

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on December 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

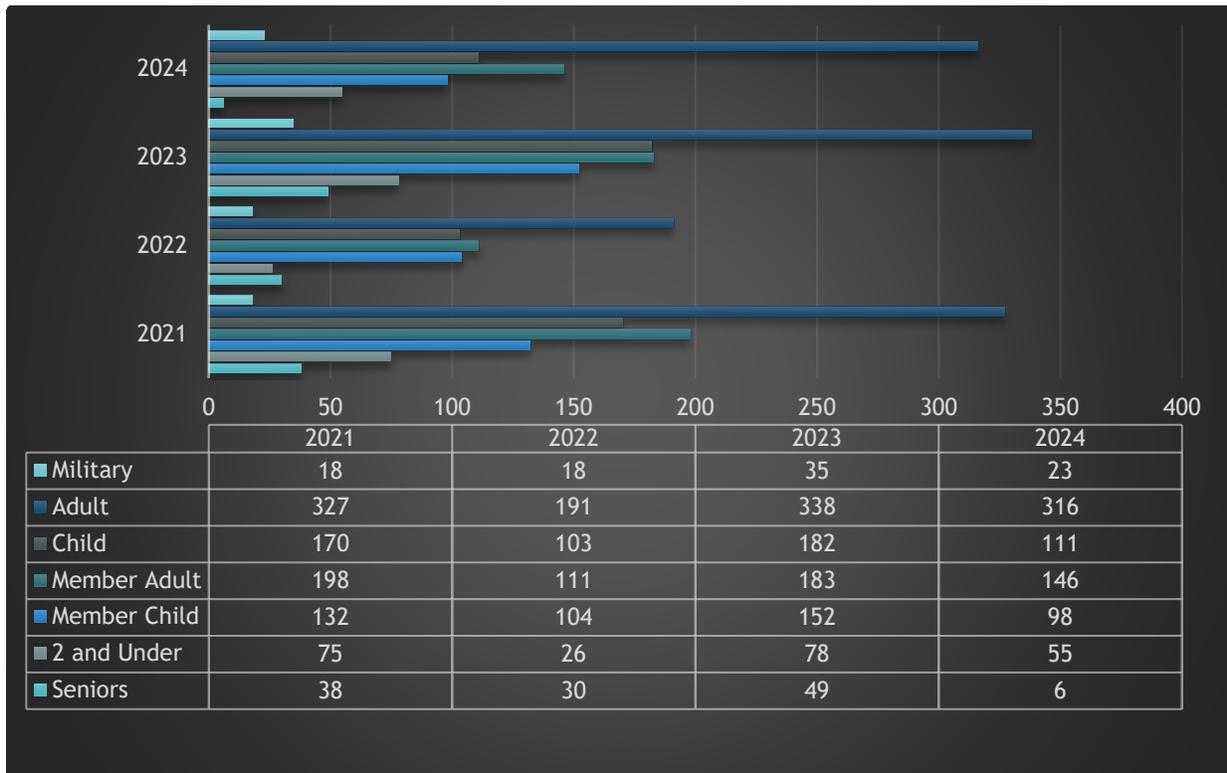
- Total memberships households = **2,311**

Attendance for December 2024

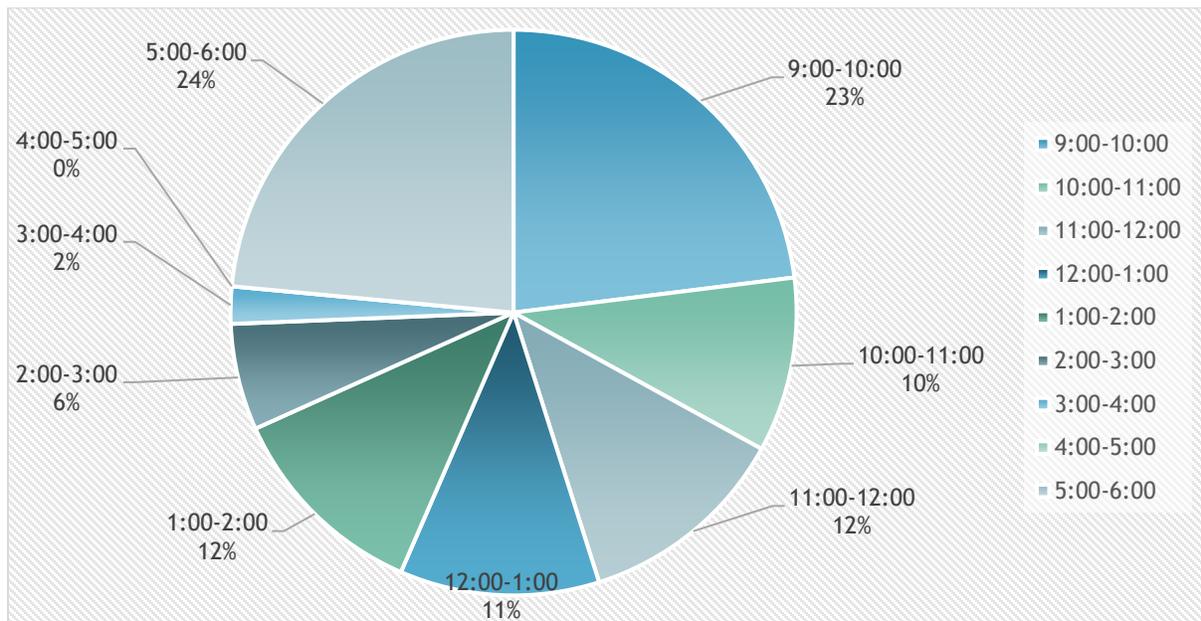
December Attendance 2023 – 2024

	December 2023	December 2024	Variance	Percent change
Adults	338	316	-22	-6.5%
Children	182	111	-71	-39%
Member Adults	183	146	-37	-20.1%
Member Children	152	98	-54	-35.5%
Child 2 and under	78	55	-23	-29.5%
Seniors	49	6	-43	-87.8%
Military	35	23	-12	-34.3%
Education	286	325	39	13.6%
Events	546	332	-214	-39.2%
Total	1849	1412	-437	-23.6%

