

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

Executive Director

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Hired a new curator
- Attended the Zoo and Aquarium Director Policy Meeting

Membership

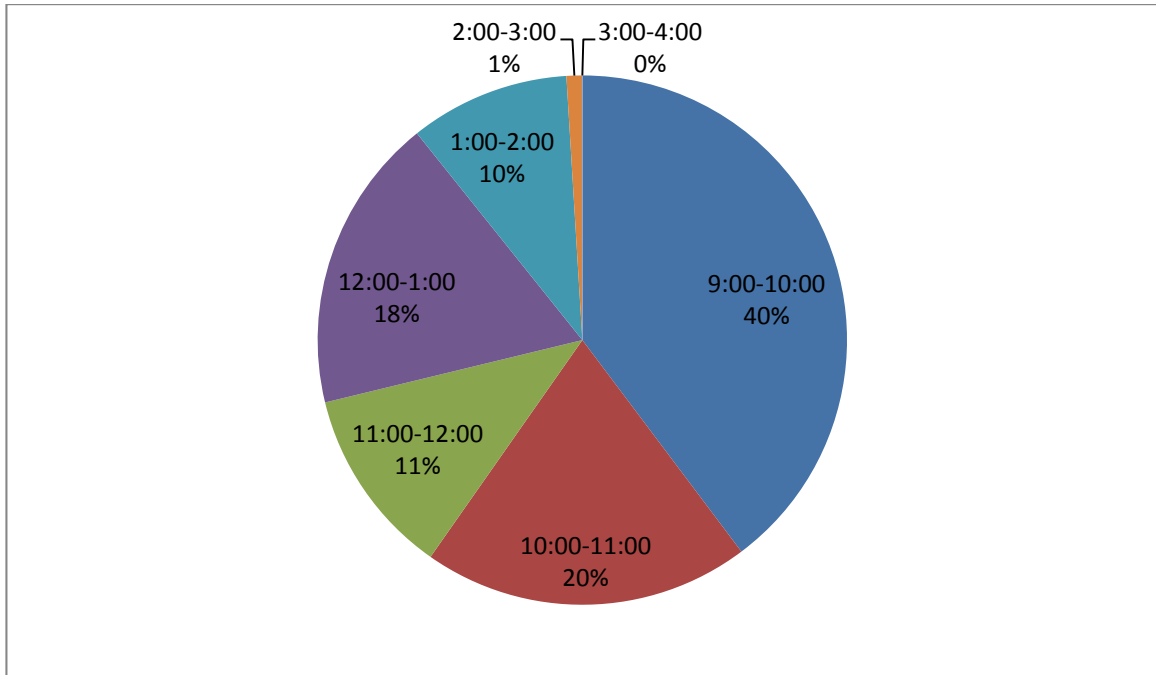
- Total memberships households = 2,100

Attendance for January 2018

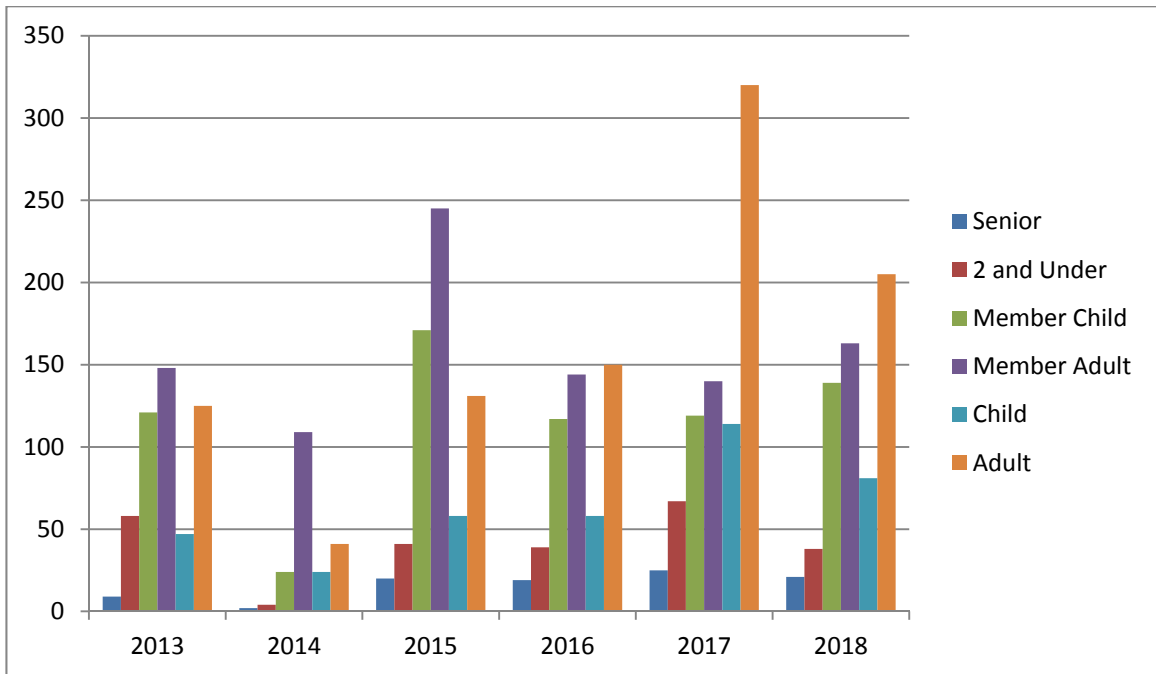
	January 2017	January 2018	Variance	Percent change
Adults	311	205	-106	-34%
Children	114	81	-33	-29%
Member Adults	140	163	23	16%
Member Children	119	139	20	17%
Child 2 and under	67	38	-29	-43%
Seniors	25	21	-4	-16%
Military	9	12	3	33%
Education	299	420	121	40%
Events	0	0	-	-
Total	1084	1079	-5	-.5%

** In spite of the weather (some very bitter cold), we were just slightly shy of our attendance from last year. We did however hit the projected revenue from the attendance for this month.

