

**Racine Zoological Society Report
Park and Recreation Board Meeting
October 2016**

Executive Director

- We were voted “best place to take kids” again! We are very proud of that!
- Working on 2017 budget and programs
- Hired new Marketing/PR Manager
- Creating the 2017 special event calendar

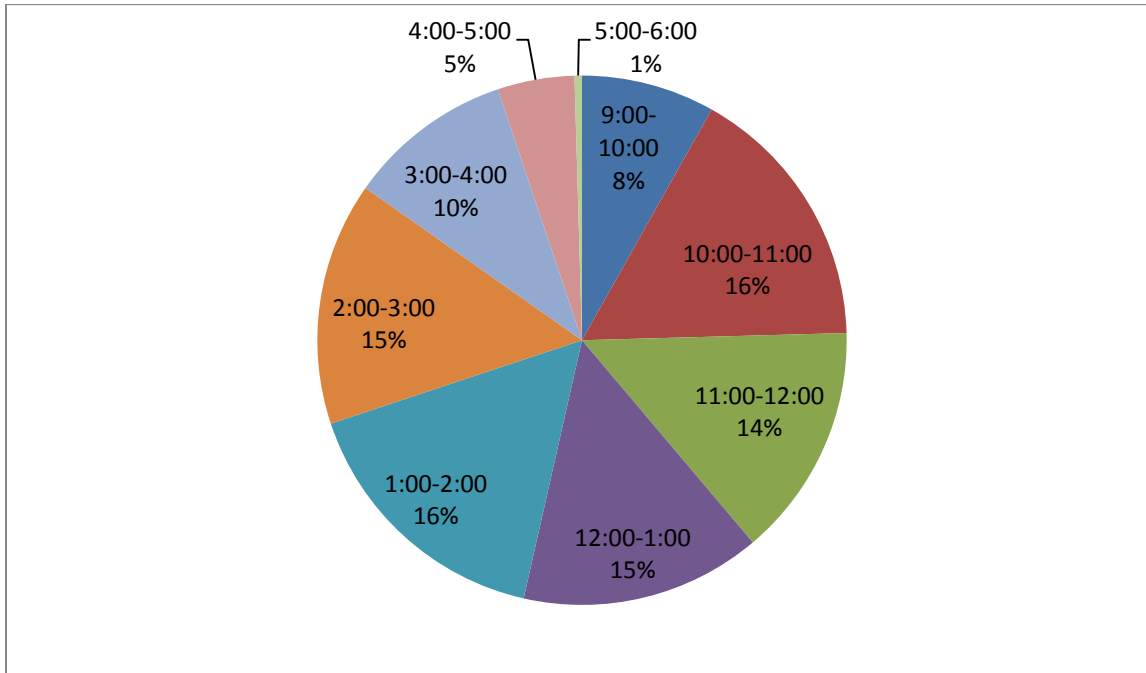
Membership

- Total memberships households = 2,006

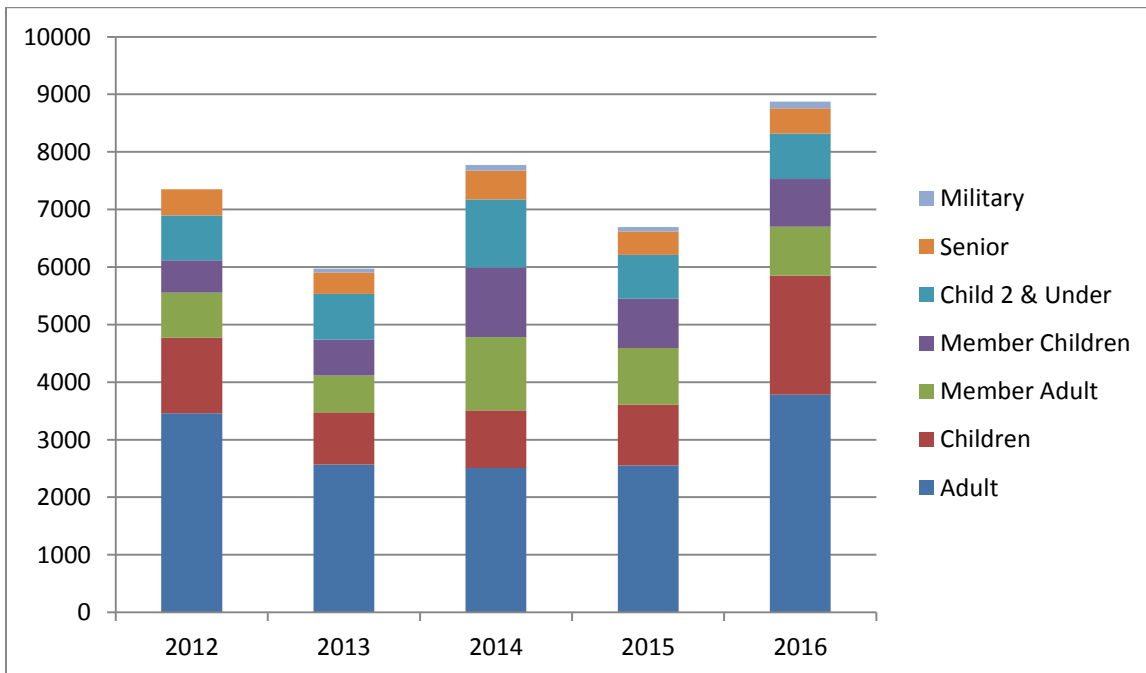
Attendance for September 2016

	September 2015	September 2016	Variance	Percent change
Adults	2553	3784	1181	68%
Children	1054	2065	1011	96%
Member Adults	985	851	-134	-14%
Member Children	855	829	-26	-3%
Child 2 and under	764	788	24	3%
Seniors	406	440	34	8%
Military	79	118	39	49%
Education	335	308	-27	-8%
Events	5426	5354	-72	-1%

September 2016 Attendance By Hour



September Monthly Attendance 2012-2016



Resource Development

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

Public Relations/Social Media

- **Press release:** World Rhino Day (9/21)
- **Press release:** lemur and Tamarin (9/26)
- **E-blast:** Upcoming Events (9/20)
- Active Facebook postings
- **Media Relations:** Fox 6 Wake Up for World Rhino Day
- **Media Relations:** Bell City Ad/ Boo at the Zoo (9/23)
- **Media Relations:** Real Racine Ad
- Updated website homepage articles, sliders, and created several event pages

Miscellaneous Marketing/PR activities

- Created signs for food areas (hours of operation)
- Flyer for world rhino day
- Tri fold- world rhino day
- Posted flyers for adopt a beach
- Pokémon flyer
- Zoo logo- white
- Created high school internship banner
- Created Roaring night logo
- Updated media List
- Created teacher appreciation flyer

Racine Zoo-Digital Metrics

- Reports will be back on track next month.

Animal Care

- Animal Updates:
 - Norco Aviary birds brought in for the season.
 - Phoebe, domestic dog, has been treated with heartworm and everything is good.
 - Cadeau, female emperor tamarin, moved to Staten Island Zoo to start a new breeding pair.
