

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on February 2022**

Executive Director

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

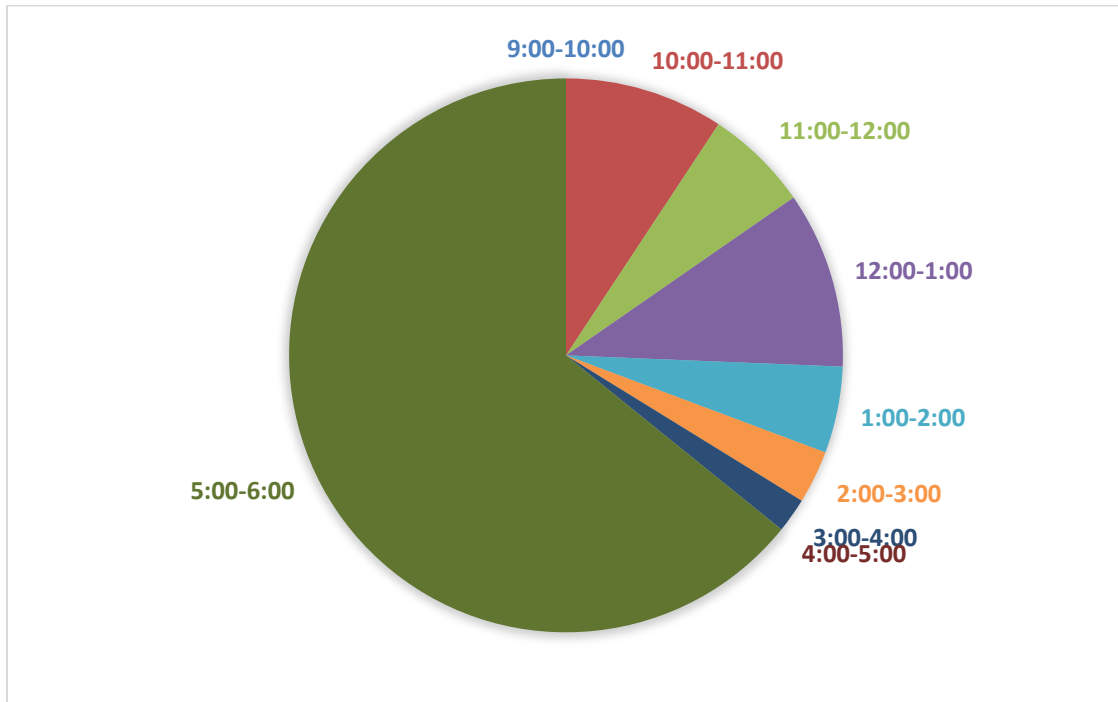
Membership

- Total memberships households = **2,835**

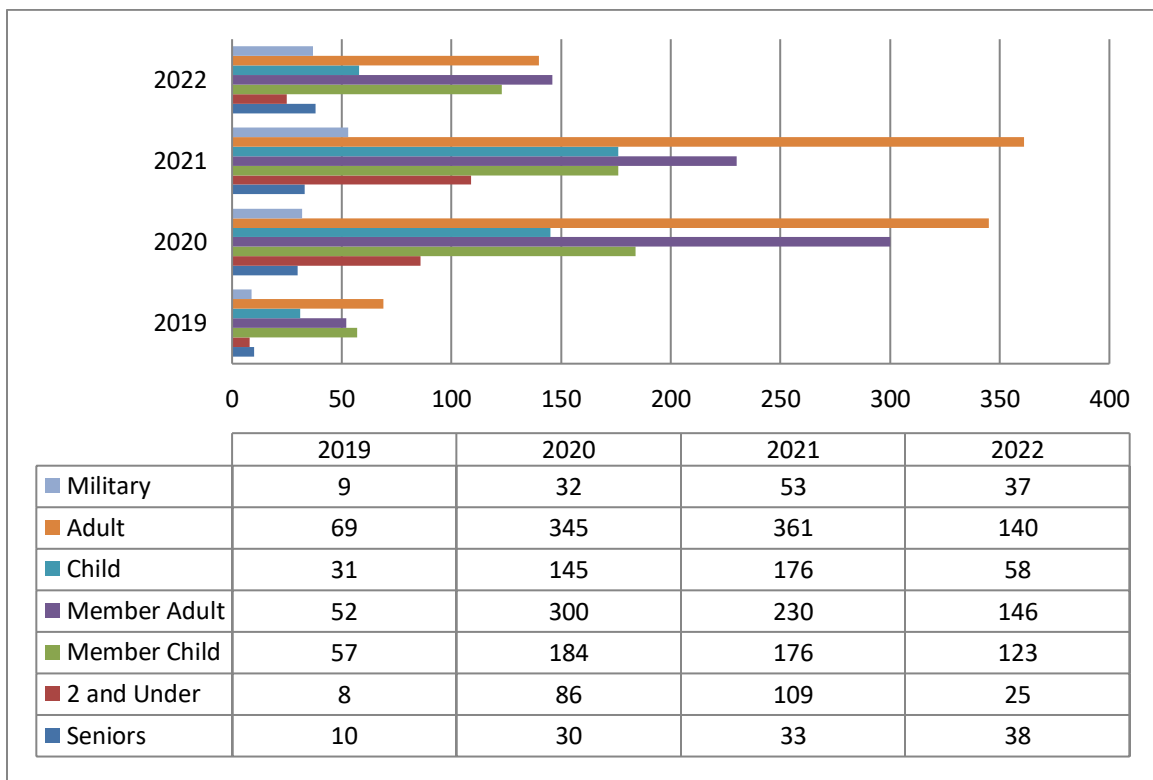
Attendance for February 2022

	February 2021	February 2022	Variance	Percent change
Adults	361	140	-221	-61%
Children	176	58	-118	-67%
Member Adults	230	146	-84	-37%
Member Children	176	123	-53	-30%
Child 2 and under	109	25	-84	-77%
Seniors	33	38	5	15%
Military	53	37	-16	-30%
Education	0	0	0	0%
Events	1690	1016	-674	-40%
Total	2828	1583	-1245	-44%

February 2022 Attendance by hour



February Monthly Attendance 2019-2022



February Member Municipality

53403- 16

53139- 2

53126 - 3

53402- 104

53406- 23

53405- 44

53177 – 3

53404- 33

Kenosha – 12

Milwaukee – 13

Illinois - 2

Other – 14

February Non-Member Municipality

53402- 71

53406- 11

53403- 9

53405- 36

53404- 2

53182- 2

Milwaukee - 7

Kenosha – 49

Illinois – 2

Other – 109

Operations

- Worked Gift Shop to help with hours
- Started Communication with New Vendors
- Reorganization and Cleaning of Basement

Animal Care

- **Veterinary Updates**
 - 1.0 African penguin with spinal issues; CT results led to second round of antibiotics
