

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on February 2026**

Executive Director

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

Membership

- Total memberships households = **1,796**

Attendance for February 2026

February Attendance 2025 – 2026

	February 2025	February 2026	Variance	Percent change
Adults	126	648	522	414.3%
Children	36	375	339	941.7%
Member Adults	101	322	221	218.8%
Member Children	86	280	194	225.6%
Child 2 and under	29	213	184	634.5%
Seniors	9	202	193	2144.4%
Military	10	53	43	430%
Education – Onsite	171	208	37	21.6%
Education – Offsite		545	0	0
Events	393	106	-287	-73%
Total	961	2952	1991	207.2%

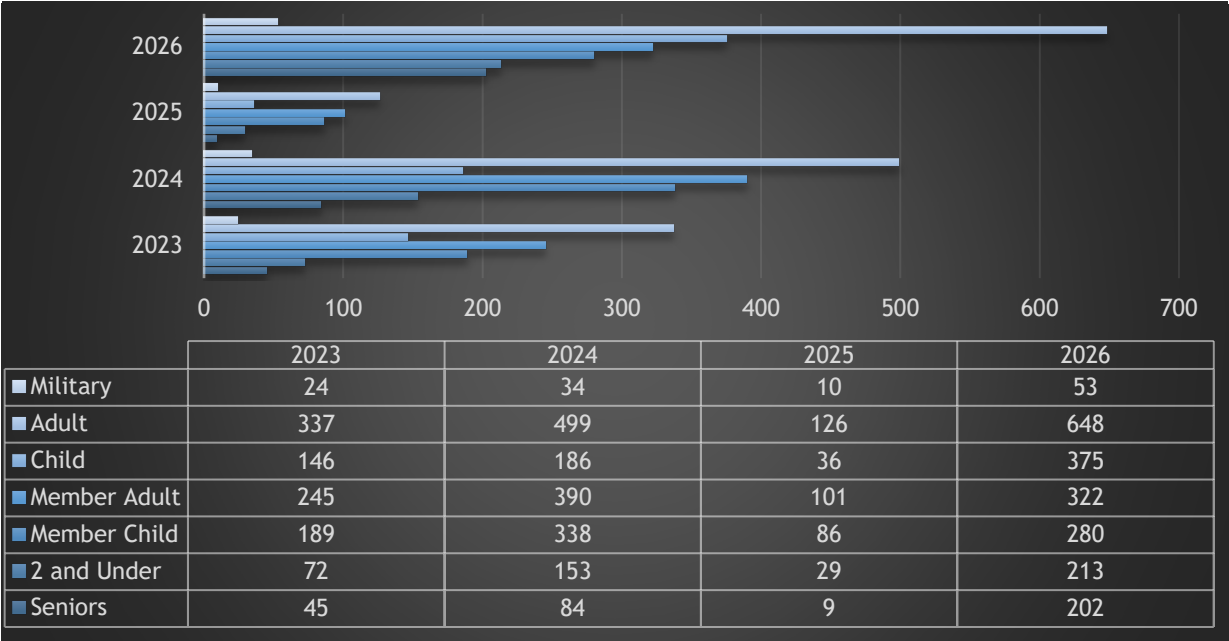
Education – Onsite number includes On-Campus Programs, Zoo Camp & Birthday Parties. Offsite number includes Off-Campus Programs, Birthday Parties & Parades. Education numbers do not include all Interactions, Touchpoints (Reach), Daily Programs or Volunteer Guest Engagement.

Adding additional chart that reflects Admissions numbers from 2025 as compared to 2026 removing Events & Education as it skews the data that is important for Operation purposes.

February Onsite Attendance 2025 – 2026

	February 2025	February 2026	Variance	Percent change
Adults	126	648	522	414.3%
Children	36	375	339	941.7%
Member Adults	101	322	221	218.8%
Member Children	86	280	194	225.6%
Child 2 and under	29	213	184	634.5%
Seniors	9	202	193	2144.4%
Military	10	53	43	430%
Education – Onsite	171	208	37	21.6%
Events	393	106	-287	-73%
Total	961	2407	1446	150.5%

February Admissions Attendance 2023-2026



February 2026 Admissions Attendance by Hour

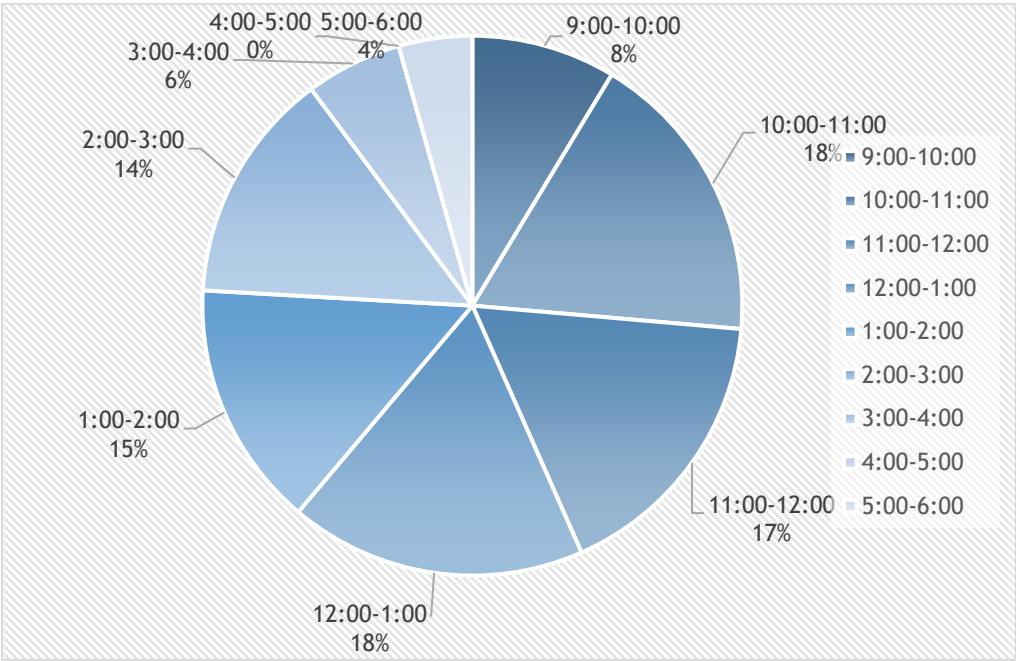
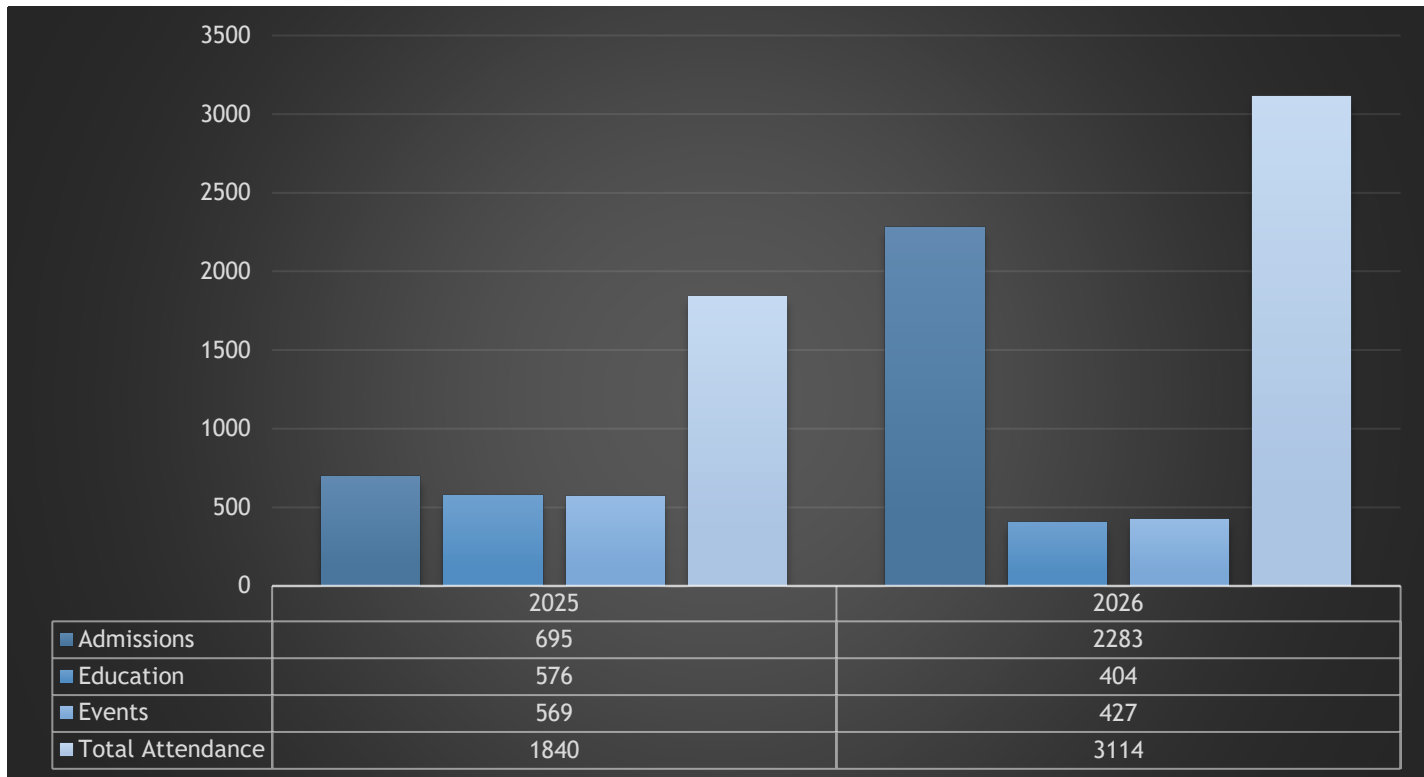


