

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

Executive Director

- We officially maintained our accreditation for the next five years!
- Successful Zoo Debut: A Wild Affair event!
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Working on the 2018 budget
- Created the 2018 special event schedule
- Media appearances

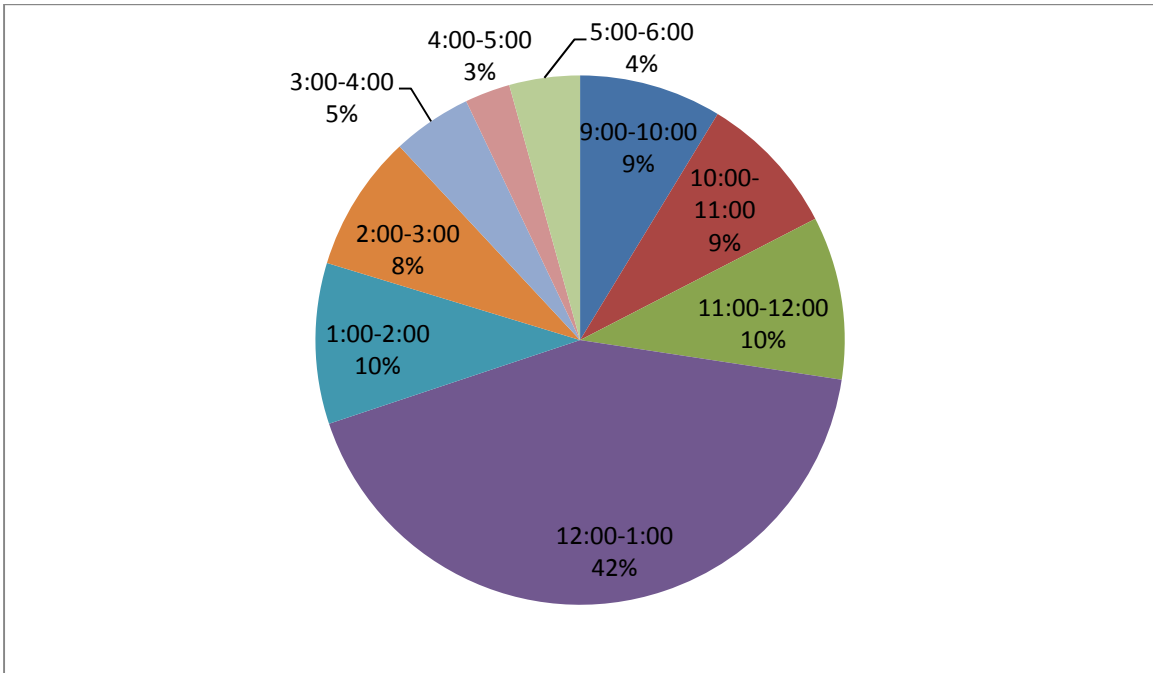
Membership

- Total memberships households = 2,065

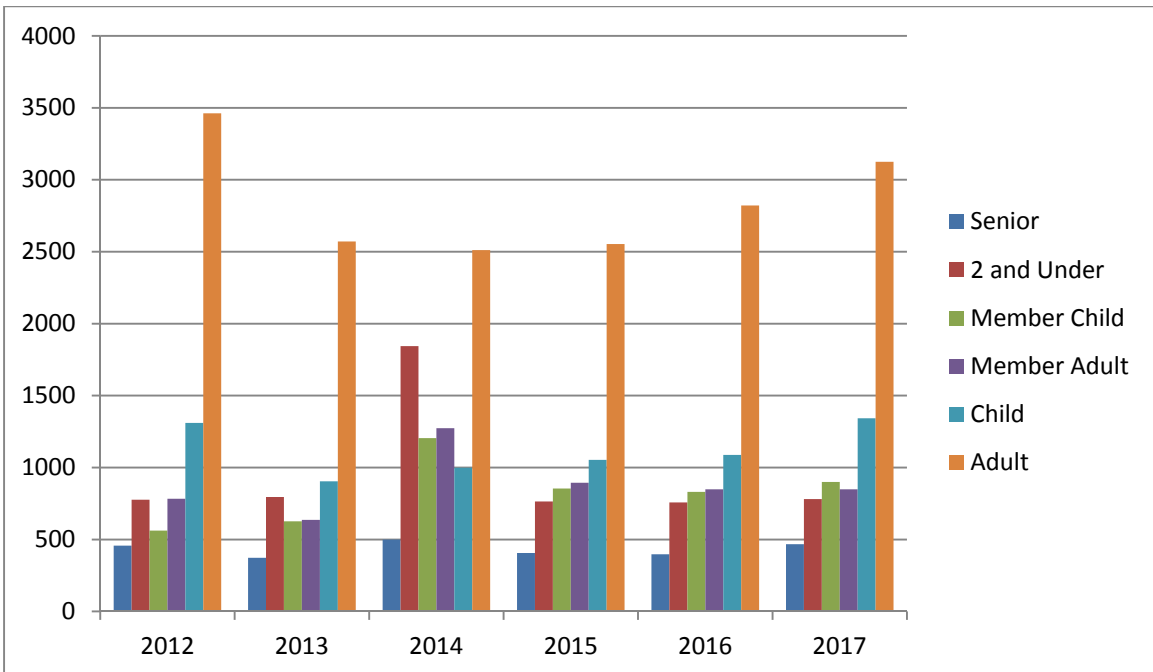
Attendance for September 2017

	September 2016	September 2017	Variance	Percent change
Adults	2821	3125	304	11%
Children	1088	1343	255	23%
Member Adults	849	900	51	6%
Member Children	831	849	18	2%
Child 2 and under	758	781	23	3%
Seniors	398	467	69	17%
Education	308	507	199	65%
Events	5354	4969	385	-7%
Total	12407	12941	311	3%