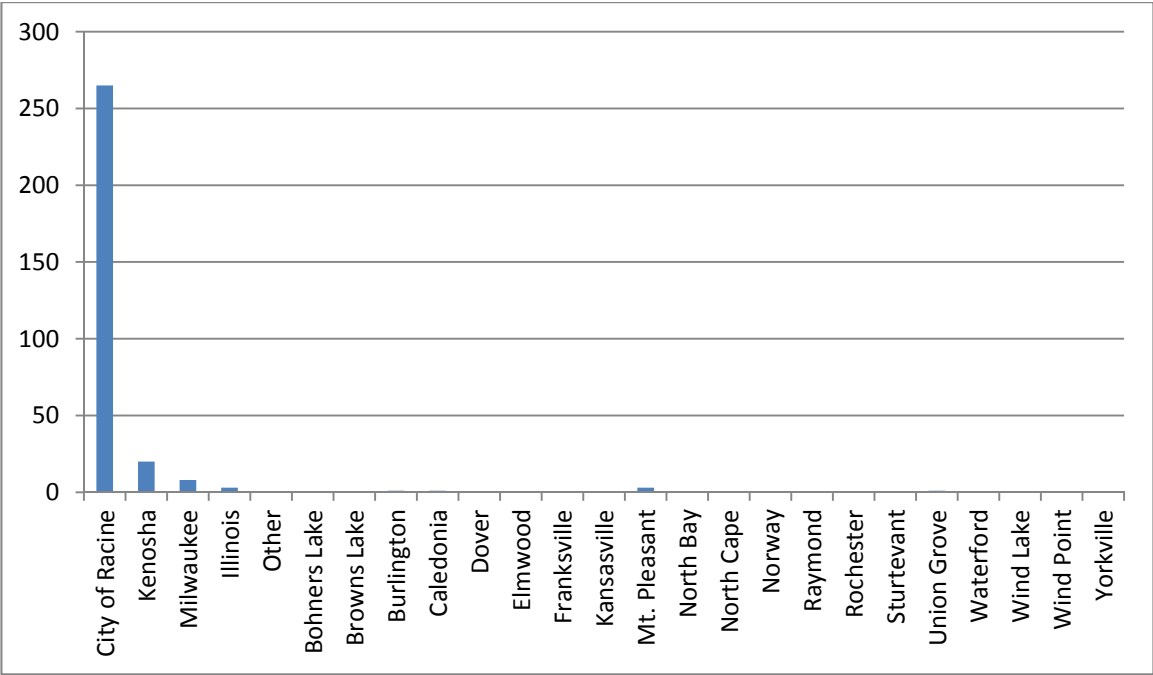
January Attendance By Hour



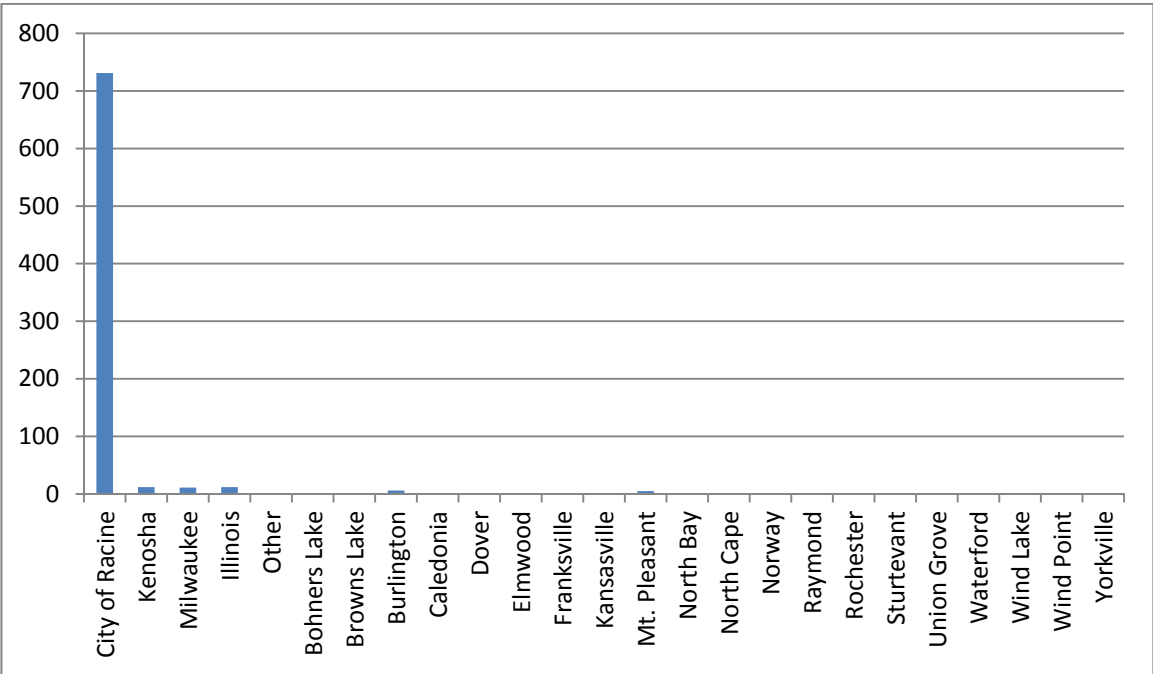
January Monthly Attendance 2013-2018



January Member Municipality



January Non-Member Municipality



Admissions, Gift Shop, Grill, Chumba, Train, Safety (Operations)

- Ordered and received new product
- Reorganized Gift Shop
- Contacted Vendors for New items
- Conducted ART (Armed Response Team) Meeting