 - 1.0 Meerkat experiencing leg issues traced to scrotal mass; neutered, continuing to monitor
 - 1.1 African penguins both monitored and treated for bouts of inappetence
 - 2.0 Fennec foxes monitored for interspecific conflicts and small wounds
 - 0.1 White-handed Gibbon exam for mix of usual symptoms, no major issues found
 - 0.1 Spider monkey monitored for probably foot injury; no intervention needed
 - 0.1 Red tegu diet modified to assist with training
 - 1.0 Fennec fox annual exam
 - 0.2 Domestic rabbit annual exams
 - 1.0 Bald eagle annual exam
 - 2.1 Domestic ferret annual exams
- **Collection Changes**
 - All froglets and 0.1 anaconda undergoing preshipment exams to move to Milwaukee
- **Other Updates**
 - Working on setup for voluntary xrays with primates
 - Working on voluntary cardiac ultrasound with 1.0 Orangutan
 - Working on voluntary blood draw with 0.1 Orangutan

Education

Educational Programs

- Offsite Programs – 3 programs
 - Reached 145 people
- Offsite Birthdays – 1
 - Reached 30 people
- Virtual Programs – 4
 - Reached 102 people
- Preschool – 6
 - Reached 110 people
- Wildlife Explorers – 8
 - Reached 106 people
- Virtual Programs – 1 programs
 - Reached 7 people
- Preschool – 6 programs
 - Reached 96 people
- Wildlife Explorers – 9 programs
 - Reached 183 people
- AmeriCorps Programs – 21 offsite programs
 - Reached 379 people

