffe
- Continuing frequent hoof work and training with 2.1 Hartmann’s Mountain Zebra, 2.0 Masai giraffes, 1.1 Eastern black rhinos
- Working on setup for voluntary x-rays with primates
- Working on voluntary cardiac ultrasound 1.0 Orangutan
- Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.
- Staff are continuing to participate in the AZA/American Institute of Rhinoceros Study’s information collection process. Racine Zoo’s resident information can now be utilized in this worldwide study. Saving Rhinos with Science (aza.org).
- Animal Care staff are reviewing a proposal to join an existing study looking into the possible effects of birth control application in Emperor Tamarins.
- 1.1 Hartmann’s Mountain Zebra Promise and Obi are being introduced in preparation for possible breeding.

Conservation Education

Program Title	# of Programs	Reach	Notes
On-Campus Programs	18	967	
Off-Campus Programs	2	80	
After School Program (Off-Campus)	3	108	
COZI Program (Off-Campus)	2	30	
On-Campus Birthday	2	71	
Off-Campus Birthday	0	0	
Slumber Safari	0	0	
Virtual Programs	0	0	
Preschool Programs	6	76	
BTS Encounter	2	4	
BTS Tour	0	0	
Wildlife Explorers	0	0	
AmeriCorps			
Onsite	2	144	
Offsite	7	232	
Globes	0	0	
Scout Programs	4	46	
Senior Safari	0	0	
Creature Feature	0	0	
Wildlife Theater	0	0	
Zoo Camp (Spring and Summer)	0	0	
Subtotal	48	1758	
Other Events	3	2300	
TOTAL	51	4058	

Compared to 2023			
Participants	2024	2023	Variance
On Campus	967	0	100.00%
Off Campus	218	494	-55.87%
BTS	4	12	-66.67%
Birthday Party	71	32	121.88%
Preschool	76	153	-50.33%
AmeriCorps	376	775	-51.48%
Virtual Programs	0	60	-100.00%

Programs	2024	2023	Variance
On Campus	18	0	100.00%
Off Campus	7	11	-36.36%
BTS	2	3	-33.33%
Birthday Party	2	1	100.00%
Preschool	6	6	0.00%
AmeriCorps	9	33	-72.73%
Virtual Programs	0	2	-100.00%

Other Events

Date	Event
1-Mar	News w/ Gilly and Beth
4-Mar	Transition volunteers 1230-200
5-Mar	Cassie had a virtual meeting with the AZA Volunteer Management Committee
6-Mar	Ryann had an AZA Panel meeting
7-Mar	Brooke had a virtual AmeriCorps meeting Ryann had an ACE DEAI Event virtual meeting
11-Mar	Brooke and Ryan hosted FrogWatch training for staff and volunteers
13-Mar	Ryann had a strategic learning meeting Abby went to Racine and Me with Carl
16-Mar	St. Patrick's Day Parade in downtown Racine (~2,000 attended)
18-Mar	Transition volunteers 1230-200
18-Mar	Cassie attended the AZA Midyear Meeting from 3/18-3/22
19-Mar	Booth at Mitchell Middle School
20-Mar	Event animal greeter at Call Me Old Fashioned (~100 reached)
21-Mar	Brooke attended a virtual AmeriCorps meeting and virtual Disaster meeting
22-Mar	Ryan attended a Conservation Action meeting
23-Mar	Ryann and Abby (and Adam) visited Henry Vilas for the ACE visit
24-Mar	Cassie and Ryann held all-staff training
25-Mar	Cassie attended CBS news in the morning
30-Mar	Eggstravaganza Creature Feature (~200 reached)

Grants and Proposals

General grant research	Continued maintaining a grant tracking calendar and funding matrix for determining future grant funding opportunities
Women United Brighter Future Fund - Lil' Explorers	Began last session of classes funded by this grant; continued all associated activities (come up with theme, create flyer, communicate with marketing to ensure registration is up and ready, create 4 individual lesson plans/4 PowerPoints/4 booklets, crafts, activities, communicate with parents, communicate with funders) Continued receiving donated items from Women United
United Way Zoo Afterschool Programs	Delivered 3 programs (100 students, 8 adults across all three) March program rescheduled for April (so April will have 5 programs instead of 4)
United Way - Women United Brighter Future Fund - COZI	Continued writing new curricula (themes, animals, crafts, books), creating program materials, and delivering programs at HALO and Bethany Apts.

