

**Racine Zoological Society  
Park and Recreation Board Meeting  
April 2019 (reporting on March 2019)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Investigating a new festival with an outside vendor for fall

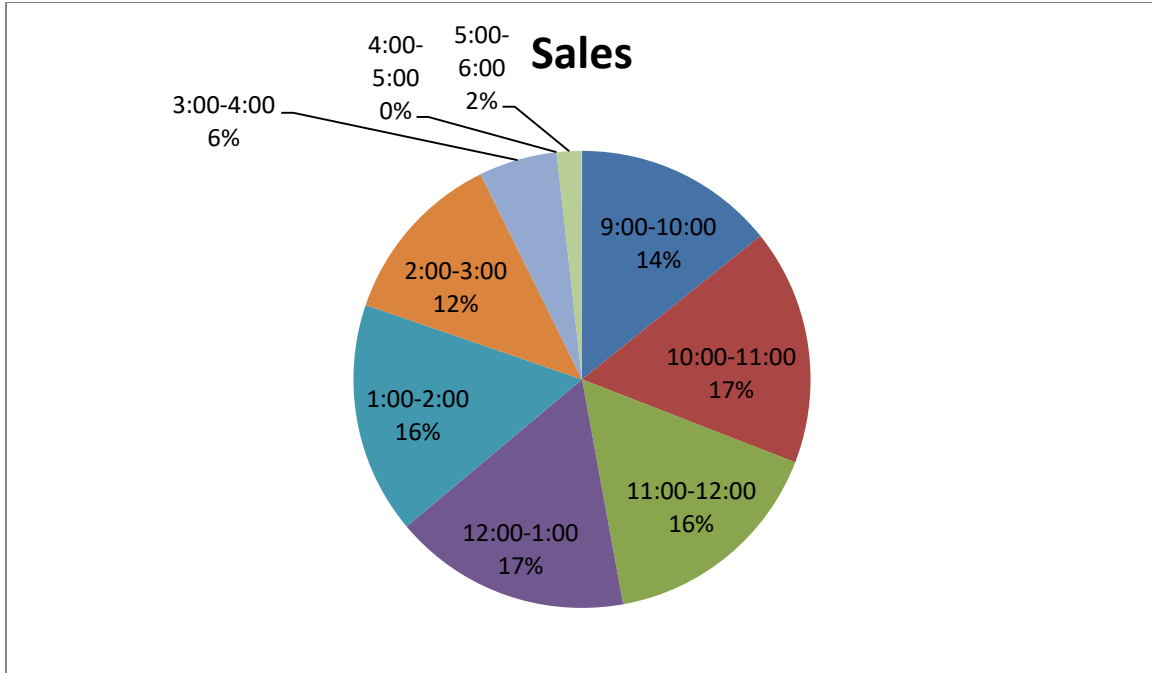
**Membership**

- Total memberships households = 2,042

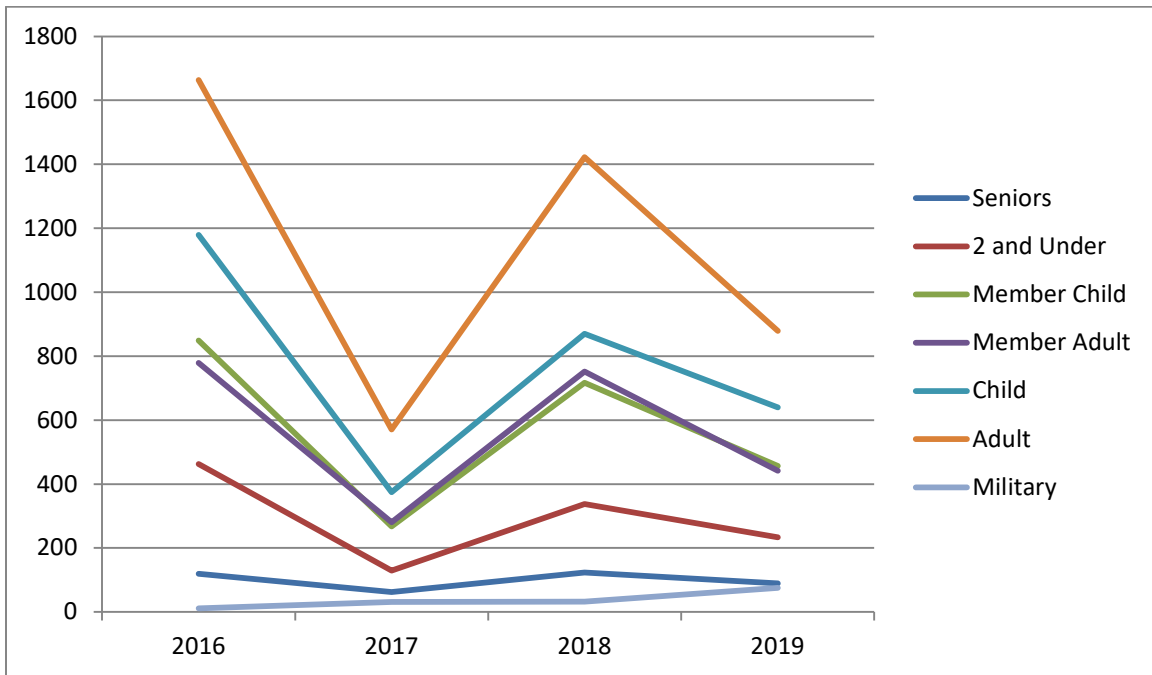
**Attendance for March 2019**

	<b>March 2018</b>	<b>March 2019</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	1422	879	<b>-543</b>	<b>-38%</b>
<b>Children</b>	870	640	<b>-230</b>	<b>-26%</b>
<b>Member Adults</b>	717	457	<b>-260</b>	<b>-36%</b>
<b>Member Children</b>	752	442	<b>-310</b>	<b>-41%</b>
<b>Child 2 and under</b>	337	233	<b>-104</b>	<b>-31%</b>
<b>Seniors</b>	123	89	<b>-34</b>	<b>-28%</b>
<b>Military</b>	32	75	<b>43</b>	<b>134%</b>
<b>Education</b>	331	278	<b>-53</b>	<b>-16%</b>
<b>Events</b>	60	56	<b>-4</b>	<b>-7%</b>
<b>Total</b>	4644	3149	<b>-1495</b>	<b>-32%</b>

## March 2019 Attendance By Hour



## March Monthly Attendance 2016-2019



## March Member Municipality

53405	389
53404	276
53402	184
Other	50

## March Non-Member Municipality

53144	276
53140	212
53142	179
53405	326
53404	289
53402	314
53108	102
Illinois	864
Other	587

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

- Contacted Vendors for New items
- Received new fixtures and started Reorganization
- New Items started to Arrive

## **Animal Care**

- Animal info/moves:
  - Crackers (l. gecko) and Amut (gator) back on programs
  - Gigi (amazon tree boa) lack of appetite and shedding issues examination and treatment
  - Bella (Tamarin infant) still receiving feedings from keepers a few times a day, doing well, eating some solid foods and locomoting around exhibit and to surrogate for feedings well.
  
