

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on February 2025**

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

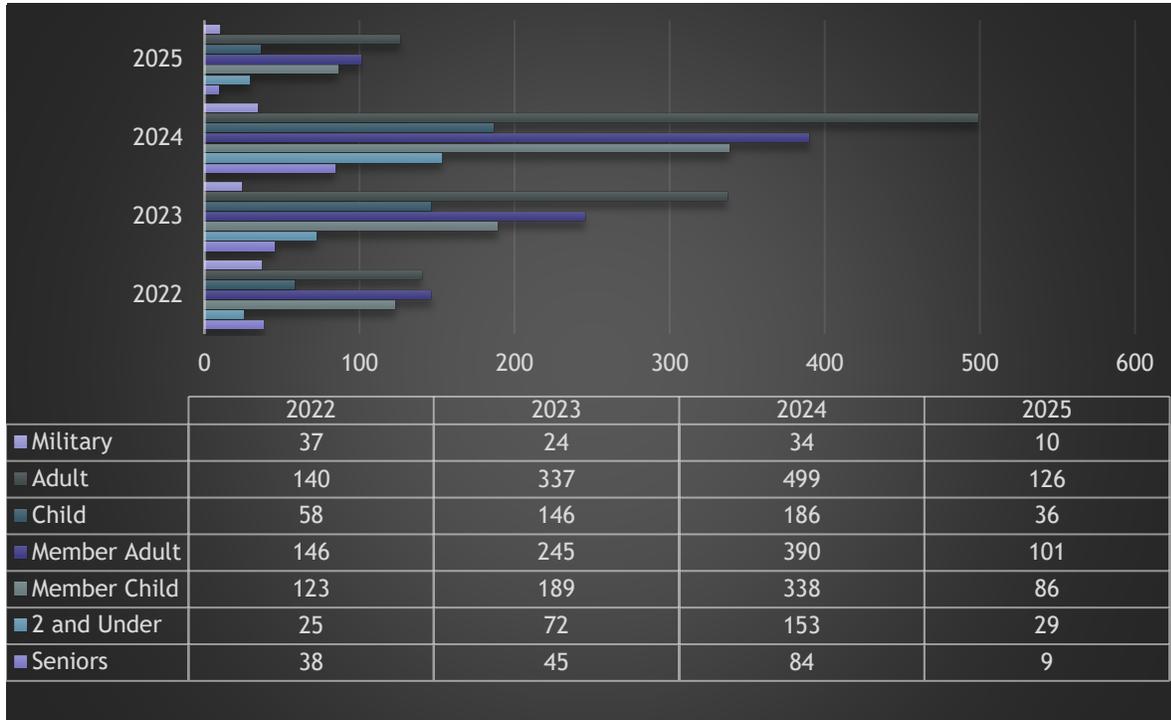
- Total memberships households = **2,017**