- **Total: Reached 1,158 people**

- **Other Events**
 - February 2 – Met with United Way funders regarding Equity Innovation Funding
 - February 7 – Guest lecture at UW-Parkside
 - February 8-10 – Staff attend and presented at Advancing Conservation through Empathy for Wildlife annual symposium
 - February 17 – Attended Empathy webinar
 - February 21 – Hosted 2021 Volunteer Appreciation Dinner
 - February 23 – Official check-in call with AmeriCorps state staff
 - February 23 – Segment on Racine and Me
 - February 24 – Hosted Project WET/Project WILD Certification Workshop
 - February 24 – Hosted 2021 Volunteer Appreciation Dinner
 - February 28 – Assisted Executive Director with CBS 58 news appearance

- **Grants and Proposals**
 - Recommended by committee for the Racine Zoo AmeriCorps program and submitted to national
 - Received funding from Empathy Network for Becoming Bear project

Comparison to February 2022 - programs and participants

Participants	2021	2022	Variance
On Site	8	0	-100.0%
Off Site	0	145	+100.0%
BTS	0	0	+0.0%
Birthday Party	0	30	+100.0%
Preschool	0	96	+100.0%
AmeriCorps	298	379	+27.2%
Virtual Programs	686	190	-72.3%

Programs	2021	2022	Variance
On Site	32	0	-100.0%
Off Site	0	3	+100.0%
BTS	0	0	+0.0%
Birthday Party	0	1	+100.0%
Preschool	0	6	+100.0%
AmeriCorps	22	21	-4.5%
Virtual Programs	27	10	-63.0%

Facilities

- Dismantled Quad unit in discovery center
- Snow and ice removal
- Daily janitorial duties
- Had chain link installed on top of fennec fox exhibit
- Installed plexi – glass to front of amazon exhibit
- Preventative maintenance
- Set up and tear down of special events
- Met with D’alie masonry about install of lintels on North end barn doors
- Met with absolute construction and architect to start plans for bear overlook
- Got new dump truck
- Installed new surgery light in hospital
- All RP valves on zoo property tested and proper repairs made
- General grounds upkeep
- Dismantled secondary tamarin unit to make way for permanent exhibit space
- Traditions here all month for removal of drive thru lights
- Maintenance job requests e.g. repair hose, fix rhino door ...etc....
- Hoppe tree service removed invasive trees around wildlife theater area



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | FEBRUARY 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
2/2	Winos for Rhinos Reminder	29.4	0.3
2/4	Racine Zoo E-News - February 4, 2022	29.1	0.9
2/8*	Wildlife Matters - February 2022	39.1	4.1
2/11	Camp Discount Reminder	29.4	0.6
2/16	Winter Picnic Reminder - February 2022	30.1	0.8
2/18	Racine Zoo E-News - February 18, 2022	25.7	1.1
2/22	Tamarin Twins Twosday	30.8	2.5
2/25	Tamarin Twins Naming	29.6	2.6

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
8,984	16.3%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
2,229	20.6%	2.0%

- NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "**".

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2022
- Updated posters and flyers across campus
- Updated photo booth graphics
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Updated upcoming events flyer and web page
- Created signage for events
- Photographed events
- Managed Winter Picnic in a Snow Globe sales and specials
- Set up and managed Tamarin Twosday - gender reveal, baby shower, and naming

OUTSIDE ADS

- Wind Point Living Magazine - print
- Union Grove Village Voice Newsletter - digital
- Journal Times/Kenosha News - print

EARLY BIRD SALE: 10% OFF UNTIL 2/15/22



RACINE ZOO SUMMER CAMP 2022

Animal encounters, crafts, snacks, and plenty of hands-on learning all about wildlife. Sign up for a summer full of adventure!

CAMP BEGINS: JUNE 13

FOR AGES 3 TO 7TH GRADE

Before & after camp care available

REGISTER AT [RACINEZOO.ORG](https://www.racinezoo.org)

2131 N. Main St.
Racine, WI 53402 | 262.636.9189 | [racinezoo.org](https://www.racinezoo.org)

EXPERIENCE THE RACINE ZOO'S

WINTER PICNIC
IN A SNOW GLOBE

Relax outdoors while staying cozy in one of our heated snow 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!