- Vet exams:
  - Bat wing tip amputation (Twizzler)
  - Pig exams
  - All Bat exams (11) and discovery center animal exams
  
- Deaths:
  - N/A
  
- Staff
  - N/A
  
- Miscellaneous
  - Treatment for pests in bat exhibit in discovery center
  - All discovery center areas cleaned out, including MOD unit and substrates replaced
  - Animal artwork made and sent to Chicago flower and garden show
  - Winos for Rhinos event-Sam presentation
  - Behind the scenes tours, including the one with about 20 people
  - Penguin gender reveal and naming, (Female, Harper)
  - Harper (Penguin chick) eating some on own and with keeper assistance
  - Tamarin birth/news announcement
  - Racine & Me Media-Paul with Minnie the skunk
  - Wildlife matters articles published

## **Education**

- **Educational Programs**
  - Birthdays – 2
    - Reached 65 people
  - Offsite Programs – 32
    - Reached 3,070 people
  - Onsite Programs – 2
    - Reached 38 people
  - Wildlife Explorers -9
    - Reached 179 people
  - Preschool – 7
    - Reached 59 people
  - Behind the Scenes - 5
    - Reached 30 people
  - **Totals: Reached 3,441 people**
  
- **Events**
  - March 2 – Assisted in setup for Winos for Rhinos
  - March 4 – Spoke at UW-Madison Careers in Zoology event
  - March 5 – Attended Americorps Grant Writing Workshop
  - March 5 – Attended Color for a Cause Fundraiser
  - March 16 – Participated in EcoFest
  - March 20-25 – Brought animals and did 3-4 daily shows at Chicago Flower and Garden Show
  - March 27 – Spoke at Union Grove High School Career Panel
  - March 28 – Participated in Boy Scout Fair
  - March 29 – Participated in Red Apple Elementary STEAM Options Program
  
