

**Racine Zoological Society
Park and Recreation Board Meeting
December 2019 (reporting on November 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Lantern Festival logistics every day
- 2020 Budget

Resource Development

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

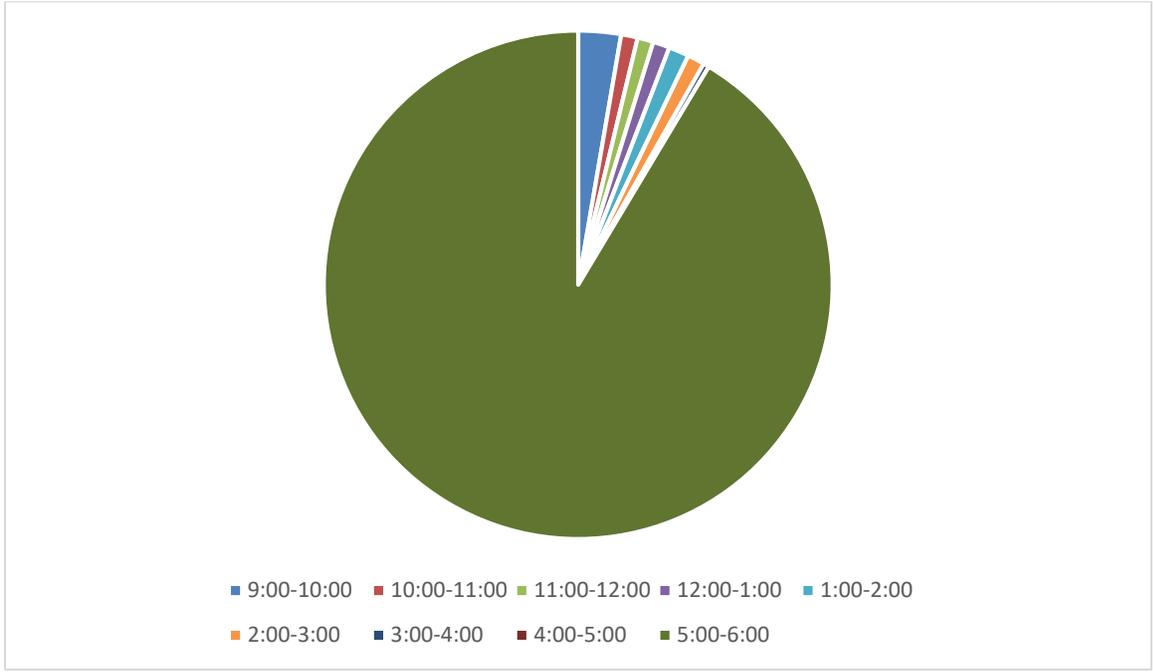
Membership

- Total memberships households = 2,175

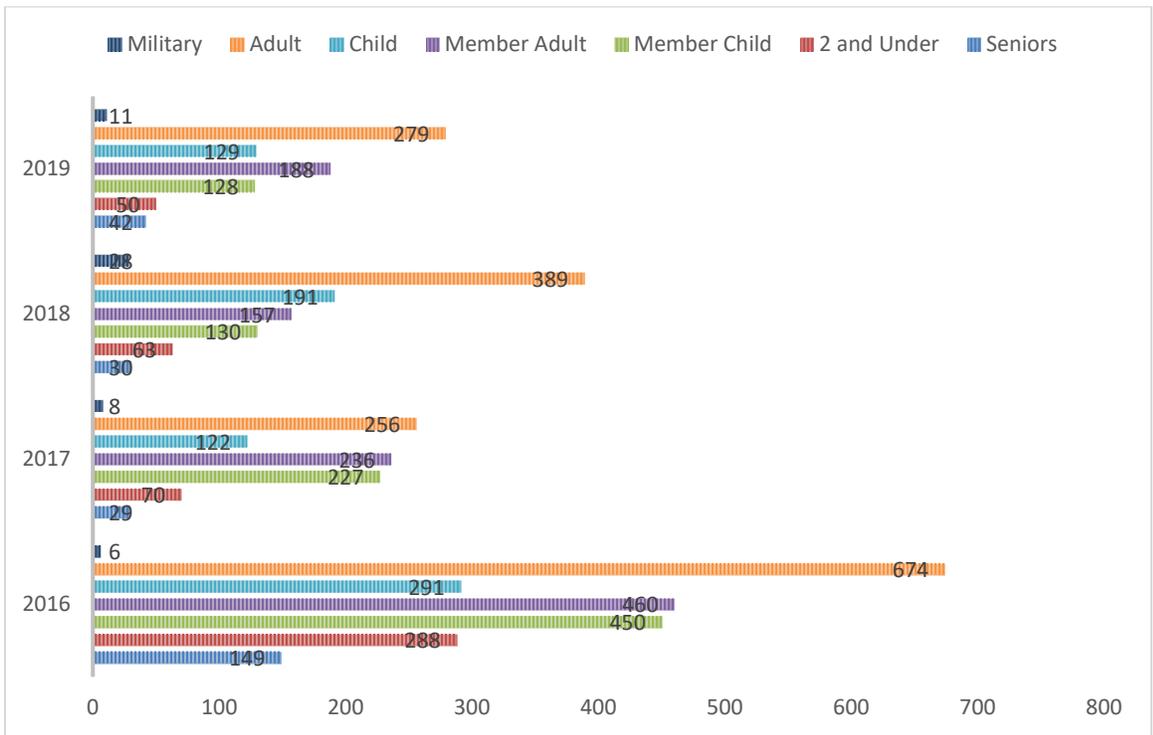
Attendance for November 2019

	November 2018	November 2019	Variance	Percent change
Adults	389	279	-110	-28%
Children	191	129	-62	-32%
Member Adults	157	188	31	20%
Member Children	130	128	-2	-2%
Child 2 and under	63	50	-13	-21%
Seniors	30	42	12	40%
Military	28	11	-17	-61%
Education	266	285	19	7%
Events	163	11845	11682	7167%
Total	1417	12957	11540	814%

November 2019 Attendance By Hour



November Monthly Attendance 2016-2019



November Member Municipality

53402 – 104

53408 – 24

53182- 26

53405 – 112

53404 – 17

Kenosha – 6

Milwaukee - 12

Other – 13

Illinois - 2

November Non-Member Municipality

53403- 24 53182 - 8

53405 – 116 53408 –4

53406 – 36 53402 – 48

53404 – 17

Kenosha – 73

Milwaukee - 46

Other – 127

Illinois – 12

Operations

- Tested Alarms for Gift Shop and Discovery Center
- Compiled all info needed for Budgets
- Completed Budget Projects
- Starting on Inventory Paperwork for end of year

Animal Care

Animals/vet exams:

- Various education animal annual exams
- Turtle shell repair
- 1.0 Penguin gland rechecks
- Alpaca dental
- Domestic dog exam
- 2 Spider monkey exams
- Tiger exam, injections & dental
- PT skink- toe monitoring/rechecks
- Ongoing consultation correspondence with Zebra SSP, Rhino TAG Nutrition vet adviser, Penguin SSP vet & UWM Entomology professor
- Received 6 desert millipedes and 2 vingaroons for education use.

