

**Racine Zoological Society  
Park and Recreation Board Meeting  
September 2018 (reporting on August 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Preparing for Zoo Debut

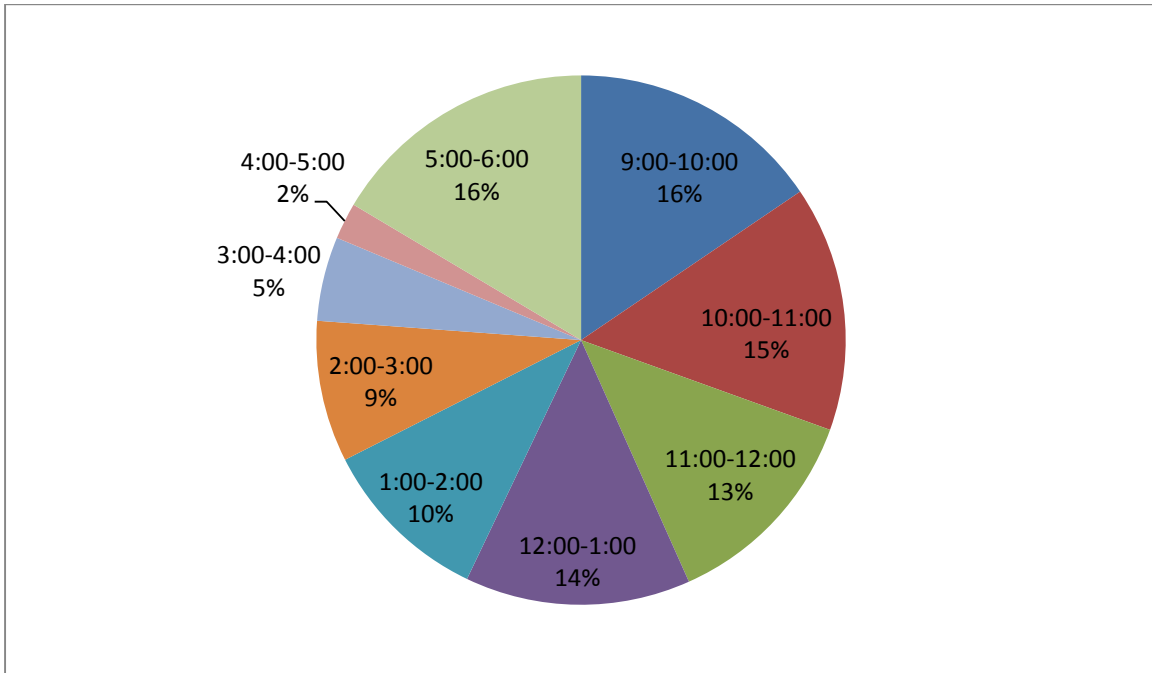
**Membership**

- Total memberships households = 2,030

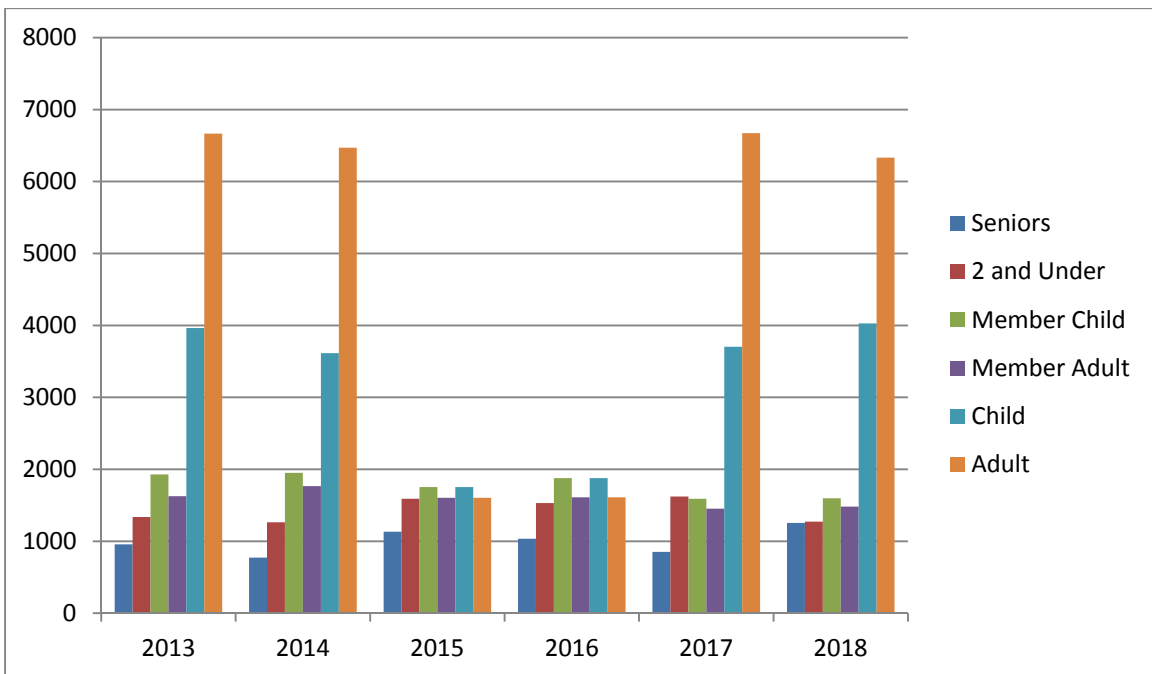
**Attendance for August 2018**

	<b>August 2017</b>	<b>August 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	6449	5991	<b>-458</b>	<b>-7%</b>
<b>Children</b>	3964	4029	<b>65</b>	<b>2%</b>
<b>Member Adults</b>	1626	1481	<b>-145</b>	<b>-9%</b>
<b>Member Children</b>	1928	1598	<b>-330</b>	<b>-17%</b>
<b>Child 2 and under</b>	1338	1274	<b>-64</b>	<b>-5%</b>
<b>Seniors</b>	957	1255	<b>298</b>	<b>31%</b>
<b>Military</b>	217	341	<b>124</b>	<b>57%</b>
<b>Education</b>	1088	840	<b>-248</b>	<b>-23%</b>
<b>Events</b>	4855	5328	<b>473</b>	<b>9%</b>
<b>Total</b>	22422	19679	<b>-2743</b>	<b>-12%</b>