- **Grants and Proposals**
  - Submitted Grant for Senior Programming
  - Submitted Proposal for SOUP Fundraiser
  - Letter of Intent to ANDIS Foundation Accepted; Writing full proposal
  - Beginning to Write Grant for full Americorps funding
  - Submitted application to Network for Good grant fund
  - Submitted application for IMLS Funding
  - Submitted proposal to County of Racine
  
- **Other**
  - Relaunched Scout Programs
  - Launched registration for new Lil' Adventurers class for ages 4-7, similar to Lil' Explorers
  - Launched new "Volunteer Summer Camp Assistants" role for teens 13-18
  - Currently hiring summer camp counselors

## Upcoming

- Relaunch of behind the scenes programs
- New programming for children with special needs

## **Comparison to March 2018 - programs and participants**

<b>Participants</b>	2018	2019	Variance
On Site	20	38	+90.0%
Off Site	475	3,070	+546.3%
BTS	0	30	+100.0%
Birthday Party	65	65	+0.0%
Preschool	0	59	+100.0%

<b>Programs</b>	2018	2019	Variance
On Site	1	2	+100.0%
Off Site	6	32	+433.3%
BTS	0	5	+100.0%
Birthday Party	3	2	-50.0%
Preschool	0	7	+0.0%

## **Facilities**

- Daily janitorial duties
- Set up and tear down for special events
- Was able to do some mulching of leaves and general beautification of grounds
- Built and installed 24 ft of shelves in storage trailer for special events
- Installed new thermostat in bear building
- Repaired small heater in bear building
- Built temporary bat holding in quarantine area so discovery center could be de-roached
- Had 2 new circuit boards replaced on Walton street gate
- Got budget drawings back from Bukacek construction waiting for bid numbers
- Met with bohms electric about install foyer lights in main building and install 4 outlets in facilities
- Roof repairs were made to LOG roof above Timu small stall
- Made numerous times with clear com and AT&T trying to repair phone lines in gift store
- Put new catalytic converter on old education van.....still trying to get it to pass emissions.....
- Patched holes and repainted ladies restroom in main building
- Preventative maintenance
- Job tickets (repair rake, fix fence, etc...)
- 

## **Resource Development**

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | MARCH 2019

## E-BLASTS

[www.MailChimp.com](http://www.MailChimp.com)

DATE	EMAIL NAME	OPENS	CLICKS
3/8	Racine Zoo E-News - March 9, 2019	987	76
3/9	Wildlife Matters March 2019	702	91
3/21	Eggstravaganza Business Booths	940	30
3/22	Racine Zoo E-News - March 22, 2019	1,077	92

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,048	18.4 %	1.4%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,769	25.3 %	2.3%

## WEBSITE

[www.racinezoo.org](http://www.racinezoo.org)

**MONTHLY USERS: 9.9K (+29.6%)**

Updated articles, sliders, and event pages/product pages. Built new event product pages. Set up and maintained special event ticket sales. Updated Preschool dates. Added Lil' Adventurers page.

## OUTSIDE ADS

- Belle City Magazine
- Bargain Hunter
- Lake Geneva News
- Downtown Racine Corp. Visitor's Guide
- Racine Symphony Orchestra Program

## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Changed business hours on various websites
- Created Eco-Cell Device Recycling program flyers and posted to social media
- Designed and sent Member Appreciation Night post card to print
- Made t-shirt designs for Wild 5K Run/Walk and Eggstravaganza
- Updated Eggstravaganza activity map
- Updated, designed, and sent brochures for Membership and Birthday Parties to print
- Continued Kung Fu Panda AZA campaign on social media





## ▶ OUTSIDE ADS

Featured:

- Downtown Racine Corp. Visitor's Guide
- Belle City Magazine
- Lake Geneva News
- Bargain Hunter



**FUN. FAMILY. ADVENTURE!**  
**AT THE RACINE ZOO**



**RACINE ZOO**

2131 N. Main St.  
Racine, WI 53402

262.636.9189  
www.racinezoo.org

Follow us! @racinezoo  
on Facebook, Twitter, & Instagram



**EGGSTRAVAGANZA**  
AT THE RACINE ZOO

**SATURDAY, APRIL 20, 2019**  
9AM – 4:30PM

**BRING YOUR BASKET!**

**INCLUDED** with regular Zoo Admission!  
Visit [WWW.RACINEZOO.ORG](http://WWW.RACINEZOO.ORG) for more information

**RACINE ZOO** 2131 N. Main St., Racine, WI 53402 | 262.636.9189 | www.racinezoo.org | Follow us! @racinezoo on Facebook, Twitter, & Instagram