Facilities

- Accepted bid for work on capital projects for electrical and iron work
- Added fence panels to make shift tunnel in bear building
- Added new shelving units in Discovery Center
- Started demo of old rhino pool
- Replaced pulley systems in giraffe stalls
- Added 27 yards of screenings to giraffe run
- Installed new freezer in grill
- Installed indoor cameras in gift shop, watering hole and zoo choo
- Accepted bid for new pavilion roof



Staff Activity Report

Marketing | March 2024

E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
3/1	Zoo News: Zoo Hiring Day and Zoo events galore!	31.20%	1.80%
3/15	Zoo News: Zoorific Saturdays, Eggstavaganza, and more!	30.40%	1.50%
3/16	March Wildlife Matters 2024	56.00%	4.60%
3/30	Zoo News: Breakfast with the Giraffes, today's Eggstavaganza, and more!	37.10%	2.80%

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,662	34%	2.1%

Members

Subscribers	Open Rate	Click Rate
1,786	56%	4.6%

*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers

MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Updated Wildlife Matters
- Content creation for all platforms

▶ OUTSIDE ADS

- Milwaukee Radio Group - Radio
- Racine Theatre Guild - Print
- BH Papers - Print
- Stroll Wind Point Magazine - Print
- Happenings Magazine - Print
- Kids Out and About - Print / Digital



Saturday, March 30, 2024

10AM - 4PM | Racine Zoo

Gather the little ones and enjoy an Easter-themed day at the zoo!

Be sure to bring your own basket to collect some sweet treats!

Cluck-Cluck Door Hunt \$5 Easter Bunny Photo Egg-cellent Crafts
Truck Hunt Cookie Decorating To Go Bounce Houses
Creature Features Egg Decorating To Go \$2 Zoo Choo Rides

Included with zoo admission | Free for members



2131 N. Main St.
Racine, WI 53402

262.636.9189
racinezoo.org

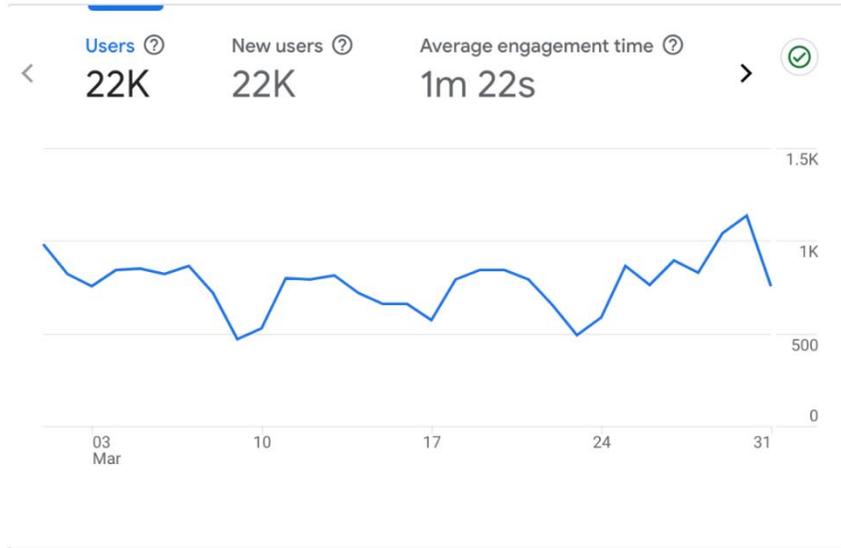
Follow us! @racinezoo



WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



Views by Page title and screen class ✓

PAGE TITLE AND SCREEN ...	VIEWS
Welcome to the Racine Zoo ...	7.6K
Hours/Admissions racinez...	3.6K
Eggstravaganza racinezoo...	2.9K
Events Calendar racinezoo...	2.2K
Fennec Fox Fact Sheet raci...	1.8K
Join or Renew racinezoo.org	1.3K
Mammals racinezoo.org	1.3K

[View pages and screens →](#)

Sessions by ✓

Session primary channel group (Default Channel Group) [?]