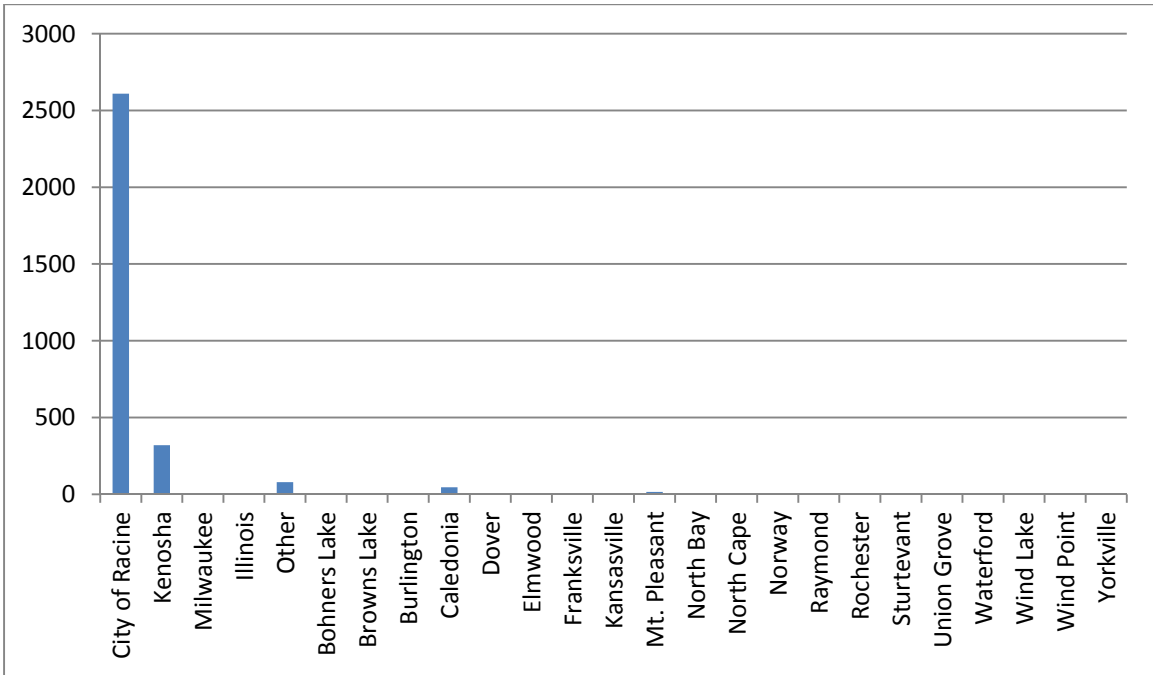
## August Attendance By Hour



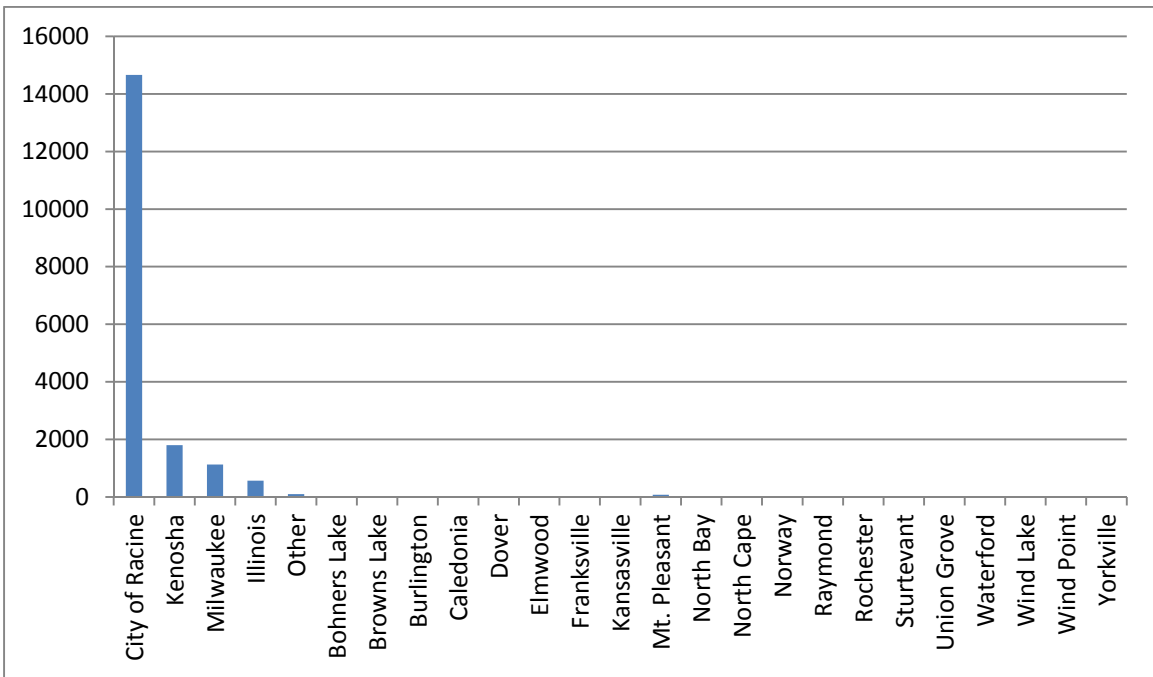
## August Monthly Attendance 2013-2018



## August Member Municipality



## August Non-Member Municipality



## **Admissions, Gift Shop, Grill, Watering Hole, Train (Operations)**

- Ordered and received new product
- Contacted Vendors for New items
- New responsibilities for Watering Hole

## **Animal Care**

- Animal info/moves:
  - Introductions with western tufted deer in exhibit
  - Training with kookaburra for programs
  - New Leopard gecko cleared from quarantine
  - Secured new flooring for the LOG dates for early September
  - Giraffes/rhinos out overnight w/keepers watching to practice for floors
- Vet exams:
  - West Caucasian Tur exams
  - Lynx exam rechecks
  - Cheese annual exam
  - N.C. gecko exam
- Deaths:
  - Grey tree frog passed away
- Staff
  - N/A
- Miscellaneous
  - Roar & Pour-Walkabout exhibit
  - World Wine Wed-Bears
  - BTST, Camp BTST and encounters
  - Met with a training coordinator consultant about training programs for 2019
  - Paul went with for media on fox 6 w/animals
  - Jason presented for whiskers & whiskey event
  - Secured new flooring for the LOG dates for early September

## Education

- **Educational Programs**

- Onsite Programs –9
  - Reached 412 people
- Behind the Scenes – 3
  - Reached 28
- Onsite Birthdays – 3
  - Reached 84 people
- Offsite Programs - 3
  - Reached 240 people
- Offsite Birthdays – 2
  - Reached 60 people
- Creature Features - 31
  - Reached 898 people
- Wildlife Theaters-62
  - Reached 1207 people
- Field Trips - 21
  - Reached 983 people
- **Totals: Reached 3,912 people**
  
- Summer Camp Final Fill Rates:
  - 3/4 - 56/100 spots – 56.0%
  - K/1 - 76/180 spots – 42.2 %
  - 2/3 - 58/180 spots – 32.2%
  - 4/5 - 71/160 spots – 44.4%
  - 6/7 – 23/80 spots – 28.8%
    - Overall – 284/700 – 40.6%