**SATURDAY, APRIL 20, 2019**  
9AM – 4:30PM

**BRING YOUR BASKET!**

**INCLUDED** with regular Zoo Admission!  
Zoo Members get in **FREE!**

Click-Cluck Door Hunt  
Photo with the Easter Bunny! (Photo will be emailed to you)  
Bounce Houses - EGG-cellent games - Crafts - Snackactivities  
Easter egg decorating - Egg Dig - Hoppin' Dance Party  
Trunk Hunt ("Easter Style" Trunk-or-Treat)  
\*Photo is an extra fee

For more info visit:  
**RACINEZOO.ORG**

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**RACINE ZOO SLUMBER SAFARI 2019**

**JUNE 28-29 | JULY 26-27 | AUGUST 23-24**

THE FUN BEGINS AT **5PM** & ENDS AT **9AM** THE NEXT DAY

**INCLUDED**

- ✦ Pizza dinner
- ✦ A guided tour throughout the zoo
- ✦ A behind-the-scenes tour of the Animal Ambassador area
- ✦ Hands-on crafts
- ✦ S'mores by the campfire
- ✦ Breakfast the following morning

\*For an extra fee, reserve a behind-the-scenes tour of the Land of the Giants

*Bring your own tent or rent one of ours!*

**PRE-REGISTRATION REQUIRED**  
Contact the Conservation Education Department to book your one of a kind experience today!


































































**262.636.9580 or [education@racinezoo.org](mailto:education@racinezoo.org)**

**RACINE ZOO** 2131 N. Main St., Racine, WI 53402 | 262.636.9189 | www.racinezoo.org | Follow us! @racinezoo on Facebook, Twitter, & Instagram

## ▶ FACEBOOK

**TOTAL LIKES: 20,044 (+145 FROM FEBRUARY)**

- Promotional posts and animal posts
- Hosted African penguin chick gender reveal
- Set up Zoo Debut event page and May events pages
- Posted photos from Chicago Flower and Garden Show

Published	Post	Type	Targeting	Reach <sup>i</sup>	Engagement	Promote
03/30/2019 11:18 AM	 We had the pleasure of being on Fox 6 this morning! We talked about			2.4K 	75 41 	
03/29/2019 12:30 PM	 Switch off for nature! Join millions around the world in turning off the			508 	9 2 	
03/29/2019 10:05 AM	 Calling all bars/restaurants! Do you have what it takes to create the			2.1K 	60 20 	
03/28/2019 9:36 AM	 Over the last 50 years, the number of wild lions across Africa has fallen			1.7K 	13 25 	
03/27/2019 9:31 AM	 Are you in the food business and looking for FREE advertising? 🍷			2.3K 	48 26 	
03/26/2019 11:48 AM	 It is your last chance for those 18+ to volunteer at the Zoo this summer			2.1K 	73 13 	
03/26/2019 10:00 AM	 Happy 6th Birthday to Norton, Elmer, and Orson! 🎂 They got			2.6K 	55 131 	
03/25/2019 11:59 AM	 On Thursday, March 28th from 5:00-7:00pm Bethania Church will			1.9K 	35 10 	
03/25/2019 9:12 AM	 Sokha and Sammy the Lesser Adjutant Storks wanted to wish			2.2K 	51 54 	
03/23/2019 9:58 AM	 Carl and the other animals are eating breakfast and cleaning up for			1.6K 	65 40 	
03/22/2019 9:25 AM	 Check out our incredible exhibit space this year at the Chicago			2.7K 	226 95 	
03/21/2019 3:58 PM	 Hello everyone! We have been having major issues with our			2.7K 	73 26 	
03/20/2019 2:33 PM	 First day at the Chicago Flower & Garden Show! Here, we're showing			2.2K 	73 52 	