Chart represents guests during normal business hours - 10:00AM - 4:00PM. Does not include guests from Education or Events.

YEAR TO DATE Admissions Attendance 2025-2026

	YTD 2025	YTD 2026	Variance	Percent Change
Admissions	695	2283	1588	228.5%
Education - Onsite	576	404	-172	-29.9%
Events	569	427	-142	-25%
Total Attendance	1840	3114	1274	69.2%



February 2026 Municipality

Racine County	Guests
53105	18
53108	14
53126	11
53139	13
53167	12
53177	28
53182	26
53185	35
53402	446
53403	237
53404	109
53405	204
53406	151
Total	1304

Other Municipalities	Guests
Kenosha	226
Milwaukee	151
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	127
Illinois	256
Other States (Excludes WI & IL)	46
Outside US	0
Total	806

	GUESTS
Racine County	1304
Other Municipalities	806
Events & Education (Not Collected)	297
Data Not Collected (Admissions)	0
February Total	2407

Operations

- We had a few great weather days!
- Offered a \$5 day on President's Day and that was a huge hit! Schools were closed, government buildings were closed and it was 54 degrees! Over 1,000 came out!
- Ordering for Gift Shop in order to receive items before Eggstravaganza
- Hiring Fair was on February 21 from 9-noon. We had 35 applicants and hired 18 of them for high season.

Animal Care

- **Veterinary Updates**
 - 1.0 Fossa Kirindy, monitoring for age related issues.
 - 0.1 Amur Tiger, Changbai has been showing signs of inappetence and lethargy, resulting in increased treatment. Blood tests show a likely infection (antibiotics treatments have yielded significant improvements). Recent blood and urine tests show infection is resolved. Will continue to monitor for recurrence.
 - 0.1 Domestic Ferret, Rotini is being monitored closely for quality of life.
 - 0.1 Lion, Zuri will receive a follow up ultrasound to check for PKD in March.
 - 0.1 Lion, Azizi received a follow up ultrasound. Ultrasound shows she had Polycystic Kidney and Polycystic Liver disease. Both are serious genetic conditions.
 - 0.1 Eastern Black Rhino, Timu is being monitored for mouth ulcers (possible tooth issues). Mouth ulcers have resolved.
 - 0.1 Sheep, Sky is being treated for eye ulcers
 - 1.0 African Penguin, Nelson is being treated for abnormal mouth/beak growth.
 - 0.1 Red kangaroo, Gigi is being treated for a broken arm. And this issue has been resolved

- **Collection Changes**
 - 0.1 African Penguin, Yellow was euthanized for quality of life issues
 - Changes are coming up in March – May!

- **Incoming/Outgoing animals W/O set dates:**
 - N/A

- **Staffing/Training**
 - B. Schram accepted a position as a Part Time Keeper.
 - Animal Care staff continue to cross train on various routines.

- **Other Updates**
 - Continuing (0.1), penguin acupuncture sessions (1.0), giraffe laser sessions (1.0), dog acupuncture
 - Started Voluntary Blood draw training on 0.1 Lion, Azizi.
 - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger. Beginning training for 1.0 Fossa, Kirindy, Inti
 - Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffes, 0.1 Eastern black rhinos

Conservation Education

Program Numbers			
Program Title	# of Programs	Interactions	Touchpoints (Reach)
On-Campus Programs	8	95	108
Animal Program	0	0	0
Animal Booth	0	0	0
Slumber Safari	0	0	0
Preschool	3	26	26
Animal Encounter	0	0	0
Wildlife Explorers	2	47	49
Globes	2	11	13
Scouts	1	11	20
Field Trips	0	0	0
Off-Campus Programs	17	443	519
Animal Program	4	146	146
Animal Booth	1	79	130
ZAP (After School Program)	5	137	139
COZI	5	31	45
Senior Safari	2	50	59
Birthday Parties	4	71	121
On-campus Birthday	3	45	95
Off-campus Birthday	1	26	26
AmeriCorps Program	0	0	0
On-Campus	0	0	0
Off-Campus	0	0	0
Pop-Up	0	0	0
Booth	0	0	0
Zoo Camp	2	18	18
School's Out Camp	2	18	18
Spring Break Camp	0	0	0
Summer Camp	0	0	0
Summer Holiday Camp	0	0	0
Daily Programs	5	39	42
Creature Feature	1	11	11
Wildlife Theater	2	18	21
Pop Up / Animal Chat	2	10	10
Events	2	81	81
Animal Greeter	1	9	9
Parade	0	0	0
Zoorific Saturday	0	0	0
Special Event	1	72	72
Subtotal	38	747	889

