

**Racine Zoological Society  
Park and Recreation Board Meeting  
May 2018 (reporting on April 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages for Animal Crackers and education programming
- Evaluating all current vendors
- Meetings started on strategic planning
- Updating Corporate Membership Program
- TV appearances
- PR/Marketing Manager left the zoo for another opportunity so currently, the Executive Director is coordinating these efforts

**Membership**

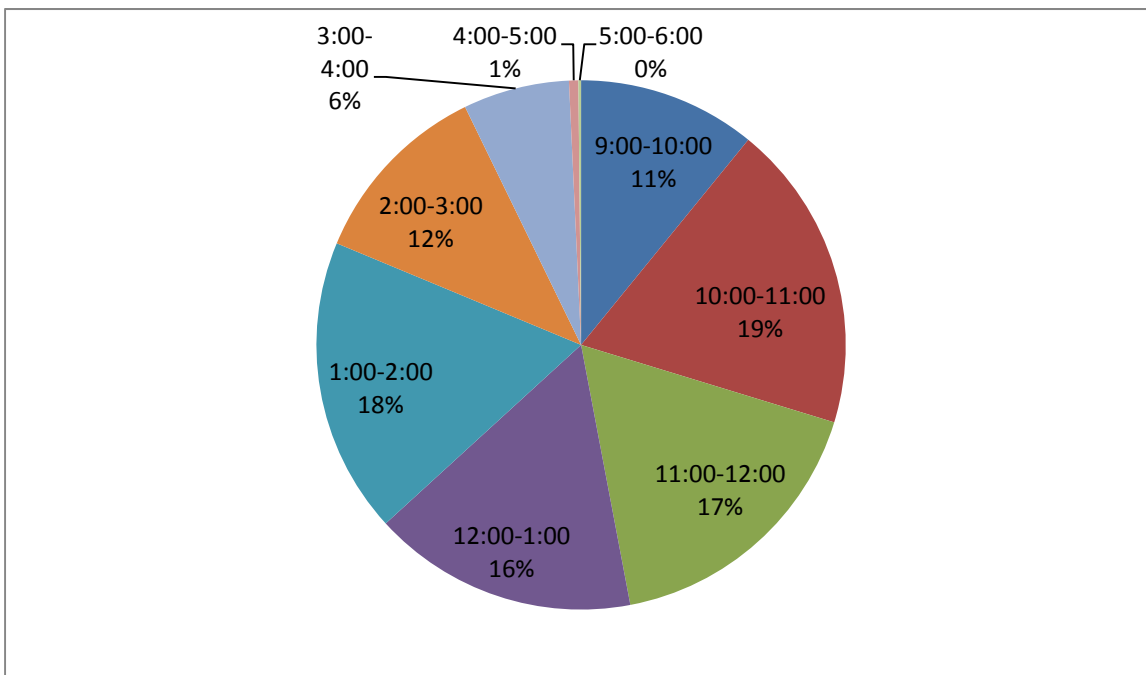
- Total memberships households = 2,055

**Attendance for April 2018**

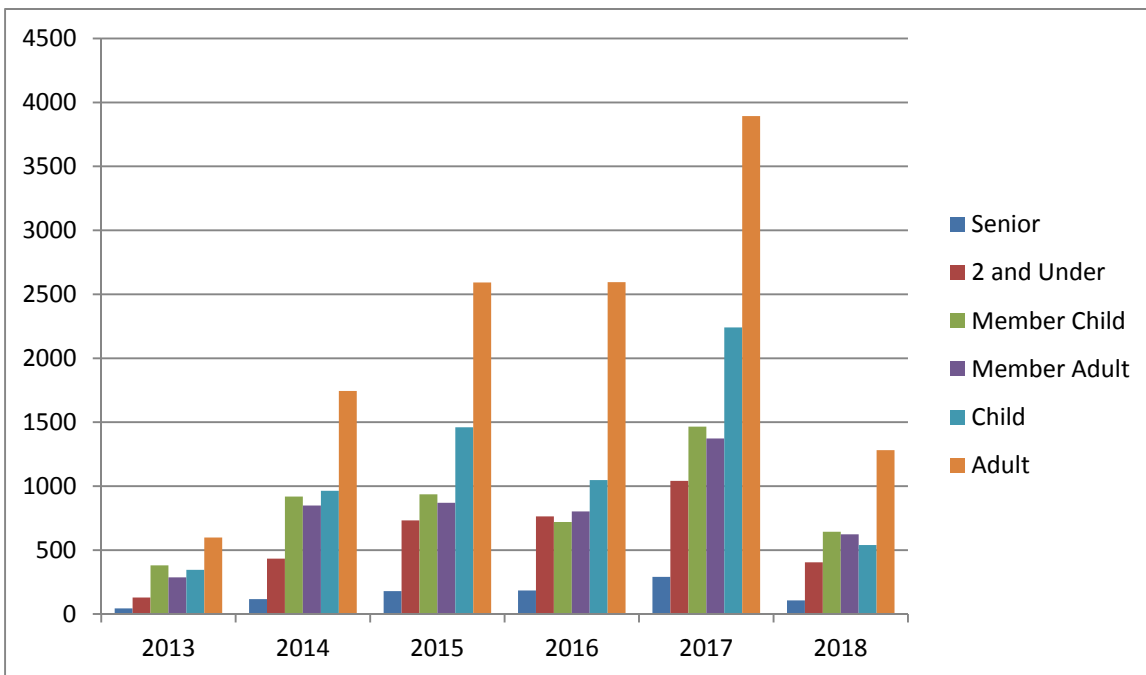
	<b>April 2017</b>	<b>April 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	3749	1221	<b>-2528</b>	<b>-207%</b>
<b>Children</b>	2241	540	<b>-1701</b>	<b>-315%</b>
<b>Member Adults</b>	1373	623	<b>-750</b>	<b>-120%</b>
<b>Member Children</b>	1465	644	<b>-821</b>	<b>-127%</b>
<b>Child 2 and under</b>	1041	405	<b>-636</b>	<b>-157%</b>
<b>Seniors</b>	291	107	<b>-184</b>	<b>-172%</b>
<b>Military</b>	144	60	<b>-84</b>	<b>-140%</b>
<b>Education</b>	318	111	<b>-207</b>	<b>-186%</b>
<b>Events</b>	647	0	<b>-</b>	<b>-</b>
<b>Total</b>	11269	3711	<b>7558</b>	<b>-204%</b>

\*\*the weather was horrible in April and it clearly hurt our attendance.

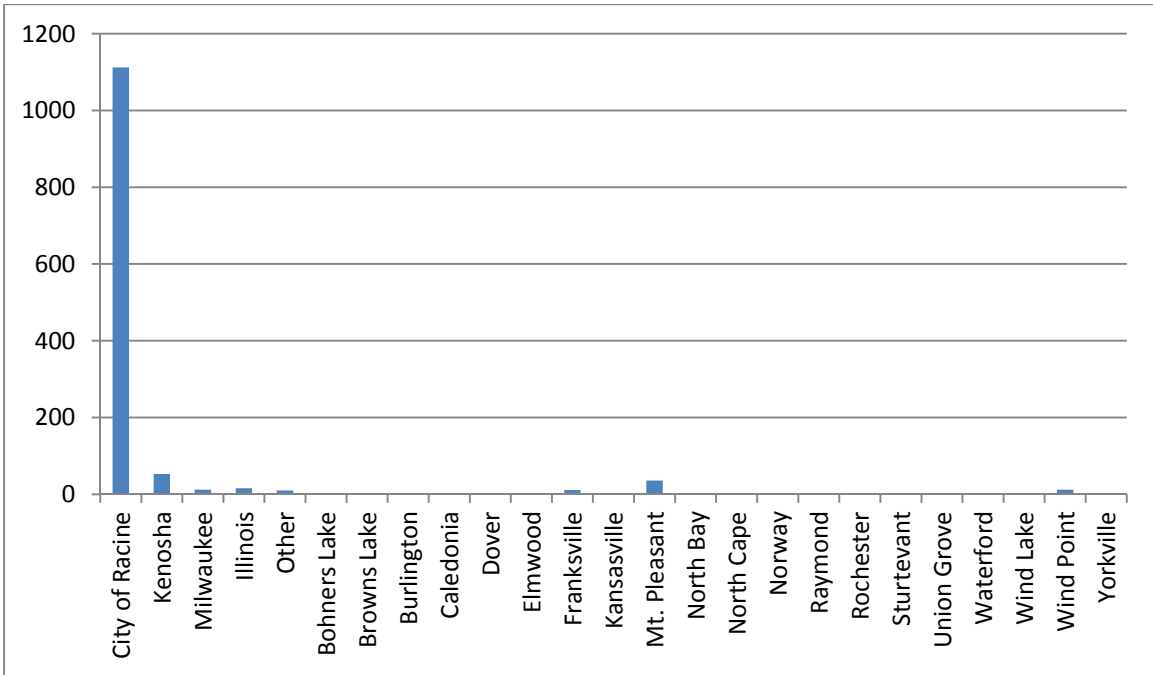
## April Attendance By Hour



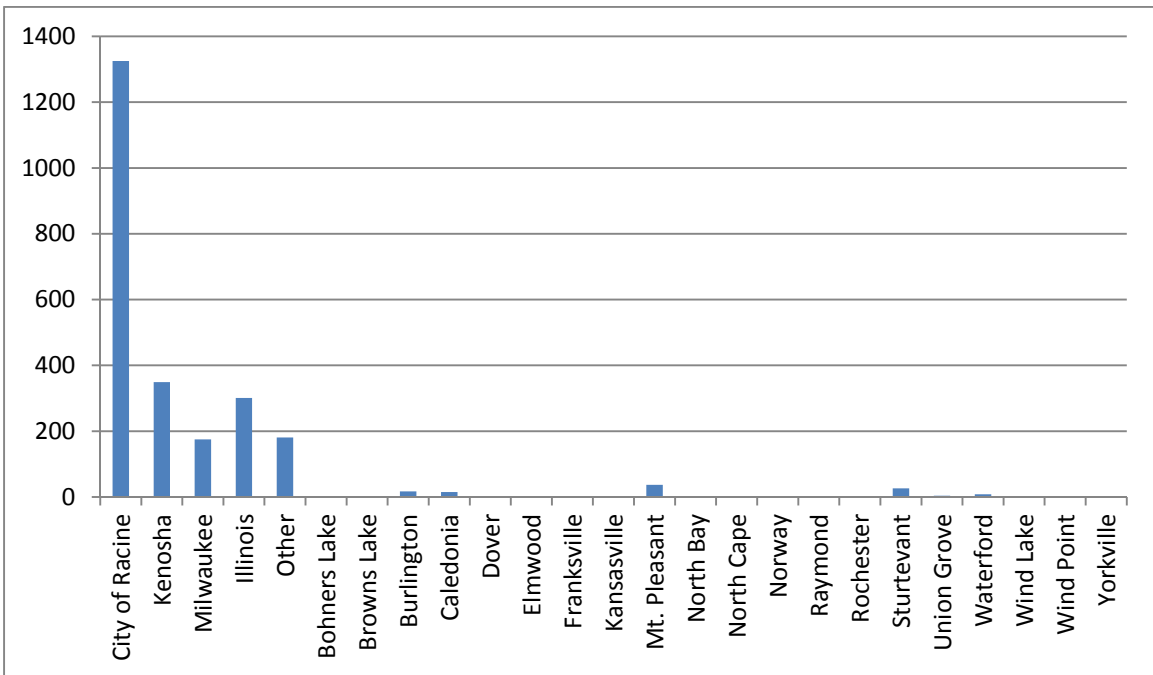
## April Monthly Attendance 2013-2018



## April Member Municipality



## April Non-Member Municipality



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

- Ordered and received new product
- Contacted Vendors for New items
- Opened Grill for the Season (Weekends)
- Started Running Train (Weekends)
- Arranged and Executed TB testing for employees
- Operations completed Sensory Training

## **Animal Care**

- Animals:
  - Started introductions with Fennec foxes at Land of the Giants
- Vet exams:
  - Western Tufted deer
  - Tiger
  - Cockatoo
  - Bats
  - Red-tailed Hawk
  - Owl
  - Red kangaroo
  - Zebra exam & hoof trim
- Deaths:
  - 1 Red Eyed Tree Frog
  - 1 Tokay Gecko
- Animal moves:
  - N/A
- Staff
  - Seasonal staff orientation
  - 4 seasonal staff started working on farm
  - Late/split shifts began with animal care staff
  - Animal Care Supervisor left on Maternity leave (3 weeks early!)
- Miscellaneous
  - Tornado drill
  - CAC meeting
  - Multiple behind the scenes tours
  - Intern orientation
  - Intern reviews
  - Giraffe encounters, zookeeper chats started on weekends
  - Farm opened daily
  - Fox 6, channel 12 news onsite, Racine & Me

## **Education**

- **Educational Programs**
  - Onsite Programs – 6
    - Reached 184 people
  - Offsite Programs - 3
    - Reached 220 people
  - Creature Features - 2
    - Reached 62 people
  - Wildlife Theaters-4
    - Reached 54 people
  - Preschool Classes – 4
    - Reached 65 people
  - Totals: Reached 675 people
  
- **Upcoming Educational Programs**
  - Summer Camp Current Fill Rates:
    - 3/4 - 24/120 spots – 20%
    - K/1 - 36/180 spots – 20 %
    - 2/3 - 35/180 spots – 19.4%
    - 4/5 - 24/180 spots – 13.3%
    - 6/7 - 11/120 spots – 9.2%
      - Overall – 130/780 – 17%
      - (End of April 2017 – 7.9%)
  
- **Events**
  - April 3 – Guest speaker at UW-Madison’s Undergraduate Zoological Society
  - April 18 – Presented at Kenosha Museum
  - April 19 – Attended GREEN Steering Committee Meeting
  - April 21 – Party for the Planet
  - April 21 – Alliance for the Great Lakes Beach Clean Up
  - April 21 – Attended Week of the Young Child event
  - April 24 – Participated in Goodland Elementary Career Day
  - April 24 – Presented at Racine Young Professional’s Support of Urban Projects event
  - April 26 – Presented at Robinwood High Interest Day
  - April 28 – Brought a Vietnamese Walkingstick and American Alligator on Fox 6 News
  - April 28 – Attended Wisconsin Association for Environmental Education’s Award Dinner
  
- **Grants**
  - Submitted proposal to present at annual AZA Conference in Seattle
  - Submitted proposal to present at WAEE Conference in the Wisconsin Dells
  - Submitted grant to Rotary Club with Executive Director
  - Submitted full proposal to ANDIS Foundation
  - Submitted proposal and presented to SOUP (Support of Urban Projects)
  - Submitted grant to Zoo and Aquarium Hazard Preparedness Fund
  - Submitted letter of intent to Racine Community Foundation
  - Submitted grant to Kenosha Community Foundation

### Upcoming

- Creature Features/Wildlife Theaters have begun
- Currently hiring and onboarding part time staff, camp counselors, and summer interns
- Summer camp beginning in June
- 

### **Comparison to April 2017- programs and participants**

<b>Participants</b>	2017	2018	Variance
On Site	86	184	+117.4%
Off Site	440	220	-100.0%
BTS	3	0	-100.0%
Birthday Party	177	60	+100.0%
Preschool	-	65	-

<b>Programs</b>	2017	2018	Variance
On Site	7	6	-14.2%
Off Site	6	3	-50.0%
BTS	1	0	-100.0%
Birthday Party	9	2	-78.8%
Preschool	-	4	-

### Facilities

- Salted and plowed and shoveled snow as needed, yes in the middle of April
- Daily janitorial duties
- Preventative maintenance
- Job orders e.g. fix limits on zebra door
- Started turning on water for the season
- Had new concrete path poured around cat canyon
- Had rollup door installed in front of old member window for new exhibit space
- Had steel panels installed in new exhibit space
- Had floor epoxied in new exhibit space
- Painted ceiling and installed new mesh ceiling in new exhibit space
- Regular grounds upkeep, e.g. trash pickup , tree detritus
- Put shade cloths back up on Felle pavilion
- Put up new 18 by 24 inch sign holders 6 total
- Education stairs were repaired
- Boiler rounds check operations

## **Resource Development**

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

## **Public Relations/Social Media**

- E-blast: April 27th: Finally Spring; Wildlife Mag – 9th
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Press Release: N/A
- Media Relations: Racine & Me, CH 12, Fox 6, Journal Times, TMJ 4
- 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, DRC, Union Grove
- Social Media Posts: Facebook, Twitter, Instagram, youtube

## **Miscellaneous Marketing/PR activities**

- Created and update all posters/fliers for 2018
- Update/Created: Animal Crackers Artist, Cigar dinner, Mother's Day, Wild 5k, Father's Day, Wine Stein & Dine, Roar and Pour, World Wine Wednesday, Animals & Artisans, Member night, Member Mondays, Tea with Turs, Car show, Whiskers & Whiskey web pages.
- Attended Operations/Leadership Meetings
- Racine County Eye - May Ad wild5k
- Bargain Hunter: Wild 5k & Mother's Day Ad for May
- Shepherd Express: City Guide ad for Wine Stein and Dine - Animals Crackers in progress
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, Travel Wisconsin, WhoFish, Carpe Diem - Milwaukee, Racine County Eye

# Racine Zoo-Digital Metrics

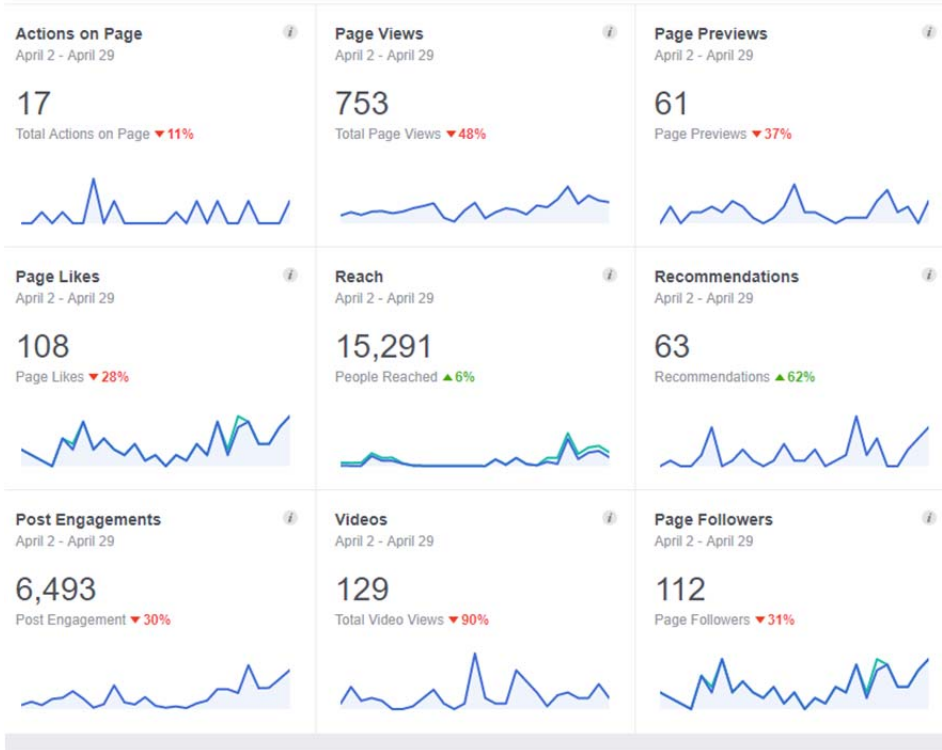
## March 2018

### Facebook Data:

Results from Apr 03, 2018 - Apr 30, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



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

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/28/2018 9:29 pm	Racine Zoo shared a post.	Public	Global	2.5K	246 80	Boost Post
04/27/2018 3:28 pm	The Racine Zoo and our Masai Giraffes - Jabari and Mac wish J	Public	Global	4.1K	214 131	Boost Post
04/25/2018 2:37 pm	Happy World Penguin Day!!!	Public	Global	6.1K	272 437	Boost Post
04/23/2018 4:08 pm	Join us Tuesday, May 24th for thi s great event!	Private	Global	798	13 10	
04/20/2018 9:36 am	Join us for some SOUP (Support of Urban Projects)! The Racine Z	Public	Global	1.9K	49 22	Boost Post
04/18/2018 11:47 am	Party for the Planet with us at th e Racine Zoo for our Earth Day c	Public	Global	1.6K	23 17	Boost Post
04/06/2018 1:36 pm	Volunteer at the Zoo this Spring! Talk to visitors about the animal	Public	Global	3.1K	181 63	Boost Post

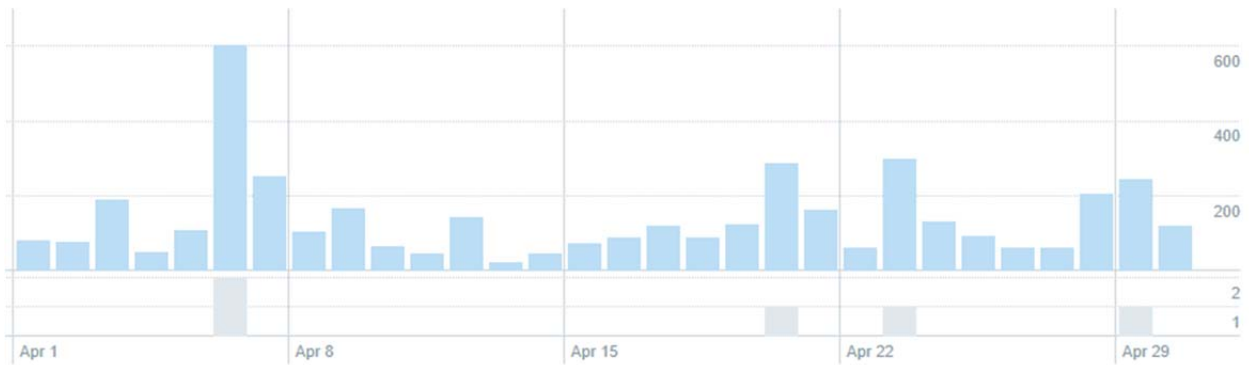






**Twitter:**

**28 day summary** with change over previous period

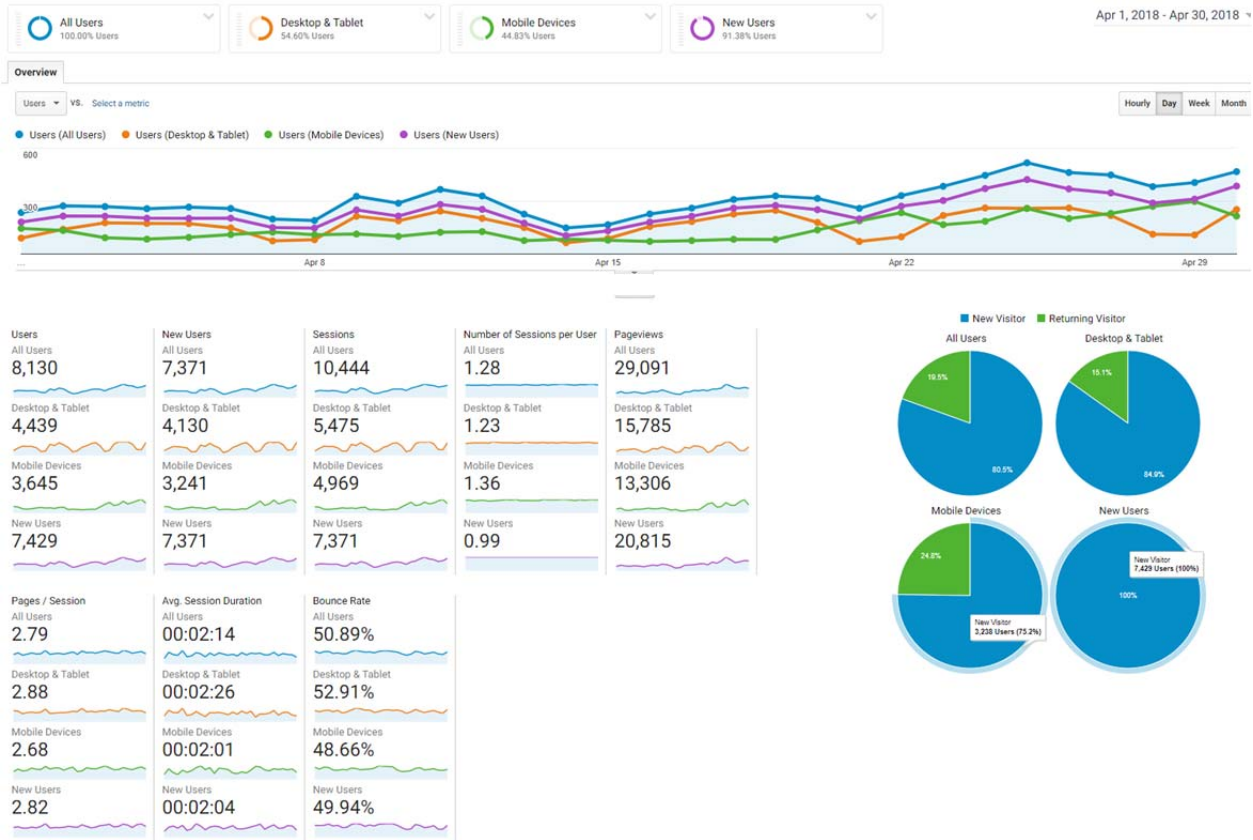


Your Tweets earned **4.2K impressions** over this 30 day period



	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 <b>Racine Zoo</b> @RacineZoo · Apr 28 facebook.com/racinezoo/post...					140	7	5.0%
<a href="#">View Tweet activity</a>							
 <b>Racine Zoo</b> @RacineZoo · Apr 23 Join us Tuesday, May 24th for this great event! facebook.com/racinezoo/post...					205	3	1.5%
<a href="#">View Tweet activity</a>							
 <b>Racine Zoo</b> @RacineZoo · Apr 20 Join us for some SOUP (Support of Urban Projects)! The Racine Zoo has been selected to present additions to its volunteer program at the first ever SOUP program. Young Professionals of Racine (YPR), a program of Racine... facebook.com/racinezoo/post...					275	15	5.5%
<a href="#">View Tweet activity</a>							
 <b>Racine Zoo</b> @RacineZoo · Apr 6 Volunteer at the Zoo this Spring! Talk to visitors about the animals, maintain a garden bed, drive the Zoo Choo train, prepare animal diets and much more! Find your zoo fit! Join our Volunteer program for teenagers and... facebook.com/racinezoo/post...					730	16	2.2%

## Google Analytics:



## Meltwater mentions: 16

Date	Headline	URL	Publication	Country	Reach	Sentiment	Key Phrases	Search Name
28-Apr-2018	Racine Zoo celebrates Mother's Day and i	<a href="http://fox6now.com/2018/04/28/racine-zo">http://fox6now.com/2018/04/28/racine-zo</a>	Fox6now.com	United States	581,374	Positive	fun things,Zoo Me Racine Zoo	
27-Apr-2018	WisBusiness.com: Foxconn: Less than on	<a href="http://www.wisbusiness.com/index.html?A">http://www.wisbusiness.com/index.html?A</a>	WisBusiness.com	United States	1,316	Neutral	Mount Pleasant,F Racine Zoo	
27-Apr-2018	WisBusiness.com: FoxConn: Less than or	<a href="http://www.wisbusiness.com/index.html?A">http://www.wisbusiness.com/index.html?A</a>	WisBusiness.com	United States	1,316	Neutral	Mount Pleasant,F Racine Zoo	
23-Apr-2018	Five-Time Grammy Nominee Karrin Allyso	<a href="https://www.broadwayworld.com/bww/m">https://www.broadwayworld.com/bww/m</a>	BroadwayWorld.com	United States	791,638	Neutral	Allyson,tour dates Racine Zoo	
23-Apr-2018	Five-Time Grammy Nominee Karrin Allyso	<a href="http://www.ml2n.com/press.php3?press">http://www.ml2n.com/press.php3?press</a>	Music Industry News Network	United States	1,542	Positive	Karrin Allyson,sor Racine Zoo	
23-Apr-2018	Five-Time Grammy Nominee Karrin Allyso	<a href="http://www.jazzcorner.com/news/display">http://www.jazzcorner.com/news/display</a>	JazzCorner.com	United States	1,916	Positive	Karrin Allyson,sor Racine Zoo	
23-Apr-2018	Five-Time Grammy Nominee Karrin Allyso	<a href="http://top40-charts.com/news.php?nid=1">http://top40-charts.com/news.php?nid=1</a>	Top40-Charts.com	United States	49,688	Positive	Karrin Allyson,sor Racine Zoo	
22-Apr-2018	Racine & Me April 22, 2018: Keshawn Bro	<a href="http://www.cbs58.com/news/racine-me-a">http://www.cbs58.com/news/racine-me-a</a>	CBS 58 News	United States	40,942	Neutral	web browser,vide Racine Zoo	
22-Apr-2018	How can you help? Wish list from local nor	<a href="http://journaltimes.com/lifestyles/faith-and">http://journaltimes.com/lifestyles/faith-and</a>	The Journal Times Online	United States	63,794	Neutral	nonprofit organiz Racine Zoo	
19-Apr-2018	101 Things to Do in Lake County - Little Lz	<a href="http://www.littlelakecounty.com/101-thing">http://www.littlelakecounty.com/101-thing</a>	Little Lake County	United States	4,196	Positive	Lake County,Laki Racine Zoo	
19-Apr-2018	Week of The Young Child: The wonderme	<a href="http://journaltimes.com/news/local/week-4">http://journaltimes.com/news/local/week-4</a>	The Journal Times Online	United States	63,794	Positive	flow,Christopher f Racine Zoo	
17-Apr-2018	Midwest Travel Destinations for Families	<a href="https://www.thespruce.com/midwest-trav">https://www.thespruce.com/midwest-trav</a>	The Spruce	United States	12,957,200	Positive	weekend trip,am, Racine Zoo	
11-Apr-2018	Journal Times editorial: Owners of Wild Ro	<a href="http://journaltimes.com/opinion/editorial/jo">http://journaltimes.com/opinion/editorial/jo</a>	The Journal Times Online	United States	63,794	Neutral	Wild Root,state gi Racine Zoo	
8-Apr-2018	LakeView Today's Teen Tyler Christenser	<a href="http://www.kenoshanews.com/communit">http://www.kenoshanews.com/communit</a>	Kenosha News	United States	22,757	Positive	School activities,t Racine Zoo	
3-Apr-2018	The Fairy Gardener	<a href="http://www.windycitymediagroup.com/lgb">http://www.windycitymediagroup.com/lgb</a>	Windy City Times	United States	21,461	Positive	Flower Show,Ste Racine Zoo	
1-Apr-2018	How can you help? Wish list from local nor	<a href="http://journaltimes.com/lifestyles/faith-and">http://journaltimes.com/lifestyles/faith-and</a>	The Journal Times Online	United States	77,189	Neutral	nonprofit organiz Racine Zoo	

## **Special Events**

### **April Events:**

Thursday, April 6: **Angie's Baby Shower**

- **Location:** Grill
- **Time:** 4pm-6pm
- **Event Overview:** Baby Shower
- **Attendance:** 26

### **Media:**

- April 18 taping for Racine and Me, CBS 58, aired on April 23
- April 25<sup>th</sup>: WISN 12 on location @ Racine Zoo for 3 Segments
- April 28<sup>st</sup>: Fox 6 – 2 Segments

### **Accomplished Goals:**

- All event fliers updated and printed
- All event tickets printed, cut and numbered
- Managing Facebook since Savannah resigned

## **2018 Event Schedule**

<b>Event</b>	<b>Date</b>	<b>Time</b>
Saturday, May 5	<b>Racine County Open House: Free Admission</b>	3:30pm-6pm
Monday, May 7	<b>Northside Business Association Meeting</b>	5:30pm-7:30pm
Saturday, May 12	<b>Wild 5K Walk/Run</b>	7am-9am
	<b>Zoorific Saturday: Children's Mental Health Day</b>	9am-6pm
Sunday, May 13	<b>Mother's Day Brunch</b>	11am-12:30pm
Saturday, May 19	<b>Armed Forces Day: Free Admission w/ Military ID</b>	9am-6pm
	<b>Shorewest Day: Kids are Free</b>	9am-6pm
	<b>Zoorific Saturday: Bird Day</b>	9am-6pm
Sunday, May 20	<b>Dyisha Smith College Graduation Party</b>	1pm-3pm
Thursday, May 24	<b>Member Appreciation Night</b>	6pm-9pm
Monday, May 28	<b>Yule's 52<sup>nd</sup> Birthday</b>	All Day
Saturday, June 2	<b>Johnson Keland Picnic</b>	12pm-2pm
Thursday, June 7	<b>American Red Cross Volunteer Party</b>	5pm-8pm
Saturday, June 9	<b>Tea with Turs</b>	11am-12:30pm
Wednesday, June 13	<b>World Wine Wednesday (Outside Main Building: Animal Ambassadors)</b>	6pm-8pm
Saturday, June 16	<b>Lighthouse Run</b>	7am-10am
	<b>Zoorific Saturday: Giraffe Day</b>	9am-6pm
Sunday, June 17	<b>Father's Day Putt-Putt Golf</b>	11am-2pm
Friday, June 22	<b>WIIL ROCK 5:01 Club</b>	5:01pm-7pm
Saturday, June 23	<b>Zoorific Saturday: Healthy People, Animals &amp; Planet</b>	9am-6pm
Wednesday, June 27	<b>Roar &amp; Pour (Discovery Center: Bats &amp; Pythons)</b>	6pm-8pm
Saturday, June 30	<b>Wine, Stein &amp; Dine</b>	6pm-9pm
Sunday, July 1	<b>Kenosha 4<sup>th</sup> Parade</b>	TBD
Wednesday, July 4	<b>Racine 4<sup>th</sup> Parade</b>	TBD
Sunday, July 8	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 11	<b>Animal Crackers: Milwaukee Jazz Orchestra</b>	5:30pm-9:30pm

Saturday, July 14	<b>Animals &amp; Artisans</b>	9am-6pm
Sunday, July 15	<b>Racine Concert Band</b>	6pm-9pm
Mon-Sat, July 16-21	<b>Zookeeper Week</b>	All Week
Wednesday, July 18	<b>World Wine Wednesday (Walkabout Creek: Aviary)</b>	6pm-8pm
Thursday, July 19	<b>Cigar Dinner</b>	5pm-10pm
Saturday, July 21	<b>Zoorific Saturday: Zookeeper Day</b> <b>Marini Manufacturing Picnic</b>	9am-6pm TBD
Sunday, July 22	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 25	<b>Animal Crackers: All-Star Groves</b>	5:30pm-9:30pm
Saturday, July 28	<b>South Milwaukee Parade</b> <b>Zoorific Saturday: Tiger Day</b>	11am 9am-6pm
Sunday, July 29	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, August 1	<b>Roar &amp; Pour (Turs: Animal Ambassadors)</b>	6pm-8pm
Saturday, August 4	<b>Twin Disc Picnic</b>	TBD
Sunday, August 5	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 8	<b>Animal Crackers: Karrin Allyson</b>	5:30pm-9:30pm
Saturday, August 11	<b>Zoorific Saturday: Orangutan Day</b> <b>Chad Ianson Wedding Ceremony</b> <b>Angie Baus Wedding Reception</b>	9am-6pm 2pm-3pm 4pm-11pm
Sunday, August 12	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 15	<b>World Wine Wednesday (Bears)</b>	6pm-8pm
Saturday, August 18	<b>Zoorific Saturday: Reptile &amp; Amphibian Day</b>	9am-6pm
Sunday, August 19	<b>Car, Truck and Bike Show</b>	8am-4pm
Wednesday, August 22	<b>Animal Crackers: Eric Darius &amp; Gerald Veasley</b>	5:30pm-9:30pm
Saturday, August 25	<b>Whiskers &amp; Whiskey</b>	6pm-9pm
Sunday, August 26	<b>O&amp;H Bakery Company Picnic</b>	TBD
Saturday, September 8	<b>Zoo Debut: Beastly Ball</b>	5pm-11pm
Saturday, September 15	<b>Great Lakes Brew Fest/Longnecks w/ Longnecks</b>	1pm-6:30pm
Wednesday, September 19	<b>World Roar Wine Pour Wednesday (LOG)</b>	6pm-8pm
Saturday, September 22	<b>Zoorific Saturday: Rhino Day</b> <b>Party on the Pavement</b>	9am-6pm 12pm-6pm
Saturday, October 6	<b>Racine Zoo &amp; American Cancer Society: Glow 5K Walk/Run</b>	5pm-9pm
Saturday, October 13	<b>Zoorific Saturday: African Penguin Day</b> <b>Penguins &amp; Pancakes</b>	9am-4:30pm 9am-10:30am
Saturday, October 27	<b>Boo at the Zoo</b>	9am-4:30pm
Saturday, November 10	<b>Racine Holiday Parade</b>	5:30pm-8pm
Sunday, November 11	<b>Merry ZooMas</b> <b>Brunch with Santa – Session 1</b> <b>Brunch with Santa – Session 2</b>	9am-4:30pm 11am-12:30pm 1:30pm-3pm
Saturday, November 17	<b>Milwaukee Holiday Parade</b>	TBD
Monday, November 26	<b>Annual Member Meeting</b>	7pm-8pm

Friday, November 30

**Burlington Holiday Parade**

5:30pm-9pm