03/19/2019 12:35 PM	 Recycle Devices. Save Wildlife. The Racine Zoo is launching a cell			2.7K 	78 65	
03/18/2019 12:56 PM	 Racine Zoo			1.6K 	97 14	
03/18/2019 9:20 AM	 Are you ready for Spring? Come visit us at the Chicago Flower &			1.1K 	16 13	
03/17/2019 10:30 AM	 Happy St. Patrick's Day! While you enjoy your corned beef and			3K 	54 117	
03/16/2019 11:30 AM	 Happy 5th Birthday to everyone's four-legged Zoo friend, Phoebe!			5.9K 	335 192	
03/16/2019 9:18 AM	 Come join us today until 1:00pm for EcoFest at the Lake building at			2.2K 	30 23	
03/15/2019 10:00 AM	 Thank you to Angela Lefeber and family for this metal skewer being			2.3K 	53 37	
03/14/2019 10:04 AM	 Nick Colonne jumps up to #3 on the BDS Radio Jazz Charts with his			1.4K 	6 9	
03/12/2019 11:00 AM	 Gender reveal!			12.3K 	2.4K 751	
03/12/2019 9:19 AM	 TUNE IN AT 11AM!! to watch us cut this adorable cake on Facebook			3.7K 	338 105	
03/11/2019 2:00 PM	 Is it a boy or girl? Tune in tomorrow at 11am for our Facebook Live			4.3K 	149 223	
03/11/2019 11:46 AM	 INTERNSHIP OPPORTUNITY! The Racine Zoo is seeking			3K 	74 35	
03/09/2019 11:00 AM	 Don't forget to 'spring ahead' for daylight saving! When you go to			1.4K 	1 13	
03/07/2019 3:47 PM	 NOW HIRING! The Racine Zoo is seeking Summer Camp Counselors			6.8K 	301 164	
03/07/2019 9:34 AM	 Sometimes on these long, cold winter days, you just want to curl up			8.7K 	535 715	
03/06/2019 4:00 PM	 Today we wish our orangutan, Max, a happy 33rd birthday! 🎂🐼🐼 His			12.4K 	1.3K 1.2K	
03/06/2019 3:10 PM	 Thank you to Regency Mall for inviting us to Color for a Cause last			3K 	155 89	
03/06/2019 10:43 AM	 Spring is just around the corner and so is our Eggstravaganza event on			3.4K 	155 52	

03/05/2019 9:31 AM				889		14 19
03/04/2019 9:13 AM				2.7K		125 41
03/02/2019 12:00 PM				4.8K		74 102

**Racine Zoo** was live.  
Published by Chelsea Kueker Locke [?] · March 12 at 11:00 AM · 🌐

Gender reveal!

**Get More Likes, Comments and Shares**  
Boost this post for \$2,000 to reach up to 510,000 people.

**12,277** People Reached      **3,125** Engagements      [Boost Post](#)

283      50 Comments      50 Shares

Like      Comment      Share

**Performance for Your Post**

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**12,277** People Reached

---

**6,846** 3-Second Video Views

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**752** Reactions, Comments & Shares ⓘ

<b>378</b> Like	<b>164</b> On Post	<b>214</b> On Shares
<b>216</b> Love	<b>137</b> On Post	<b>79</b> On Shares
<b>2</b> Haha	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>109</b> Comments	<b>54</b> On Post	<b>55</b> On Shares
<b>50</b> Shares	<b>50</b> On Post	<b>0</b> On Shares

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**2,374** Post Clicks

<b>403</b> Clicks to Play ⓘ	<b>1</b> Link Clicks ⓘ	<b>1,970</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>3</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

**Racine Zoo**  
Published by Kristen Humphrey [?] · March 6 at 4:00 PM · 🌐

Today we wish our orangutan, Max, a happy 33rd birthday! 🎂🎉🎊 His special 'cakes' were made out of his normal diet items: primate biscuits layered with fruit, 'iced' with canned pumpkin, and decorated with prunes! He also got a few animal crackers as a treat. 🍌



**Get More Likes, Comments and Shares**  
Boost this post for \$2,000 to reach up to 510,000 people.

<b>12,360</b> People Reached	<b>2,510</b> Engagements	<a href="#">Boost Post</a>
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👍❤️ 802      71 Comments 85 Shares

**Performance for Your Post**

**12,360** People Reached

**1,219** Reactions, Comments & Shares

<b>727</b> Like	<b>566</b> On Post	<b>161</b> On Shares
<b>294</b> Love	<b>245</b> On Post	<b>49</b> On Shares
<b>8</b> Haha	<b>1</b> On Post	<b>7</b> On Shares
<b>106</b> Comments	<b>71</b> On Post	<b>35</b> On Shares
<b>86</b> Shares	<b>85</b> On Post	<b>1</b> On Shares