December Admissions Attendance 2021-2024



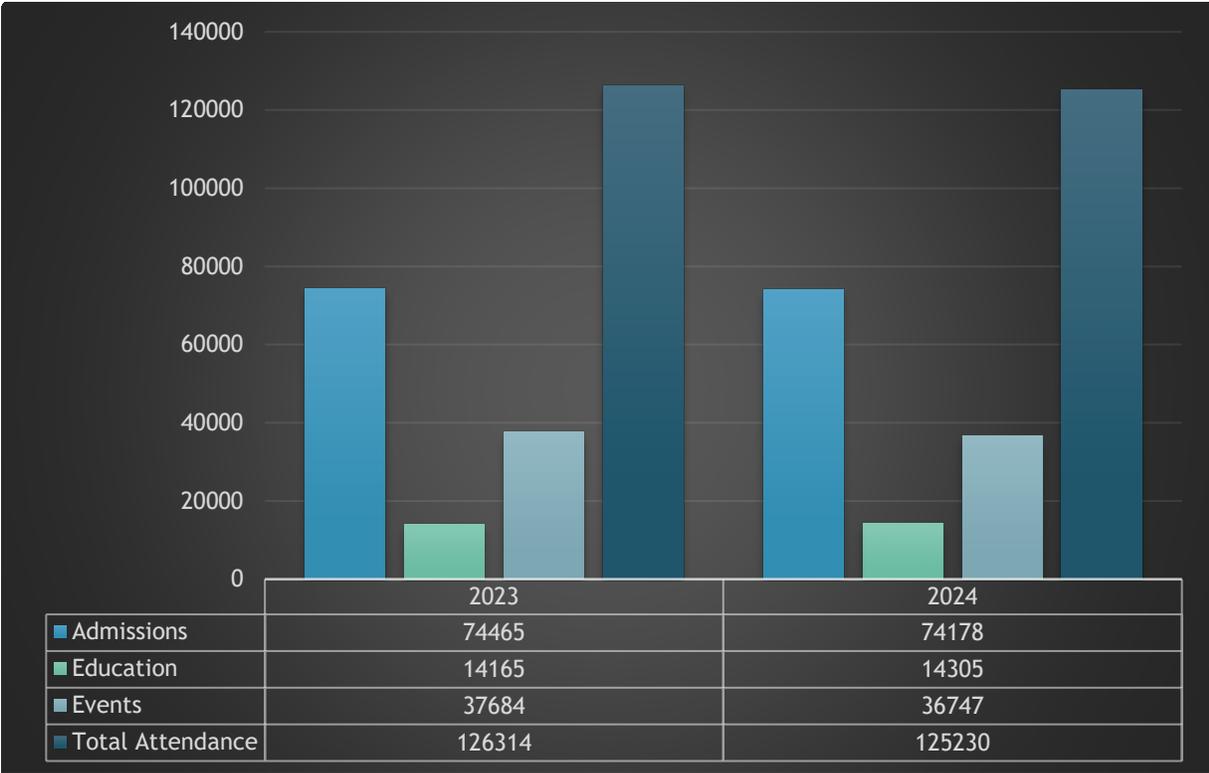
December 2024 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 4:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
Admissions	74465	74178	-287	-0.4%
Education	14165	14305	140	1%
Events	37684	36747	-1117	-3%
Total Attendance	126314	125230	-1084	-0.9%



December 2024 Municipality

Racine County	Guests
53105	18
53108	0
53126	10
53139	0
53167	0
53177	19
53182	12
53185	5
53402	259
53403	18
53404	23
53405	83
53406	154
Total	601

Other Municipalities	Guests
Kenosha	178
Milwaukee	157
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	60
Illinois	259
Other States (Excludes WI & IL)	146
Outside US	11
Total	811

	GUESTS
Racine County	601
Other Municipalities	811
Events & Education (Not Collected)	0
Data Not Collected (Admissions)	0
December Total	1412

Operations

- Fewer guests this month as it was mostly cold and cloudy
- YTD attendance over 2023 had less than 1% difference, so with this economy, we will take it as a win.
- We offered “holiday” globes for the last two weekends of the year. We decreased the cost of globes this season to drive traffic
- Holly, Jolly, Jingle and Mingle proved to be a great event this year. We had our favorite “pirates” pouring the drinks and everyone was happy they were here!

Animal Care

- **Veterinary Updates**
 - 1.0 Fossa, Kirindy, monitoring for age related issues
 - 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
 - Racine Zoo was quarantined for possible zoonotic illness in 0.1 black rhino, Timu. Tests were negative and quarantine lifted. Symptoms are being treated.

- **Collection Changes**
 - 0.4 Meerkat (Date not set, international transport)—also possibility to acquire 0.0.4 from Henry Vilas Zoo

- **Staffing/Training**
 - Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
 - Staff participated in the Zoo and Aquarium All Hazards Partnership—H5N1 Risk Webinar

- **Other Updates**
 - Continuing (0.1), penguin acupuncture sessions, giraffe laser sessions (1.0), dog acupuncture (0.1)
 - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy and Inti
 - Continuing frequent hoof work and training with 2.1 Hartmann's Mountain Zebra, 1.0 Masai giraffes, 1.1 Eastern black rhinos

Conservation Education

Program Title	# of Programs	Reach	Notes
On-Campus Programs	0	0	
Off-Campus Programs	1	50	Int 40
After School Program (Off-Campus)	4	178	Int 175
COZI Program (Off-Campus)	3	52	Int 37
On-Campus Birthday	0	0	
Off-Campus Birthday	0	0	
Slumber Safari	0	0	
Virtual Programs	0	0	
Preschool Programs	6	39	
BTS Encounter	0	0	
BTS Tour	0	0	
Wildlife Explorers	9	187	
AmeriCorps			
Onsite	2	62	Int 49
Offsite	13	383	Int 301
Globes	10	226	Int 123
Scout Programs	0	0	
Senior Safari	2	52	
Creature Feature	0	0	
Wildlife Theater	0	0	
Zoo Camp (Spring and Summer)	0	0	
Subtotal	50	1229	
Other Events	2	4100	
TOTAL	52	5329	