Animal Care

- Animals:
 - Moved Red-tailed boa to gift shop exhibit.
 - Alvis had to move inside for a short time due to the cold temps.
 - Continuing to work on bat intros.
 - Adopted 2 domestic rabbits from the Milwaukee Humane Society to be ambassador animals.
 - A few animals passed away this month: Ryan, our domestic cat, was humanely euthanized due to old age. Sheldon, our education armadillo, and our education scorpion. The other two deaths are still being investigated
- Vet exams:
 - Vet exams: Tiger exams, 2 macropod exams, Lynx exam, and Amazon exam. Continued observations of pigs, bats, lion, penguins, skink, leopard gecko, etc.
- Staff
 - Filled the open curator position. Hired from within, so will be working to fill that full time spot. Moved one part time keeper to full time, and will be doing interviews for a part time keeper position.
 - Keeper staff assisted adult volunteer onboarding, and attended the volunteer appreciation lunch.
 - Keepers participated in Dart team training.
 - Keepers also received 3rd Hep B vaccine.
 - Keepers and animals just working on staying warm with the very cold temps the last few weeks. Also received lots of deliveries for animal food this month
 - Primate keepers assisted with a primate fecal study with the Henry Vilas Zoo and UW-Madison. This consisted of collected fecals from all of our primates daily and sending them off to Madison

Education

- **Educational Programs**
 - Onsite Programs – 3
 - Reached 72 people
 - Preschool Programs - 6
 - Reached 74 people
 - Offsite Programs - 2
 - Reached 180 people
 - Wildlife Explorers - 10
 - Reached 218 people
 - Totals: Reached 544 people
- **Upcoming Educational Programs**
 - Summer Camp
 - Launched registration this month
 - Booked first three students; \$990.00 revenue
 - Slumber Safari
 - Booked private slumber safari for this summer

- **Events**
 - Jan 23 – Ran Racine Zoo Trivia at Brickhouse
 - Jan 24 – Brought marine toad for CBS 58 Racine and Me news shoot
 - Jan 28 – Brought ornate box turtle for WISN 12 news shoot

- **Grants**
 - Completed Grant Report for Nature Play with AZA – launching in March
 - Submitted Grant to Big Lots Foundation
 - Submitted Grant to Rotary Club with Executive Director
 - Submitted Grant to Wisconsin Alumni Research Foundation’s Force for Positive Change
 - Submitted Letter of Intent to ANDIS Foundation
 - Submitted Letter of Intent and Report to Racine Community Foundation
 - Submitting Grant to Brewer’s Foundation

- **Volunteers**
 - Held first annual volunteer appreciation lunch 1/7
 - Onboarded seven new adult volunteers
 - Moving volunteers to online scheduling system

Upcoming

- FrogWatch USA training Feb 2018
- Racine Nature Club launching March 2018
- Currently hiring part time staff, camp counselors, and spring and summer interns

Comparison to January 2017- programs and participants

Participants	2017	2018	Variance
On Site	0	72	+100.0%
Off Site	130	180	+75.0%
BTS	4	2	-50.0%
Birthday Party	30	20	-33.3%
Preschool	-	74	-

Programs	2017	2018	Variance
On Site	0	3	+100.0%
Off Site	2	2	0%
BTS	1	1	0%
Birthday Party	1	1	0%
Preschool	-	6	-

Facilities:

- Replaced motor in garage to get heater working
- Replaced motor and belt in garage for exhaust
- Put together corners limited cage up on primates to house tamarins
- Made new box for Alvis and put up plywood to provide wind block
- Had heater installed in gift shop exhibit for snake
- Did renovations to gift shop exhibit to keep ambient temperature higher
- Had heater installed in front of amazon exhibit
- Had timers installed on main floor for lighted signs
- Moved snow and salted as needed
- Daily janitorial duties
- Preventative maintenance
- Removed existing swing gate going to giraffe yard and added on to movable gate to make whole thing movable
- Job orders as needed