Volunteer Guest Engagement	5	88	114
Discovery Center	2	69	95
Primates	0	0	0
Walkabout Creek	0	0	0
LOG	0	0	0
Bear Ridge/Raptor Roost	0	0	0
Cat Canyon	0	0	0
Penguin Point	0	0	0
Volunteer Programs	3	19	19
TOTAL	43	835	1003

Compared to 2025									
Programs	26 #			2025 #			% Variance		
	26 # Pgms	2026 # Int.	Touch.	25 # Pgms	Int.	Touch.	# Pgms	Int.	Touch.
On-Campus Programs	8	95	108	42	366	404	-81%	-74%	-73%
Off-Campus Programs	17	443	519	15	396	417	13%	12%	24%
Birthday Parties	4	71	121	1	30	30	300%	137%	303%
AmeriCorps Programs	0	0	0	14	203	223	-100%	-100%	-100%
Zoo Camp	2	18	18	0	0	0	100%	100%	100%
Daily Programs	5	39	42	0	0	0	100%	100%	100%
Events	2	81	81	1	59	67	100%	37%	21%
Volunteer Guest Engagement	5	88	114	1	8	8	400%	1000%	1325%
Total	43	835	1003	74	1062	1149	-42%	-21%	-13%

*Other Events	
Date	Event & Attendance (if applicable)
2.7.26	Volunteen Pizza Party Celebration
2.10.26-2.12.26	ACE Network Virtual Summit - Attended by AF
2.11.26	Racine & Me - Attended by AF
	LCS Volunteers
2.12.26	School's Out Camp - Journey to the Poles
2.13.26	ACE Network DEAI Committee Chair Mtg - Attended by AF
	School's Out Camp - Ocean Explorers
2.14.26	Animal Amore - Presentation by AF, CS, AK, & JC
2.19.26	QR Code Discussion Meeting - Attended by AF
2.23.26	CBS 58 Morning News - Attended by AF
2.24.26	ACE Network DEAI Committee Meeting - Lead by AF
2.26.26	ACE Network Storytelling Part 2 Learning Group - Lead by AF

Grants and Proposals

Title	Update
AmeriCorps	Programs being scheduled with schools; starting in the Spring
ZAP	Updated grant report questions completed by AK and submitted 2.28.26
	Programs continuing to go well.
COZI	Programs continuing to go well.
Party for the Planet	2.12.26 - Mentee Meeting with Rosamund Gifford Zoo - lead by AF
	2.19.26 - Mentee Meeting with Milwaukee County Zoo - lead by AF
AE Vanishing Kingdom	2.10.26 - Second meeting to review overall designs for space - attended b
	AF & BH
	2.16.26 - Content review meeting - attended by AF

Facilities

- Fixed hot wire on primate roof
- Added remote voltage tester to hot wire
- Removed log, caulked and painted beam in porcupine exhibit
- Added crushed stone at the top of fox entrance to stop flooding of drain at bottom of the ramp
- Painted and caulked the frog exhibit
- Replaced hose and reel in animal ed area
- Replaced cap on north end barn vent
- Replaced thermostat in west barn at LOG
- Installed 4 tie downs to wall outside rhino back of house
- Epoxied water drinkers in rhino east small and large holding areas
- Replaced water temperature sensor on boiler in walkabout
- Fixed entrance gate to walkabout
- Finished punch list work on Mountain
- Had stairs outside of education replaced do to crumbling of current stairs
- Replaced ballasts and bulbs in four fixtures in gift shop
- Replaced doorstops on bathroom doors in grill



Staff Activity Report

Marketing | February 2026

E-Blasts

mailchimp.com

<input type="checkbox"/>	Resend: Racine Zoo News: February 20 Regular email Last edited Fri, Feb 20, 04:59 PM by Beth Heidorn	Sent 🕒 Mon, Feb 23, 05:00 PM	Entire Zoo Database Segment: Engaged N... 1,712 recipients	11.1% Opens	1.1% Clicks	\$0 Revenue
<input type="checkbox"/>	Racine Zoo News: February 20 Regular email Last edited Fri, Feb 20, 12:52 PM by McKenna Moats	Sent Fri, Feb 20, 05:00 PM	Entire Zoo Database 11,593 recipients	5.7% Opens	0.6% Clicks	\$0 Revenue
<input type="checkbox"/>	Racine Zoo News: February 6 Regular email Last edited Wed, Feb 04, 09:56 AM by McKenna Moats	Sent Fri, Feb 06, 05:00 PM	Entire Zoo Database 11,658 recipients	4.5% Opens	0.6% Clicks	\$0 Revenue
<input type="checkbox"/>	Racine Zoo Update: Call Me Old Fashioned 1 Regular email Last edited Tue, Feb 03, 08:42 AM by McKenna Moats	Sent Mon, Feb 09, 12:00 AM	Entire Zoo Database 11,606 recipients	4.4% Opens	0.2% Clicks	\$0 Revenue

Entire Zoo Database

Subscribers	Open Rate	Click Rate
11,556	7.8%	0.80%

Members

Subscribers	Open Rate	Click Rate
1,769	12.7%	3.7%

*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers

MISCELLANEOUS PROJECTS

- See final page of report

▶ OUTSIDE ADS

- Wonders of Racine
- STROLL
- Bargain Hunters
- RTG



EGGSTRAVAGANZA

CLUCK-CLUCK DOORS
EASTER TRUNK HUNT
COOKIE DECORATING
EGG DECORATING
EGG-CELLET CRAFTS
CREATURE FEATURES
\$2 ZOO CHOO RIDES
\$5 EASTER BUNNY PHOTO

SATURDAY, APRIL 4, 2026
10AM - 4PM

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



RACINE ZOO PRESENTS

*Call Me
Old Fashioned*



WEDNESDAY, MARCH 25, 2026
6PM - 8PM | RACINE ZOO

Call us old fashioned, but we can't help but love Wisconsin's classic cocktail! Bring your friends or your date for this fun night at the Zoo. Event will take place inside the Vanishing Kingdom building giving you an opportunity to visit with the primates and other animals indoors with a glass in hand!