Compared to 2023

Participants	2024	2023	Variance
On Campus	0	0	0.00%
Off Campus	280	382	-26.70%
BTS	0	1	-100.00%
Birthday Party	0	0	0.00%
Preschool	39	107	-63.55%
AmeriCorps	445	121	267.77%
Virtual Programs	0	0	0.00%

Programs	2024	2023	Variance
On Campus	0	0	0.00%
Off Campus	8	10	-20.00%
BTS	0	1	-100.00%
Birthday Party	0	2	-100.00%
Preschool	6	6	0.00%
AmeriCorps	15	28	-46.43%
Virtual Programs	0	0	0.00%

Other Events

Date	Event
6-Dec	Burlington Parade (Touchpoints: ~4,000)
7-Dec	Brunch w/ Santa (Int: 100)
11-Dec	LCS Volunteers
12-Dec	Abby attended ACE Network DEAI Committee Meeting
19-Dec	Cassie attended AZA Volunteer Management Committee Meeting
30-Dec	Abby went to CBS 58 with Beth and Harley

Grants and Proposals

- **AmeriCorps:** Working on revising grant for resubmission. Programs are going well and are showing high success rates (some as high as 92% improved!)
- **ZAP:** ZAP programs are going well. Working on the grant for the 2025-2026 school year.
- **COZI:** Programs are going well, being scheduled, and are well received.
- **Party for the Planet:** First meetings have been scheduled. Waiting on check to come through to order supplies.
- **Senior Safaris:** All safaris have been scheduled and will take place in early January.
- **Wildlife Explorers:** Classes have been going well; we expect to get most classes scheduled and taught by the end of March.

Facilities

- Completed shift tunnel project in primates
- Fixed leaking drain in tamarin exhibit
- Complete water and new heater with the barn project
- Installed new infrared heater in goat shelter
- Added WIFI to Discovery Center
- Continued repair work of large staff rhino floor
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down

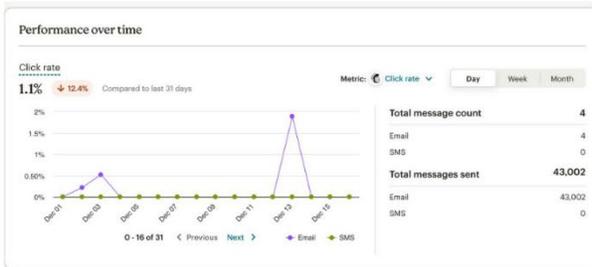


Staff Activity Report

Marketing | December 2024

E-Blasts mailchimp.com

<input type="checkbox"/>	Racine Zoo News: December 2 7	Regular email Last edited Mon December 23, 2024 9:58 am by Beth Heidorn	Entire Zoo Database 10,722 recipients	29.4% Opens	1.8% Clicks
	Sent Fri December 27, 2024 12:00 pm				
<input type="checkbox"/>	Racine Zoo News: December 1 3	Regular email Last edited Fri December 13, 2024 11:32 am by Beth Heidorn	Entire Zoo Database 10,741 recipients	29.3% Opens	1.9% Clicks
	Sent Fri December 13, 2024 12:00 pm				
<input type="checkbox"/>	#GivingZOOday : 1 Day Away!	Regular email Last edited Mon December 2, 2024 2:39 pm by Beth Heidorn	Entire Zoo Database 10,775 recipients	40.1% Opens	0.2% Clicks
	Sent Mon December 2, 2024 2:39 pm				
<input type="checkbox"/>	#GivingZOOday : Today is THE day!	Regular email Last edited Mon December 2, 2024 1:05 pm by Beth Heidorn	Entire Zoo Database 10,764 recipients	35.5% Opens	0.5% Clicks
	Sent Tue December 3, 2024 6:00 am				



Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,710	34%	1.1%

Members

Subscribers	Open Rate	Click Rate
1,781	39%	2.4%

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

MISCELLANEOUS PROJECTS

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

OUTSIDE ADS

- Submitted Ads for December editions to the following:
STROLL - holiday guide (submitted in Nov. for Dec.)
Submitted a Holiday Gift Guide to DRC
Submitted a Holiday Gift Guide link to AZA
RTG - Winter Picnic in a Snowglobe (submitted in Dec.)



STROLL

A.D.O.P.T. an Animal
Become a Zoo parent to an animal at the Racine Zoo for an entire year!

Gift Certificates
The perfect gift for somebody who loves a wildlife experience.

Celebrate a Loved One
Support wildlife conservation and honor or memorialize those you love.

Memberships
A gift that lasts all year long! Perfect for conservationist of all ages.

Animal Crackers Season Tickets
Enjoy four concerts through July and August at the Racine Zoo.

RACINE ZOO
Holiday Gift Ideas

VISIT RACINEZOO.ORG TO PURCHASE

SATURDAY DECEMBER 21, 2024 - SUNDAY FEBRUARY 23, 2025
Select Dates Available

WINTER PICNIC
in a
SNOWGLOBE

Relax outdoors while staying cozy in one of our heated globes enjoying quality time with friends and family! An unforgettable private experience with food, drinks, an animal encounter and more for up to 8 people!



NEW THEMES

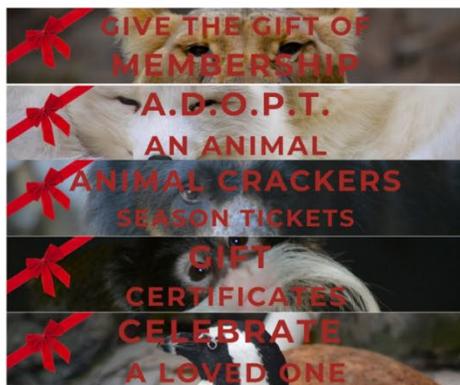
BOOK ONLINE AT RACINEZOO.ORG

2131 N. Main
Racine, WI 53402
262.636.9189
racinezoo.org

Follow Us!!