Attendance for February 2025

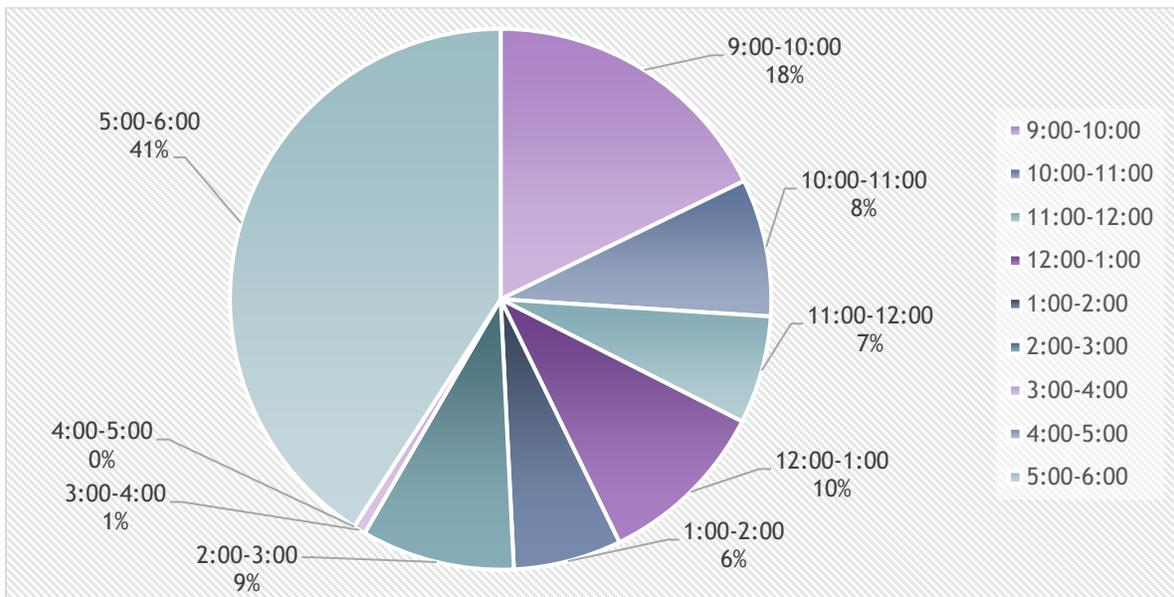
February Attendance 2024 – 2025

	February 2024	February 2025	Variance	Percent change
Adults	499	126	-373	-74.4%
Children	186	36	-150	-80.6%
Member Adults	390	101	-289	-74.1%
Member Children	338	86	-252	-74.6%
Child 2 and under	153	29	-124	-81%
Seniors	84	9	-75	-89.3%
Military	34	10	-24	-70.6%
Education	235	171	-64	-27.2%
Events	482	393	-89	-18.5%
Total	2401	961	-1440	-60%

February Admissions Attendance 2022-2025



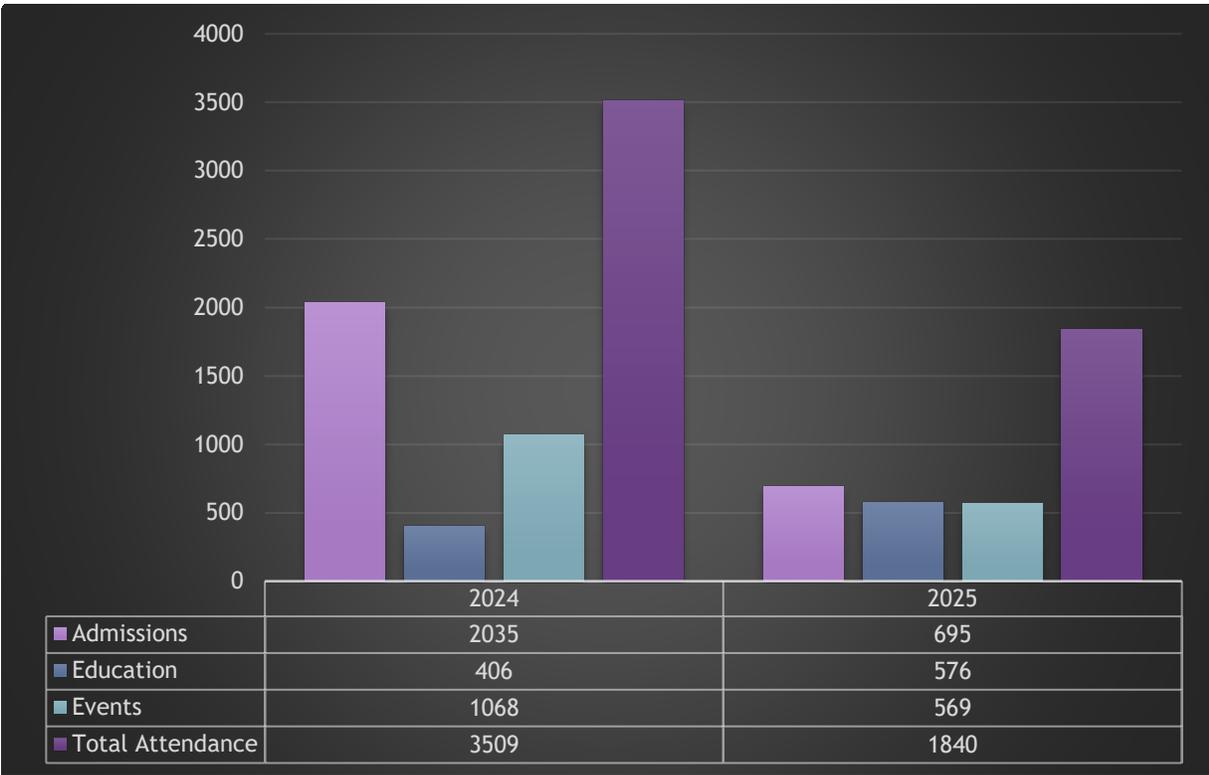
February 2025 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 4:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2024-2025