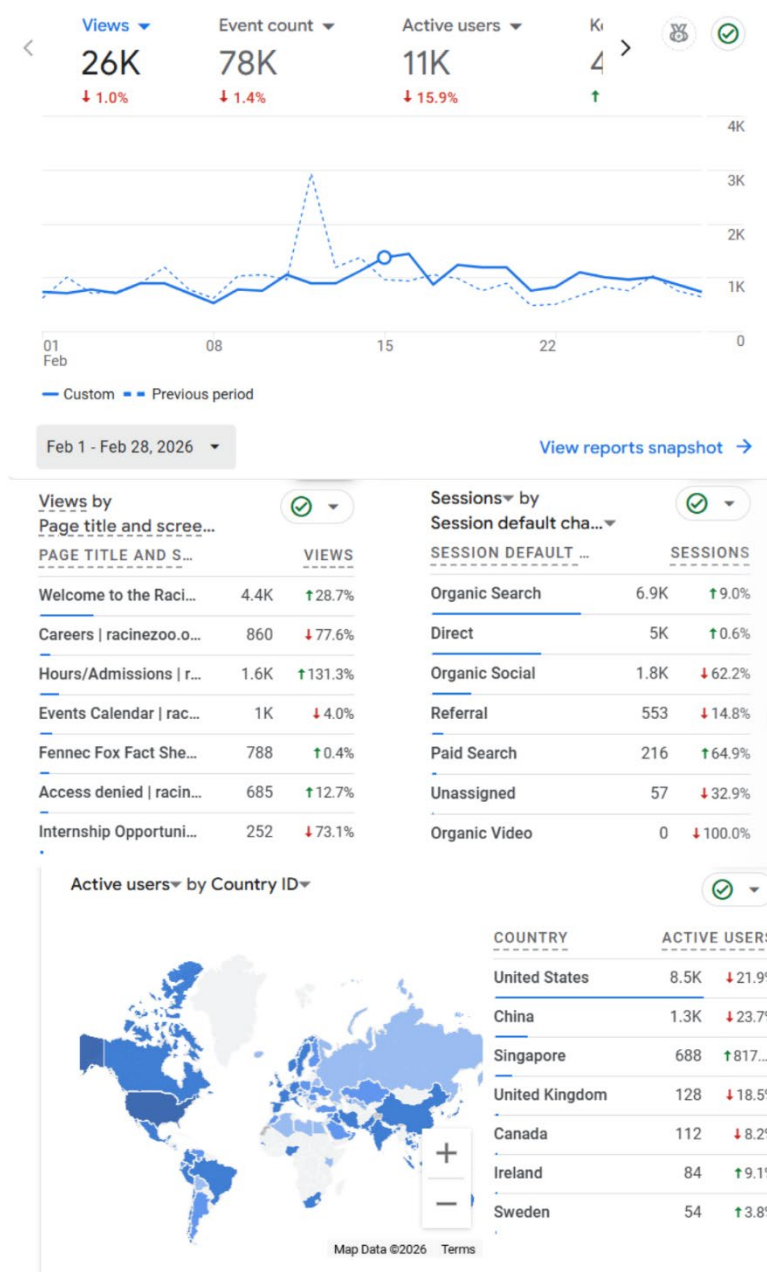
\$45 DRINKING
\$35 NON-DRINKING
MUST BE 21 OR OLDER TO ATTEND

VISIT [RACINEZOO.ORG](https://www.racinezoo.org) FOR MORE INFORMATION

WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



Data from Google Analytics

▶ FACEBOOK

Followers: 50,673

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Valentine's Day is almost here! Be sure to s...	Photo • Racine Zoo	Boost	...	Sun Feb 1, 9:00am	3,616	2,460	2,382	37	31	2	4
	Rotini is just checking in to make sure ever...	Reel • Racine Zoo	Boost	...	Mon Feb 2, 9:00am	4,910	4,469	4,000	148	136	4	8
	When RUSD pauses for professional learni...	Multi media • Racine Zoo	Boost	...	Tue Feb 3, 9:00am	2,723	1,845	1,823	38	34	0	4
	We are excited to introduce two of Racine...	Multi media • Racine Zoo	Boost	...	Wed Feb 4, 7:00pm	12,684	8,895	8,804	406	380	11	15
	Coming up next month... Call Me Old Fashi...	Multi media • Racine Zoo	Boost	...	Thu Feb 5, 12:00pm	8,377	5,763	5,620	47	45	0	2
	Registration for School's Out camp closes...	Photo • Racine Zoo	Boost	...	Fri Feb 6, 9:00am	3,515	2,316	2,292	27	19	0	9
	The wise Timu has chosen... the winner of ...	Reel • Racine Zoo	Boost	...	Sat Feb 7, 12:00pm	36,967	33,408	29,459	645	571	23	51
	Soon we will find out if Timu was right! Do...	Reel • Racine Zoo	Boost	...	Sun Feb 8, 5:15pm	13,075	6,913	6,158	175	163	5	5
	There are a couple more weeks of Lif Explo...	Multi media • Racine Zoo	Boost	...	Mon Feb 9, 9:05am	4,269	2,980	2,934	41	38	0	3
	Tuesday Tracks! You all did such an amazin...	Multi media • Racine Zoo	Boost	...	Tue Feb 10, 9:00am	10,365	6,388	6,336	112	94	15	3
	The Racine Zoo is profoundly saddened to ...	Multi media • Racine Zoo	Boost	...	Thu Feb 12, 10:23am	110,011	78,534	80,594	1,759	1,575	84	89
	Spread the love this Valentine's day to som...	Photo • Racine Zoo	Boost	...	Fri Feb 13, 10:00am	3,141	2,036	1,985	29	26	0	3
	Happy Valentine's Day from the Racine Zoo!	Multi media • Racine Zoo	Boost	...	Sat Feb 14, 1:38pm	139,696	98,454	98,686	1,336	1,256	28	50
	The Racine Zoo will be having \$5 Admissio...	Photo • Racine Zoo	Boost	...	Sun Feb 15, 4:00pm	130,875	84,182	85,986	704	444	80	177
	It is a beautiful day to visit all of our a...	Multi media • Crossposted • Racine Zoo	Boost	...	Mon Feb 16, 10:58am	6,306	3,847	4,028	210	197	4	7
	The Racine Zoo is accepting donations for ...	Photo • Racine Zoo	Boost	...	Tue Feb 17, 9:00am	17,478	11,618	11,789	204	109	2	92
	From up-close encounters with animal amb...	Photo • Racine Zoo	Boost	...	Tue Feb 17, 12:00pm	1,733	1,169	1,129	17	16	0	1
	Gather the little ones and enjoy an Easter-t...	Photo • Racine Zoo	Boost	...	Wed Feb 18, 10:00am	25,399	17,237	16,952	142	96	3	34
	Eggstravaganza	Text • Racine Zoo	Boost	...	Wed Feb 18, 10:57am	--	44	--	--	--	--	--
	With the warmer months coming up, ...	Photo • Crossposted • Racine Zoo	Boost	...	Thu Feb 19, 10:02am	5,614	3,407	3,412	146	133	2	10
	The Racine Zoo Hiring Fair is tomorrow! W...	Photo • Racine Zoo	Boost	...	Fri Feb 20, 10:00am	23,687	14,472	14,587	150	70	10	82
	Happy Saturday! Is everybody having this r...	Photo • Racine Zoo	Boost	...	Sat Feb 21, 10:00am	3,932	2,609	2,663	165	156	2	7
	Next up in Lif Explorers: Monkey Measures...	Photo • Racine Zoo	Boost	...	Sun Feb 22, 10:00am	6,188	4,443	4,420	28	23	1	3