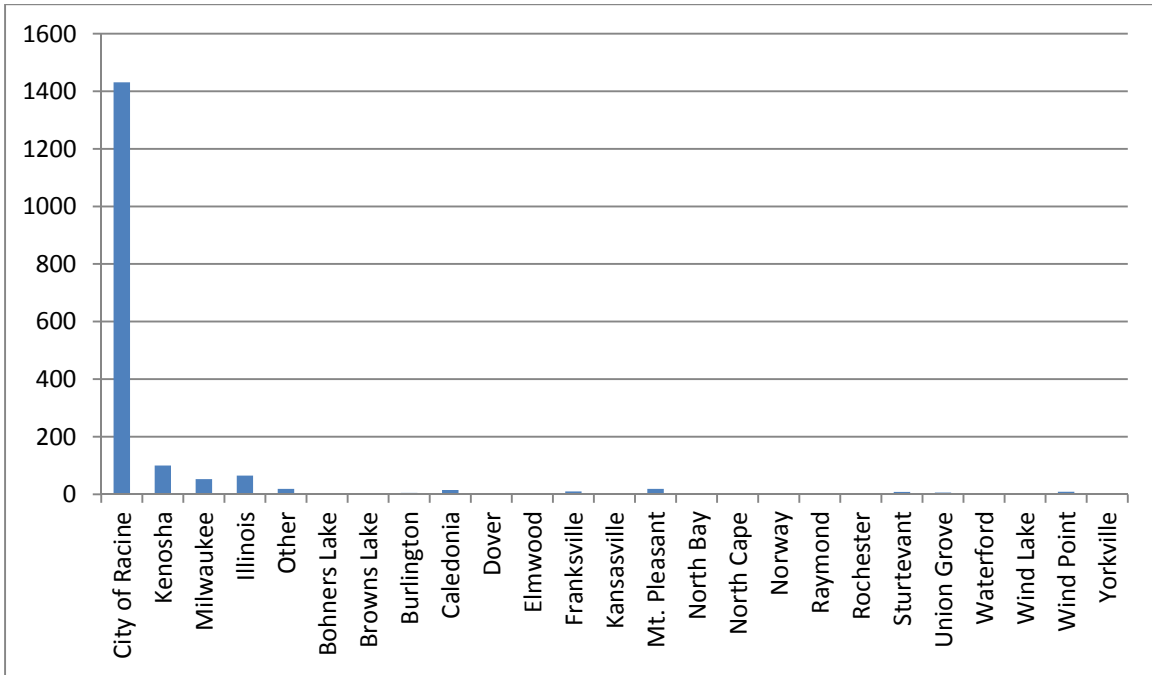
September Attendance By Hour



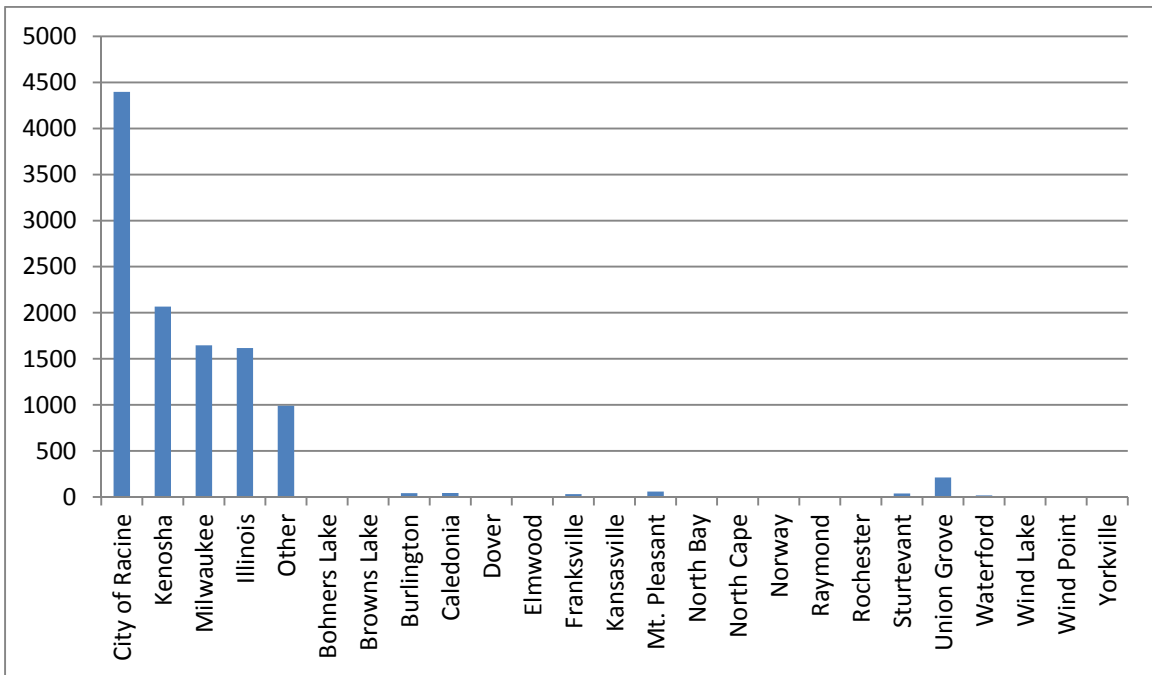
September Monthly Attendance 2012-2017



September Member Municipality



September Non-Member Municipality



Animal Care

- **Animals:**
 - Aviary closed for the season and all birds brought into winter holding.
 - Keeper staff assisted with Budgie Roundup, Lion intros and Bear intros. All of these events require all hands on deck.
 - Received a male Kookaburra that will be an education bird this month.
- **Vet exams:**
 - Tiger exams to recheck swollen area of mouth, Parrot exams, Budgie blood draws, prep work for giraffe shipment, tamarin pre-ship exam, spider monkey routine exam. Continued observations of giraffes, pigs, bats, penguins, etc. Had one bat, one meerkat, and one grey tree frog pass away this month.
- **Staff**
 - Keeper staff also assisted with Longnecks for Longnecks during Brewfest, celebrated World Rhino Day!, assisted with animal ambassadors for the news and World Roar Wine Pour Wednesday. Also assisted with animal ambassadors for Zoo Debut.
 - Completed an animal escape drill, Meerkat escaping from exhibit due to a guest placing a branch in exhibit.
 - New full time hire started Sept 12 and has been training on multiple routines.
 - Primary primate keeper attended the New World Primate Workshop this month.