Staff/Miscellaneous:

- TCS researched permit requirements for future acquisitions of new Alligators & Invertebrates
- AK & TCS met with Ed department to discuss future program animal acquisitions
- Staff helped with newspaper media request
- Moved red roos to LOG
- Ak completed various wants and needs surveys
- Tested alarm buttons on cats/bears and primates
- Keeper Staff helped with Preschool classes
- Pest control- arctic fox exhibit & common areas of main building

Education

- **Educational Programs**

- Birthdays – 3
 - Reached 90 people
- Offsite Programs – 8
 - Reached 1,310 people
- Onsite Programs – 3
 - Reached 61 people
- Field Trips – 2
 - Reached 82 people
- Preschool – 6
 - Reached 78 people
- Behind the Scenes - 1
 - Reached 14 people
- Behind the Scenes Encounters – 3
 - Reached 9 People
- Wildlife Explorers - 10
 - Reached 252 people
- Conservation Nation – 2
 - Reached 8 people
- AmeriCorps – 57
 - Reached 1,140 people
- **Total: Reached 3,044 people**
 - Nov 2018: Reached 1,930 people
 - Nov 2017: Reached 1,928 people
- Nov 2016: Reached 475 people

- **Other Events**

- November 1 – Attended Red Apple Elementary School Options Program
- November 2- Official first day of 2019 IMLS High School Internship Program
- November 9 – Participated in Racine Holiday Parade
- November 11 – Led Fourth Annual Teacher Appreciation Night
- November 19 – Participated in RUSD's SEE Your Future Career Day Event

- **Grants and Proposals**

- Recent Updates:
 - Recipient of AZA's Party for the Planet grant
 - Currently writing reports for the 2019 season

Comparison to November 2018 - programs and participants

Participants	2018	2019	Variance
On Site	0	61	+100.0%
Off Site	1,400	1,310	-6.4%
BTS	18	23	+27.8%
Birthday Party	30	90	+300.0%
Preschool	80	78	-2.5%

Programs	2018	2019	Variance
On Site	0	3	+100.0%
Off Site	5	8	+60.0%
BTS	5	4	-20.0%
Birthday Party	1	3	+200.0%
Preschool	6	6	+0.0%

Facilities

- Had new hot water heater, and infrared heater installed in stork aviary green house building to replace munchkin boiler
- Daily janitorial duties
- Keep forgetting, daily lantern festival duties
- Finished winterizing zoo
- Moved snow, salted, and mowed and mulched
- Replaced recessed wall heaters in max and jenny jungle grill
- Replaced bollard light out front of gift shop at main entrance
- Replaced 3 breakers in electric panel in bushes across from zoo choo
- Had giraffe drain in keeper area middle barn snaked out
- Replaced garage door button for basement of main building
- Preventative maintenance
- Regular maintenance requests
- Fabricated new metal sleeve for den 2 door on lions



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | NOVEMBER 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
11/1	Racine Zoo E-News - November 1, 2019	11.6%	0.7%
11/3	Giving ZOOdat Intro	15.8%	0.2%
11/4	11/6 - 11/10 Lantern Festival Deals	16.5%	0.4%
11/5	Martini Madness Reminder	12.2%	0.7%
11/10	Veterans Day Zoo Admission Free	15.0%	0.1%
11/11	11/12 - 11/7 Lantern Festival Deals	16.4%	0.5%
11/13	Free Day in Honor of Charles Johnson	16.0%	0.2%
11/15	Racine Zoo E-News - November 15, 2019	17.0%	1.2%
11/18	11/19 - 11/24 Lantern Festival Deals	17.0%	1.2%
11/20	Wildlife Matters - November 2019	13.9%	1.9%
11/21	Brunch with Santa 2019	12.7%	0.9%
11/22	Animal Crackers Season Tickets 2020	13.2%	1.1%
11/23	Holiday Fair 2019	13.1%	0.3%
11/25	11/26 - 12/1 Lantern Festival Deals	15.3%	0.9%
11/27	Lantern Festival Deal - Black Friday	15.2%	0.6%
11/29	Racine Zoo E-New - November 29, 2019	9.1%	0.4%
11/30	Giving ZOOday - Animal Care	9.5%	0.4%

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
7,149	16.0%	1.1%

MEMBERS

Subscribers	Open Rate	Click Rate
4,228	23.3%	2.1%

WEBSITE

www.racinezoo.org

MONTHLY USERS: 20K

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

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Took/edited/posted photos from events
- Created Lantern Festival materials
- Managed sales of Lantern Festival season passes and online tickets

OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Racine County Eye
- Frankly Green Bay
- Racine Journal Times
- Fun in Wisconsin
- Shepherd Express
- Milwaukee Times
- Chicago Sun Times
- Lake Geneva Regional News - The Resorter
- Happenings Magazine
- Capitol Times

Featured:

- Chicago Sun Times
- Lake Geneva Regional News - The Resorter

Chicago police officer in 'serious-but-stable' condition after gun battle with bank robbery suspect

Chicago Sun-Times <reply@suntimesmail.com> Unsu... 7:30 AM (1 hour ago) ☆ ↶ ⋮ to me



Powered by  LiveIntent

CHICAGO SUN-TIMES
The Hardest-Working Paper in America

* THE MORNING EDITION

Wednesday, November 20, 2019



Lantern Festival
AT THE RACINE ZOO

OCTOBER 1 - DECEMBER 31
2019

RACINE ZOO | 2131 N. MAIN ST. | RACINE, WI 53402 | 262.636.9189

**PURCHASE TICKETS AT:
RACINEZOO.ORG**

 TRAVEL WISCONSIN  realracine 

FACEBOOK

TOTAL LIKES: 22,508 (+159 FROM OCTOBER)

- Promotional posts and animal posts. Set up event pages.

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares ?									
Published	Post	Type	Targeting	Reach ?	Engagement	Promote			
11/27/2019 9:37 AM	🐾 PRE-THANKSGIVING DAY SPECIAL TONIGHT!	📄	🌐	707	11 4	Boost Post			
11/27/2019 9:33 AM	🐾 SPECIAL \$10 WEEKEND! 🐾 Saturday,	📄	🌐	2.8K	117 74	Boost Post			
11/26/2019 1:20 PM	🐾 Planning out your holiday shopping yet?	🔗	🌐	1K	22 3	Boost Event			
11/26/2019 9:36 AM	🐾 PRE-THANKSGIVING DAY SPECIAL TONIGHT!	📄	🌐	1.7K	23 10	Boost Post			
11/25/2019 4:17 PM	Check out the next Conservation Nation	🔗	🌐	834	6 2	Boost Event			
11/25/2019 9:25 AM	🐾 PRE-THANKSGIVING DAY SPECIAL! 🐾	📄	🌐	16.4K	1.2K 248	Boost Post			
11/25/2019 8:55 AM	Did you know that when you shop for the holidays	📄	🌐	1.5K	17 5	Boost Post			
11/24/2019 11:00 AM	You have likely seen the puzzle feeders and novel	📄	🌐	3.5K	108 46	Boost Post			
11/24/2019 8:00 AM	🐾 SENIOR SUNDAY TONIGHT! 🐾 All senior	📄	🌐	1.6K	13 4	Boost Post			
11/23/2019 8:07 AM	🐾 SENIOR SATURDAY TONIGHT! 🐾 All senior	📄	🌐	1.9K	10 5	Boost Post			
11/22/2019 3:10 PM	🐾 SENIOR SUNDAY! 🐾 Sunday, November 24,	📄	🌐	1.8K	24 4	Boost Post			
11/22/2019 9:00 AM	🐾 FAMILY NIGHT TONIGHT! 🐾 Receive	📄	🌐	1.7K	22 5	Boost Post			
11/21/2019 3:00 PM	🐾 SENIOR SATURDAY! 🐾 Saturday, November	📄	🌐	2K	26 8	Boost Post			
11/21/2019 9:15 AM	🐾 THIRSTY THURSDAY TONIGHT PLUS \$10	📄	🌐	3.2K	77 35	Boost Post			
11/20/2019 2:56 PM	🐾 FAMILY NIGHT! 🐾 Friday, November 22,	📄	🌐	2.6K	59 22	Boost Post			