RTG



GIVE THE GIFT OF MEMBERSHIP

A.D.O.P.T. AN ANIMAL

ANIMAL CRACKERS SEASON TICKETS

GIFT CERTIFICATES

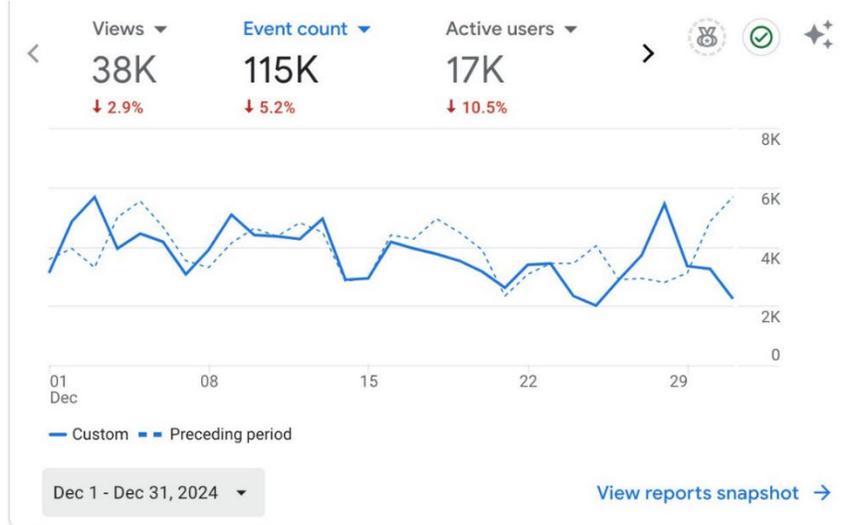
CELEBRATE A LOVED ONE

Holiday Gift Guide

WEBSITE

raceinezoo.org

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



Sessions by Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	12K
Direct	3.4K
Referral	847
Organic Social	733
Paid Search	150
Unassigned	41
Email	3

[View traffic acquisition →](#)

Views by Page title and screen...

PAGE TITLE AND S...	VIEWES	
Welcome to the Raci...	5.4K	↓ 3.2%
Events Calendar rac...	2.5K	↑ 19.3%
Winter Picnic in a Sn...	2.6K	↑ 80.7%
Arctic Fox Fact sheet...	1.4K	↓ 25.7%
Wonderland of Light...	2.2K	↑ 107.8%
Fennec Fox Fact She...	1.2K	↓ 25.5%
Hours/Admissions r...	1.2K	↓ 6.0%

Dec 1 - Dec 31, 2024 [View pages and s... →](#)

Data from Google Analytics

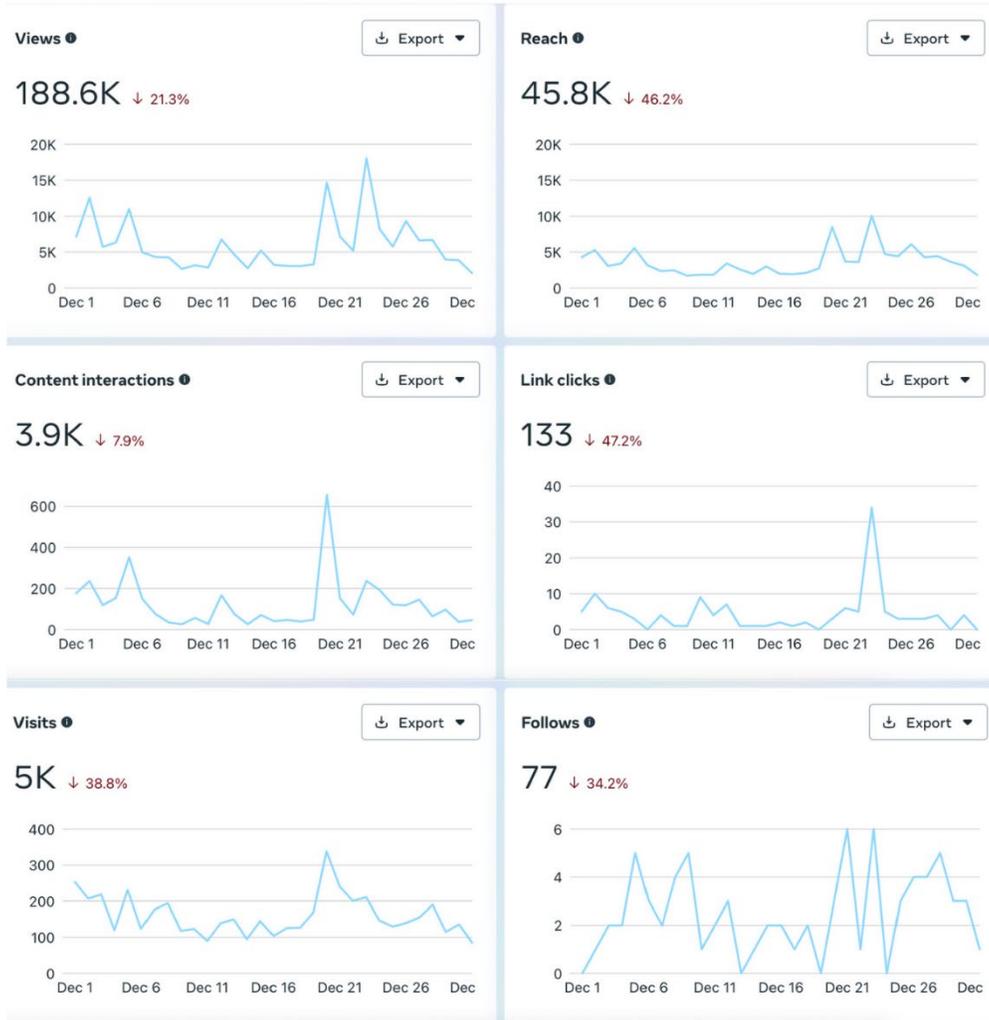


Followers: 46,001

Increased number of animal postings, posted about upcoming events. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