Education

- **Educational Programs**
 - Onsite Programs – 6
 - Reached 30 people
 - Onsite Birthdays – 6
 - Reached 170 people
 - Offsite Programs - 9
 - Reached 325 people
 - Field Trips without programs - 6
 - Reached 351 people
 - Totals: Reached 621 people
 - Daily Programs (Weekends only in September)
 - 11 Creature Features, reaching 155 people
 - 22 Wildlife Theaters, reaching 308 people
- **Special Events**
 - 9/23 – World Rhino Day
 - Raised \$80 for the International Rhino Foundation and Racine Zoo
 - Created rhino horns, played rhino horn ring toss, made edible marshmallow rhinos, and used a puppet to learn how rhinos eat
 - Guests could see and touch rhino biofacts and enrichment, enter raffle for a rhino painting and encounter, and put their handprint on a rhino pledge board
- **Other Education Involvement/Events**
 - 9/2 – Brought animal ambassadors to Hanson wedding
 - 9/6 – Participated in UW-Parkside Volunteer Fair
 - 9/9 – Two stage shows at Union Grove's Super Saturday event
 - 9/9 – With Animal Care, brought animal ambassadors to Zoo Debut
 - 9/10 – Animal booth at NAMI Racine County Bike 'n Hike in Waterford

- 9/11-9/14 – Attended AZA National Conference
 - 9/11 – Began volunteer partnership with RUSD Transition Program with special needs students
 - 9/16 – Education Volunteers work clean-up for Brewfest
 - 9/17 – Hosted Adopt-a-Beach Clean-up in partnership with Alliance for the Great Lakes
 - 9/26, 9/28 – Career Discovery Solutions program through Rotary Club and McKinley Middle School
 - 9/27 – Participated in Prairie School’s High School Volunteer Fair
 - 9/29 – Free animal program at Homeless Assistance Leadership Organization of Racine, WI
 - 9/30 – Animal programs for guests on Racine County Foster Kids Day
- **Grants**
 - Awarded grant for high school internship program
 - Awarded grant for hazard preparations
 - Awarded grant for Nature Play with AZA
 - Completing United Way conservation signage grant report
 - Completing grant for Norbell Foundation after preschool program launch
 - Working on Captain Planet grant for a certified backyard wildlife habitat
 - Working on grant for food gardens at the zoo
 - **Projects – Ongoing and Completed**
 - Creating and launch of “Li’l Explorers” Preschool Program
 - Onboarded 2017 Fall Interns
 - Creating homeschool curriculum

Upcoming Education Projects:

- Launch 2017 High School Internship program – October 2
- Wildlife Explorers begins – October 3
- Teacher Appreciation Night – October 5
- First Li’l Explorers Program – October 16
- Homeschool Programs Launching Soon

Comparison to September 2016-2017 programs and participants

Participants	2016	2017	Variance
On Site	33	30	-10.0%
Off Site	650	325	-50.0%
BTS	0	15	+100%
Birthday Party	235	170	-27.7%

Programs	2016	2017	Variance
On Site	2	6	+300%
Off Site	4	9	+125%
BTS	0	1	+100%
Birthday Party	8	4	-50.0%

Facilities:

- Set up and tear down for zoo debut
- Set up and tear down for Brewfest
- Had larger concrete ring installed by Norco aviary for better access to plumbing
- Preventative maintenance
- Started fall mulching of leaves
- Modine pond was weeded and chip for fall by lakeshore landscape
- Set up and tear down other special events e.g. birthday parties, roar and pours.
- Regular janitorial and grounds upkeep, grass cutting, garbage etc.
- Got quotes for work in giraffe barn to cover exposed cables
- Regular work orders e.g. repair broken split rail, fix limits on mechanical door
- Replaced lock mechanism on discovery center door

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

- Ordered and Put out New product
- Started Budgets for 2018
- Attended AZA 2017 Conference
- Prepared Grill for Low Season
- Closed and Cleaned Chumba for Low Season

Resource Development

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

Public Relations/Social Media

- **E-blast:** Zoo News - September 6th & September 22nd: Goodbye Summer & Fun isn't over
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Cision phone meeting, WISN Ch12 on air, WRJN 99.9 Phone interview with Mike Clemens, Field Work Marketing to be on site Oct. 1st
- Press Release: Sept. 1st Racine Zoo App/ Zoo Preschool - Release in Oct
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events and education program
- Created Ad: Union Grove News Letter, Wind Point Mag, Belle City Mag, Bargain Hunter
- Zoo Debut - Signs 22 x 28
- Bartender for Zoo Debut

Miscellaneous Marketing/PR activities

- Created event posters, tickets, flyers, map's for events: Zooriffic Saturday's, Penguin Day, Boo at the Zoo, Lil Explorers, Zoo La Rue, Santa brunch, Merry Zoomas
- Lil' Explores -Zoo Preschool: New Logo Design, Website pages, FB Postings, Flier creation, web slider image
- Zoo Signs – Outdoor Exhibit, Giraffe sign, Exhibit Support Signs
- Created: \$20 voucher - Fieldwork Marketing, Zoo La Rue event flyer
- Created: Ad for DRC with Uncorkt
- Redesign: Boo at Zoo logo
- Updated online events calendar- Boo at the Zoo, Santa Brunch, Zoo La Rue, Preschool
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Posted events on free advertising event sites: Journal Times, Kenosha News, Whofish, Real Racine, Union Grove, Burlington, FB, Shepherd Express online, The Juice, Eventbrite

Website

Racine Zoo-Digital

Metrics September 2017

Facebook Data:

Your 5 Most Recent Posts

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/02/2017 3:42 pm	 Your invitation to the RYDE with Racine Kickoff party! Public trans			1.7K ■	26 4 ■	Boost Post
10/02/2017 9:24 am	 His loving keepers made him a cake with pumpkin, leaf water bisc			3.6K ■	267 4 ■	Boost Post
10/01/2017 8:19 am	 No packer game? No problem! Head out to the zoo! Special \$5 ad			9.2K ■	438 80 ■	Boost Post
09/29/2017 11:07 am	 In the past 500 years, we know ~1,000 species have gone extinct.			1.6K ■	16 18 ■	Boost Post
09/28/2017 9:33 am	 Love Halloween? Love helping out? Volunteer at our Boo at the Z			3.4K ■	121 59 ■	Boost Post

Recent Promotions on Racine Zoo

Ads activity is reported in the time zone of your ad account.

[+ Create New Promotion](#)



Event Promotion
Completed

Roar and Pour
Wednesday, August 16, 2017, 6 PM - 8 PM

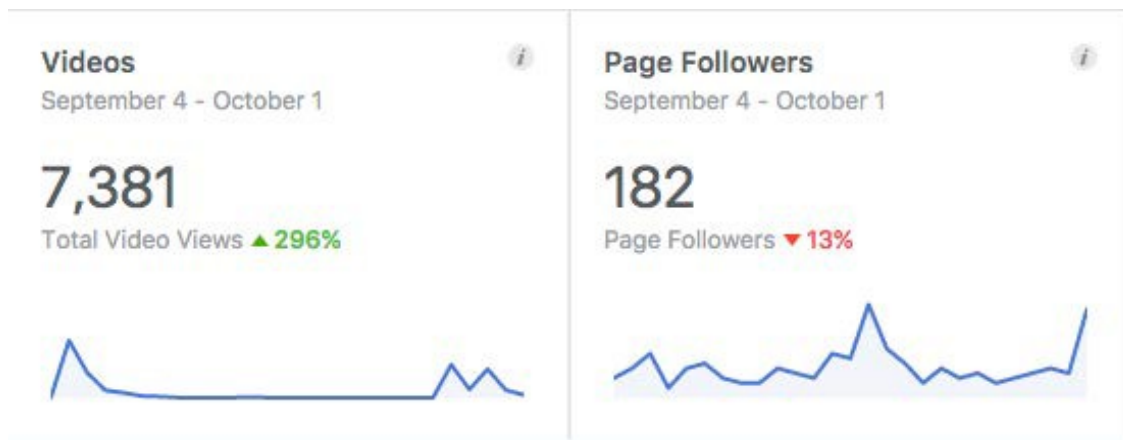
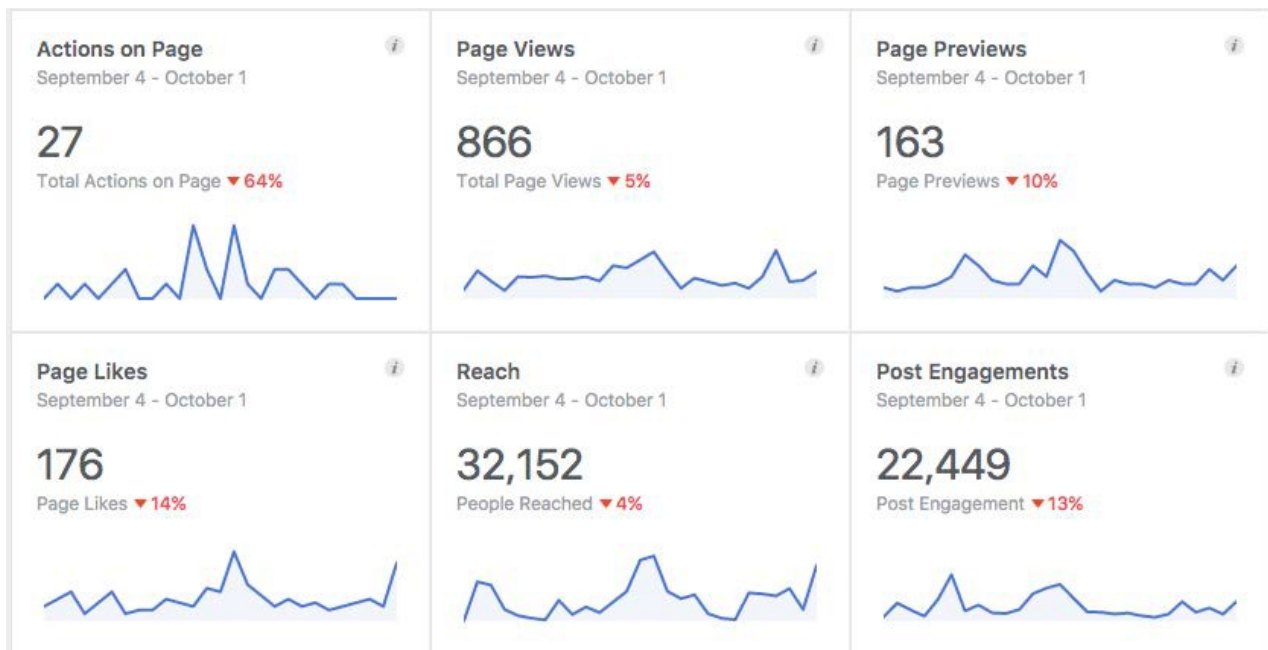
Promoted by Savannah Ingram on 08/07/2017

2,209
People Reached

18
Link Clicks

\$9.00
Spent of \$9.00

[View Results](#)

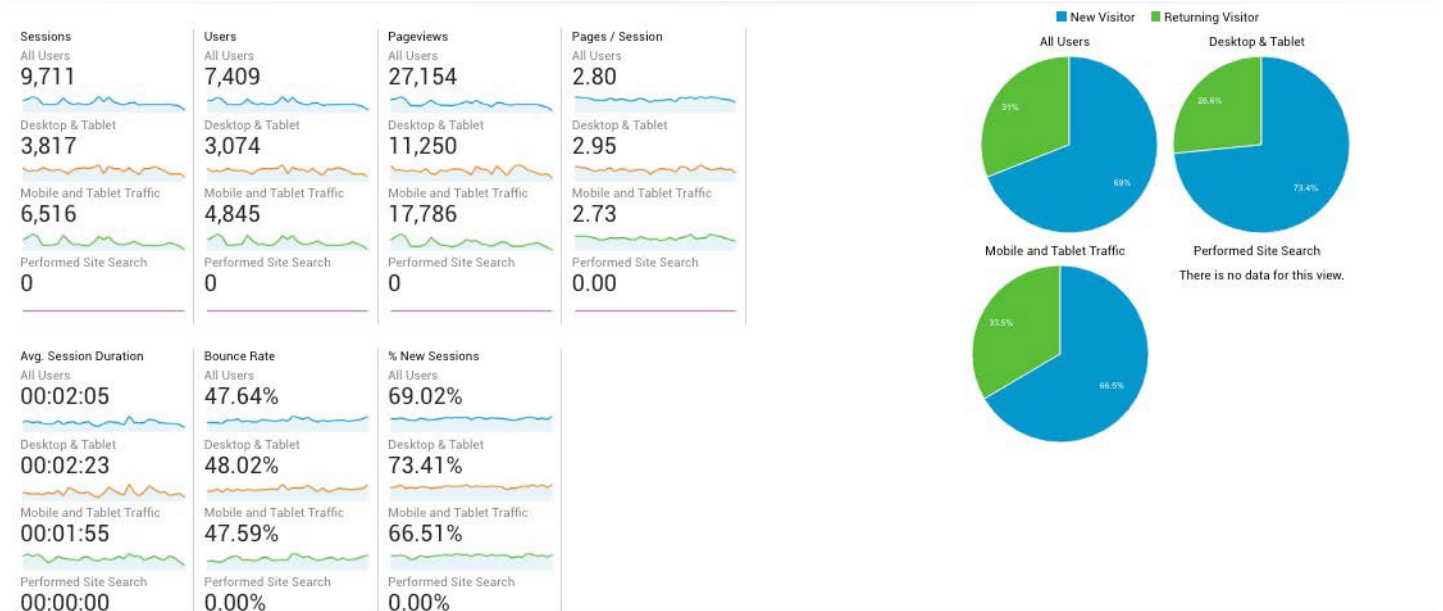


Twitter:

28 day summary with change over previous period



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	107	17,916 vs 17,854
Twitter followers	2,465 vs 2,451	6,832 vs 8,828 impressions
Twitter profile views	265 visits	41.5%
Instagram followers	444 vs 435	83 posts - total

E-Newsletters/ E-Mails	Month	Lifetime
Database-Members	3,845	NA
Blast:(2) Sep.6 Sep.22	1) 25.8% Open Rate -833 2) 22.5% Open Rate - 960	NA



Special Events

September Events:

- Saturday, September 2: **Miller/Hanson Wedding Ceremony & Reception**
 - **Location:** Pavilion
 - **Time:** 3pm-11pm
 - **Event Overview:** Wedding ceremony in Land of the Giants and Reception in Pavilion

- Sunday, September 10: **Milwaukee Bucks Caravan w/ Boys & Girls Club**
 - **Location:** Wildlife Theater
 - **Time:** 4pm-6pm
 - **Event Overview:** Live animal presentation

- Saturday, September 16: **Great Lakes Brew Fest**
 - **Location:** Entire Campus
 - **Time:** 1pm-6:30pm
 - **Event Overview:** Beer tasting event

- Tuesday, September 19: **DRC Meeting**
 - **Location:** Pavilion
 - **Time:** 5:30pm-7:30pm
 - **Event Overview:** Downtown Racine Corporation monthly meeting

- Saturday, September 23: **Party on the Pavement**
 - **Location:** Downtown Racine
 - **Time:** 12pm-7pm
 - **Event Overview:** Info booth w/ kids crafts outside of Uncorkt

- Sunday, September 24: **GSC Picnic**
 - **Location:** Pavilion
 - **Time:** 11am-2pm
 - **Event Overview:** Company picnic

- Wednesday, September 27: **World Roar Wine Pour Wednesday**
 - **Location:** In front of Main Building
 - **Time:** 6pm-8pm
 - **Event Overview:** Beer & wine tasting event with butler passed appetizers and animal encounters

- Saturday, September 30: **Racine County Foster Kid Day at the Racine Zoo**
 - **Location:** Wildlife Theater/Pavilion
 - **Time:** 9am-5pm
 - **Event Overview:** Live animal presentation, crafts and lunch

Coming up at the Zoo at a Glance:

- Saturday, October 14: **Zoorific Saturday/African Penguin Day** 9am-4:30pm
- Saturday, October 28: **Boo at the Zoo** 9am-4:30pm
- Sunday, November 12: **Merry Zoomas** 9am-4:30pm
- Sunday, November 12: **Breakfast with Santa**, 11am-12:30pm
- Saturday, February 10, 2018: **Animal Amore**, 6pm-9pm
- Saturday, March 3, 2018: **Winos for Rhinos**, 6pm-9pm
- Saturday, March 31, 2018: **Eggstravaganza**, 9am-4:30pm