Resource Development

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

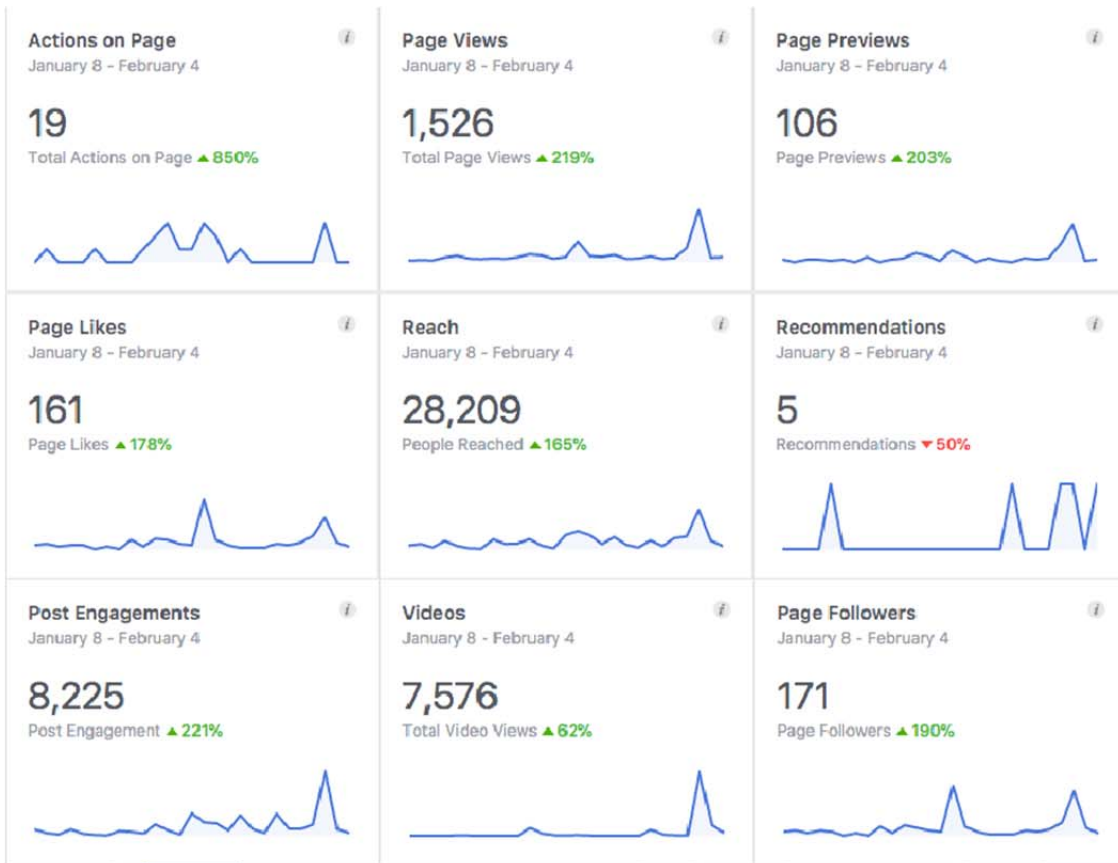
Public Relations/Social Media

- E-blast: Zoo News - Jan. 12th, Jan. 22 & Jan. 26th: What to do at the zoo; Wildlife Magazine; 2018 in full swing
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Press Release: Baby Tamarin, Prusten Project, AnimalAmore
- Media Relations: 95.1 WIL Rock, Racine & Me, CBS 58, CH 12, Wisconsin Patch, Fox6, Journal Times
- 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 - Zoo Preschool, Winos for Rhinos, Animal Crackers, Summer Camp, Trivia night, Car Truck & Bike Show, Racine Nature Club
- ADOPT - Valentine Hissing Madagascar Cockroach; In honor of your Ex
- Logo Design - Racine Nature Club, Completed
- Attended Operations/Leadership Meetings, Marketing/Events Meeting - Zoo Debut Committee Meeting
- Online Magazine - Wildlife Matters
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, The Juice, WhoFish, Carpe Diem - Milwaukee