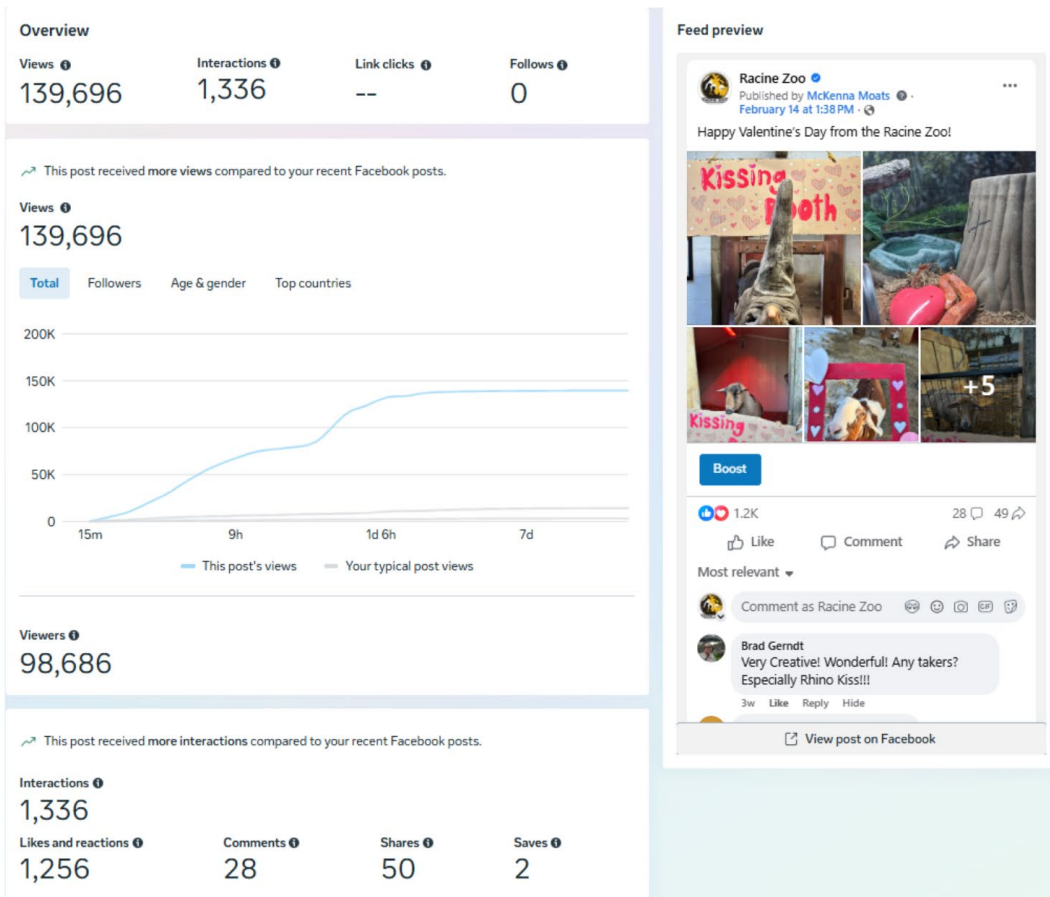
STAFF ACTIVITY REPORT | MARKETING | February 2026

	Call Me Old Fashioned will be here before y... Multi-media • Racine Zoo	Boost	...	Mon Feb 23, 5:00pm	14,953	10,481	10,108	49	45	0	4
	February is International Hoof Care Month ... Multi-media • Racine Zoo	Boost	...	Tue Feb 24, 5:00pm	10,281	7,340	7,133	98	95	0	3
	When RUSD pauses for professional learni... Photo • Racine Zoo	Boost	...	Wed Feb 25, 9:00am	3,594	2,487	2,349	44	25	0	20
	Join us for a high energy, sing-along with a... Photo • Racine Zoo	Boost	...	Thu Feb 26, 9:00am	2,869	1,905	1,882	24	18	0	6
	Sip, Sing, & Safari Text • Racine Zoo	Boost	...	Thu Feb 26, 9:56am	--	0	--	--	--	--	--
	#HoofCareTraining Month is coming ... Reel • Crossposted • Racine Zoo	Boost	...	Fri Feb 27, 10:20am	19,814	7,328	6,795	294	264	4	13

Top 5 posts of February with the largest reach, engagement, likes, and shares:

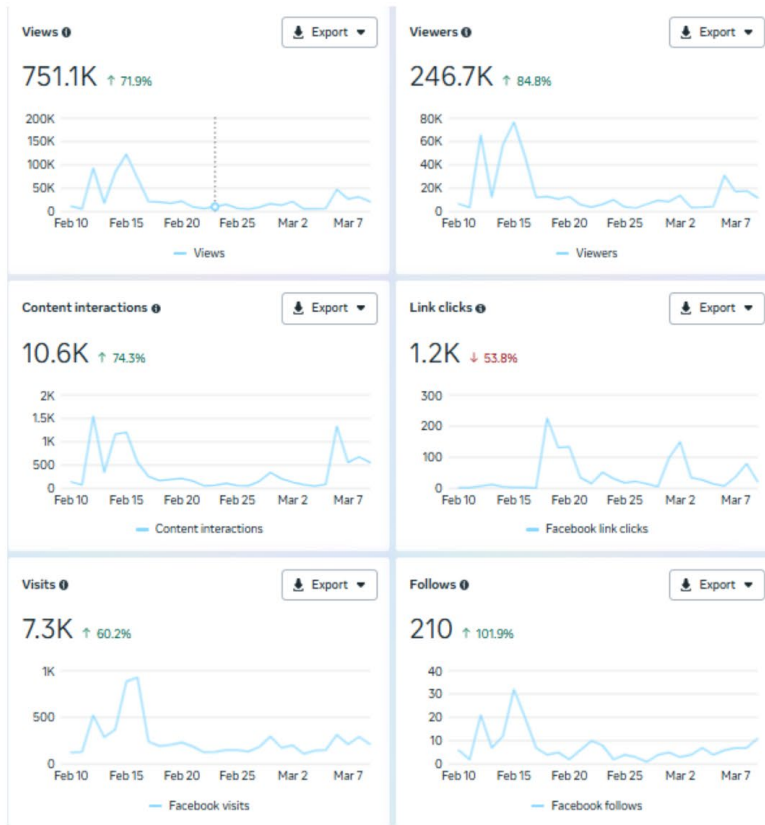
1. Valentine's Day
2. \$5 Admission Day
3. Yellow's Eulogy
4. Superbowl Prediction by Timu
5. Eggstravaganza

<p>Happy Valentine's Day from the Racine Zoo!</p> <p>Sat Feb 14, 1:38pm</p> <p>👁️ 139.7K ❤️ 1.3K</p> <p>💬 28 📌 50</p>	<p>The Racine Zoo will be having \$5 Admission...</p> <p>Sun Feb 15, 4:00pm</p> <p>👁️ 130.9K ❤️ 444</p> <p>💬 80 📌 177</p>	<p>The Racine Zoo is profoundly saddened...</p> <p>Thu Feb 12, 10:23am</p> <p>👁️ 110.0K ❤️ 1.6K</p> <p>💬 84 📌 89</p>	<p>The wise Timu has chosen... the winner ...</p> <p>Sat Feb 7, 12:00pm</p> <p>👁️ 37.0K ❤️ 571</p> <p>💬 23 📌 51</p>	<p>Gather the little ones and enjoy an Easter-..</p> <p>Wed Feb 18, 10:00am</p> <p>👁️ 25.4K ❤️ 96</p> <p>💬 3 📌 34</p>