Post Type	Caption	Views	Reach	Interactions	Post Type	Caption	Views	Reach	Interactions
Video	2025 New Years Eve Video - Dec 31, 2024	1,350	1,267	63	Photo	Thank you to Chris Miller and Angela Schmidt for their recent donation of hoof care tools in honor of Mac the giraffe. As you can see from the pics, Jabari is ready for his pedicure!	5,867	4,025	145
Photo	We still have time slots open for our snow globes coming up in January and February! Grab your friends and family and get yours now before they're all booked up! Friday (starting Jan. 10) : Cocktail Night 🍸 Saturday : Winter Picnic 🌲 Sunday : Famil... Photo - Dec 30, 2024	3,175	2,294	24	Photo	If you're looking for something new and fun to do with those you love the most, a Winter Picnic in a Snow Globe at the Racine Zoo is the perfect activity! Choose from four themes to fit the fun you're looking for! Learn More or Book Now...	2,289	1,632	17
Video	Missy Enjoying a Snack Video - Dec 29, 2024	2,769	2,369	93	Photo	🎵 Jingle bells, jingle bells... Holly Jolly is on the way! 🎵 Holly Jolly Jingle & Mingle is just around the corner! Be sure to get your tickets now and come enjoy a fun and festive night at the Racine Zoo. From wine, to old fashioned cocktails, to seasonal... Photo - Dec 12, 2024	2,130	1,501	22
Photo	Brrr...Garden is just around the corner! Grab your friends and family and come enjoy a fun afternoon at the Zoo on February 1, 2025. 🍷 Sample beers from local breweries 🍷 Visit food stations 🍷 A Racine Zoo souvenir beer glass 🍷 General Zoo admission 🍷 A... Photo - Dec 28, 2024	4,726	3,296	22	Photo	Have you ever wanted to A.D.O.P.T. an animal from the Zoo? Well, you can here at the Racine Zoo! With your donation, you can become a Zoo parent to an animal at the Racine Zoo for an entire year! Our Animals Depend On People Too, or A.D.O.P.T.,... Photo - Dec 10, 2024	3,075	2,144	48
Photo	Creature Feature: African Lion 🦁 At the Racine Zoo, we have two lionesses, a mother and daughter: Azizi and Zuri. 🦁 Did you know that African Lions sleep about 20 hours each day? Come and see these sleepy girls at the Zoo today! Racine Zoo is a proud... Photo - Dec 27, 2024	6,330	4,235	102	Photo	Coming up in LII Explorers: Striking Symmetry 🦋 December 15-16 LII Explorers preschool programs provide children ages 2-5 and their caregivers with the opportunity to spend one hour at the zoo meeting and learning about our resident... Photo - Dec 9, 2024	1,780	1,177	10
Photo	Holly Jolly Jingle & Mingle was a blast last week! Thank you to all who came and spent the night with us at the Zoo! And a very special thank you to the Pirates for coming and serving drinks all night! Photo - Dec 26, 2024	8,563	5,796	78	Photo	The holidays are just around the corner, don't forget about the Zoo when doing your shopping! 🎁 We have the perfect gifts for any animal lover, conservationist, music lover, or adventurer. Check out our Holiday Gift Guide to ensure you give the perfect... Photo - Dec 8, 2024	2,246	1,612	20
Video	Racine Zoo would like to wish you a very Merry Christmas and Happy Holidays! We hope you have a safe and happy holiday! 🎁 Just a reminder, we will be closed today, but are so happy to see you at the Zoo tomorrow! Video - Dec 25, 2024	2,799	2,954	67	Photo	🌨️ Winter Picnic in a Snow Globe (with new themes)! 🌨️ Relax outdoors while staying cozy in one of our heated globes enjoying quality time with friends and family! An unforgettable and customizable private experience with food, drinks, an ambassador... Photo - Dec 7, 2024	2,247	1,524	21
Photo	'Twas the night before Christmas, when all through the Zoo, not a creature was stirring, well, maybe the Cockatoo 🦜 🎅 Photo - Dec 24, 2024	6,320	4,321	177	Photo	Creature Feature: Canada Lynx At the Racine Zoo we have two Canada Lynx brothers, Barney and Bam Bam. 🐾 Did you know Canada Lynx can jump over 20 ft in the air from a stationary position? 🐾 Canada Lynx can be recognized by their large feet, whi... Photo - Dec 6, 2024	3,627	2,591	110
Photo	Become a Racine Zoo Intern - Spring 2025 🐾 Racine Zoo is seeking dedicated and enthusiastic interns to work alongside Animal Care, Marketing, Education, and Event specialists. We are looking for individuals to assist various aspects of anima... Photo - Dec 23, 2024	21,007	12,704	135	Photo	🦋 Our animals love to explore new things every day. That's why our keepers offer them different kinds of enrichment, from smells and sounds to puzzles and toys. In our gift shop, you can find a "Giving Tree" with paper ornaments that show the enrichment... Photo - Dec 5, 2024	2,113	1,432	27
Photo	Coming up in LII Explorers 2025: Terrific Textures Learn all about some of the animals we have here at the Racine Zoo through stories, activities, snacks, and a visit with our live animal ambassadors! Learn More or Register Now... Photo - Dec 22, 2024	3,768	2,570	24	Photo	Thanks SC Johnson, A Family Company! The company gave \$30,000 this year to support Animal Crackers, the Zoo Debut, Eggstravaganza, and Boo at the Zoo. #SCJcares Photo - Dec 5, 2024	9,545	6,366	373
Photo	It's back...Who doesn't love a nice cold beer? Come and join the Racine Zoo at our annual Brrr...Garden on February 1, 2025! Cozy up by the fire and enjoy the view while sampling a unique selection of craft beers and delicious food! Learn More or Buy... Photo - Dec 21, 2024	1,913	1,324	20	Photo	🌍 Happy World Wildlife Conservation Day! 🌍 Zoos and Aquariums play a key role in wildlife conservation. The Racine Zoo, which is accredited by the Association of Zoos & Aquariums (AZA), works with other accredited institutions to maintain healthy... Photo - Dec 4, 2024	3,850	2,518	101
Photo	🎅 HOLIDAY SPECIAL 🎅 From now until January 1st, the Zoo is having \$5 admission for everybody, 2 and younger is free! PLUS 20% off in the Gift Shop! Come see us at The Racine Zoo from 10-4 every day, latest admission at 3:30! Photo - Dec 20, 2024	2,895	1,915	25	Photo	Only three more days until Santa arrives! Enjoy an amazing brunch, festive crafts, write letters to Santa, meet some of the Zoo's ambassador animals, and get a picture with Santa! Be sure to get your tickets and have Brunch With Santa before he goes... Photo - Dec 4, 2024	2,894	2,011	20
Photo	Somebody new has been hanging around at the Racine Zoo! 🐾 Racine Zoo is excited to announce one of Racine Zoo's newest animal residents, Missy, a Linnae's Two-Toed Sloth! Missy, who is 28 years old, made the trip to Racine Zoo from Cleveland... Photo - Dec 20, 2024	17,894	10,742	575	Photo	#GivingZOOday is the perfect day to make a difference in celebrating and saving wildlife and wild places. Small acts of generosity add up and significantly impact the Zoo. Between habitat improvements, medical and dental care, or even pumpkin for t... Photo - Dec 3, 2024	3,168	2,079	32
Photo	Still doing some holiday shopping? Be sure to make a stop at the Racine Zoo. Shop in our 'Zootiques' gift shop any day, open during Zoo operating hours (10am-4pm) in the gift shop still is our Giving Tree for the animals! Stop in and see what new enrichment... Photo - Dec 19, 2024	3,197	2,181	41	Video	🎁 #GivingZOOday : Today is THE day! 🎁 At the Racine Zoo, we are dedicated to providing gold standard care for over 300 individual animals. While providing the best care for our animals, our Conservation Education department works hard to connect... Video - Dec 3, 2024	1,615	1,364	35
Photo	Winter Picnic in a Snow Globe begins this weekend! Cozy up and relax outdoors while staying warm in one of our heated globes enjoying quality time with those you love the most! This is an unforgettable private experience with food, drinks, an animal... Photo - Dec 18, 2024	2,957	2,011	30	Photo	#GivingZOOday : Tomorrow is the BIG day! 🎁 Check out this story about some "Home Improvements": After spending some time watching our pair of Eastern Black Rhinoceroses, Timu and Kianga, staff noticed there were areas of their habitat they... Photo - Dec 2, 2024	7,823	4,969	123
Photo	Holly Jolly is just two short days away! Delight in the magic of the holiday season by indulging in a beverage of your choice and enjoy delectable hors d'oeuvres while you get into the holiday spirit! 🎁 Ticket sales will close at NOON today, December 17th... Photo - Dec 17, 2024	2,876	1,799	25	Photo	It is Cyber Monday, or as we like to say, CyBEAR Monday! We have some great deals that go until midnight! Check them out! They make great holiday gifts too! Photo - Dec 2, 2024	1,617	1,108	10
Photo	At the Racine Zoo we have the perfect Holiday Gift Guide for any zoo lover, conservationist, concert lover, and so many more! 🎁 Be sure to check out our Holiday Gift Guide to ensure the purrfect gift! https://racinezoo.org/content/racine-zoo-... Photo - Dec 16, 2024	2,534	1,721	39	Photo	Happy CyBEAR Monday! Don't miss out on these pawsome deals! - Save 10% on all A.D.O.P.T. an Animal adoption levels - Double the amount of encounter tickets when you buy or renew a Zoo Membership - Discounted Animal Crackers Season Tickets... Photo - Dec 2, 2024	2,524	1,969	26
Photo	The Racine Zoo is dedicated to providing the best care for our animals, and that includes daily enrichment. Our 'Giving Tree', which can be found in the gift shop, has numerous paper ornaments with enrichment items we are hoping to get for our... Photo - Dec 15, 2024	4,129	2,888	57	Photo	Coming up tomorrow... CyBEAR Monday Deals! 🎁 CyBEAR Monday deals will run from midnight to midnight on Monday, December 2nd ONLY Don't miss out on these zoorphic deals! Photo - Dec 1, 2024	3,166	2,243	22
Photo	As the weather gets colder, we reminisce over last summer spent listening to great music and overlooking Lake Michigan every other Wednesday. It may seem far away now, but it's never too early to buy your tickets! The 38th annual Animal Crackers... Photo - Dec 14, 2024	1,839	1,267	20	Photo	We are just two days away from #GivingZOOday! At the Racine Zoo, we are dedicated to providing the best care for our animals, but also educating the public through conservation! The Conservation Education Department of the Zoo is dedicated to... Video - Dec 1, 2024	2,108	1,862	46
Photo	Creature Feature: African Straw-Colored Fruit Bats 🦇 Did you know that the Straw-Colored Fruit Bat is the second largest bat found in Africa, right after the Hammer-headed Fruit Bat? Like other fruit bats, these guys do not use echolocation to obtain... Photo - Dec 13, 2024	3,317	2,319	59					