**1,291** Post Clicks

<b>607</b> Photo Views	<b>0</b> Link Clicks	<b>684</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

*Well-performing Facebook post*

**TWITTER**

**TOTAL FOLLOWERS: 2,607 (+15 FROM FEBRUARY)**

- 26 tweets
- 23.9k tweet impressions
- 836 profile visits
- 9 mentions

**INSTAGRAM**

**TOTAL FOLLOWERS: 1,157 (+44 FROM FEBRUARY)**

- 19 posts
- 1,279 likes

### March Events:

- Saturday, March 2: **Winos for Rhinos**
  - **Location:** Vanishing Kingdom
  - **Time:** 6-9pm
  - **Event Overview:** Winos for Rhinos
  - **Attendance:** 60



- Wednesday, March 20 through Sunday, March 24 – Chicago Flower & Garden Show
  - **Location:** Navy Pier - Chicago
  - **Time:** 3.20.19 through 3.23.19 10am – 8pm; 3.24.19 10am-6pm
  - **Event Overview:** Chicago Flower & Garden Show



### Tasks completed:

- Relocated all event totes to trailer
- Cleaned and stocked the Watering Hole to get ready for season
- Preparing for Eggstravaganza, Member Appreciation Night, Bloody Mary Fest
- Consultations with companies for picnics.
- Consultations with Brides regarding weddings.

### Coming up at the Zoo at a Glance:

- Saturday, April 20: **Eggstravaganza** 9am-4:30pm
- Saturday, April 27: **Zooriffic Saturday-Party for the planet** 9am-4:30pm
- Saturday, May 11: **Wild 5k Run/walk** 7am-9am
- Saturday, May 11: **Zooriffic Saturday International Kangaroo Care Awareness Day** 9am-6pm
- Sunday, May 12: **Mother's Day Brunch** 11am-12:30pm
- Saturday, May 18: **Zooriffic Saturday Endangered Species Day** 9am-6pm
- Thursday, May 23: **Member Appreciation Night** 6pm-9pm
- Saturday, June 1: **Zooriffic Saturday Bat Appreciation Day** 9am-6pm
- Saturday, June 1: **Tea with Turs** 11am- 12:30pm
- Wednesday, June 5: **World Wine Wednesday** 6pm-8pm
- Friday, June 7: **Ryshkus/Gasparo Rehearsal** TBD time
- Saturday, June 8: **Ryshkus/Gasparo Wedding** 9am-5pm
- Saturday, June 8: **Bloody Mary Contest** 10am-2pm
- Sunday, June 9: **Paules Wedding** 11am-1pm
- Friday, June 14: **Wilcox Wedding** TBD time
- Sunday, June 16: **Father's Day Putt Putt Golf Tournament** 11am-2pm
- Wednesday, June 19: **Rour & Pour** 6pm-9pm
- Saturday, June 22: **Zooriffic Saturday world Giraffe Day** 9am-6pm
- Saturday, June 22: **Mandi & Paul Wedding** TBD Time
- Sunday, June 23: **Kenosha Kingfish Fundraising Game** 1:05pm game
- Saturday, June 29: **Wine, Stein & Dine** 6pm-9pm
- Saturday, July 6: **Christmas in July** 9am-4:30pm
- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- Saturday, July 13: **Macphail Reception** 12-4pm
- Sunday, July 14: **CNH Company Picnic** 11am-4pm
- Wednesday, July 17: **World Wine Wednesday** 6pm-8pm
- Thursday, July 18: **Cigar Dinner** 5pm-10pm
- Saturday, July 20: **Zooriffic Saturday Zookeeper Day** 9am-6pm
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree** 5:30pm-9:30pm
- Saturday, July 27: **International Tiger Day** 9am-6pm
- Wednesday, July 31: **Roar & Pour** 6pm-8pm
- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent** 5:30pm-9:30pm
- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Wednesday, August 14: **World Wine Wednesday** 6pm-8pm
- Saturday, August 17: **Zooriffic Saturday Reptile & Amphibian Awareness Day** 9am-6pm
- Sunday, August 18: **24<sup>th</sup> Annual Car, Truck & Bike Show** 9am-4pm
- Wednesday, August 21: **Animal Crackers Concert – Nick Colionne** 5:30-9:30pm
- Saturday, August 24: **Whiskers and Whiskey** 6pm-9pm
- Wednesday, August 28: **Roar & Pour** 6pm-8pm
- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Saturday, September 14: **Brewfest 1pm-6:30pm**
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm