

**Racine Zoological Society Report
Park and Recreation Board Meeting
December 2017**

Executive Director

- Successful Brunch with Santa in spite of the weather!
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Interviewing for a new curator
- Media appearances

Membership

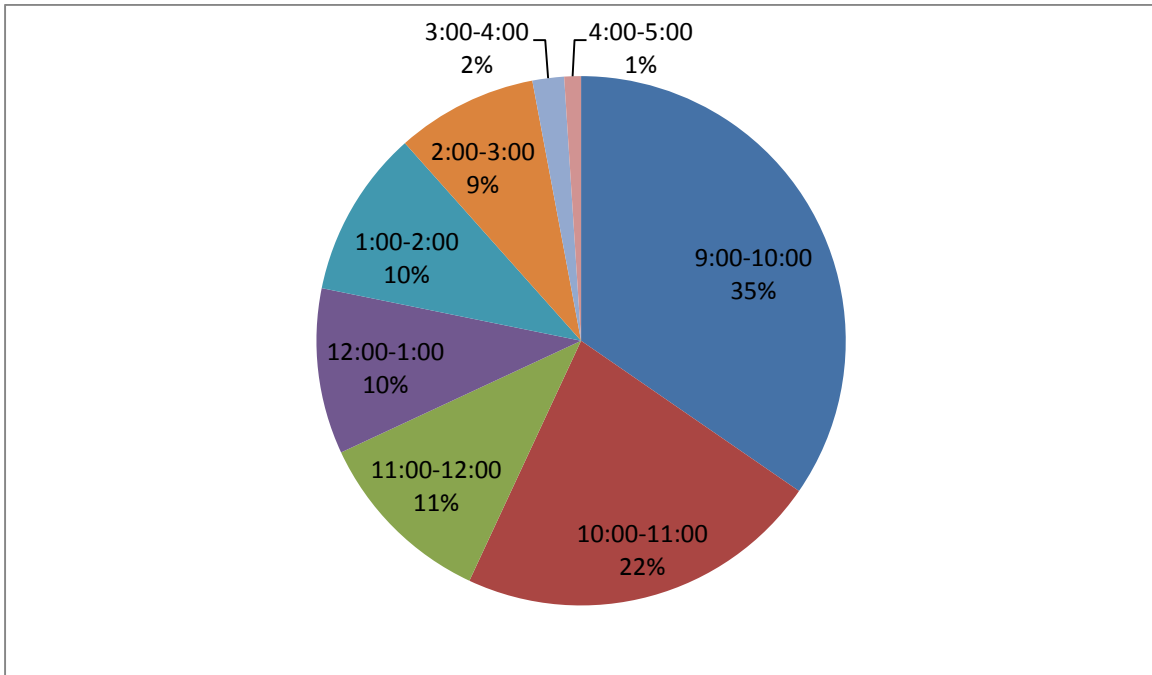
- Total memberships households = 2,079

Attendance for November 2017

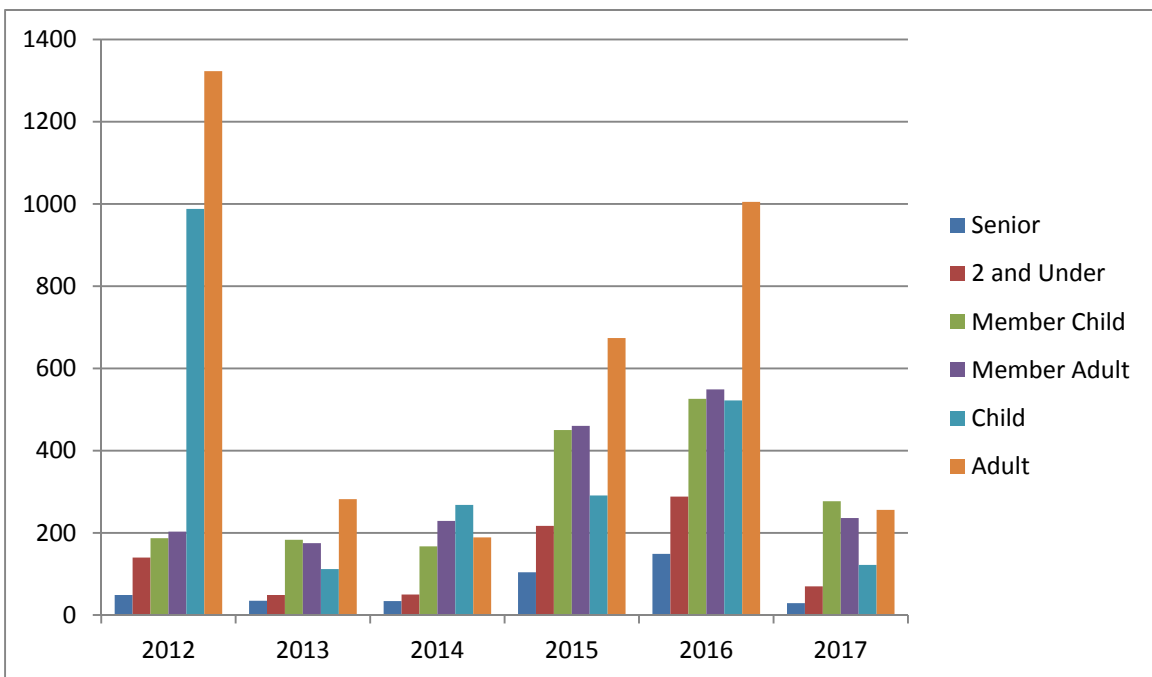
	November 2016	November 2017	Variance	Percent change
Adults	1005	256	-749	-75%
Children	522	122	-400	-77%
Member Adults	549	236	-313	-57%
Member Children	526	227	-299	-57%
Child 2 and under	288	70	-218	-76%
Seniors	149	29	-120	-81%
Military	32	8	-24	-75%
Education	345	666	248	93%
Events	163	146	-17	-10%
Total	3579	1760	-1819	-51%

- **We had some terrible weather in the first half of November. We rallied during the Thanksgiving**

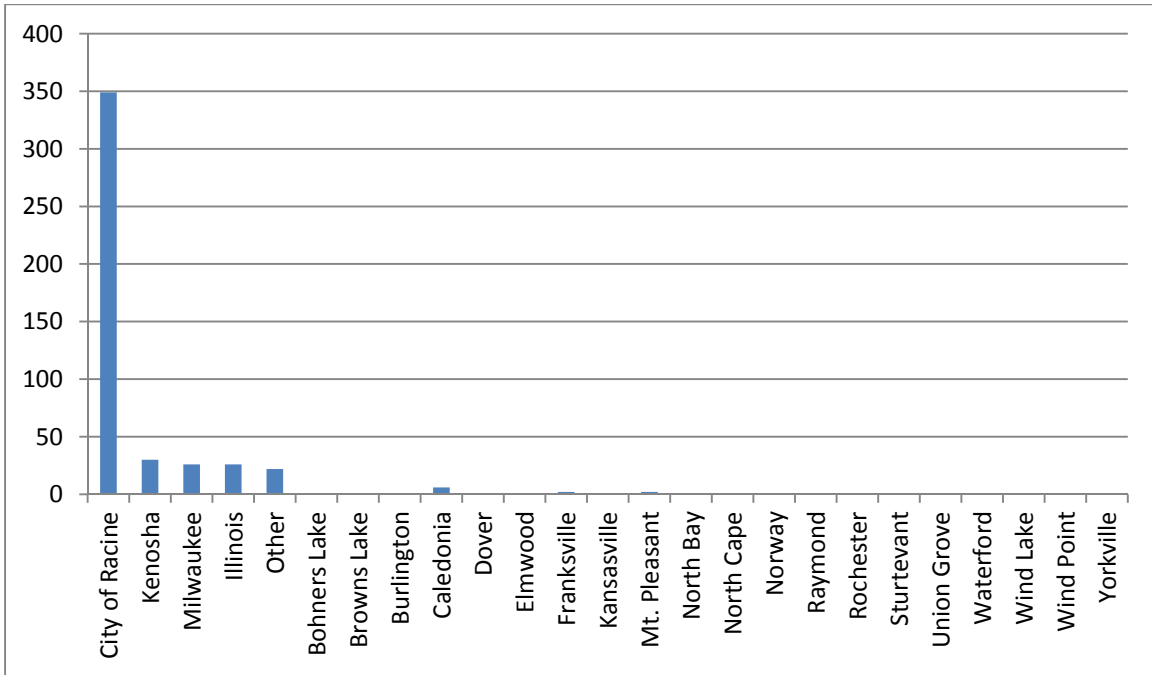
November Attendance By Hour



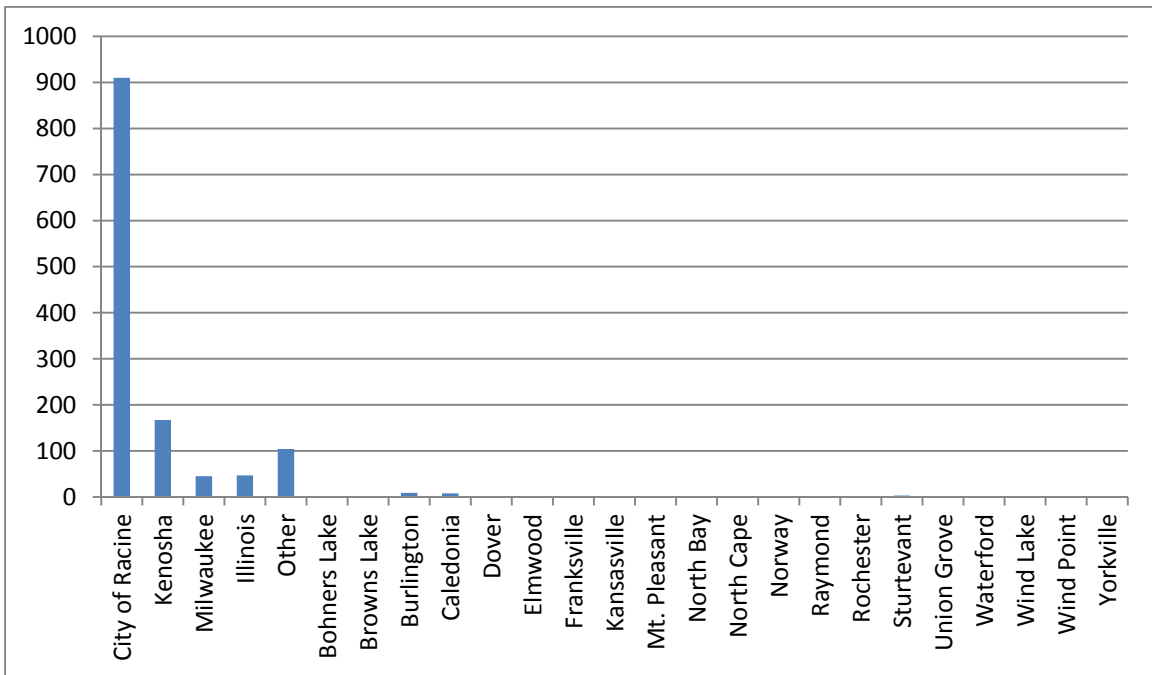
November Monthly Attendance 2012-2017



November Member Municipality



November Non-Member Municipality



Animal Care

- **Animals:**
 - Wrapped up tiger call recording for the Prusten Project. (Tiger sound research project)
 - Worked on introducing giraffes to each other, and to a new exhibit, which are both big undertakings!
- **Vet exams:**
 - Vet exams: Zebra knockdown, Tiger and lion exams, wallaroo exams, goat/sheep blood draws, and tamarin ultrasounds. Continued observations of pigs, sheep, bats, lion, penguins, etc.
- **Staff**
 - Started interviews for curator position.
 - -Keeper staff assisted with a few BTS tours and decorated exhibits for Merry Zoomas. Assisted with a large BTS for a nutrition class for Gateway with education.
 - Staff had ART team training; time spent doing target practice at the range.
 - Lorie completed a powerpoint about the giraffe transport for the Annual Member meeting. Updated powerpoint for County Presentation with animal happenings throughout the year.

Education

- **Educational Programs**
 - Onsite Programs – 7
 - Reached 208 people
 - Offsite Programs - 7
 - Reached 1,342 people
 - Field Trips without programs - 2
 - Reached 132 people
 - Wildlife Explorers - 10
 - Reached 246 people
 - Totals: Reached 1,928 people
- **Special Events**
 - 11/12 – Merry Zoomas
 - Created snowman ornaments, reindeer lollipops, and played snowball toss
 - Assisted in penguin picture frame crafts for Brunch with Santa
- **Other Events**
 - Nov 1 – Guest Lectures at Carrol College
 - Nov 11 – High School interns completed and presented final projects
 - Nov 11 – Participated in Racine Holiday Parade
 - Nov 12 – Participated in Holiday Lighting Ceremony
 - Nov 14 – Participated in RUSD's SEE Your Future Expo
 - Nov 27 – Attended Annual Member Meeting