JANUARY 28 – MARCH 13, 2022

WED 2PM – 5:30PM | SAT/SUN 11AM – 2:30PM

90-MINUTE TIME SLOTS AVAILABLE

MULTIPLE PACKAGE OPTIONS TO CUSTOMIZE YOUR EXPERIENCE

BOOK ONLINE AT [RACINEZOO.ORG](https://www.racinezoo.org)

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BLOOMS & BREWS
BEER GARDEN

SATURDAY, APRIL 2, 2022 | 12PM – 2PM

Mother's Day BRUNCH

SUNDAY, MAY 8, 2022
11AM – 12:30PM



EASTER-THEMED FUN-FILLED DAY!

SATURDAY, APRIL 16, 2022
10AM – 4PM

EGGSTRAVAGANZA

LEARN MORE OR BUY TICKETS AT [RACINEZOO.ORG](https://www.racinezoo.org)

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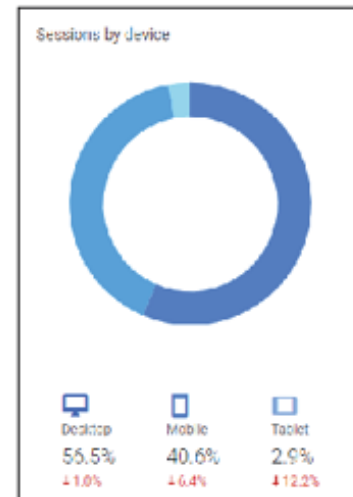
  

WEBSITE

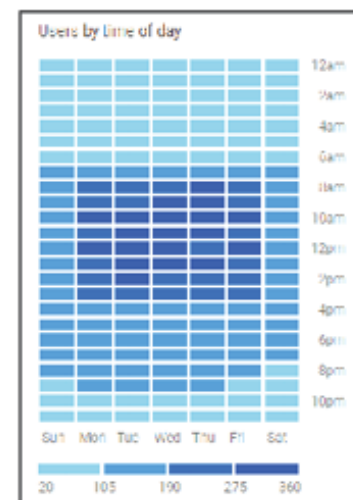
racinezoo.org

MONTHLY USERS: 19K

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales.



Page	Pageviews	Page Value
/arctic-fox-fact-sheet	6,189	\$0.00
/	5,007	\$0.00
/winter-pick-in-a-snow-globe	2,076	\$0.00
/events-calendar	1,288	\$0.00
/ferret-fox-fact-sheet	1,226	\$0.00
/hoursadmissions	1,174	\$0.00
/red-eyed-tree-frog-fact-sheet	1,060	\$0.00
/emperor-tamarin-fact-sheet	1,144	\$0.00
/mammals	798	\$0.00
/zoo-summer-camp	712	\$0.00







































































Data from Google Analytics

FACEBOOK









































TOTAL LIKES: 30,462


- Animal and promotional posts. Added event pages.

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


Published	Post	Type	Targeting	Reach	Engagement	Promote
02/28/2022 3:30 PM	 DONATION REQUEST: baskets and shred filler! Time to start making			3.2K 	20 36 	Boost post
02/28/2022 3:54 AM	 Kick off the summer with live music at the Zoo! Check out			6.6K 	15 14 	Boost post
02/27/2022 2:15 PM	 Nothing brings excitement like new toys! Miranda the cockatoo and			2.9K 	78 53 	Boost post
02/27/2022 10:00 AM	 ⭐ Only 2 WEEKENDS LEFT of Winter Plinko in a Snow Globe!			3.8K 	67 27 	Boost post
02/26/2022 9:00 AM	 Midwest Annual Crane Count is almost here! This is a citizen science			2.4K 	15 18 	Boost post
02/25/2022 9:00 AM	 🐼 THEY'RE GIRLS! Our tamarin twin babies need names! Vote on			5.1K 	328 82 	Boost post
02/24/2022 3:00 PM	 🏢 Businesses/organizations looking to connect with the community: sign			5.5K 	92 38 	Boost post
02/24/2022 9:13 AM	 After the freezing rain we had the other day, there was a bit of beauty			7.1K 	103 109 	Boost post
02/23/2022 1:00 PM	 🎵 Chicago Tribute Anthology (CTA) is BACK BY POPULAR DEMAND! If			4.7K 	72 74 	Boost post
02/23/2022 3:08 AM	 ⭐ Only a few weekends left of Winter Plinko in a Snow Globe! Save			5.2K 	145 36 	Boost post
02/22/2022 10:00 AM	 🐼 Happy Tamarin Twins Tuesday on 2.2.22! In celebration of a once-in-a-			3.1K 	221 113 	Boost post
02/21/2022 2:15 PM	 🍷 The food menu is set for Doooms & Brews! Check it out below! Join us			10.2K 	619 136 	Boost post
02/20/2022 10:41 AM	 ❤️ A big thank you to Shannon Lily and to Dave, Kristen, and Abby Licht			3.0K 	45 52 	Boost post
02/19/2022 10:31 AM	 🐾 SAVE THE DATE: Zoo Debut our black-ice fundraising gala, is set for			2.4K 	28 56 	Boost post

02/18/2022 2:11 PM	 Did you know the horn on a rhino is made of keratin, the same material			2.4K		5 33		Boost post
02/18/2022 10:01 AM	 Our tamarin family sure is making it hard for keepers to confirm the sex of			2.9K		170 164		Boost post
02/17/2022 3:15 PM	 SAVE THE DATE: Our 37th annual Cigar Dinner is Thursday, July 21 at			3.8K		81 68		Boost post
02/16/2022 1:58 PM	 SAVE THE DATE: A Round For Rhinos golf outing is Monday, June			2.6K		54 49		Boost post
02/16/2022 9:00 AM	 Last we updated on 17-year-old Naka's healthcare journey, blood was			11.1K		928 450		Boost post
02/15/2022 9:47 PM	 Happy Birthday! Emperor tamarin twins Deboy Lou and Matassiah			3K		103 164		Boost post
02/15/2022 10:53 AM	 Today (2/15) is the LAST DAY for our EARLY BIRD SALE! Sign your			3K		44 52		Boost post
02/14/2022 3:44 PM	 Topple Tree Service was showing the love today at the 7nni Thai and			6K		162 201		Boost post
02/14/2022 9:07 AM	 Will you be our valentine? 🍷 Happy Valentine's Day!			6.2K		265 234		Boost post
02/13/2022 9:34 AM	 Thank you to Neal and Deb Kutchery for this fun wobbly disk and a big box			3.1K		218 137		Boost post
02/12/2022 10:51 AM	 Don't forget about our Director's Special for Winter Planet in honor of			2.7K		23 20		Boost post
02/11/2022 10:07 AM	 Meet animals from all over the world and learn what makes each			2.7K		14 31		Boost post
02/10/2022 10:07 AM	 Get up close and personal with the animals at Racine Zoo's Summer			4.4K		94 55		Boost post
02/09/2022 9:54 AM	 The results of Amur tiger Naka's bloodwork have returned, and it is			3.3K		273 144		Boost post
02/08/2022 10:20 AM	 Did you know an eastern black rhino can eat up to 52 pounds of food			3.4K		36 60		Boost post
02/07/2022 10:03 AM	 Give your valentine the gift of music! Music at the Zoo individual or			2.4K		15 21		Boost post
02/06/2022 2:05 PM	 We can't tell if Roscoe is yawning, or saying thank you to Bridget Kirkish			6.2K		90 198		Boost post

02/08/2022 11:31 AM	 It's never too early to think about spring! Join us for Blicoms & Brews			2.7K		25 39		Boost post
02/05/2022 2:16 PM	 Happy 31st birthday to Diamond the Ardean bear! He celebrated with			11.1K		402 347		Boost post
02/05/2022 10:00 AM	 A.D.O.P.T. an animal for your Valentine! Your donation helps us			2.6K		45 31		Boost post
02/04/2022 7:00 PM	 Treat your sweetheart to a private, romantic winter picnic! 🍷🍷🍷			4.3K		121 47		Boost post
02/04/2022 10:00 AM	 Sign your child up for an adventure this Spring Break! SAVE			2.3K		11 17		Boost post
02/03/2022 10:16 AM	 DONATION REQUEST: We are looking for 2 - 3 popcorn air poppers.			5.3K		362 205		Boost post
02/02/2022 10:10 AM	 Do you get a little nervous when you go to the doctor for regular shots or			11.7K		1.4K 480		Boost post
02/01/2022 3:58 PM	 Experience the Zoo and interact with animals like never before! Meet			3.3K		45 36		Boost post


Raccoon Zoo

Happy 31st birthday to Diamond the Ardean bear! He celebrated with a special cake made from bear paws, peanut butter, oatmeal, and honey then decorated with banana, watermelon, cantaloupe, and capelin. He also opened some wrapped presents with peanuts in them!