	YTD 2024	YTD 2025	Variance	Percent Change
Admissions	2035	695	-1340	-65.8%
Education	406	576	170	41.9%
Events	1068	569	-499	-46.7%
Total Attendance	3509	1840	-1669	-47.6%



February 2025 Municipality

Racine County	Guests
53105	0
53108	0
53126	6
53139	0
53167	0
53177	16
53182	2
53185	2
53402	128
53403	28
53404	5
53405	26
53406	27
Total	240

Other Municipalities	Guests
Kenosha	66
Milwaukee	22
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	47
Illinois	116
Other States (Excludes WI & IL)	55
Outside US	1
Total	307

	GUESTS
Racine County	240
Other Municipalities	307
Events & Education (Not Collected)	414
Data Not Collected (Admissions)	0
February Total	961

Operations

- Fewer guests this month as the weather was terrible
- Some of our vendors have let us know that they will be adding a charge to cover any of their extra expenses, so we ordered early to avoid this
- Winter Picnics ended on February 23. Globes in December sold better than those in January and February this year for some reason.
- Starting preparations for high season!

Animal Care

- **Veterinary Updates**
 - 1.0 Fossa, Kirindy, monitoring for age related issues
 - 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
 - 0.1 Penguin, Yellow, is receiving a prosthetic beak to replace the end of her upper beak, which was lost in November 2024
 - 1.0 Dom. Ferret Fettuccine is receiving an ultrasound for liver and spleen concerns.
 - 1.0 Dom. Ferret Linguini is on digestive meds for possible kidney issues.
- **Collection Changes**
 - Will receive 3.1 from the SSP (3.0 from Henry Vilas, 0.1 from another location) Awaiting SSP interim recommendation. USF&W permit request submitted
 - Incoming animals without set dates:
 - 1.0 White handed Gibbon (spring), "Christopher" as enclosure-mate for 0.1 Robin from Birmingham Zoo
 - 0.2 Red Kangaroos (spring), "Gigi" and "Kathleen" from Riverbanks Zoo, Columbia SC
 - 20.30 Madagascar Hissing Cockroaches
 - Completed Negotiations/discussion to obtain 0.1 Hoffman's 2-toed Sloth born at Cheyenne Mountain Zoo. On Loan to CMZ UFN.
- **Staffing/Training**
 - Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- **Other Updates**
 - Continuing (0.1), penguin acupuncture session, dog acupuncture (0.1)
 - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy and Inti
 - Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffe, 1.1 Eastern black rhinos
 - Working on setup for voluntary x-rays with primates
 - Working on voluntary cardiac ultrasound 1.0 Orangutan
 - Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.

Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)	Notes
On-Campus Programs				
Animal Program	1	9	9	
Slumber Safari	0	0	0	
Preschool	5	49	57	
Behind-the-Scenes Encounter	2	8	8	Private encounter & volunteer pizza party
Wildlife Explorers	1	26	26	
Globes	33	274	304	
Scout Program	0	0	0	
Off-Campus Programs				
Animal Program	7	213	219	
ZAP (After School Program)	4	141	145	
COZI	4	42	53	
Senior Safari	0	0	0	
Birthday Parties				
On-Campus	1	30	30	
Off-Campus	0	0	0	
AmeriCorps Program				
On-Campus	0	0	0	
Off-Campus	14	203	223	
Zoo Camp				
Spring Break	0	0	0	
Summer	0	0	0	
Daily Programs				
Creature Feature	0	0	0	
Wildlife Theater	0	0	0	
Other Events*	1	59	67	Animal Amore
Subtotal	73	1054	1141	
Volunteer Guest Engagement	1	8	8	
TOTAL	74	1062	1149	

Compared to 2024							
Programs	2025 Number	2025 Participants	2024 Number	2024 Participants	% Variance Number	% Variance Participants	
On-Campus Programs	42	404	69	638	-39%	-37%	
Off-Campus Programs	15	417	18	642	-17%	-35%	
Birthday Parties	1	30	0	0	100%	100%	
AmeriCorps Programs	14	223	9	241	56%	-7%	
Zoo Camp	0	0	0	0	0%	0%	
Daily Programs	0	0	0	0	0%	0%	
Other Events	1	67	0	0	100%	100%	
Volunteer Guest Engagement	1	8	0	0	100%	100%	
Total	74	1149	96	1521	-23%	-24%	

*Other Events	
Date	Event & Attendance (if applicable)
5-Feb	Education participated in the Code Blue drill
7-Feb	CS attended AZA Volunteer Management Committee meeting
9-Feb - 12-Feb	CS & BR attended the RZAP Leading Beyond Compliance training
10-Feb - 13-Feb	AF attended the ACE for Wildlife Summit in Seattle
11-Feb	AK & JC attended P4P virtual meeting
12-Feb	LCS Volunteers
14-Feb	AF attended P4P virtual coaching session
14-Feb	Animal Amore (67 interactions)
16-Feb	Volunteer Pizza Party
19-Feb	CS & BR attended SEE Virtual Meeting
20-Feb	CS attended AZA Volunteer Management Committee meeting
20-Feb	AF attended ACE DEAI virtual meeting
24-Feb	AF went to CBS 58 with Phoenix
24-Feb	BR attended AmeriCorps/Federal Funding meeting
27-Feb	BR attended virtual AmeriCorps meeting

Grants and Proposals				
Title	Update			
AmeriCorps	Conversations continue about what will happen with funding. Programs at schools continue.			
ZAP	Programs at schools continue.			
COZI	Programs at centers continue.			
WLE	Programs slowing down, most classes have already come.			
Party for the Planet	Purple martin onsite visit happened & nest spot selected; houses ordered & delivered			
	Coachings continue.			

Facilities

- Added WIFI antennas to primate keeper areas
- Installed new hose reels to catwalk by lions
- Finished work for fence/lock upgrades in bears
- Added WIFI antennas to lion keeper areas
- Added outside camera to tiger exhibit
- Replaced light fixtures and ballasts in animal education area
- Fixed one heater in rhino holding
- Had all drained rodded out on the north end
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down
- Started work on Tur Mountain



Staff Activity Report

Marketing | February 2025



E-Blasts

mailchimp.com

Name	Status	Audience	Folder	Analytics
<input type="checkbox"/> Racine Zoo News: February 21	Sent	Entire Zoo Database 10,626 recipients		33.7% 1.5% Opens Clicks
<input type="checkbox"/> Racine Zoo Update: Call Me Old Fashioned	Sent	Entire Zoo Database 10,616 recipients		31.7% 1.3% Opens Clicks
<input type="checkbox"/> Racine Zoo Update: Spring and Summer Zoo Camp is just around the corner!	Sent	Entire Zoo Database 10,646 recipients		31.8% 1.7% Opens Clicks
<input type="checkbox"/> Racine Zoo News: February 7	Sent	Entire Zoo Database 10,642 recipients		32.8% 1.2% Opens Clicks
<input type="checkbox"/> Racine Zoo Update: Animal Amore this Friday!	Sent	Entire Zoo Database 10,624 recipients		33.3% 1.2% Opens Clicks

Monitor performance
Feb 1, 2025 - Feb 25, 2025 • Compared to last 25 days • Includes Apple MPP

Total sends	Open rate	Click rate	Unsubscribe rate
53,166	32.4%	1.4%	0.06%

Performance over time

Click rate
1.4% Compared to last 25 days

Metric: Click rate | Day | Week | Month

Total message count	5
Email	5
Total messages sent	53,166
Email	53,166

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,601	32.4%	1.4%

Members

Subscribers	Open Rate	Click Rate
1,7481	24.2%	2.2%

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

► MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Content creation for all platforms
- Mural Application contact

► OUTSIDE ADS

- Submitted Ads for February to the following:
 - Wind Point STROLL

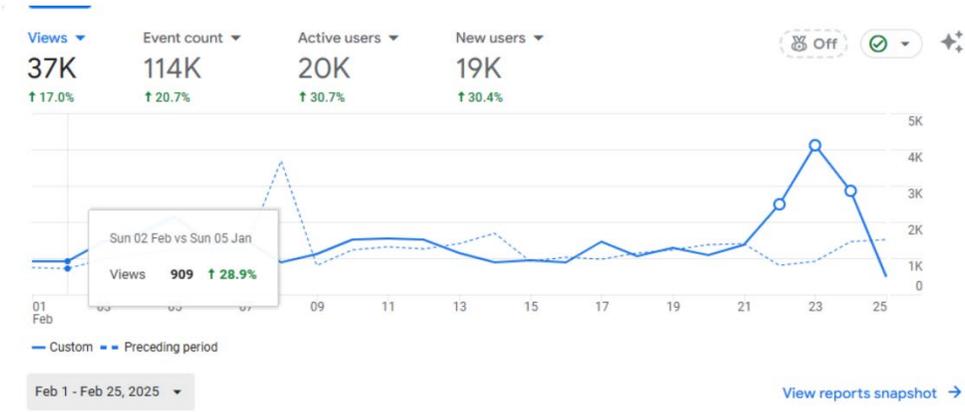


STROLL

WEBSITE

raceinezoo.org

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



Views by Page title and screen

PAGE TITLE AND S...	VIEWS	
Welcome to the Raci...	4.9K	↑ 15.7%
Breakfast with the Gi...	5.1K	↑ 50,68...
Arctic Fox Fact sheet...	2.3K	↑ 24.6%
Fennec Fox Fact She...	1.6K	↑ 42.8%
Events Calendar rac...	1.4K	↑ 0.8%
Winter Picnic in a Sn...	600	↓ 62.4%
Hours/Admissions r...	1K	↓ 3.0%

Last 30 days | View pages and s... →

Sessions by Session default ch...

SESSION DEFAULT ...	SESSIONS	
Organic Search	16K	↑ 11.5%
Direct	4.7K	↑ 32.7%
Organic Social	6.2K	↑ 521.9%
Referral	2K	↑ 30.7%
Paid Search	165	↑ 3.8%
Unassigned	59	↑ 9.3%
Email	0	↓ 100.0%

Last 30 days | View traffic acqu... →

Data from Google Analytics

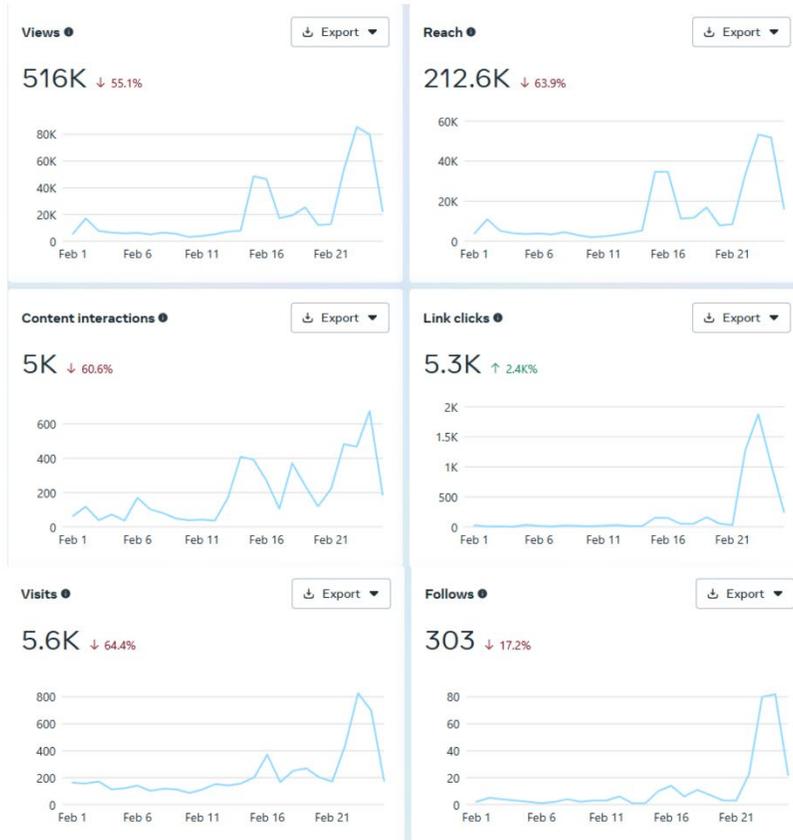


Followers: 46,373

Increased number of animal postings, posted about upcoming events. 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.

Post ID	Post Content	Boost	Time	Visibility	Reactions	Comments	Shares
	Creature Feature : Amur Tiger At the Racine Zoo. we have one female Amur tiger. Chang...	Boost	Fri Feb 28, 9:00am	Public			
	Coming up in March and April L'il Explorers Mighty Movements L'il Explorers preschool...	Boost	Thu Feb 27, 9:00am	Public			
	We are just one month out of Call Me Old Fashioned! Grab your friends or significant oth...	Boost	Wed Feb 26, 9:00am	Public			
	Eggstravaganza : April 19, 2025 Gather the litt...	Boost	Thu Feb 20, 9:00am		2.7K	40	1
	Applications for Summer interns are due March...	Boost	Wed Feb 19, 9:00am		7.9K	41	0
	Yesterday we celebrated a very big birthday!	Boost	Tue Feb 18, 1:00pm		5.5K	261	14
	Tuesday Tails : Cape Porcupines Did you know L...	Boost	Tue Feb 18, 9:15am		2.3K	73	1
	Grab your friends and come enjoy Wisconsin's ...	Boost	Mon Feb 17, 9:00am		14.9K	50	0
	Calling all drink connoisseurs! You think you ha...	Boost	Sun Feb 16, 9:00am		4.8K	25	3
	We have some exciting opportunities happenin...	Boost	Sat Feb 15, 9:00am		93.8K	267	161
	Your Video	Boost	Tue Feb 25, 9:00am		0	43	4
	Max has his own special way of getting around...	Boost	Mon Feb 24, 9:00am		19.4K	369	11
	Let's celebrate moms on Sunday, May 11th!	Boost	Sun Feb 23, 1:00pm		18.9K	46	8
	Monday, June 23, 2025 : A Round for Rhinos Jo...	Boost	Sun Feb 23, 9:00am		5.7K	23	0
	Breakfast With The Giraffes tickets are now on ...	Boost	Sat Feb 22, 1:00pm		101.5K	352	181
	Gumby the Laughing Kookaburra	Boost	Sat Feb 22, 9:00am		2.6K	128	6
	Creature Feature : Andean Bear Andean bears a...	Boost	Fri Feb 21, 9:00am		5.3K	129	9
	Happy Valentine's Day from our animals here a...	Boost	Fri Feb 14, 9:00am		5.2K	248	15
	You saw our rhino getting a pedicure. now take...	Boost	Thu Feb 13, 9:00am		3.9K	102	1
	All Aboard for Spring and Summer Camp! Do...	Boost	Wed Feb 12, 9:00am		4.7K	27	0
	Racine Zoo is hosting our 30th annual Cigar Di...	Boost	Tue Feb 11, 9:00am		1.8K	17	0
	The Zoo has you covered for all your last minut...	Boost	Mon Feb 10, 9:00am		1.5K	11	0
	Animal Amore is this Friday and there are just a...	Boost	Sun Feb 9, 9:00am		2.5K	19	0
	Back by popular demand. Chicago Tribute Anth...	Boost	Sat Feb 8, 9:00am		4.6K	37	3
	Creature Feature : African Penguins Did you kn...	Boost	Fri Feb 7, 9:00am		2.1K	51	1
	We have another birthday at the Zoo! Happ...	Boost	Thu Feb 6, 12:32pm		3.5K	178	18
	Who doesn't love music? And who doesn't love...	Boost	Wed Feb 5, 9:00am		5.5K	33	0
	Tuesday Talk : African Penguins Although thes...	Boost	Tue Feb 4, 9:00am		3.6K	77	3
	Spread awareness and connect with the comm...	Boost	Mon Feb 3, 9:00am		1.9K	14	0
	We had so much fun at Birr...Garden yesterday ...	Boost	Sun Feb 2, 12:00pm		15.7K	83	1
	We have a just a few more weekends of our Wi...	Boost	Sat Feb 1, 12:00pm		4.1K	38	2

Insight overview of Racine Zoo Facebook page.
(This data is compared to January-February)



Most engagement post in February

 **Racine Zoo** ✓
Published by [McKenna Moats](#)
· 4d · 

Breakfast With The Giraffes tickets are now on sale! 🦒

Start your morning off right with a fresh, delicious breakfast along the lakefront and a visit with the Masai giraffe! This fun event includes a breakfast buffet, same-day Zoo admission, and a giraffe presentation.

Get Tickets Now: <https://racinezoo.org/product/breakfast-giraffes>



**BREAKFAST
WITH THE GIRAFFES**

Overview

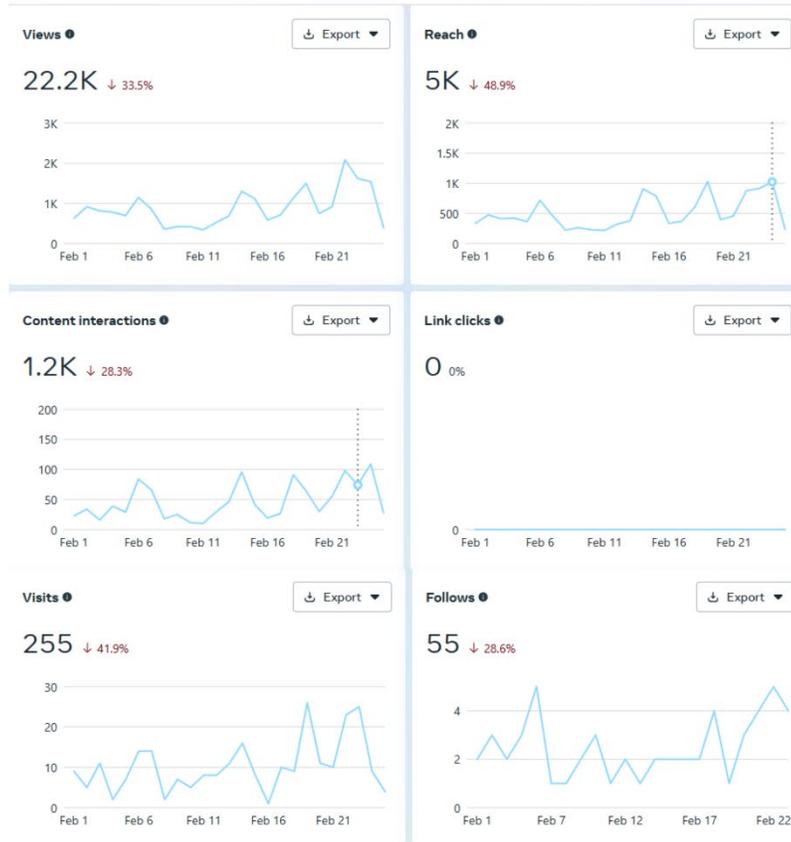
Views 	Reach 	Interactions 	Link clicks 
174,045	114,404	780	4,367

Breakfast With The Giraffes had the largest reach and engagement causing the event to sell out in less than two days.

▶ INSTAGRAM

Followers: 6,172

Insight overview of the Instagram page





INSTAGRAM

Content published in the month of February

	Did somebody say pool party?! I think Segway has the right idea...	Boost	Tue Feb 25, 9:00am	57	8	0	1
	Max has his own special way of getting around his habitat, and ...	Boost	Mon Feb 24, 9:01am	929	86	4	3
	Monday, June 23, 2025 : A Round for Rhinos Join us for the Raci...	Boost	Sun Feb 23, 9:00am	567	17	0	2
	Breakfast With The Giraffes tickets are now on sale! 🎟️ Start you...	Boost	Sat Feb 22, 1:00pm	754	31	1	17
	Have you ever heard a Laughing Kookaburra? Gumby is showing...	Boost	Sat Feb 22, 9:00am	876	75	0	8
	Creature Feature : Andean Bear Andean bears are arboreal bears ...	Boost	Fri Feb 21, 9:00am	540	67	0	3
	Gather the little ones and enjoy an Easter-themed day to put a li...	Boost	Thu Feb 20, 9:00am	306	15	0	0
	Applications for Summer interns are due March 1st! Racine Zoo i...	Boost	Wed Feb 19, 9:00am	1.2K	38	0	5
	Yesterday we celebrated a very big birthday! 🎂 Yellow, our Afric...	Boost	Tue Feb 18, 1:00pm	733	71	1	9
	Tuesday Tails : Cape Porcupines Did you know that a porcupine's...	Boost	Tue Feb 18, 9:15am	260	24	0	0
	Grab your friends and come enjoy Wisconsin's classic cocktail, th...	Boost	Mon Feb 17, 9:00am	457	20	0	1
	Calling all drink connoisseurs! You think you have what it takes t...	Boost	Sun Feb 16, 9:00am	236	7	0	1
	We have some exciting opportunities happening at the Zoo! 🎟️ ...	Boost	Sat Feb 15, 9:00am	495	21	0	5
	Happy Valentine's Day from the Racine Zoo! We love you!	Boost	Fri Feb 14, 10:00am	1.4K	101	1	20
	You saw our rhino getting a pedicure, now take a look at our Zebu...	Boost	Thu Feb 13, 9:00am	577	48	0	1
	'All Aboard' for Spring and Summer Camp! Don't miss out on th...	Boost	Wed Feb 12, 9:00am	338	28	1	0
	The Zoo has you covered for all your last minute Valentine's Day ...	Boost	Mon Feb 10, 9:00am	283	6	0	0
	Animal Amore is this Friday and there are just a few seats left! M...	Boost	Sun Feb 9, 9:00am	434	18	0	2
	Creature Feature : African Penguins Did you know that one of th...	Boost	Fri Feb 7, 9:00am	443	50	0	1
	We have another birthday at the Zoo! 🎂 Happy 4th Birthday to ...	Boost	Thu Feb 6, 12:32pm	928	90	3	7
	Who doesn't love music? And who doesn't love the Zoo? Amazin...	Boost	Wed Feb 5, 9:00am	480	19	0	1
	Tuesday Tails : African Penguins Although these guys aren't found...	Boost	Tue Feb 4, 9:00am	527	37	0	1
	Spread awareness and connect with the community through a b...	Boost	Mon Feb 3, 9:00am	398	15	0	0
	We had so much fun at Brr...Garden yesterday afternoon! Thank ...	Boost	Sun Feb 2, 12:00pm	682	27	0	0
	We have a just a few more weekends of our Winter Picnics in a S...	Boost	Sat Feb 1, 12:00pm	375	18	0	0

Most engagement on Instagram in month of February



Overview

Views	Reach	Interactions
1,303	1,062	121

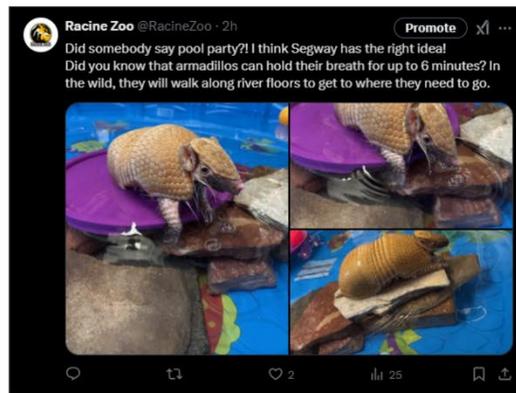
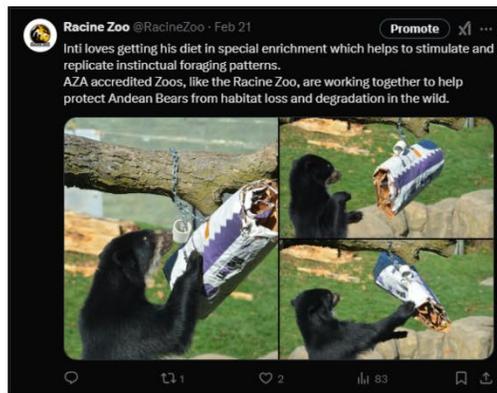
Max's video of him moving around on his barrel had the largest reach and most engagement on Instagram.

► X (AKA TWITTER)

Followers: 3,283

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.



LinkedIn

Followers: 246

Engagement is slowly increasing. We have had more visits to our profile and added a few followers. Same posts as all other social media platforms are posted on here as well.

Highlights

Data for 1/25/2025 - 2/23/2025

796

Impressions
▲870.7%

54

Reactions
▲2,600%

0

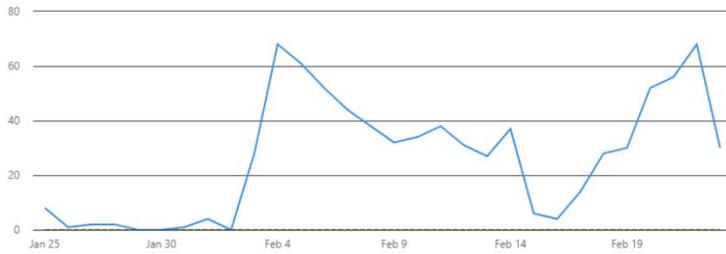
Comments
●0%

3

Reposts
●0%

Metrics

Impressions ▾



Organic

796

Sponsored

0

Overview:

6 E-blasts were sent out in the month of February. From January to February, the open rate and click rate both increased, while the unsubscribe rate decreased. We gained followers of Facebook, Instagram, Tik Tok, Twitter, and LinkedIn. We are getting a lot more engagement when posting about the animals or keepers doing behind the scenes.

Tuesday Tails seems to be doing well along with Creature Feature. Completed/(will complete by March 5th) JEM grants, Mt. Pleasant Grants, added events to Downtown Racine and Visit Racine County.

Special Events

February Events

- Winter Picnic in a Snow Globe—continues through February 23
 - Location: pathway between jungle junction and the grill
 - Overview: Winter picnics for all ages
 - Attendance: 20 globes booked
- Animal Amore, February 14
 - Location: Castle
 - Overview: Valentine's Day Dinner
 - Attendance: 60

Coming up at the Zoo at a Glance:

- Call Me Old Fashioned, March 26
- Wild for Wine, April 12
- Eggstravaganza, April 19
- Mother's Day Brunch, May 11
- Bloody Mary Fest, May 17
- Member Appreciation Night, May 22