Insight overview of Racine Zoo Facebook page.
(This data is compared to October-November)



Missy's announcement post had the most engagement out of all posts in the month of December.

Racine Zoo
Published by McKenna Moats
December 20, 2024 at 9:38 AM

Somebody new has been hanging around at the Racine Zoo!

Racine Zoo is excited to announce one of Racine Zoo's newest animal residents, Missy, a Linnae's Two-Toed Sloth! Missy, who is 28 years old, made the trip to Racine Zoo from Cleveland Zoo late last spring. Since that time, she has been housed off exhibit, while Zoo Staff worked to renovate her new home. She was introduced into her new exhibit in the Zoo's Vanishing Kingdom, also known as the castle, this week and is adjusting well. You can find her next to the Gibbon exhibit on the south side of the building, along with her "roommates" Bearded Emperor Tamarins Gianna, Gabriella and Mattesich.

Linnae's Two-Toed Sloths, also known as Southern Two-Toed Sloths, are found living high in the treetops of South America's rainforests, north of the Amazon River. Their diet in the wild consists of leaves and fruits they find in the jungle canopy. Sloths have few predators, though jaguars and large eagles will prey on them while they are on the ground. Because of this and their slow digestive system, Sloths have developed a very slow lifestyle for which they are well known.

Missy is adjusting to her new enclosure well, climbing to the upper branching quickly (for a sloth) and making herself at home with the Bearded Emperor Tamarins. Animal Care staff continue to monitor her and the Emperor Tamarins as they make this adjustment. "Missy warmed up to her new keepers very quickly and will even take treats we offer," said Emma Thomas, one of Missy's caregivers. Animal Care staff utilize these relationships to help Missy adjust to her exhibit and monitor her health overall.