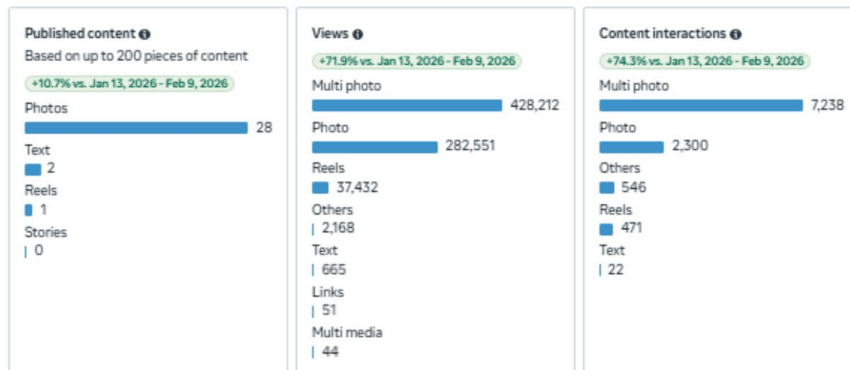


Our post with the highest engagement in the month of February was our Valentine's enrichment post of our residents.

STAFF ACTIVITY REPORT | MARKETING | February 2026



This data is based on the last 28 days. Compared to January, we have increased in all aspects except our link clicks. That is only because we hadn't had as many events or linked pages to promote throughout the month. As the year goes on, event promotions increase, and so will the link clicks.



This data is in comparison from middle of January to beginning on February. We have increased in all compared to the last couple months.

▶ INSTAGRAM

Followers: 7,311

Increased number of animal postings (videos too), posted about upcoming events, added to events tab.
 Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Valentine's Day is almost here! Be sure to s...	Photo • racinezoo	Boost	Sun Feb 1, 9:00am	483	316	--	11	11	0	0
	Rotini is just checking in to make sure ever...	Reel • racinezoo	Boost	Mon Feb 2, 9:00am	553	409	--	46	45	0	0
	When RUSD pauses for professional learni...	Carousel • racinezoo	Boost	Tue Feb 3, 9:00am	609	307	--	14	14	0	0
	We are excited to introduce two of Racine...	Carousel • racinezoo	Boost	Wed Feb 4, 7:00pm	974	468	--	81	74	1	4
	Coming up next month... Call Me Old Fashi...	Carousel • racinezoo	Boost	Thu Feb 5, 12:00pm	1,128	577	--	11	11	0	0
	Registration for School's Out camp closes...	Photo • racinezoo	Boost	Fri Feb 6, 9:00am	479	313	--	9	8	0	0
	The wise Timu has chosen... the winner of ...	Reel • racinezoo	Boost	Sat Feb 7, 12:01pm	6,223	5,326	--	261	235	1	18
	Soon we will find out if Timu was right! Do ...	Reel • racinezoo	Boost	Sun Feb 8, 5:15pm	9,332	5,359	--	186	175	2	4
	There are a couple more weeks of LII! Explo...	Carousel • racinezoo	Boost	Mon Feb 9, 9:05am	745	349	--	12	12	0	0
	Tuesday Tracks! You all did such an amazi...	Carousel • racinezoo	Boost	Tue Feb 10, 9:00am	1,122	605	--	45	42	2	1
	Spread the love this Valentine's day to som...	Photo • racinezoo	Boost	Fri Feb 13, 10:00am	410	267	--	8	8	0	0
	The Racine Zoo will be having \$5 Admissio...	Photo • racinezoo	Boost	Sun Feb 15, 4:00pm	687	417	--	34	33	0	0
	It is a beautiful day to visit all of our a...	Carousel • Crossposted • Racine Zoo	Boost	Mon Feb 16, 10:58am	6,306	237	--	210	197	4	7
	The Racine Zoo is accepting donations for ...	Photo • racinezoo	Boost	Tue Feb 17, 9:00am	509	294	--	8	8	0	0
	From up-close encounters with animal amb...	Photo • racinezoo	Boost	Tue Feb 17, 12:00pm	607	383	--	12	12	0	0
	Gather the little ones and enjoy an Easter-t...	Photo • racinezoo	Boost	Wed Feb 18, 10:00am	451	279	--	8	5	2	1
	With the warmer months coming up, ...	Photo • Crossposted • Racine Zoo	Boost	Thu Feb 19, 10:02am	5,614	373	--	146	133	2	10
	The Racine Zoo Hiring Fair is tomorrow! W...	Photo • racinezoo	Boost	Fri Feb 20, 10:00am	938	597	--	15	14	0	0
	Happy Saturday! Is everybody having this r...	Photo • racinezoo	Boost	Sat Feb 21, 10:00am	718	441	--	40	38	0	2
	Next up in LII Explorers: Monkey Measure...	Photo • racinezoo	Boost	Sun Feb 22, 10:00am	442	277	--	10	10	0	0

▶ INSTAGRAM

Followers: 7,311

Increased number of animal postings (videos too), posted about upcoming events, added to events tab.
 Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Call Me Old Fashioned will be here before y... Carousel • racinezo	Boost	...	Mon Feb 23, 5:00pm	1,126	531	--	21	21	0	0
	February is International Hoof Care Month... Carousel • racinezo	Boost	...	Tue Feb 24, 5:00pm	1,038	580	--	41	40	0	1
	When RUSD pauses for professional learn... Photo • racinezo	Boost	...	Wed Feb 25, 9:00am	445	287	--	3	3	0	0
	Join us for a high energy, sing-along with a... Photo • racinezo	Boost	...	Thu Feb 26, 9:00am	516	306	--	5	5	0	0
	#HoofCareTraining Month is coming... Reel • Crossposted • Racinezo	Boost	▼	Fri Feb 27, 10:20am	19,814	9,309	--	294	264	4	13
	Our animal care staff has been working eac... Carousel • racinezo	Boost	...	Sat Feb 28, 12:00pm	1,774	961	--	123	112	0	6