- **Grants**

- Completing high school internship program grant report
- Completing Racine Community Foundation Grant Report
- Completed hazard preparations grant report
- Completed Norbell Foundation grant report
- Awarded grant for Nature Play with AZA – launching in March
- Submitting Grant to Big Lots Foundation
- Submitting Grant to Kenosha Community Foundation
- Submitting Grant to Brewer’s Foundation

Upcoming Education Activities

- Second session of preschool begins Jan 2018
- Racine Nature Club launching March 2018

Comparison to November 2016 -2017 programs and participants

Participants	2016	2017	Variance
On Site	10	135	+1250.0%
Off Site	113	1,342	+1087.6%
BTS	7	6	-14.3%
Birthday Party	0	67	+100%

Programs	2016	2017	Variance
On Site	1	3	+200%
Off Site	2	7	+250%
BTS	3	1	-66.7%
Birthday Party	0	3	+100.0%

Facilities:

- Preventative maintenance
- Work orders
- Fall pretty much daily mulching of leaves
- Cut back dead growth in flower beds at main entrance, and west of main building
- Daily janitorial duties
- Shut down and drained all pumps and water lines that needed to be for winter
- Fired up and checked all furnaces and boilers for winter
- Put new outer tie-rods on front end of dump truck, and put plow on for winter
- Installed new compressor motor on compressor in boiler room

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

- Gift shop reorganization for season
- Winterized food areas

Resource Development

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

Public Relations/Social Media

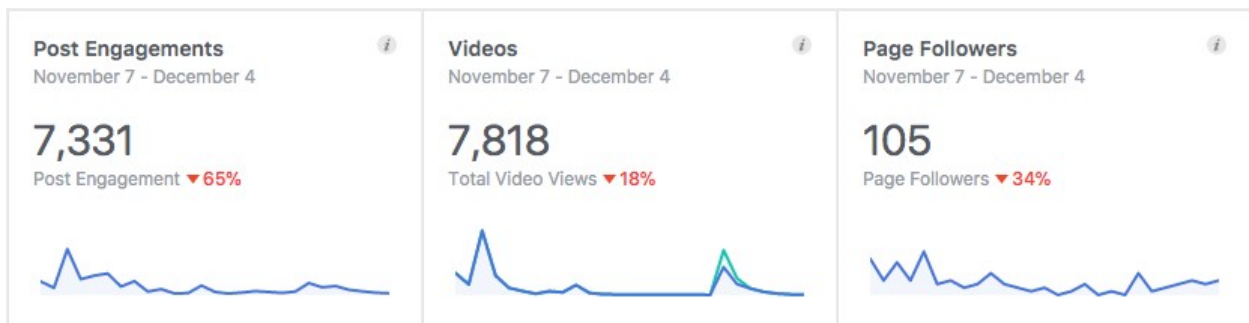
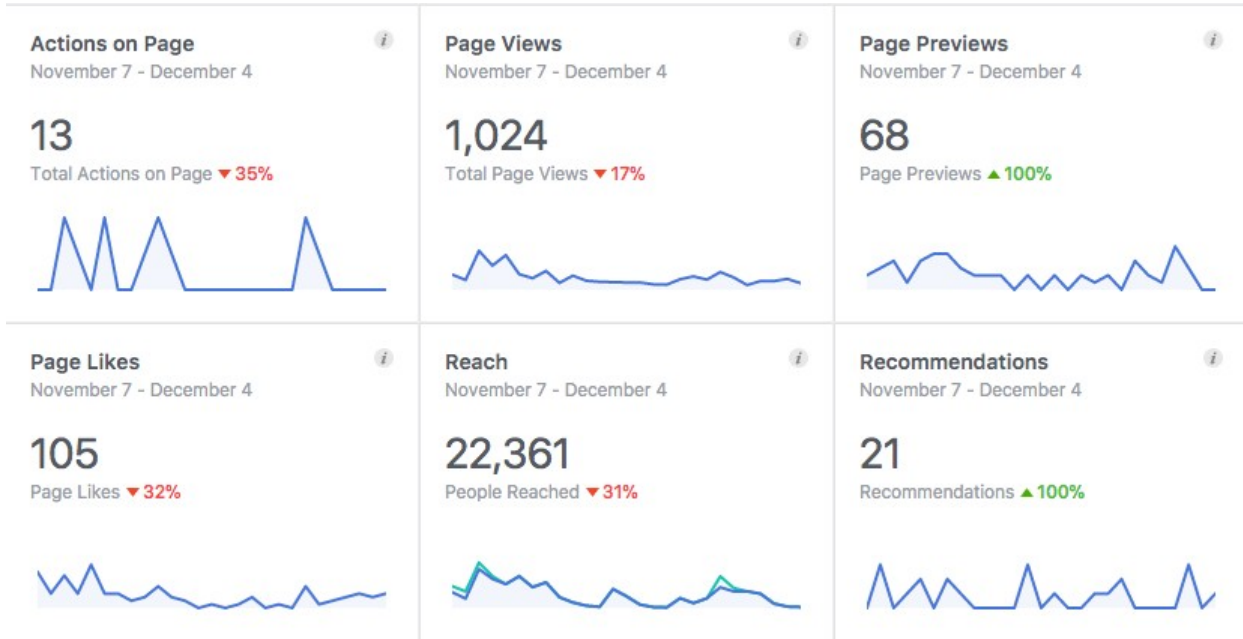
- E-blast: Zoo News - Nov. 3rd, Nov. 20th & Nov. 28th : Zoo News, Happy Holidays and GivingTuesday
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Fox 6, WISN 12, JT Out and About section -MerryZoomas
- Press Release: Nov.3rd. Nature Grant/ Nov. 8th Kiwanis Holiday Lights/ Merry Zoomas
- Webinars: Causevox, Facebook - GivingTuesday Fundraising on Social Media
- GivingTuesday: Giving Grid, Web Page, Video, Eblast, Social Media
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: DRC, Union Grove News Letter, Wind Point Mag, Belle City Mag, Bargain Hunter
- Meltwater: Media Relations Analytics - Year Subscription
- Social Media Posts: Facebook, Twitter, Instagram, Youtube














