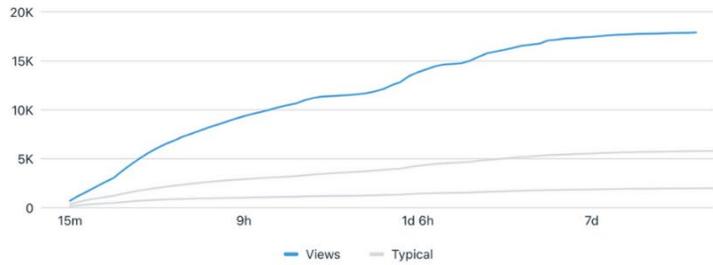


[See insights and ads](#) [Boost post](#)

This post received more views compared to your recent Facebook posts.

Views

17,894



This post received more interactions compared to your recent Facebook posts.

Interactions

575

Reactions

471

Comments

50

Shares

53

Saves

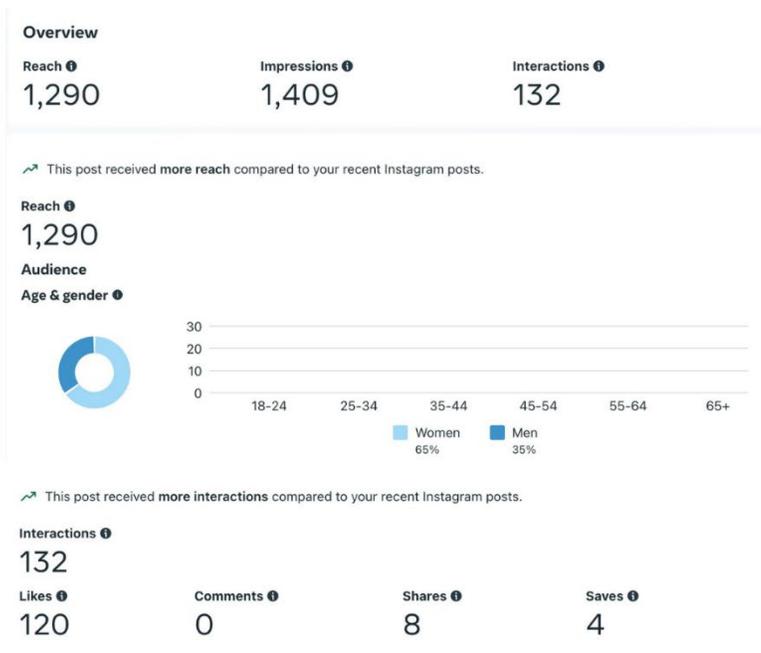
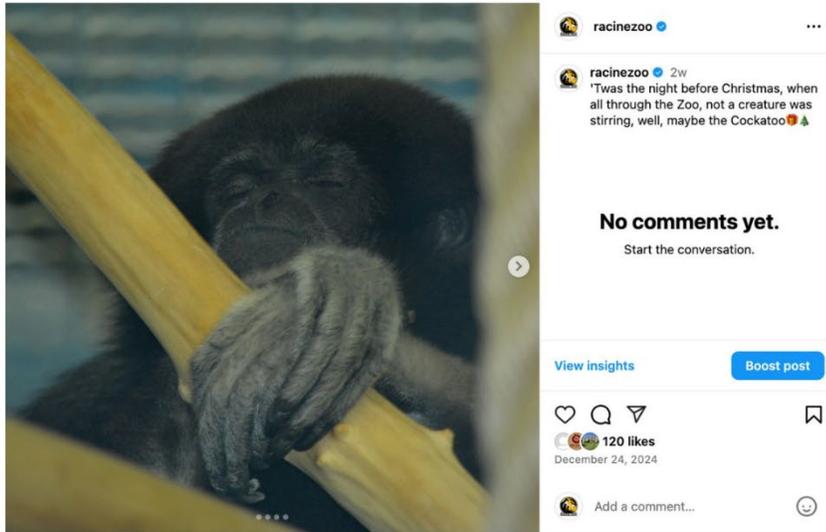
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▶ INSTAGRAM

Followers: 6,127

	"Twas the night before Christmas, when all ... Photo · racinezoo	Boost	...	Dec 24, 2024	🔒	1.3K	120	0
	Coming up in L3! Explorers 2025: Terrific Te... Photo · racinezoo	Boost	...	Dec 22, 2024	🔒	444	12	0
	HOLIDAY SPECIAL 🎄 From now until Janu... Photo · racinezoo	Boost	...	Dec 20, 2024	🔒	309	9	0
	Somebody new has been hanging around a... Photo · racinezoo	Boost	...	Dec 20, 2024	🔒	1.4K	122	3
	Winter Picnic in a Snow Globe begins this ... Photo · racinezoo	Boost	...	Dec 18, 2024	🔒	331	6	0
	2025 As we go into the new year, the Racine Zoo ... Reel · racinezoo	Boost	...	Dec 31, 2024	🔒	377	32	0
	We still have time slots open for our snow g... Photo · racinezoo	Boost	...	Dec 30, 2024	🔒	259	7	0
	Brrr... Garden is just around the corner! Gra... Photo · racinezoo	Boost	...	Dec 28, 2024	🔒	759	25	1
	Creature Feature: African Lion🦁 At the Rac... Photo · racinezoo	Boost	...	Dec 27, 2024	🔒	511	42	0
	Racine Zoo would like to wish you a very M... Reel · racinezoo	Boost	...	Dec 25, 2024	🔒	302	26	0
	Holly Jolly is just two short days away! Deil... Photo · racinezoo	Boost	...	Dec 17, 2024	🔒	411	12	3
	At the Racine Zoo we have the perfect Hoi... Photo · racinezoo	Boost	...	Dec 16, 2024	🔒	279	18	0
	Creature Feature: African Straw-Colored Fr... Photo · racinezoo	Boost	...	Dec 13, 2024	🔒	401	36	0
	Thank you to Chris Miller and Angela Schmi... Photo · racinezoo	Boost	...	Dec 12, 2024	🔒	520	72	0
	If you're looking for something new and fun... Photo · racinezoo	Boost	...	Dec 12, 2024	🔒	273	8	0
	🎄Jingle bells, jingle bells... Holly Jolly is ... Photo · racinezoo	Boost	...	Dec 11, 2024	🔒	280	6	0
	Have you ever wanted to A.D.O.P.T. an anim... Photo · racinezoo	Boost	...	Dec 10, 2024	🔒	408	31	0
	The holidays are just around the corner, do... Photo · racinezoo	Boost	...	Dec 8, 2024	🔒	387	10	0
	Winter Picnic in a Snow Globe (with new ... Photo · racinezoo	Boost	...	Dec 7, 2024	🔒	280	8	0
	Creature Feature: Canada Lynx At the Racin... Photo · racinezoo	Boost	...	Dec 6, 2024	🔒	434	44	0
	Happy World Wildlife Conservation Day... Photo · racinezoo	Boost	...	Dec 4, 2024	🔒	372	54	0
	Only three more days until Santa arrives! E... Photo · racinezoo	Boost	...	Dec 4, 2024	🔒	385	9	0
	Learn more about the specialized animal ca... Photo · racinezoo	Boost	...	Dec 3, 2024	🔒	1.4K	50	0
	#GivingZOOday is here!🎁 Through the g... Reel · racinezoo	Boost	...	Dec 3, 2024	🔒	242	20	0
	Happy CyBEAR Monday! Don't miss out on ... Photo · racinezoo	Boost	...	Dec 2, 2024	🔒	293	10	0
	Learn more about the specialized animal ca... Photo · racinezoo	Boost	...	Dec 3, 2024	🔒	1.4K	50	0
	#GivingZOOday is here!🎁 Through the g... Reel · racinezoo	Boost	...	Dec 3, 2024	🔒	242	20	0
	Happy CyBEAR Monday! Don't miss out on ... Photo · racinezoo	Boost	...	Dec 2, 2024	🔒	293	10	0
	Coming up tomorrow... CyBEAR Monday De... Photo · racinezoo	Boost	...	Dec 1, 2024	🔒	276	11	0
	We are just two days away from #GivingZO... Reel · racinezoo	Boost	...	Dec 1, 2024	🔒	542	33	0