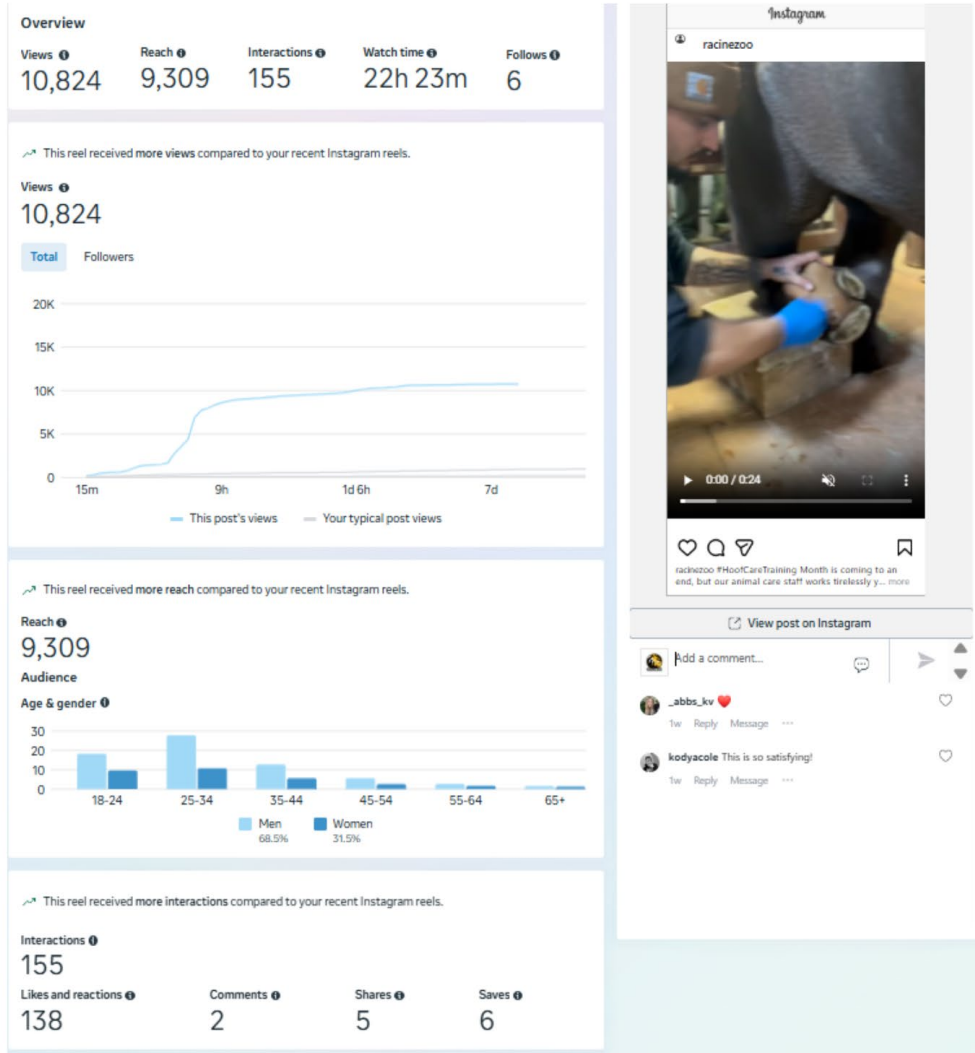
Top 5 posts of February with the largest reach, engagement, likes, and shares:

1. Hoof care Training Month video
2. Superbowl Prediction by Timu
3. Superbowl post
4. Collaboraive mural post
5. Shaq post

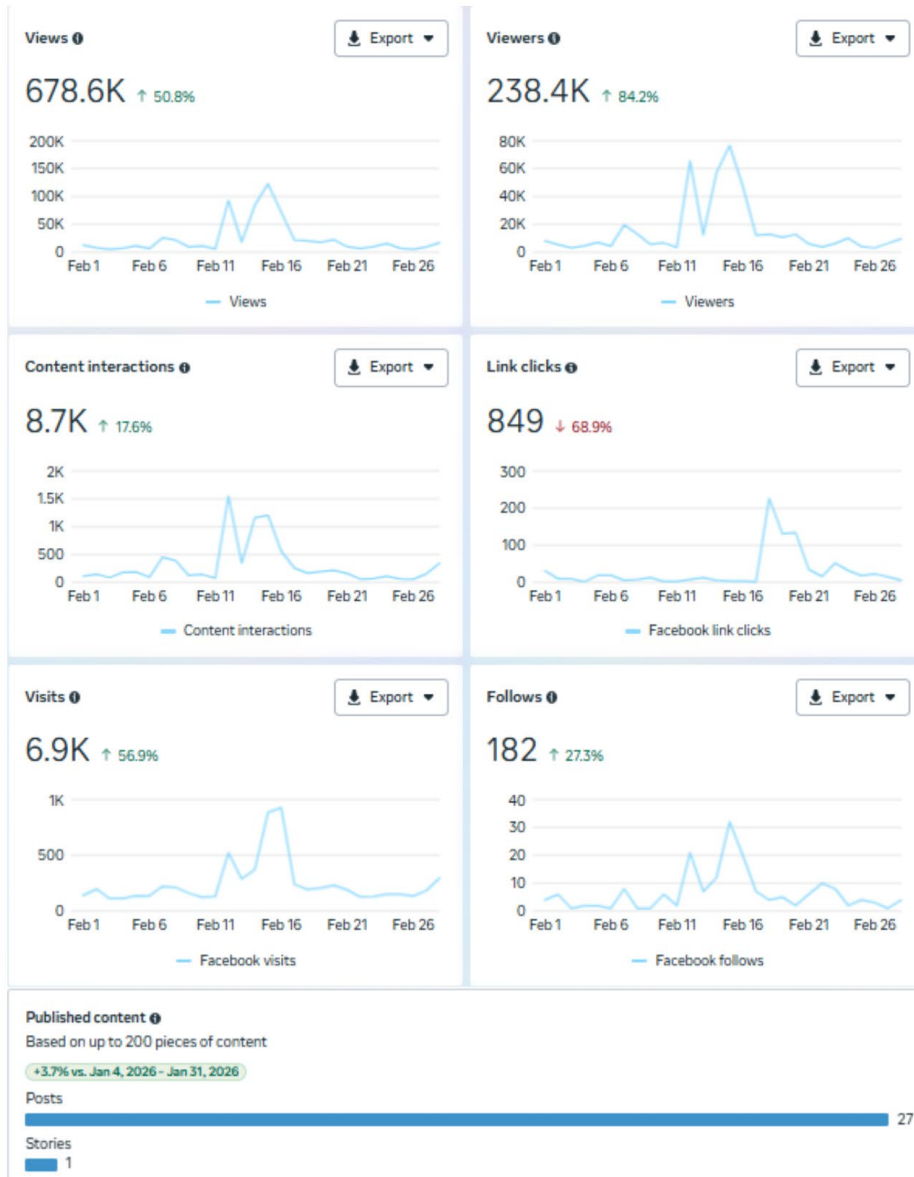
#HoofCareTraining Month is coming to a... Fri Feb 27, 10:20am 19.8K views, 264 likes, 4 comments, 13 shares	Soon we will find out if Timu was right! Do w... Sun Feb 8, 5:15pm 9.3K views, 175 likes, 2 comments, 4 shares	The wise Timu has chosen... the winner ... Sat Feb 7, 12:01pm 6.2K views, 235 likes, 1 comment, 18 shares	I'm a Golden Brush Awards Finalist! Mon Feb 16, 1:58pm 2.5K views, 86 likes, 24 comments, 4 shares	Our animal care staff has been working eac... Sat Feb 28, 12:00pm 1.8K views, 114 likes, 0 comments, 6 shares

▶ INSTAGRAM

Followers: 7,311



Our hoof care appreciation video got the most engagement in the month of February. Followers really enjoy our animal content and like seeing the animals even if it is just on screen.