Racine Zoo-Digital Metrics
January 2018
Facebook Data:



01/29/2018 3:24 pm	Penguin Party! Today Linus turned 5 and yesterday D2 turned 14 years old! Their keepers threw a B-day bash with a fun party light for			1.9K		110 69
01/26/2018 11:28 am	What a beautiful day to celebrate a Birthday or Two!! Today our Andean bear Nora and our Eastern black rhino Timu are enjoying			3.9K		478 162
01/24/2018 2:07 pm	Ever wanted to work at a zoo? We're HIRING!! The Racine Zoo Conservation Education is hiring part-time staff, seasonal camp			5.6K		437 124
01/23/2018 6:29 pm	Come on down to the Brickhouse tonight for Trivia. GRAND PRIZE - Behind The Scenes Tour!! She ya there.. 30mins and counting			1.5K		10 7
01/23/2018 12:43 pm	Trivia Night -- TONIGHT!!! With the Racine Zoo at The Brickhouse in Downtown Racine. Trivia starts at 7pm! Best part, a % of sales from			3.5K		42 35
01/22/2018 10:54 am	It's a Girl!! On Dec 27th, we had a single baby tamarin birth and we couldn't be more excited!The fact that the new little one is female is			7K		511 491
01/19/2018 3:52 pm	NATIONAL POPCORN DAY! Our primates celebrated National Popcorn Day today with some air-popped popcorn; a favorite among			2.7K		98 66
01/19/2018 11:42 am	Can you spot Lexi, the Canada lynx? Lexi is going to be hanging out in her favorite spots all winter long! Being from Canada, these lynxes			2.3K		193 61
01/18/2018 9:46 am	Trivia Night -- Jan. 23rd with the Racine Zoo at The Brickhouse in downtown Racine. Come Join in all the fun from 4 to 10pm, trivia			2K		19 17

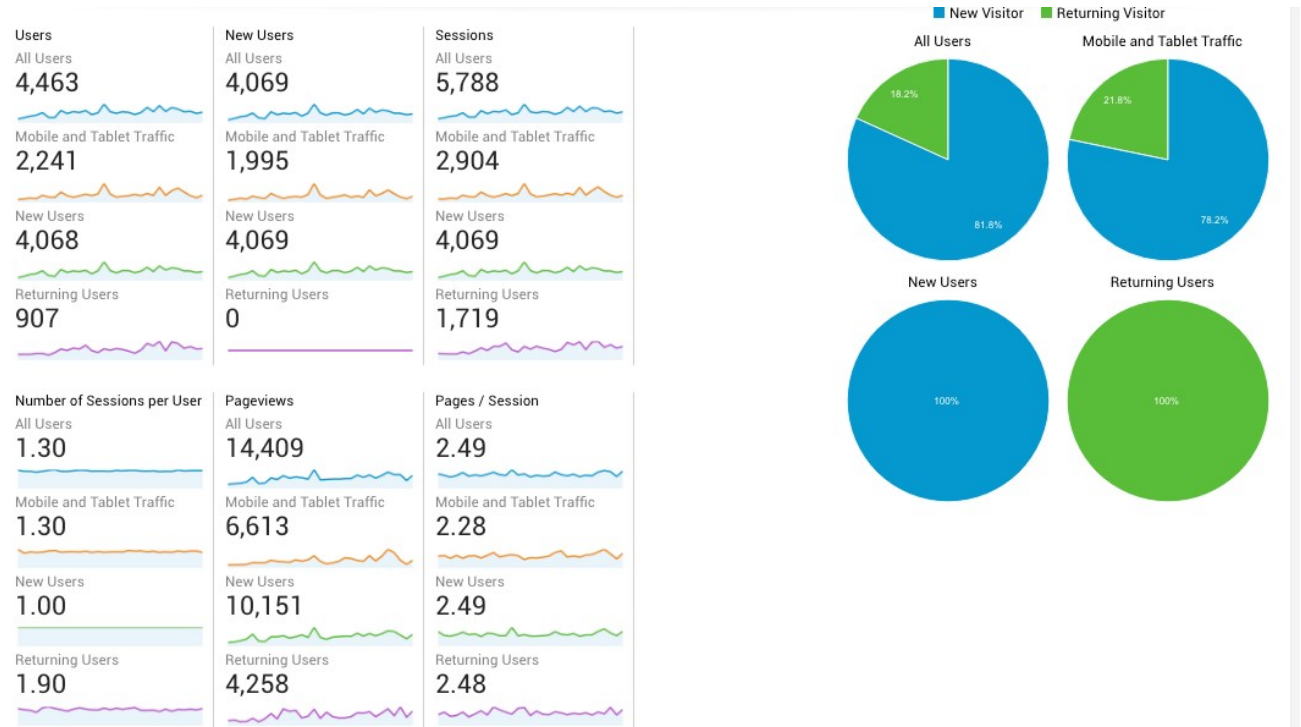
01/16/2018 3:18 pm	 Rhinos have existed on Earth for more than 50 million years but with increased poaching, even in protected areas, every species of rhino			0		0	
01/12/2018 3:00 pm	 What A Deal!?! MLK DAY - \$1 - ALL DAY - At the Racine Zoo Monday, January 15th, 2018 Admission is from 9am to 3pm Zoo			3.3K		123	
01/10/2018 1:32 pm	 Racine Zoo is a real Hoot! Great horned owls are found all over North America, even here in Wisconsin! That makes them well			1.6K		17	
01/08/2018 12:35 pm	 Animal Welfare Internship: The Racine Zoo is seeking dedicated and enthusiastic interns to work alongside Animal Care Specialists to			5.7K		543	
01/05/2018 12:08 pm	 Classes are almost full!! But there are still a few spots open, so reserve your space today! Your preschooler won't want to miss out			2.8K		106	

Twitter:

28 day summary with change over previous period



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	124	18,315 vs 18,191
Twitter followers	2,514 vs 2,499	4,986 impressions
Twitter profile views	228	3.4% (down)
Instagram followers	591 vs 543	94 posts

E Newsletters / Emails	Month	Lifetime
Database Members	3,845	NA
Blast: 01/12/18 01/22/18 01/26/18	1) 24.6 % Open Rate - 1,114 2) 21.8% Open Rate - 723 3) 25.8% Open Rate - 1165	NA

Meltwater Media Mentions:

Date	Headline	Publication	Country	Reach	Sentiment	Key Phrases	Search Name
30-Jan-2018	Patra Eco-Dinnerware Helps Parties and Events Go Green	Shepherd Express	United States	32,743	Neutral	plates,India,stainles	Racine Zoo
29-Jan-2018	Racine Zoo to host Valentine's Day event Feb. 10	The Journal Times Online	United States	67,019	Neutral	open bar,dinner,wild	Racine Zoo
28-Jan-2018	Racine & Me January 28, 2018: Crystal Ball, Bloody Mary	CBS 58 News	United States	40,476	Neutral	web browser,video,I	Racine Zoo
28-Jan-2018	Animal Amore at the Racine Zoo	Wisn.com	United States	82,573	Neutral	Animal Amore,Racin	Racine Zoo
28-Jan-2018	How can you help? Wish list from local nonprofit organizati	The Journal Times Online	United States	67,019	Neutral	nonprofit organizati	Racine Zoo
26-Jan-2018	K-9s, yoga and craft beer coming to Downtown Racine	The Journal Times Online	United States	67,019	Positive	Downtown Racine,M	Racine Zoo
23-Jan-2018	Female Tamarin Born At Racine Zoo	Wisconsin Patch.com	United States	11,533	Positive	birth,Racine Zoo,zo	Racine Zoo
21-Jan-2018	How can you help? Wish list from local nonprofit organizati	The Journal Times Online	United States	67,019	Neutral	nonprofit organizati	Racine Zoo
19-Jan-2018	It's a girl! Baby emperor tamarin born at the Racine Zoo; of	Fox6now.com	United States	533,271	Positive	news release,birth,F	Racine Zoo
19-Jan-2018	Racine Zoo welcomes new female emperor tamarin	The Journal Times Online	United States	67,019	Neutral	birth,Racine Zoo,Cc	Racine Zoo
14-Jan-2018	How can you help? Wish list from local nonprofit organizati	The Journal Times Online	United States	67,019	Neutral	nonprofit organizati	Racine Zoo
13-Jan-2018	Al Volmut retires from Volunteer Center	The Journal Times Online	United States	67,019	Positive	executive director,R	Racine Zoo
13-Jan-2018	Al Volmut to retire from Volunteer Center	The Journal Times Online	United States	67,019	Positive	executive director,R	Racine Zoo
6-Jan-2018	How can you help? Wish list from local nonprofit organizati	The Journal Times Online	United States	67,750	Neutral	nonprofit organizati	Racine Zoo
3-Jan-2018	Kiwanis finds storage space for lights	The Journal Times Online	United States	67,750	Neutral	Lights Foundation,s	Racine Zoo
3-Jan-2018	Kiwanis find storage space for lights	The Journal Times Online	United States	67,750	Neutral	Lights Foundation,s	Racine Zoo

Special Events

January Events:

Sunday, January 28: **SE Wisconsin Bridal Showcase**

- **Location:** Fountain Hall
- **Time:** 11am-2pm
- **Event Overview:** Bridal Show, we have received five leads from this event so far.

2018 Event Schedule

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

Sunday, July 29	Racine Concert Band	6pm-9pm
Wednesday, August 1	Roar & Pour (Turs)	6pm-8pm
Saturday, August 4	Twin Disc Picnic	TBD
Sunday, August 5	Racine Concert Band	5:30pm-8:30pm
Wednesday, August 8	Animal Crackers	5:30pm-9:30pm
Saturday, August 11	Zoorific Saturday: Orangutan Day	9am-6pm
Sunday, August 12	Racine Concert Band	5:30pm-8:30pm
Wednesday, August 15	World Wine Wednesday (Bears)	6pm-8pm
Saturday, August 18	Zoorific Saturday: Reptile & Amphibian Day	9am-6pm
Sunday, August 19	Car, Truck and Bike Show	8am-4pm
Wednesday, August 22	Animal Crackers	5:30pm-9:30pm
Saturday, August 25	Whiskers & Whiskey	6pm-9pm
Saturday, September 8	Zoo Debut: Beastly Ball	5pm-11pm
Saturday, September 15	Great Lakes Brew Fest	1pm-6:30pm
Wednesday, September 19	World Roar Wine Pour Wednesday (Outside Main Building)	6pm-8pm
Saturday, September 22	Zoorific Saturday: Rhino Day Party on the Pavement	9am-6pm 12pm-6pm
Saturday, October 6	Racine Zoo & American Cancer Society: Glow 5K Walk/Run	5pm-9pm
Saturday, October 13	Zoorific Saturday: African Penguin Day	9am-4:30pm
Saturday, October 27	Boo at the Zoo	9am-4:30pm
Saturday, November 10	Racine Holiday Parade	5:30pm-8pm
Sunday, November 11	Merry ZooMas Brunch with Santa – Session 1 Brunch with Santa – Session 2	9am-4:30pm 11am-12:30pm 1:30pm-3pm
Saturday, November 17	Milwaukee Holiday Parade	TBD

*Company picnics, private parties and weddings are TBD