The Christmas Eve post had the most engagement on Instagram in the month of December.



X (AKA TWITTER)

Followers: 3,287

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

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.

The text above was written by Taylor. We would have to upgrade our Twitter (X) account to view analytics. I can only see it if I go to each post individually, which I will start keeping track of for January and on. However, you can just see that engagement has gone down significantly. I am trying to schedule posts differently and switch up the verbiage to attract a larger audience. More data should be collected by January Report.

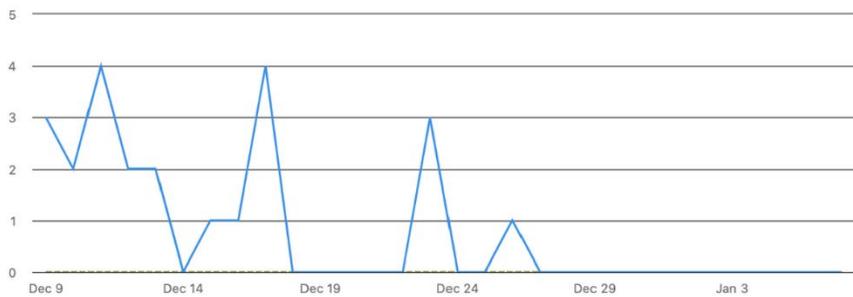
▶ LinkedIn

Followers: 240

Now with access to LinkedIn, posts will be going out regularly to increase following and engagement.

Metrics

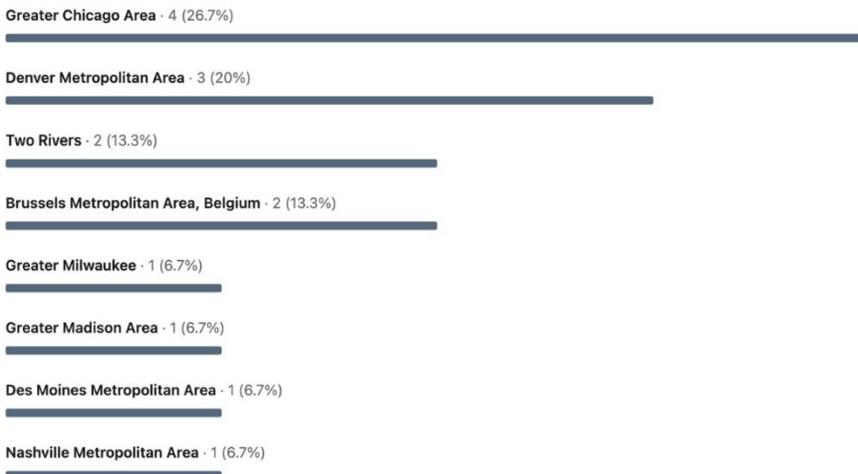
Impressions ▾



✓ Organic	23
✓ Sponsored	0

Visitor demographics ⓘ

Location ▾



Overview:

4 E-blasts were sent in the month of December, and the sent rate increased, the open rate increased, and the unsubscribe rate decreased. On Facebook, our followers increase every day, engagement stays steady, typically seeing more interaction with our followers when posting about the animals. Missy's announcement received the most engagement throughout the month of December. On Instagram, the Christmas Eve post received the most engagement. Our followers on Instagram are also increasing. Twitter and LinkedIn, I am trying to increase following and engagement by posting more often and changing verbiage to appeal to both audiences.

For upcoming months, a few new series will be posted to hopefully attract more followers, bring in more guests to the Zoo, and continue to increase engagement and strengthen relationships with followers and guests.

Special Events

December Events

- Brunch with Santa —December 7
 - Location: castle, grill, jungle junction
 - Overview: Brunch with Santa for the family
 - Attendance: two seatings with a total 100 guests

- Holly, Jolly, Jingle and Mingle—December 19
 - Location: castle, jungle grill
 - Overview: Cocktails before the holidays
 - Attendance: 100

Coming up at the Zoo at a Glance:

- Winter Picnic in a Snow Globe continues through February 23
- Brrr...Garden, February 1
- Animal Amore, February 14
- Call Me Old Fashioned, March 26