 - Pfeiffer, BEB lemur, passed away at 23 years old of kidney failure, still waiting on final determination of death.
- Exhibits:
 - Work on primate outdoor exhibits for keeper safety.
 - Work on outdoor carnivore exhibit for keeper safety.
- Events:
 - World Rhino Day on September 24th.
 - Promotional events on Channel 12, taking our education animals to the news on September 17th.

- Conferences:
 - Amy Petersen, attended AAZK conference and received a certificate in Carnivore Caretaking at the Memphis Zoo.

Education

- **Educational Programs**
 - Free on-site programming
 - 11 Creature Features
 - Reaching 175 people
 - 20 Wildlife Theatres
 - Reaching 339 People
 - Onsite Programs – 2
 - Reached 33 People
 - Offsite Programs - 4
 - Reached 650 people
 - Three were free community engagement opportunities:
 - Animal Booth and Programs at Union Grove’s Super Saturday
 - Mascot at the Racine Race Against Substance Abuse
 - Armadillo Outreach and Education at Texas Roadhouse
 - Birthday Parties – 8
 - Reached 235 people
 - Slumber Safari – 1
 - Reached 20 people
 - Won in 2015 Zoo Debut auction
 - Field Trips – 2
 - Reached an additional 50 people
- **Wildlife Explorers**
 - Wildlife Explorers launched this month, first evaluations already coming in incredibly positive!
 - Conducted nine classes
 - Reached 196 students
 - Made some small changes to program’s written materials to better suit average reading level of students
- **9/3 Zoorific Saturday – Healthy People, Healthy Animals, Healthy Planet**
 - Supplies for activities were funded by Junior League of Racine Grant
 - Reached 1154 participants
 - Activities included mini trash pickup, trail mix snacktivity, clean water demonstrations, flower planting
- **9/24 World Rhino Day**
 - Worked with Animal Care and PR/Marketing to revamp brochures
 - Reached 400 participants
 - Activities included rhino horn and skull biofacts, mini marshmallow rhino snacktivity, Ring around the Rhino ring toss, bracelet making, face painting and prehensile lip simulation game

- **Other Events**
 - Animal Ambassadors brought to:
 - 9/24 Party on the Pavement
 - Assisted in 9/10 Zoo Debut
 - Assisted in 9/17 Brew Fest
 - Adopt-A-Beach clean-up on 9/24
- **Vounteens**
 - Sent out email to introduced Volunteens and parents to new staff, schedule for September shifts
 - Reorganized Volunteer Sign In/Out sheets so that each individual Volunteer had own sheet to write down hours in binder housed in gift shop
 - Planning on having proper Volunteer orientation and get together after Zoo Debut
- **ANDIS High School Internship Program**
 - Accepting applications – emailed all area high school science teachers
- **Other News**
 - 9/8 Julia attended Green & Healthy Schools Provider Network Meeting on 9/8
 - 9/14 Aszya attended RUSD career day “SEE Your Future Expo” Orientation
 - Partnering with UW-Parkside on an animal use database project

Upcoming Education Activities

- Participating in Rotary Career Discovery Solutions program with McKinley Middle School late October/early November
- Participating in the National Association for Interpretation Zoo and Wildlife Parks Association InterpNET conference on 10/12
- Teacher Appreciation Night 10/13
- Participating in the RUSD SEE Your Future Expo on 10/4
- Launching adult volunteer program in January

Facilities

- Continued fixing ropes in walkabout creek
- Mawi started boiler and heater work in LOG
- Had stairs installed in lion yard
- Cost of Wisconsin started shotcrete work in lions and primate yards
- Started work on new fennec fox exhibit, which includes green glass install of 7 glass panels, and us installing posts and stockade fence
- Set up and tear down for specifically zoo debut, brewfest and 3 weddings, and numerous other special events , picnics and birthday parties
- Had light installed in zoo choo
- Had 4 outlets installed in rotary west pavilion
- Had power pedestal installed at Augusta gate for summer camp
- Preventative maintenance
- Whatever maintenance requests we received
- Took out sand filter in penguin building ,replaced with recirculating pump
- Grass cutting and weed whipping zoo ground and general maintenance of zoo grounds
- Had outlets installed in necropsy room ,mouse room, and new cricket breeding room

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

- Train is out of service for the season due to mechanical failure
- More product in store to sell for the rest of the season
- Updated the Special Events boards and Frames in the Zoo

September Events:

- Friday, September 2 – **Callaby/Gaylord Wedding Reception**
 - **Attendance:** 80 guests
 - **Location:** Pavilion
 - **Time:** 5-11pm
 - **Event Overview:** Wedding Reception
- Saturday, September 3 – **Zoorific Saturday: Healthy People, Healthy Animals, Healthy Planet**
 - **Attendance:** 906
 - **Location:** Entire zoo
 - **Time:** 9am-6pm
 - **Event Overview:** Value added day
- Saturday, September 3 – **Jakulske/Mendez Wedding and Reception**
 - **Attendance:** 222
 - **Location:** Pavilion
 - **Time:** 4pm-1am
 - **Event Overview:** Wedding & Reception
- Sunday, September 4 – **Jacoby/McGaughey Wedding**
 - **Attendance:** 300
 - **Location:** Pavilion
 - **Time:** 2pm-12am
 - **Event Overview:** Wedding Reception
- Saturday, September 10 – **Union Grove Super Saturday**
 - **Attendance:** Unknown
 - **Location:** Union Grove
 - **Time:** 8:30am-3pm
 - **Event Overview:** Community event
- Saturday, September 10 – **Mascot Race**
 - **Attendance:** Unknown
 - **Location:** Pershing Park, Focus on Community event
 - **Time:** 5:30pm-7pm
 - **Event Overview:** Community event
- Saturday, September 10 – **Zoo Debut**
 - **Attendance:** 313
 - **Location:** Pavilion
 - **Time:** 5:30pm-12am
 - **Event Overview:** Zoo Fundraiser

- Saturday, September 17 – **Great Lakes Brew Fest**
 - **Attendance:** 4500
 - **Location:** Entire Zoo
 - **Time:** 2-6:30pm
 - **Event Overview:** Beer tasting event

- Saturday, September 24 – **Party on the Pavement**
 - **Attendance:** Unknown
 - **Location:** Downtown Racine
 - **Time:** 12-7pm
 - **Event Overview:** Partnered with Uncorkt and had an info table set up. We had zoo pillowcases for the kids to color and other crafts.

Networking/Professional Development Events:

- Monday, September 12
 - Northside Business Association
- Tuesday, September 20
 - Downtown Racine Corp

Coming up at the Zoo:

- **World Wine Wednesday—October 19, 6-8 pm**
- **Boo at the Zoo—October 29, 9am-4:30pm**
- **Roaring Nights—October 29, 7-10 pm**
- **Roar and Pour—November 2, 6-8 pm**
- **Zoovie, Ice Age Collision Course—November 4, 7-9pm**
- **World Wine Wednesday—November 16, 6-8 pm**
- **Merry Zoo-mas—December 3, 10-11:30 am**
- **Roar and Pour—December 7, 6-8 pm**
- **World Wine Wednesday—December 21, 6-8 pm**
- **Roaring Nights—January 14, 7-10 pm**