► X (AKA TWITTER)

Followers: 3,288

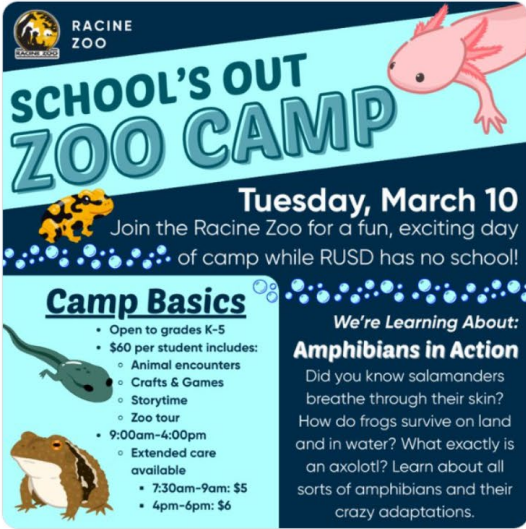
Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

Posting on this account is frequently, almost every day. The same posts from Facebook and Instagram are posted on Twitter, simplified. The analytics are different as we would have to upgrade to a premium account in order to view the entire analytics instead of just on each individual post. Our engagement is increasing when I post more animal content and when I post more in the late morning compared to afternoon.

Racine Zoo @RacineZoo · Feb 25

Our single-day camps offer kids a fun, enriching escape filled with animal encounters, hands-on activities, themed lessons, and guided zoo explorations.

Learn more or register now: racinezoo.org/product/school...



SCHOOL'S OUT ZOO CAMP
Tuesday, March 10
Join the Racine Zoo for a fun, exciting day of camp while RUSD has no school!

Camp Basics

- Open to grades K-5
- \$60 per student includes:
 - Animal encounters
 - Crafts & Games
 - Storytime
 - Zoo tour
- 9:00am-4:00pm
- Extended care available
 - 7:30am-9am: \$5
 - 4pm-6pm: \$6

We're Learning About: Amphibians in Action

Did you know salamanders breathe through their skin? How do frogs survive on land and in water? What exactly is an axolotl? Learn about all sorts of amphibians and their crazy adaptations.

1 reply, 2 likes, 65 retweets

Racine Zoo @RacineZoo · Feb 10

Tuesday Tracks!

You all did such an amazing job at guessing Inti, our Andean bear. Now, can you guess who's track this is?



3 likes, 95 retweets

Racine Zoo @RacineZoo · Feb 16

It is a beautiful day to visit all of our amazing residents!

Will we see you at the Zoo today?



4 likes, 96 retweets

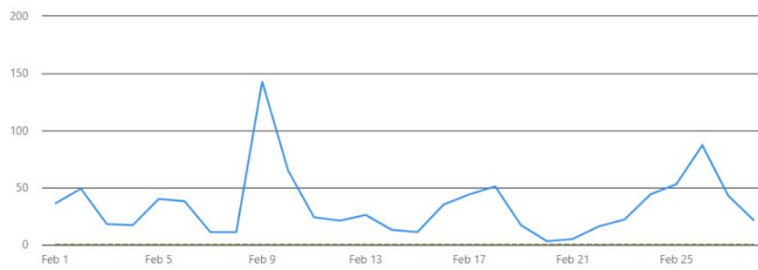
▶ LinkedIn

Followers: 330

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)

Metrics

Impressions ▾



✓ Organic	964
✓ Sponsored	0

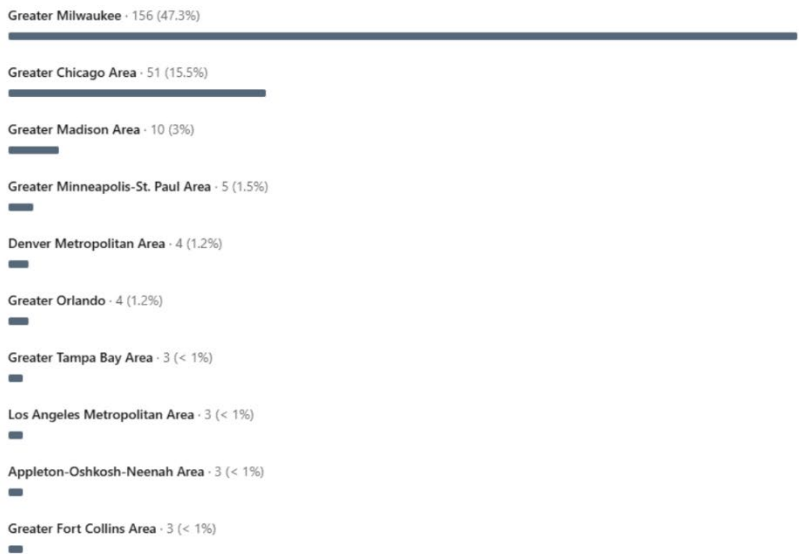
Highlights

Data for 2/1/2026 - 2/28/2026

964 Impressions ▼59.1%	33 Reactions ▼64.1%	0 Comments ▼100%	0 Reposts ▼100%
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Follower demographics 📍

Location ▾



▶ LinkedIn

Followers: 330

The same content is posted on this platform as on Facebook, Instagram, and Twitter (X)

Racine Zoo
330 followers
2w • 🌐

Call Me Old Fashioned will be here before you know it, be sure to get your tickets now! ...more

👤 Dragica (Dee) McReynolds and 4 others

Racine Zoo
330 followers
2w • 🌐

When RUSD pauses for professional learning days, the adventure continues at the Racine Zoo! Our single-day camps offer kids a fun, enriching escape filled with animal encounters, hands-on activities, themed lessons, and guided zoo ...more

👤 Dragica (Dee) McReynolds and 7 others

1 repost

Racine Zoo
330 followers
1w • 🌐

Join us for a high energy, sing-along with a delicious brunch along the lakefront at the Racine Zoo! This exceptional event includes a brunch buffet, same-day Zoo admission, themed glasses, blow up microphones and more fun than you ca ...more

👤 Dragica (Dee) McReynolds and 3 others

1 repost

LinkedIn posts that had higher engagement in the month of February

Throughout the month of February:

- 4 E-blasts were created and sent out
- Animal Amore went well, coming up next is Call Me Old Fashioned and Eggstravaganza, which will kick off high season
- Our following on Facebook, Instagram, LinkedIn, and Tik Tok increased
- Ads were created and distributed to multiple websites, magazines, newspapers, etc.
- Our LinkedIn profile is showing up more often and increasing in searches
- We have been getting positive feedback from the public over our social media and events
- Distributed new posters and flyers
- Created new events and event logos
- Updated events pages and calendars
- Wildlife Matters has been published regularly and has been doing very well
- Began working with web development team for our website, going well, more meetings coming soon

Special Events

February Events

- February 14—Animal Amore
 - Location: Castle
 - Overview: Valentine’s Day Dinner
 - Attendance: 63

Coming up at the Zoo at a Glance:

- March 25—Call Me Old Fashioned
- April 4—Eggstravaganza