- **Events**

- August 4 – Assisted with Twin Disc picnic
- August 5 – Assisted in Knapp picnic
- August 11 – Assisted in two weddings
- August 11 – Coordinated Orangutan Awareness Day
- August 18 – Coordinated Reptile and Amphibian Awareness Day
- August 19 – Assisted with Car, Truck, and Bike Show
- August 20 – Coordinated Final Member Monday
- August 22-23 – Attended Americorps/Serve Wisconsin grant writing workshop
- August 24 – Final day of summer camp
- August 24-25 – Final slumber safari of season
- August 26 – Attended Root River Festival
- August 26 – Assisted in O&H picnic

- **Grants**

- Received funding from CNH Industries for Wildlife Explorers
- Received Americorps Planning Grant funding
- Received CDBG Grant from City of Racine
- Submitting letter of intent to Racine Community Foundation
- Submitted proposal to County of Racine
- Submitted final report for Wildlife Explorers
- Submitted grant to Rotary Club with Executive Director
- Submitted grant to Kenosha Community Foundation

Upcoming

- Launch of “Family Conservation Club” September 10
- Presenting at AZA Conference in Seattle in September
- Presenting at WAEE Conference in October
- Launch of “Beginning Birders” Fall 2018
- Hiring new Americorps Conservation Education Specialist
- Hiring new position via CDBG funds
- Wildlife Explorers starting in October
- Fall Li'l Explorers classes resume in September

**Comparison to August 2017- programs and participants**

<b>Participants</b>	2017	2018	Variance
On Site	0	412	+100.0%
Off Site	247	240	-3.8%
BTS	27	28	+3.7%
Birthday Party	222	114	-48.6%
Preschool	-	0	-

<b>Programs</b>	2017	2018	Variance
On Site	0	9	+100.0%
Off Site	4	3	-25.0%
BTS	5	3	-40.0%
Birthday Party	6	5	-16.7%
Preschool	-	0	-

## **Facilities**

- Daily janitorial duties
- Preventative maintenance
- Set up and tear down of special events, picnics and birthday parties
- Replaced frost free hose bib in west barn LOG
- Job tickets
- New motor installed on north orangutan door
- Grass cutting and weed whipping
- General grounds cleanup and weeding flower beds
- New exhaust fan motor installed on roof of grill for hood in kitchen

## **Resource Development**

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

## **Public Relations/Social Media**

- Multiple E-blasts
- Wildlife Matters online magazine
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Multiple Press Releases
- 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
- Racine County Eye
- Bargain Hunter
- Journal Times
- 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

## **Special Events**

### **August Events:**

- Sunday, August 1: **Roar and Pour**
  - **Location:** Main Building
  - **Time:** 6pm-8pm
  - **Event Overview:** Beer tasting
  - **Attendance:** 60
  
- Sunday, August 5: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  
- Wednesday, August 8: **Animal Crackers**
  - **Location:** Amphitheater lawn
  - **Time:** 5:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 1100
  
- Saturday, August 11: **Zooriffic Saturday: Orangutan Day**
  - **Location:** Zoo
  - **Time:** 9:00 am – 6:00 pm
  - **Event Overview:** Zooriffic event
  - **Attendance:** Zoo attendance
  
- Sunday, August 12: **Racine Concert Band**
  - **Location:** Amphitheater lawn
  - **Time:** 7:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 200
  
- Wednesday, August 15: **World Wine Wednesday**
  - **Location:** Walkabout Creek
  - **Time:** 6:0pm-8:00pm
  - **Event Overview:** Wine tasting
  - **Attendance:** 60
  
- Saturday, August 18: **Zooriffic Saturday: Reptile and Amphibian Day**
  - **Location:** Zoo
  - **Time:** 9am – 6pm
  - **Event Overview:** Zookeeper focus
  - **Attendance:** Zoo attendance
  
- Sunday, August 19: **Car, Truck and Bike Show**
  - **Location:** Zoo
  - **Time:** 9am-4pm
  - **Event Overview:** car show
  - **Attendance:** 2700



- Monday, August 20 : **Member Monday**
  - **Location:** Zoo
  - **Time:** 6pm-8pm
  - **Event Overview:** Pirates and Princesses
  - **Attendance:** Zoo attendance
  
- Wednesday, August 22: **Animal Crackers**
  - **Location:** Amphitheater lawn
  - **Time:** 5:30pm-9:00pm
  - **Event Overview:** Concert
  - **Attendance:** 1300
  
- Saturday, August 25: **Whiskers and Whiskey**
  - **Location:** Pavilion
  - **Time:** 6pm – 9pm
  - **Event Overview:** Whiskey tasting
  - **Attendance:** 40

### **2018 Event Schedule**

Saturday, September 15, Long Necks with the Long Necks

Wednesday, September 19, World Roar Wine Pour Wednesday

Saturday, September 22, Zooriffic Saturday: Rhino Day