SESSION PRIMARY CHANNEL GROUP (D...	SESSIONS
Organic Search	20K
Direct	5.3K
Referral	1.9K
Organic Social	1.1K
Paid Search	252
Unassigned	48
Email	3

[View traffic acquisition →](#)

Data from Google Analytics

▶ FACEBOOK

Followers: 43,287

Animal and promotional posts. Added Event Pages

<input type="radio"/>	 Tomorrow's the big day! 🌈 Grab your kids and e... Racine Zoo	Boost	Fri Mar 29, 7:30am	15.8K Reach	93 Reactions
<input type="radio"/>	 Our Jungle Grill is in the need for a new stand-up f... Racine Zoo	Boost	Thu Mar 14, 8:30am	13.4K Reach	61 Reactions
<input type="radio"/>	 We had an egg-citing and hopping good time at... Racine Zoo	Boost	Sat Mar 30, 3:54pm	7.5K Reach	134 Reactions
<input type="radio"/>	 🐼🐰 Calling all animal lovers! 🦊 The Racine Zoo'... Racine Zoo	Boost	Fri Mar 1, 11:30am	7.1K Reach	32 Reactions
<input type="radio"/>	 We have 4 Lil' Explorers sessions coming up this M... Racine Zoo	Boost	Sat Mar 16, 8:30am	6.1K Reach	31 Reactions
<input type="radio"/>	 Experience the wild side of summer at our unforge... Racine Zoo	Boost	Mon Mar 25, 8:30a...	4.6K Reach	29 Reactions
<input type="radio"/>	 Smile for the camera, Miranda 📸 Meet Miranda, th... Racine Zoo	Boost	Tue Mar 12, 7:31am	4.3K Reach	138 Reactions
<input type="radio"/>	 Happy Eggstravaganza day! 🥚 We are SO excited t... Racine Zoo	Boost	Sat Mar 30, 8:00am	4.3K Reach	27 Reactions
<input type="radio"/>	 Join us for Call Me Old Fashioned on Wednesday, ... Racine Zoo	Boost	Tue Mar 5, 7:30am	3.9K Reach	31 Reactions
<input type="radio"/>	 Hop on over to our frogwatch training event and... Racine Zoo	Boost	Thu Mar 21, 1:20pm	3.5K Reach	25 Reactions
<input type="radio"/>	 Our Lil' Explorers preschool classes are underway ... Racine Zoo	Boost	Sat Mar 23, 6:20pm	3.5K Reach	23 Reactions
<input type="radio"/>	 Did you know spider monkeys have a tail that can h... Racine Zoo	Boost	Sun Mar 3, 3:30pm	2.9K Reach	48 Reactions
<input type="radio"/>	 🍷 Join us for a wildly good time Saturday, April 13 ... Racine Zoo	Boost	Sun Mar 10, 8:30am	2.9K Reach	16 Reactions
<input type="radio"/>	 What's the best part about visiting the Racine Zoo... Racine Zoo	Boost	Wed Mar 27, 8:30am	2.2K Reach	7 Reactions
<input type="radio"/>	 Racine Zoo updated their cover photo. Racine Zoo	Create ad	Fri Mar 29, 6:51am	146 Reach	17 Likes and reaction

Racine Zoo Published by Cloud Campaign · 5d

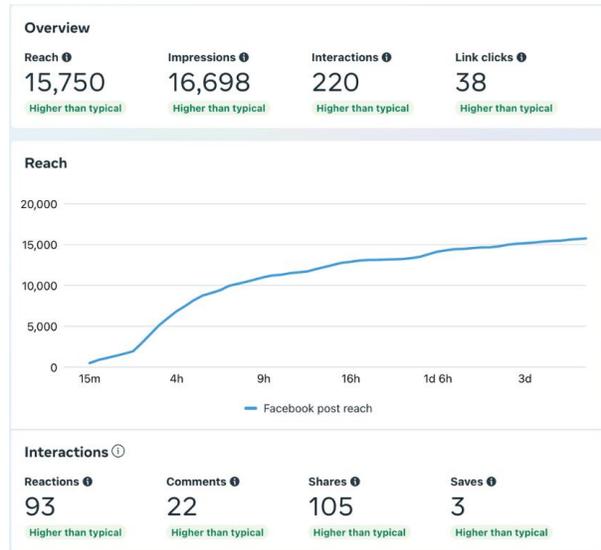
Tomorrow's the big day! 🐰🥚

Grab your kids and enjoy an Easter-themed day at the Zoo! We've got a full lineup ALL day including a candy hunt (make sure to bring a basket), \$5 photos with the Easter Bunny, cookie and egg decorating, crafts, animal features, and more!

Learn more at racinezoo.org/eggstravaganza. We can't wait to see you there! ... [See more](#)



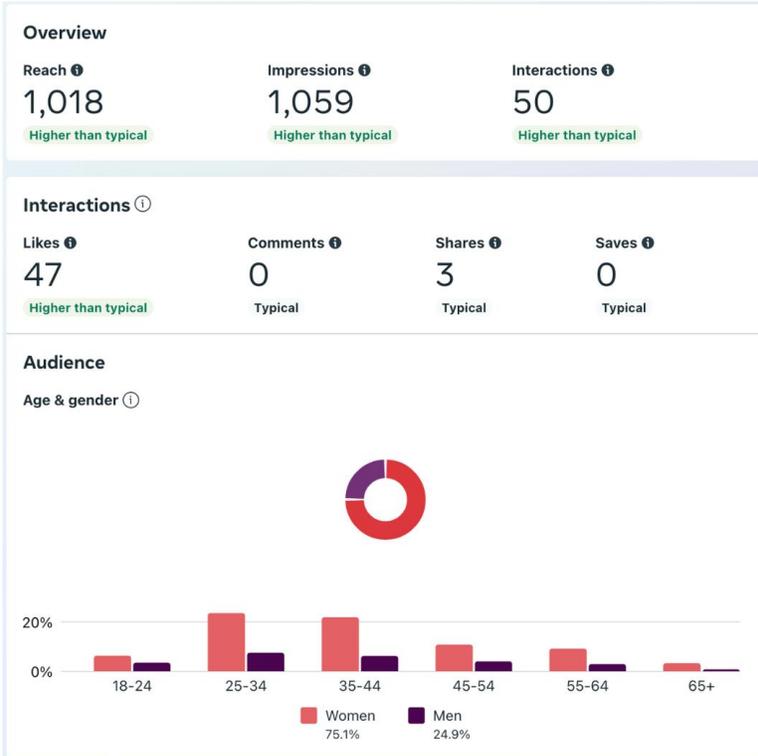
aturday, March 30 | 10AM - 4PM | Racine Zo

▶ INSTAGRAM

Followers: 5,839

Title	Date published ↑↓	Reach ⓘ ↓	Likes and reactions
 Our Jungle Grill is in the need for a new stand-up f... racinezoo	Boost Thu Mar 14, 8:30am	1K Reach	47 Likes
 What's the best part about visiting the Racine Zoo... racinezoo	Boost Wed Mar 27, 8:30am	939 Reach	58 Likes
 We have 4 Lil' Explorers sessions coming up this M... racinezoo	Boost Sat Mar 16, 8:30am	699 Reach	27 Likes
 We had an egg-citing and hopping good time at... racinezoo	Boost Sat Mar 30, 3:54pm	550 Reach	43 Likes
 Smile for the camera, Miranda 📷 Meet Miranda, th... racinezoo	Boost Tue Mar 12, 7:31am	484 Reach	50 Likes
 Did you know spider monkeys have a tail that can h... racinezoo	Boost Sun Mar 3, 3:30pm	484 Reach	34 Likes
 Hop on over to our frogwatch training event and... racinezoo	Boost Thu Mar 21, 1:20pm	478 Reach	12 Likes
 Experience the wild side of summer at our unforge... racinezoo	Boost Mon Mar 25, 8:31am	475 Reach	32 Likes
 Tomorrow's the big day! 🎉 Grab your kids and e... racinezoo	Boost Fri Mar 29, 7:30am	444 Reach	21 Likes
 Happy Eggstravaganza day! 🥚 We are SO excited t... racinezoo	Boost Sat Mar 30, 8:00am	441 Reach	25 Likes
 Our Lil' Explorers preschool classes are underway ... racinezoo	Boost Sat Mar 23, 6:20pm	419 Reach	17 Likes
 🐾🐻 Calling all animal lovers! 🐼 The Racine Zoo!... racinezoo	Boost Fri Mar 1, 11:30am	419 Reach	16 Likes
 Join us for Call Me Old Fashioned on Wednesday, ... racinezoo	Boost Tue Mar 5, 7:30am	362 Reach	11 Likes
 🍷 Join us for a wildly good time Saturday, April 13 ... racinezoo	Boost Sun Mar 10, 8:30am	338 Reach	11 Likes



X (AKA TWITTER)

Followers: 3,317

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

MAR 2024 SUMMARY

Post impressions

1,340

New followers

-

We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want to start comparing more the the analytics on LinkedIn instead of Twitter or X, as that is the only other platform that we post on.

Special Events

March Events

- March 20—Call Me Old Fashioned
 - Location: Pavilion
 - Overview: Cocktail party
 - Attendance: 100
- March 30—Eggstravaganza
 - Location: Entire Zoo
 - Overview: Annual Easter Event for families
 - Attendance: 2500 (in spite of the weather)

Coming up at the Zoo at a Glance:

- April 13—Wild for Wine
- May 12—Mother's Day Brunch
- May 18—Bloody Mary Fest
- May 23—Member Appreciation Night