Miscellaneous Marketing/PR activities

- Created event posters, tickets, flyer's: 2018 Animal Crackers, Animal Amore, Lil' Explorers, ADOPT Program
- Banner Design - Gift Certificates Available
- Created: ADOPT brochure, Membership Brochure
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Created 2018 Marketing Budget
- iheart Media Contract: Radio Commercials for Summer 2018
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, The Juice, WhoFish, Carpe Diem – Milwaukee

Website

Racine Zoo-Digital
Metrics October 2017
Facebook Data:



11/30/2017 4:47 pm	 Arctic Fox			2K		67 142	
11/29/2017 12:17 pm	 A Huge THANK YOU to all of our wonderful Supporters for your love			1.5K		46 19	
11/28/2017 9:23 am	 Today is #GivingTuesday / #GivingZOOday This means you			6.4K		326 144	
11/27/2017 9:34 am	 HELLO CYBER MONDAY!! :D Support us when you shop on			1.4K		19 6	
11/25/2017 4:51 pm	 Who will you support on #GivingTuesday ? November 28th			2K		16 13	
11/21/2017 3:27 pm	 Thanksgiving is just a few days away! Will you join the worldwide			1.5K		12 11	
11/20/2017 4:11 pm	 Well hi there ☺ Would you just look at that face! #RhinoLove			3.2K		121 178	
11/15/2017 1:28 pm	 If 500 people donate just \$10, we will reach our goal! And that			2.4K		84 46	
11/15/2017 11:44 am	 #GivingTuesday is Nov.28th. In lieu of that, the Racine Zoo is taking			3.2K		117 64	

Twitter:

28 day summary with change over previous period

Tweets

20 ↑ 5.3%



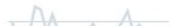
Tweet impressions

8,138 ↑ 5.9%



Profile visits

329 ↓ 13.2%



Mentions

10 ↓ 66.7%

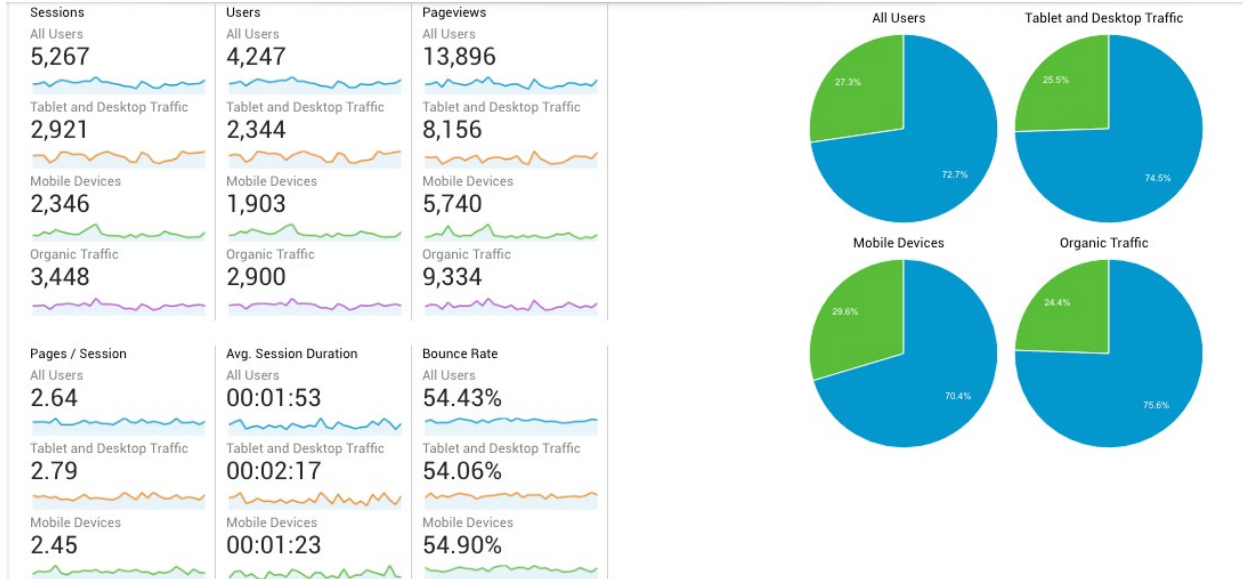


Followers

2,485 ↑ 7



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	108	18,167 vs 18,059
Twitter followers	2,485 vs 2,473	8,138 impressions
Twitter profile views	329	13.2%
Instagram followers	52 = 514 vs 462	7 = 93 vs 86 posts

E Newsletters /Emails	Month	Lifetime
Database Members	3,845	NA
Blast: 11/03/17 11/20/17 11/28/17	1) 21.3 % Open Rate -858 2) 23% Open Rate - 849	NA

Meltwater Mentions:

Date	Headline	Publication	Country	Reach	Sentiment	Key Phrases	Search Name
1-Dec-2017	Foxconn Racine County: Local development agreement with Foxconn to bring \$	WisPolitics.com	United States	5,352	Neutral	Mount Pleasant,Racine County	Racine Zoo
29-Nov-2017	WisBusiness.com: Foxconn: Local development agreement approved with Foxco	WisBusiness.com	United States	1,747	Neutral	Mount Pleasant,Racine County	Racine Zoo
29-Nov-2017	Foxconn: Local development agreement approved with Foxconn bringing \$10 bil	WisPolitics.com	United States	4,340	Neutral	Mount Pleasant,Racine County	Racine Zoo
26-Nov-2017	Younk: Thankful for holiday lights	The Journal Times Online	United States	89,639	Positive	holiday lights,front page Nov.,F	Racine Zoo
26-Nov-2017	How can you help? Wish list from local nonprofit organizations, Nov. 26	The Journal Times Online	United States	89,639	Neutral	nonprofit organization,Gift card	Racine Zoo
24-Nov-2017	Milwaukee area holiday events	CBS 58 News	United States	56,027	Neutral	Holiday Lights,Downtown Milw	Racine Zoo
19-Nov-2017	How can you help? Wish list from local nonprofit organizations, Nov. 19	The Journal Times Online	United States	89,639	Neutral	nonprofit organization,Gift card	Racine Zoo
13-Nov-2017	MUST SEE: Tiger lays out in the snow	WQOW TV	United States	39,198	Positive	Tiger,snow,Wisconsin,chilly we	Racine Zoo
12-Nov-2017	"It's like Christmas morning for them:" Racine Zoo animals celebrate Merry Zoon	Fox6now.com	United States	493,842	Positive	Racine Zoo,Zoo's "Merry Zoon	Racine Zoo
12-Nov-2017	It's Christmas at the Racine Zoo as they host "Merry Zoomas" event	Fox6now.com	United States	493,842	Positive	video,Racine Zoo,fun activities	Racine Zoo
12-Nov-2017	How can you help? Wish list from local nonprofit organizations, Nov. 12	The Journal Times Online	United States	89,639	Neutral	nonprofit organization,organiza	Racine Zoo
10-Nov-2017	Tiger at Racine Zoo reacts to snow	WSAW	United States	61,019	Neutral	Amur Tiger,Racine Zoo reacts,	Racine Zoo
8-Nov-2017	Racine Zoo hosting Merry Zoomas on Sunday	CBS 58 News	United States	56,027	Neutral	Santa,Racine Zoo,Santa and M	Racine Zoo
8-Nov-2017	Merry Zoomas event includes Brunch with Santa	The Journal Times Online	United States	89,639	Neutral	Racine Zoo,zoo admission,age	Racine Zoo
7-Nov-2017	Cleveland Metroparks Zoo Welcomes Adult Male Masai Giraffe	Ohio OH - AmericanTowns.	United States	761	Positive	Cleveland Metroparks Zoo,Rac	Racine Zoo
7-Nov-2017	Noah's Rest Cocktail Paw-ty	DailyNorthShore	United States	15,231	Neutral	Lake County,temporary shelter	Racine Zoo
6-Nov-2017	Racine Zoo hosts Christmas event	The Journal Times Online	United States	89,639	Neutral	holiday crafts,ages,Merry Zoon	Racine Zoo
6-Nov-2017	Noah's Rest 3rd Annual Cocktail Paw-ty Is a Fabulous Success	Illinois Patch.com	United States	263,803	Positive	Lake County,victims,Rest,temp	Racine Zoo
5-Nov-2017	Get in the holiday spirit down at the Racine Zoo	Fox6now.com	United States	493,842	Positive	holiday spirit,holiday events,Sa	Racine Zoo
5-Nov-2017	How can you help? Wish list from local nonprofit organizations, Nov. 5	The Journal Times Online	United States	89,639	Neutral	nonprofit organization,Gift card	Racine Zoo
3-Nov-2017	Cleveland Metroparks Zoo welcomes new Masai giraffe	Cleveland 19 News	United States	181,434	Neutral	old male Masai giraffe,Clevelan	Racine Zoo
3-Nov-2017	WATCH: Cleveland Metroparks Zoo's newest giraffe towers at nearly 17 feet tall	News5Cleveland.com	United States	3,954	Neutral	newest giraffe towers,Clevelan	Racine Zoo
3-Nov-2017	Meet Bo the new giraffe at Cleveland Metroparks Zoo	WKYC.com	United States	316,588	Neutral	Cleveland Metroparks Zoo,old	Racine Zoo
3-Nov-2017	Cleveland Metroparks Zoo welcomes new, 17-foot-tall giraffe named Bo	Fox 8	United States	554,766	Neutral	old male giraffe,Ohio,Clevelan	Racine Zoo
1-Nov-2017	Racine Zoo is grant recipient	The Journal Times Online	United States	89,639	Positive	Nature Play,Racine Zoo,Aquar	Racine Zoo

Special Events

November Events:

- Saturday, November 11: **Racine Holiday Parade**
 - **Location:** Downtown Racine
 - **Time:** 5pm-7pm
 - **Event Overview:** Holiday Parade

- Sunday, November 12: **Merry Zoomas**
 - **Location:** Entire Campus
 - **Time:** 9am-4:30pm
 - **Event Overview:** Hot cocoa, cookie decorating, animal enrichment, activities, games and jingle bell doors.
 - **Attendance:** 230

- Sunday, November 12: **Brunch with Santa**
 - **Location:** Lakeview Community Center
 - **Time:** 11am-12:30pm
 - **Event Overview:** Brunch by Danny's Meats, photo with Santa, and crafts.
 - **Attendance:** 120

- Sunday, November 12: **Zoo Holiday Lighting**
 - **Location:** Gift shop to Augusta Street
 - **Time:** 5pm-5:30pm
 - **Event Overview:** Lighting of the Kiwanis lights at the zoo.
 - **Attendance:** 16

2018 Event Schedule

Event	Date	Time
Saturday, February 10	Animal Amore	6pm-9pm
Friday, March 2	Racine Unified Off: \$5 Day	All Day
Saturday, March 3	Winos for Rhinos	6pm-9pm
Wed-Sun, March 14-18	Chicago Flower and Garden Show	10am-8pm
Saturday, March 31	Eggstravaganza	9am-4:30pm
Saturday, April 21	Zoorific Saturday: Earth Day	9am-4:30pm
Saturday, May 12	Wild 5K Walk/Run	7am-9am
	Zoorific Saturday: Children's Mental Health Day	9am-6pm
Sunday, May 13	Mother's Day Brunch	11am-12:30pm
Saturday, May 19	Armed Forces Day: Free Admission w/ Military ID	9am-6pm
	Zoorific Saturday: Bird Day	9am-6pm
Thursday, May 24	Member Appreciation Night	6pm-9pm
Monday, May 28	Yule's 52nd Birthday	All Day
Saturday, June 9	Tea with Turs	11am-12:30pm
Wednesday, June 13	World Wine Wednesday (Outside Main Building)	6pm-8pm
Saturday, June 16	Zoorific Saturday: Giraffe Day	9am-6pm
Sunday, June 17	Father's Day Putt-Putt Golf	11am-2pm
Saturday, June 23	Zoorific Saturday: Healthy People, Animals & Planet	9am-6pm
Wednesday, June 27	Roar & Pour (Discovery Center)	6pm-8pm
Saturday, June 30	Wine, Stein & Dine	6pm-9pm
Sunday, July 1	Kenosha 4th Parade	TBD
Wednesday, July 4	Racine 4th Parade	TBD
Sunday, July 8	Racine Concert Band – TBD	6pm-9pm
Wednesday, July 11	Animal Crackers	5:30pm-9:30pm
Saturday, July 14	Animals & Artisans	9am-6pm
Sunday, July 15	Racine Concert Band – TBD	6pm-9pm
Mon-Sat, July 16-21	Zookeeper Week	All Week
Wednesday, July 18	World Wine Wednesday (Walkabout Creek)	6pm-8pm
Thursday, July 19	Cigar Dinner	5pm-10pm
Saturday, July 21	Zoorific Saturday: Zookeeper Day	9am-6pm
Sunday, July 22	Racine Concert Band – TBD	6pm-9pm
Wednesday, July 25	Animal Crackers	5:30pm-9:30pm
Saturday, July 28	South Milwaukee Parade	TBD
	Zoorific Saturday: Tiger Day	9am-6pm
Sunday, July 29	Racine Concert Band – TBD	6pm-9pm
Wednesday, August 1	Roar & Pour (Turs)	6pm-8pm
Sunday, August 5	Racine Concert Band – TBD	5:30pm-8:30pm
Wednesday, August 8	Animal Crackers	5:30pm-9:30pm
Saturday, August 11	Zoorific Saturday: Orangutan Day	9am-6pm

Sunday, August 12	Racine Concert Band – TBD	5:30pm-8:30pm
Wednesday, August 15	World Wine Wednesday (Bears)	6pm-8pm
Saturday, August 18	Zoorific Saturday: Reptile & Amphibian Day	9am-6pm
Sunday, August 19	Car, Truck and Bike Show	8am-4pm
Wednesday, August 22	Animal Crackers	5:30pm-9:30pm
Saturday, August 25	Whiskers & Whiskey	6pm-9pm
Saturday, September 8	Zoo Debut: Theme TBD	5pm-11pm
Saturday, September 15	Great Lakes Brew Fest	1pm-6:30pm
Wednesday, September 19	World Roar Wine Pour Wednesday (Outside Main Building)	6pm-8pm
Saturday, September 22	Zoorific Saturday: Rhino Day Party on the Pavement	9am-6pm 12pm-6pm
Saturday, October 13	Zoorific Saturday: African Penguin Day	9am-4:30pm
Saturday, October 27	Boo at the Zoo	9am-4:30pm
Saturday, November 10	Racine Holiday Parade	5:30pm-8pm
Sunday, November 11	Merry ZooMas Brunch with Santa – Session 1 Brunch with Santa – Session 2	9am-4:30pm 11am-12:30pm 1:30pm-3pm
Saturday, November 17	Milwaukee Holiday Parade	TBD
Monday, November 26	Annual Member Meeting	7pm-8pm
Friday, November 30	Burlington Holiday Parade	5:30pm-9pm

*Company picnics, private parties and weddings are TBD