Happy 31st birthday to Diamond the

Get more likes, comments and shares. When you boost this post, you'll show it to more people.

14,110 People Reached / 49 Impressions

239 Likes 21 Comments 22 Shares

Like Comment Share

Performance for your post

14,110 People Reached

0 Forward Video Views

347 Reactions, Comments & Shares

264 Like	164 On Post	40 On Shares
11 Love	75 On Post	19 On Shares
1 Sad	1 On Post	0 On Shares
29 Comments	24 On Post	5 On Shares
22 Shares	22 On Post	1 On Shares

402 Post Clicks

16 Click to play	3 Link clicks	316 Other clicks
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NEGATIVE FEEDBACK

1 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Required state to see this delayed feedback appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,973

FEB 2022 SUMMARY

Tweets: 38
Tweets impressions: 8,159

Tweet retweets: 1,926
Mentions: 5

New followers: 32

Feb 2022 • 28 days

TWEET HIGHLIGHTS

Top Tweet earned 1,261 impressions

Did you know an eastern black rhino can eat up to 52 pounds of food a day? You won't be eating THAT much food at Winos for Rhinos—but it will still be a fun time! Join us Saturday, March 5 at 6pm!

🌟 Limited seating, so save your spot!
racinezoo.org/product/winos-for-rhinos/
pic.twitter.com/K9hW5WIsKY



7

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 3,204 people



ZooMontana

@ZooMontana [FOLLOWS YOU](#)

ZooMontana is a non-profit 501(c)(3) AZA institution

Top mention earned 20 engagements



Roman Phoenix

@RomanPhoenix4 • Feb 2

A couple years back I took this photo of @RacineZoo's lioness. Now that I have new equipment, I'm really excited to go back there and take some more!
pic.twitter.com/rZeC1VWjvd



11

[View Tweet](#)

Top media Tweet earned 362 impressions

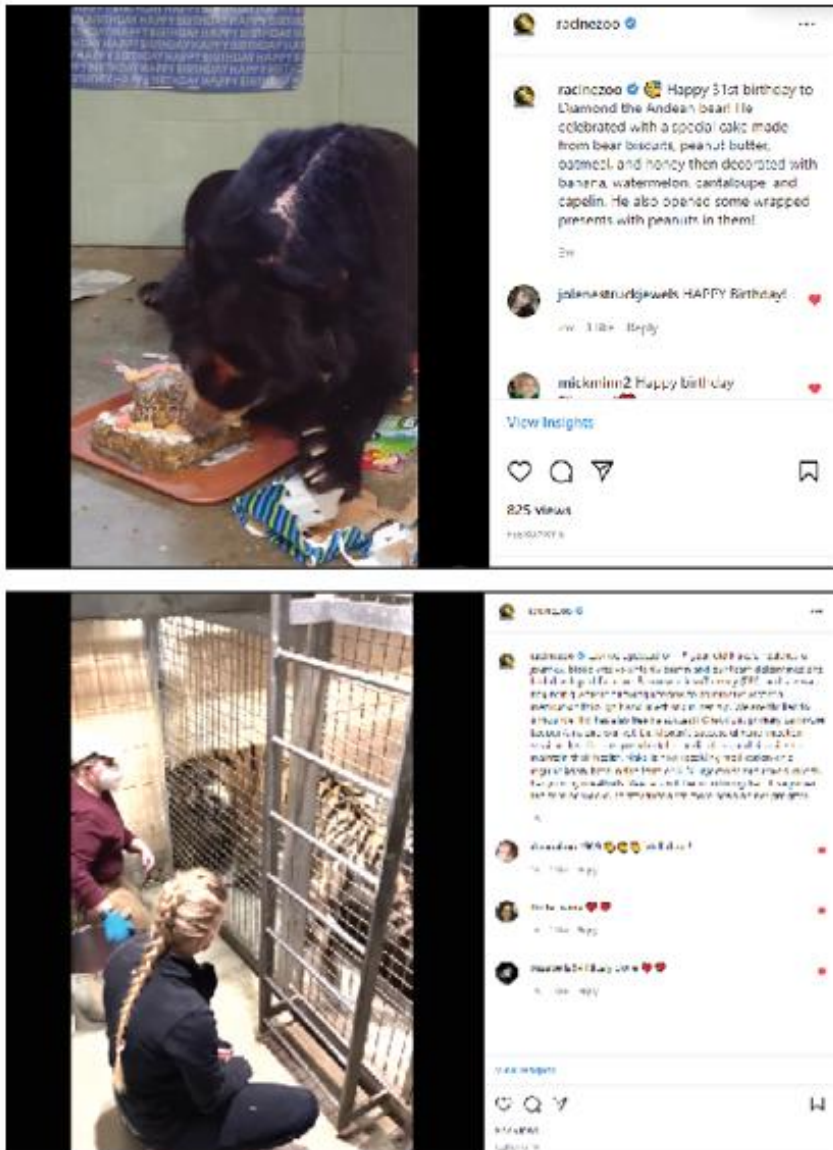
Happy 31st birthday to Diamond the Ardean bear! He celebrated with a special cake made from bear biscuits, peanut butter, oatmeal, and honey then decorated with banana, watermelon, cantaloupe, and capelin. He also opened some wrapped presents with peanuts in them!
pic.twitter.com/Qd1lpbyS1C



