

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on September 2021**

Executive Director

- Very busy with increased guests coming through the gate
- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning

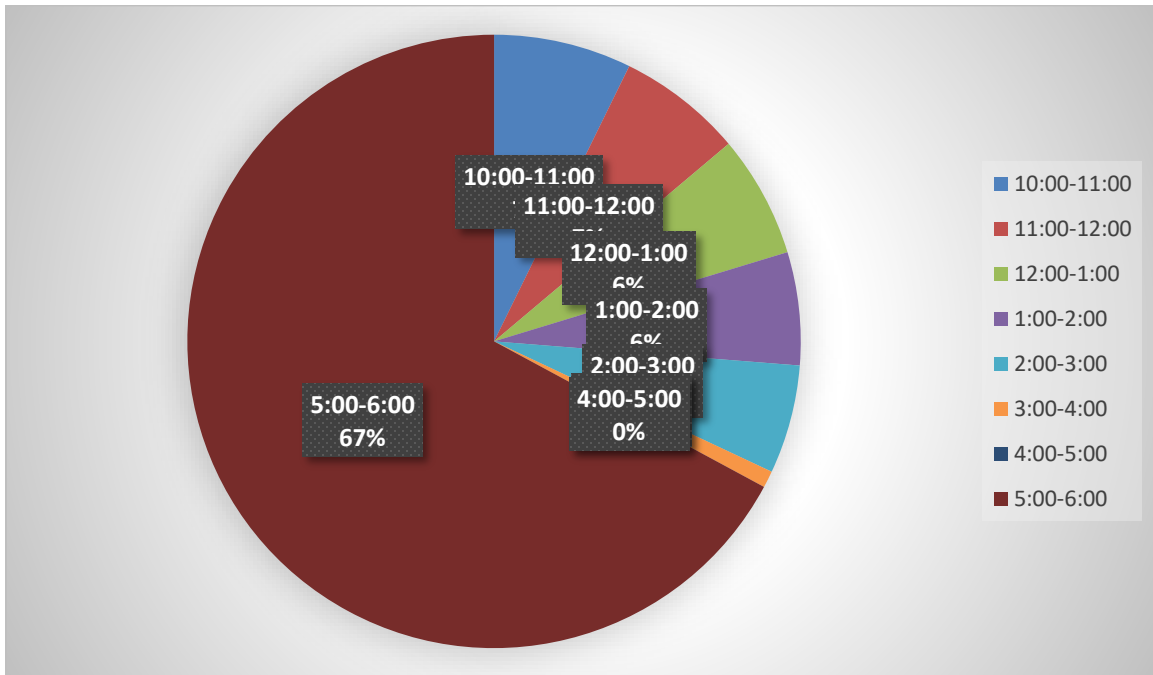
Membership

- Total memberships households = **2,784**

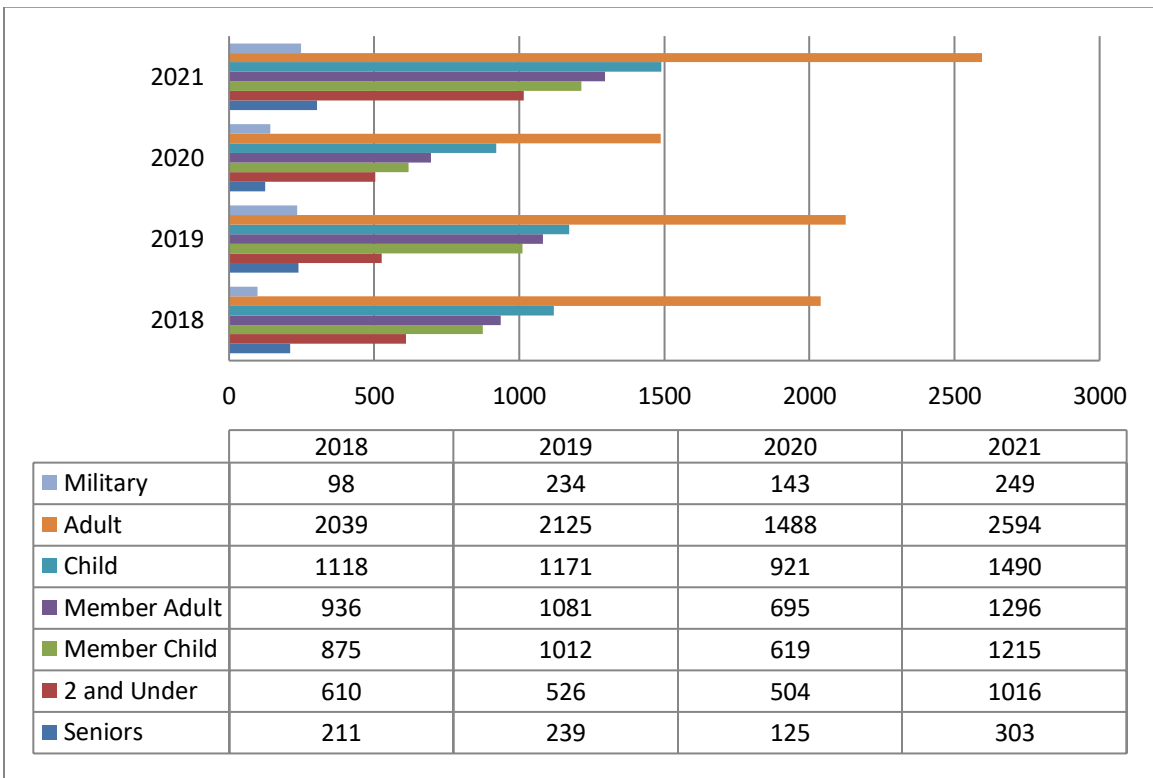
Attendance for October 2021

	October 2020	October 2021	Variance	Percent change
Adults	1488	2594	1106	74%
Children	921	1490	569	62%
Member Adults	695	1296	601	86%
Member Children	619	1215	596	96%
Child 2 and under	504	1016	512	102%
Seniors	125	303	178	142%
Military	143	249	106	74%
Education	970	51	-	-
Events	27344	16927	-10417	-38%
Total	32809	25141	-7668	-23%

October 2021 Attendance by hour



October Monthly Attendance 2018-2021



October Member Municipality

53402- 66

53403- 96

53401- 16

53405- 74

53126- 11

53177- 37

53404- 64

53139 - 8

Milwaukee - 27

Kenosha – 345

Illinois – 137

Other - 1630

October Non-Member Municipality

53403- 26

53177- 25

53402- 601

53406- 76

53405- 111

53404- 300

53182 – 62

53407- 4

Illinois - 405

Milwaukee - 203

Kenosha – 838

Other - 3001

Operations

- Vendor delays but we are reorganizing and working it out
- Scheduled and Executed Glow
- Grill is now closed for the season

Animal Care

- **Veterinary Updates**
 - 1.0 African penguin 2021 chick underwent cat scan for spinal abnormality; began antibiotic trial
 - 1.0 Domestic dog sedation exam; treated for tail injury
 - 1.1 Hartmann's mountain zebra and 2.0 Masai giraffe voluntary hoofwork
 - 1.0 Eastern black rhino treated for horn crack
 - 1.1 Eastern black rhino produce diet reductions
 - 1.0 Goat treated for possible digestion issues
 - 1.3 Spider monkeys treated for fecal parasites
 - 12.0 Straw-colored fruit bat hands on exams and weights
 - 0.1 African spurred tortoise annual exam
 - 1.1 Leopard gecko annual exams
 - 0.1 Spider monkey annual sedation exam
 - 0.1 Hedgehog annual exam
 - 1.0 Blanding's turtle annual exam
 - 2.0 Green tree python annual exam
 - 3.0 Emperor tamarins pre-ship exams
 - Continue 0.1 eastern black rhino progesterone analysis
- **Collection Changes**
 - 1.0 Guam rail humanely euthanized due to quality of life concerns
 - 1.0 Colorado River Frog acquired
 - 0.0.30 Amazon Milk frogs hatched
- **Other Updates**
 - Working with 0.1 Amur tiger on voluntary blood draw; successfully poked tail for first time
 - Working with 1.0 Fossa on voluntary injections
 - Working with 2.0 Masai giraffe and 1.1 Hartmann's mountain zebra on voluntary hoofwork
 - Working on setup for voluntary xrays with primates
 - Some seasonal animal moves have begun

Education

- **Educational Programs**

- Onsite Programs – 2
 - Reached 92 people
- Offsite Programs – 6
 - Reached 840 people
- Onsite Birthdays – 2
 - Reached 55 people
- Offsite Birthdays – 2
 - Reached 60 people
- Virtual Programs – 3
 - Reached 65 people
- Virtual Programs – 3
 - Reached 65 people
- BTS Encounters – 2
 - Reached 8 people
- Preschool Programs – 3
 - Reached 41 people
- AmeriCorps Programs – 37
 - Reached 555
- **Total: Reached 1,781 people**

- **Other Events**

- October 1 – Speaker for Founder’s Rotary Meeting
- October 3 – Animal Presentations at Fondy Fest in Fon Du Lac
- October 4 – Two guest lectures for Carroll University
- October 6 – Presented at AZA National Party for the Planet webinar
- October 7 – Multiple staff attended Empathy Network meeting
- October 15 – Staff attended AmeriCorps Serve Wisconsin Annual Meeting
- October 16 – Presented animal booth at Hawthorne Hallow Hootenanny
- October 17 – Presented animal booth at FrankenSTEIN Festival
- October 20 – Participated in virtual networking event for Nelson Institute for Environmental Studies
- October 23 – Presented animal booth and stage shows at Union Grove Pumpkin Chuckin Festival
- October 25 – Brought animal for CBS 58 appearance
- October 27 – Brought animal for Racine and Me appearance
- October 28 – Lincoln Middle School Virtual Career Day
- October 30 – Coordinated volunteer staffing for Boo at the Zoo

- **Grants and Proposals**

- Received grant from United Way of Racine County
- Submitted for competitive renewal for the Racine Zoo AmeriCorps program
- Submitted Workforce Development Grant
- Wrote grant for United Way of Racine County
- Working on proposals to ACE for Wildlife Network, Association of Zoos and Aquariums, Equitable Recovery Grant, and Tourism Grant to be submitted in October and November
- Submitted final reports for 2020-2021 Racine Zoo AmeriCorps Program
- Working on final report for IMLS 2019-2021 grant

Comparison to October 2021 - programs and participants

Participants	2020	2021	Variance
On Site	0	92	+100.0%
Off Site	31	840	+261.0%
BTS	0	8	+100.0%
Birthday Party	32	115	+259.3%
Preschool	88	41	-53.5%
AmeriCorps	0	555	+100.0%
Virtual Programs	267	65	-75.7%

Programs	2020	2021	Variance
On Site	0	2	+100.0%
Off Site	1	6	+500.0%
BTS	0	2	+100.0%
Birthday Party	1	4	+300.0%
Preschool	4	3	-25.0%
AmeriCorps	0	37	+100.0%
Virtual Programs	14	3	-78.8%

Facilities

- Set up and tear down all special events
- Reached out to Brett from metro security about issue with radios
- Preventative maintenance
- Received and unloaded new train and cars
- Roofers finished punch list items for penguin roof work with new sky light installed
- Installed 2 new circuits for drive thru lights
- Traditions set up for drive thru lights
- Temporary fence installed by facilities for drive thru lights
- Maintenance requests e.g. repair limits on rhino door, hose repair, etc.
- VIS fabricated and installed access panel on ceiling of Gibbon exhibit
- VIS welded new stops on tiger shift door
- 2 new doors installed in bear building
- Met with Greene glass for quote to re-caulk lion viewing window
- Met with Bohm electric to get quote for electric circuits above old bear exhibit
- Telephone line in jungle grill repaired
- Got quote for new concrete in wildlife theater
- Daily janitorial duties
- General grounds upkeep,.....mowing, whipping, trash, etc.
- Had all brush removed from fence line next to neighbor west of admin. Building
- Rhino floor repairs made
- Radios are all swapped over to digital format
- Pressure washed wildlife theater
- Installed new circulator pump for boiler in penguin building



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | OCTOBER 2021

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
10/1	E-News	15.2	1.3
10/2*	Wildlife Matters October Issue	17.5	2.0
10/7	Halloween Glow reminder	24.6	1.2
10/15	E-News	17.0	1.3
10/19	Martini Madness - 1 month away	17.4	0.4
10/20	Halloween Glow reminder	21.3	1.1
10/22	Boo at the Zoo reminder	19.6	0.5
10/28	Halloween Glow reminder	18.9	0.7
10/29	E-News	18.9	1.5

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
8,997	15.2%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
2,257	20.2%	2.0%

- NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "**".

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2021
- Updated posters and flyers across campus
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Created signage for events
- Managed ad campaigns for Halloween Glow and Wonderland of Lights
- Managed ticket giveaways for Halloween Glow and Wonderland of Lights
- Took photos at events

OUTSIDE ADS

- Bargain Hunter - print
- Wind Point Living Magazine - print
- Travel WI SEM - digital
- Chicago Sun Times - digital
- Chicago Tribune - print/digital
- Happenings - print
- Milwaukee Radio Group - radio
- Milwaukee with Kids - digital
- Shepherd Express - print/digital
- The Daily Herald - digital
- Union Grove Village Voice Newsletter - digital
- Journal Times/Kenosha News - print/digital
- CBS 58 - TV

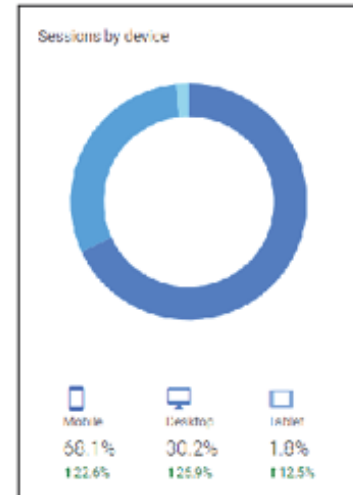
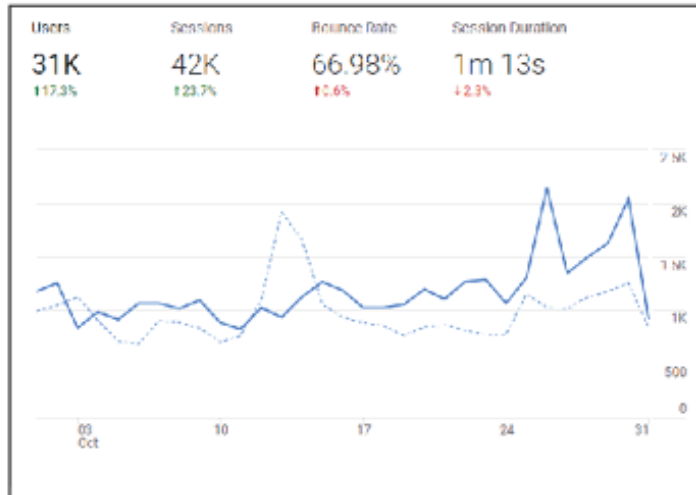


WEBSITE

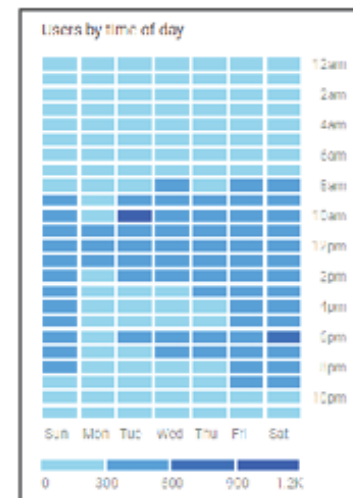
racinezoo.org

MONTHLY USERS: 31K

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales.



Page	Pageviews	Page Value
/	13,215	\$0.00
/halloween-glow	10,579	\$0.00
/events-calendar	6,272	\$0.00
/loop-zoo	4,932	\$0.00
/content/halloween-glow	4,789	\$0.00
/arctic-fox-face-sheet	4,014	\$0.00
/hours-admissions	3,547	\$0.00
/halloween-glow-entering-and-queuing	1,444	\$0.00
/product/hallowine	1,289	\$0.00
/mammals	1,127	\$0.00













































Data from Google Analytics



































TOTAL LIKES: 29,903


- Animal and promotional posts.

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/31/2021 10:15 AM	 Happy Halloween! 🎃 🍬 FRFF candy for guests at Halloween Glow			3.2K	50 54	Boost Post
10/30/2021 8:30 AM	 Eco at the Zoo is TODAY (10/30)! Come out and join us from			10.6K	533 176	Boost Post
10/29/2021 4:17 PM	 Blue Yellow, the oldest African penguin at the Racine Zoo, turned			9.1K	216 585	Boost Post
10/29/2021 12:54 PM	 The primates are enjoying some Halloween-themed enrichment! Be			3.9K	82 79	Boost Post
10/29/2021 10:22 AM	 Halloween weekend is already here! This is your last chance to			2.9K	116 53	Boost Post
10/28/2021 4:07 PM	 🌟POP-UP SPECIAL: First 100 cars get Wonderland of Lights Drive-			3.4K	88 50	Boost Post
10/28/2021 10:05 AM	 Eco at the Zoo is coming up THIS SATURDAY! Join us October			24.7K	1.6K 080	Boost Post
10/27/2021 8:30 AM	 🌟BUY 1 GET 1 ZOO ENCOUNTER COUPON for the first 100 cars at			10K	144 62	Boost Post
10/26/2021 8:30 AM	 🌟FREE LARGE POPCORN for the first 100 cars at Halloween Glow			7K	140 113	Boost Post
10/26/2021 12:01 PM	 📅Adventure Calendars are back this year! These take-home			5.6K	268 30	Boost Post
10/25/2021 8:30 AM	 🌟20% OFF ZOO GIFT SHOP COUPON for the first 100 cars at			3.5K	23 26	Boost Post
10/24/2021 8:30 AM	 🌟FREE 4-PACK ZOO ADMISSION for the first 100 cars at Halloween			15.8K	010 280	Boost Post
10/22/2021 10:26 AM	 We still have some spots open for our preschool classes coming up!			3.3K	35 22	Boost Post
10/21/2021 10:46 AM	 We've got the best skeleton band in town, make no bones about it! 🎃			10.1K	180 216	Boost Post

10/20/2021 8:25 AM	 🎃 BUY 1 Get 1 FREE Halloween Glow admission TONIGHT			9.3K	<div><div></div></div>	459 500	<div><div></div></div>	Boost Post
10/19/2021 10:28 AM	 🍷 COMING UP IN 1 MONTH! Join us for Martini Madness on Friday.			3.1K	<div><div></div></div>	20 17	<div><div></div></div>	Boost Post
10/18/2021 3:03 PM	 🌿 A beautiful fall day at the zoo 🍂 Take a stroll through the zoo within			3.3K	<div><div></div></div>	77 104	<div><div></div></div>	Boost Post
10/17/2021 10:30 AM	 🐍 Animal Feature: Green Tree Python Green Tree Pythons are			3K	<div><div></div></div>	10 45	<div><div></div></div>	Boost Post
10/16/2021 10:51 AM	 🐼 Boc at the Zoo is coming up in 2 weeks! Join us Halloween weekend			6.3K	<div><div></div></div>	213 35	<div><div></div></div>	Boost Post
10/15/2021 4:11 PM	 🕷️ Trying to come up with some spooky weekend plans? Look no			5.2K	<div><div></div></div>	62 118	<div><div></div></div>	Boost Post
10/15/2021 10:21 AM	 🧸 Preschool sessions start again NEXT WEEK! Bring your little one for			2.4K	<div><div></div></div>	9 18	<div><div></div></div>	Boost Post
10/14/2021 10:05 AM	 🐅 Do you have some old phone books lying around? Our tiger could			17.9K	<div><div></div></div>	662 338	<div><div></div></div>	Boost Post
10/13/2021 10:25 AM	 🕷️ Hi Cee! Spiders are crawling all over the Zoo! But, don't worry—			12.4K	<div><div></div></div>	275 168	<div><div></div></div>	Boost Post
10/12/2021 10:00 AM	 🍷 Get ready for a night of martini sampling madness on Friday.			3.3K	<div><div></div></div>	57 44	<div><div></div></div>	Boost Post
10/11/2021 10:40 AM	 🌈 Time to take it from the top! Happy #monday			2.3K	<div><div></div></div>	13 60	<div><div></div></div>	Boost Post
10/09/2021 10:10 AM	 🐧 Happy African Penguin Awareness Day! 🐧 Fun Fact: These			2.4K	<div><div></div></div>	65 78	<div><div></div></div>	Boost Post
10/07/2021 11:39 AM	 🎃 Halloween Glow is in full swing! What's your favorite display or one			14.9K	<div><div></div></div>	508 271	<div><div></div></div>	Boost Post
10/06/2021 2:26 PM	 🦒 I have you poked out your pumpkins yet? 🦒 Jabari, the Masai giraffe,			2.3K	<div><div></div></div>	100 125	<div><div></div></div>	Boost Post
10/05/2021 10:35 AM	 🧸 Bring your preschooler for an educational and fun experience at			3.2K	<div><div></div></div>	27 28	<div><div></div></div>	Boost Post
10/04/2021 10:06 AM	 🍸 I thank you to everyone who joined us for Old Fashioned Cocktail			5.7K	<div><div></div></div>	400 83	<div><div></div></div>	Boost Post
10/02/2021 10:00 AM	 🐼 Boc at the Zoo is coming up this month! Join us Halloween weekend			0.1K	<div><div></div></div>	154 135	<div><div></div></div>	Boost Post
10/01/2021 10:00 AM	 🎃 Halloween Glow is finally here! Join us opening weekend to kick off			7.3K	<div><div></div></div>	186 90	<div><div></div></div>	Boost Post

Post Details




Racine Zoo




4d · 🌐

🦋 Eco at the Zoo is coming up THIS SATURDAY! Join us October 30 from 10am - 4pm to enjoy safe, outdoor trick-or-treating all day with the animals at the Zoo! Visit Trick-or-Treat "Knock-Knock" Doors, get a spooky cookie decorating kit to go, create a Halloween craft, decorate a pumpkin, find and meet our special creepy, crawly animal ambassadors and more haunted surprises! Included with regular Zoo admission.

📸 This year is a 55 commemorative photo area. Get a special photo of you in your amazing costume and take it home with you the same day!

🔗 Learn more! <https://www.racinezoo.org/boc-zoo>



Performance for Your Post

24,710

People Reached

630

Reactions, Comments & Shares

200	140	159
Like	On Post	On Shares
67	20	47
Love	On Post	On Shares
1	0	1
Wow	On Post	On Shares
169	82	77
Comments	On Post	On Shares
155	155	0
Shares	On Post	On Shares

1,625

Post Clicks

666	179	780
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

2	2
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,881

OCT 2021 SUMMARY

Hashtags: 32 Funct. impressions: 7,404

Profile visits: 1,239 Retweets: 10

New followers: 18

Oct 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 514 impressions

🍷 Thank you to everyone who joined us for Old Fashioned Cocktail Night last Saturday! While it was a little wet from the rain, it didn't dampen the fun!

🏆 Best Old Fashioned Winners:

- 🥇 1st: Marc's on Main
 - 🥈 2nd: Pub On Wisconsin
 - 🥉 3rd: Return On Chindola
- pic.twitter.com/QE5oED7vzr



🍷

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,799 people



Bridget Thoreson
@BridgetThoreson · [BOLLYWEED](#)

"A tough connector of humans and resources." [Carter](#)

Top mention earned 58 engagements



OnMilwaukee
@onmilwaukee • Oct 6

A day out in Racine: @realracine
@RacineArtMuseum @TJFWingspread
@SCJohnson @OH_DanishBakery
@RacineZoo @1_brewing
@LittleportBrew @racinedowntown
@RacineCounty divr.it/S928jg
pic.twitter.com/qUPtLm9zi



📷 1 🗨 1

[View Tweet](#)

Top media Tweet earned 168 impressions

📞 Do you have some old phone books lying around? Our tiger could use some! While Naka won't be making any phone calls, she likes to shred them for enrichment. We would greatly appreciate the donations if you have any questions, please email info@racinezoo.org. Thank you!!
pic.twitter.com/PmUC5d9j12



INSTAGRAM

TOTAL FOLLOWERS: 4,239

- 21 posts
- Accounts Reached: 4,785
- Content Interactions: 542
- Reach: 16k



Special Events

October Events:

- October 1-31 – Halloween Glow
 - Location: paved parts of zoo
 - Event Overview: Halloween drive through
 - Attendance: 1300
- October 2 – Amanda Ceremony 1:30pm
 - Location: Pavilion
 - Event Overview: Wedding Ceremony
 - Attendance: 92
- October 2 – Old Fashioned Night 6-9pm
 - Location: in front of Castle
 - Event Overview: Old Fashioned contest
 - Attendance: 307
- October 10 – Anna Wedding 10-4pm
 - Location: Pavilion
 - Event Overview: Wedding Ceremony
 - Attendance: 65
- October 29 – Hallowine 6-9pm
 - Location: Vanishing Kingdom
 - Event Overview: Wine Tasting
 - Attendance: 107
- October 30 – Boo at the Zoo
 - Location: Entire Campus
 - Event Overview: Halloween family Event
 - Attendance: 5016
- October 31 – Heather Jones Wedding 11-1pm
 - Location: Pavilion
 - Event Overview: Wedding
 - Attendance: 100

Coming up at the Zoo at a Glance:

- November 12 – Martini Madness 6-9pm
- November 19-January 2 – Wonderland of Lights
- November 29 – Advent'ure Calendars
- December 4 – Brunch with Santa 11-1pm