Staff Activity Report | Marketing | November 2019

11/20/2019 10:08 AM		Looking to do some local holiday shopping? 🛍️			1.7K 	47 20		Boost Event
11/20/2019 9:54 AM		🎵 ALL 4 ARTISTS ARE SET! 🎵 Grab your			2.2K 	22 18		Boost Post
11/20/2019 9:00 AM		🍷 TWO-FOR-ONE WEDNESDAY TONIGHT!			2.6K 	53 24		Boost Post
11/19/2019 2:16 PM		🎵 FINAL ARTIST ANNOUNCED: DARYL			1.7K 	32 19		Boost Event
11/19/2019 1:35 PM		🍷 THIRSTY THURSDAY! 🍷			1.7K 	13 6		Boost Post
11/19/2019 8:00 AM		🍷 \$10 TUESDAY TONIGHT! 🍷 \$10			3.6K 	78 44		Boost Post
11/18/2019 6:00 PM		🍷 TWO-FOR-ONE WEDNESDAY! 🍷			2.7K 	58 22		Boost Post
11/18/2019 9:32 AM		We recently shared that these Hol-ee roller balls			3.7K 	407 85		Boost Post Boost your post to read
11/18/2019 8:00 AM		🍷 \$10 Tuesday! 🍷 Tuesday, November 19,			10.3K 	391 128		Boost Post
11/17/2019 8:00 AM		🍷 MILITARY/FIRST RESPONDER NIGHT			3.1K 	47 15		Boost Post
11/16/2019 8:00 AM		🍷 RACINE COUNTY RESIDENT NIGHT			2.1K 	28 13		Boost Post
11/15/2019 8:00 AM		🍷 SHOPPER FRIDAY TONIGHT! 🍷 Be one of			1.8K 	20 7		Boost Post
11/14/2019 2:57 PM		Our Alabama boys Bammy and Bam Bam are			3.9K 	711 69		Boost Post
11/14/2019 12:00 PM		🍷 RACINE COUNTY RESIDENT NIGHT 🍷			2.6K 	98 23		Boost Post
11/14/2019 8:02 AM		🍷 WEEKDAY DEAL TONIGHT! 🍷 Be one of			1.8K 	13 6		Boost Post
11/13/2019 11:51 AM		🍷 MILITARY/FIRST RESPONDER NIGHT! 🍷			3.1K 	69 36		Boost Post
11/13/2019 11:00 AM		🍷 SHOPPER FRIDAY! 🍷 Friday, November 15,			2K 	41 6		Boost Post

Staff Activity Report | Marketing | November 2019

11/13/2019 8:00 AM	 🌟 25% OFF FOR EVERYONE TONIGHT!			1.6K 	9 7		Boost Post
11/12/2019 1:00 PM	 NEW SESSION ADDED for Brunch with Santa!			2.3K 	69 14		Boost Post
11/12/2019 12:00 PM	 🌟 WEEKDAY DEAL! 🌟 Thursday, November 14,			2.7K 	91 20		Boost Post
11/12/2019 11:00 AM	 Racine Zoo admission is FREE tomorrow,			11.3K 	706 463		Boost Post
11/12/2019 9:53 AM	 🌟 \$10 TUESDAY TONIGHT!! 🌟 \$10			2K 	46 16		Boost Post
11/11/2019 3:00 PM	 🌟 25% OFF FOR EVERYONE! 🌟			2.1K 	27 20		Boost Post
11/11/2019 1:25 PM	 Congrats to the Martini Madness winners with the			2.9K 	382 34		Boost Post
11/11/2019 9:34 AM	 🌟 \$10 TUESDAY TOMORROW!! 🌟			7.6K 	420 164		Boost Post
11/11/2019 9:14 AM	 🎉 Happy 35th Birthday Blue-yellow!! Blue-yellow			4.5K 	242 238		Boost Post
11/10/2019 1:00 PM	 🇺🇸 FREE ZOO DAY ADMISSION 🇺🇸 for active			2.6K 	29 36		Boost Post
11/10/2019 8:00 AM	 🌟 FREE ADULT WITH PAID CHILD TONIGHT!			5K 	221 55		Boost Post
11/09/2019 11:52 PM	 Thank you to everyone who came out to join us			3.4K 	139 115		Boost Post
11/09/2019 8:00 AM	 🌟 RACINE COUNTY RESIDENT NIGHT			3.5K 	94 29		Boost Post
11/08/2019 2:04 PM	 Attention K-12 Educators! You are cordially invited			8.4K 	420 112		Boost Post
11/08/2019 11:00 AM	 Our education animals are loving all their new			2.4K 	99 39		Boost Post
11/07/2019 12:46 PM	 ❄️ The snow is here and the holidays are right			1.8K 	60 13		Boost Event
11/07/2019 10:00 AM	 🌟 FREE ADULT WITH PAID CHILD! 🌟 Sunday,			6.8K 	395 145		Boost Post