▶ INSTAGRAM

TOTAL FOLLOWERS: 4,453

- 34 posts
- Accounts Reached: 5.6k
- Accounts Engaged: 656



Well-performing Instagram posts

Special Events

February Events:

- February 12 – Animal Amore
 - Location: Vanishing Kingdom
 - Event Overview: Valentine Dinner
 - Attendance: 65

- January 28-March 31 – Winter Picnic in a Snowglobe
 - Location: Jungle Junction
 - Event Overview: Snowglobe Picnics
 - Attendance: 952 Feb

Coming up at the Zoo at a Glance:

- January 28-March 27 – Winter Picnic in a Snowglobe
- March 5 – Winos for Rhinos
- April 2 – Blooms and Brews
- April 16 – Eggstravaganza
- May 8 – Mother's Day Brunch
- May 14 – Bloody Mary Fest
- May 21 – Blooms and Brews
- May 22 – Police Awards Ceremony
- May 26 – Member Appreciation Night
- June 3-5 – Art Fair
- June 3 – Bourbon Chronicles
- June 4 – Brew to be Wild
- June 4 – Humphreys Wedding
- June 8 – World Wine Wednesday
- June 11 – Breakfast with the Animals
- June 11 – Andis private party
- June 17 – Music at the Zoo
- June 18 – Music at the Zoo
- June 20 – Golf Tournament
- June 22 – Roar & pour
- June 25 – Light Run
- July 6 – World Wine Wednesday
- July 9 – Margarita Fest
- July 10 – CNH Picnic
- July 13 – Animal Crackers
- July 15 – Animal Crackers Jr
- July 16 – Bourbon Chronicles
- July 21 – Cigar Dinner
- July 23 – Vets Give Back Day ?
- July 27 – Animal Crackers
- July 30 – Marini Picnic
- August 3 – Roar & Pour
- August 6 – Twin Disc

- August 7 – Milkmen Game
- August 10 – Animal Crackers
- August 12 – Animals Crackers Jr
- August 13 – Lang Wedding Reception
- August 17 – World Wine Wednesday
- August 19 – Bourbon Chronicles
- August 20 – Salter Wedding Reception
- August 21 – Carshow
- August 24 – Animal Crackers
- August 27 – Whiskers and Whiskey
- August 31 – Roar & Pour
- September 10 – Zoo Debut
- September 24 – Zoo Brew
- October 1 – Old Fashioned Night
- October 8 – Franseen Wedding
- October 28 – Hallowine
- October 29 – Boo at the Zoo
- November 18 – Martini Madness
- December 3 – Brunch with Santa