Staff Activity Report | Marketing | November 2019

11/07/2019 8:00 AM	 🍷 THIRSTY THURSDAY TONIGHT! 🍷 The first			1.2K 	9 2		Boost Post
11/06/2019 12:00 PM	 🍷 RACINE COUNTY RESIDENT NIGHT! 🍷			2.6K 	60 22		Boost Post
11/06/2019 11:38 AM	 🎨 Vendors! Sell your art, craft, or specialty			6.5K 	277 120		Boost Post
11/06/2019 10:00 AM	 🍷 MEMBER NIGHT TONIGHT! 🍷 Show your			1.9K 	31 9		Boost Post
11/06/2019 9:29 AM	 Martini Madness will be taking place in the			1.1K 	16 5		
11/05/2019 10:00 AM	 🍷 20% OFF FOR EVERYONE TONIGHT!			1.8K 	17 7		Boost Post
11/05/2019 8:12 AM	 Are you ready for some Martini Madness?! 🍷			3.8K 	120 53		Boost Post
11/05/2019 8:00 AM	 🍷 THIRSTY THURSDAY! 🍷			2.6K 	43 15		Boost Post
11/04/2019 8:00 AM	 🍷 MEMBER NIGHT! 🍷 Wednesday, November 6,			2.4K 	39 9		Boost Post
11/03/2019 12:00 PM	 #GivingZOOday is ONE MONTH AWAY! Show			2K 	12 7		Boost Post
11/03/2019 10:00 AM	 🍷 20% OFF FOR EVERYONE TONIGHT!			2.5K 	41 9		Boost Post
11/02/2019 12:00 PM	 Come see our incredible display of over 300			6.7K 	241 100		View Promotion
11/02/2019 10:00 AM	 A HUGE thank you to our friends Bridget and Mark			4.3K 	511 121		Boost Post
11/01/2019 11:00 AM	 🍷 LAST EPISODE! Hope you enjoyed the season!			2.2K 	43 22		Boost Post
11/01/2019 10:03 AM	 Racine Zoo updated their business hours.			1.7K 	40 3		Boost Post
11/01/2019 9:22 AM	 SNOW?! This little panda is just as surprised as the			4.3K 	251 67		Boost Post

Post Details
✕

Racine Zoo

Published by Kristen Humphrey [?] · November 25 at 9:25 AM · 🌐

🌟 **PRE-THANKSGIVING DAY SPECIAL!** 🌟

Tuesday, November 26, 2019
Wednesday, November 27, 2019

Everyone receives 50% off their admission! Discount only available at the gate. Cash or check preferred. If using credit card, a \$2.50 fee per transaction will be applied.... [See More](#)




✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 5,100 people.

16,366

People Reached

1,401

Engagements

Boost Post

Daisy Barron, April Wiggins and 42 others

29 Comments 74 Shares

👍 Like

💬 Comment

➦ Share

👤

Performance for Your Post

16,366 People Reached

248 Reactions, Comments & Shares 📊

83 👍 Like	38 On Post	45 On Shares
10 ❤️ Love	6 On Post	4 On Shares
2 😲 Wow	0 On Post	2 On Shares
79 Comments	40 On Post	39 On Shares
74 Shares	74 On Post	0 On Shares

1,153 Post Clicks

126 Photo Views	135 Link Clicks 📊	892 Other Clicks 📊
---------------------------	-----------------------------	------------------------------

NEGATIVE FEEDBACK

7 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,688

- 57 tweets
- 32.4k tweet impressions
- 138 profile visits
- 8 mentions

INSTAGRAM

TOTAL FOLLOWERS: 1,809

- 9 posts
- Reach: 5.6k

Special Events

November Events:

- November: **Lantern Festival**
 - **Location: Campus**
 - **Event Overview: Lantern Festival**
 - **Attendance: October through November – 27,504**

- Friday November 8: **Martini Madness**
 - **Location: Vanishing Kingdom**
 - **Time: 6-9pm**
 - **Event Overview: Martini Competition**
 - **Attendance: 92**



- Saturday November 9: **Racine Holiday Parade**
 - **Location: Downtown Racine**
 - **Time: 5-8**
 - **Event Overview: Parade**



Coming up at the Zoo at a Glance:

- Sunday, December 8: **Brunch with Santa** 11-12:30 and 1:30-3
- October 1 – December 31: **Chinese Lantern Festival**
- Saturday February 8: **Animal Amore** 6-9pm
- Saturday March 7: **Winos for Rhinos** 6-9pm
- Saturday April 11: **Eggstravaganza** 9-4:30
- Sunday May 10: **Mother's Day Brunch** 11-12:30
- Saturday May 16: **Bloody Mary Fest** 11-2
- Thursday May 21: **Member Appreciation Night** 6-9pm
- Wednesday June 3: **World Wine Wednesday** 6-8pm
- Saturday June 6: **Great Northern Picnic**
- Saturday June 13: **Zoo Brew**
- Wednesday June 17: **Roar & Pour** 6-8pm
- Saturday June 20: **Garcia Wedding**
- Saturday June 27: **Hotel California** Concert 6-10pm
- Wednesday July 8: **Animal Crackers Daryl Stuermer** 5:30-9pm
- Wednesday July 15: **World Wine Wednesday** 6-8pm
- Thursday July 16: **25th Annual Cigar Dinner** 5-10pm
- Wednesday July 8: **Animal Crackers Cindy Bradley** 5:30-9pm
- Sunday July 19: **Case Picnic**
- Saturday July 25: **Twin Disc Picnic** 11-3
- Wednesday July 29: **Roar & Pour** 6-8pm
- Saturday August 1: **Brett & Emily Wedding**
- Saturday August 1: **Somerset Dinner**
- Wednesday August 5: **Animal Crackers Chicago Tribute Anthology** 5:30-9pm
- Wednesday August 12: **World Wine Wednesday** 6-8pm
- Sunday August 16: **25th Annual Car, Truck, & Bike Show** 9-4pm
- Wednesday August 19: **Animal Crackers Walter Beasley** 5:30-9pm
- Wednesday August 26: **Roar & Pour** 6-8pm
- Saturday August 29: **Whiskers & Whiskey** 6-9pm
- Saturday September 12: **Zoo Debut** 5-11pm
- Wednesday September 16: **World Roar Wine Pour Wednesday** 6-8pm
- Saturday September 19: **Zoo Brew**
- Saturday October 3: **Old Fashioned Night**
- Saturday October 24: **Boo at the Zoo** 9-4:30
- Friday October 30: **Hallowine** 6-9pm
- Friday November 13: **Martini Madness** 6-9pm
- Sunday December 6: **Brunch with Santa** 11-12:30