

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

Executive Director

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Prepping for fall festival
- Prepping for Animal Crackers

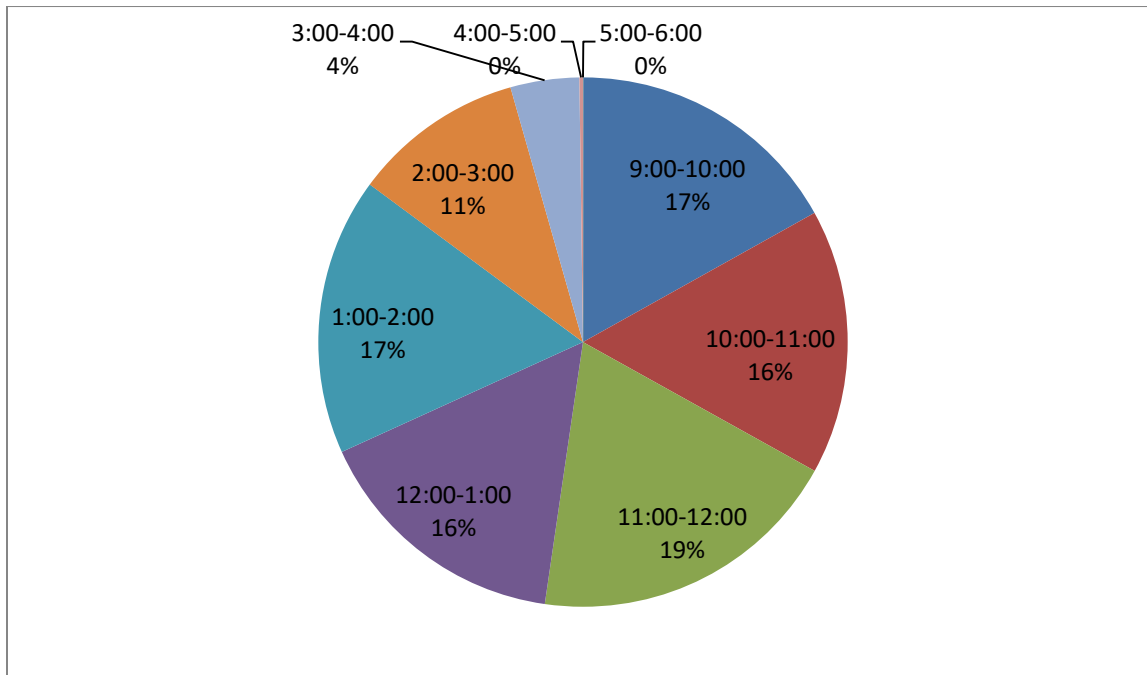
Membership

- Total memberships households = 2,091

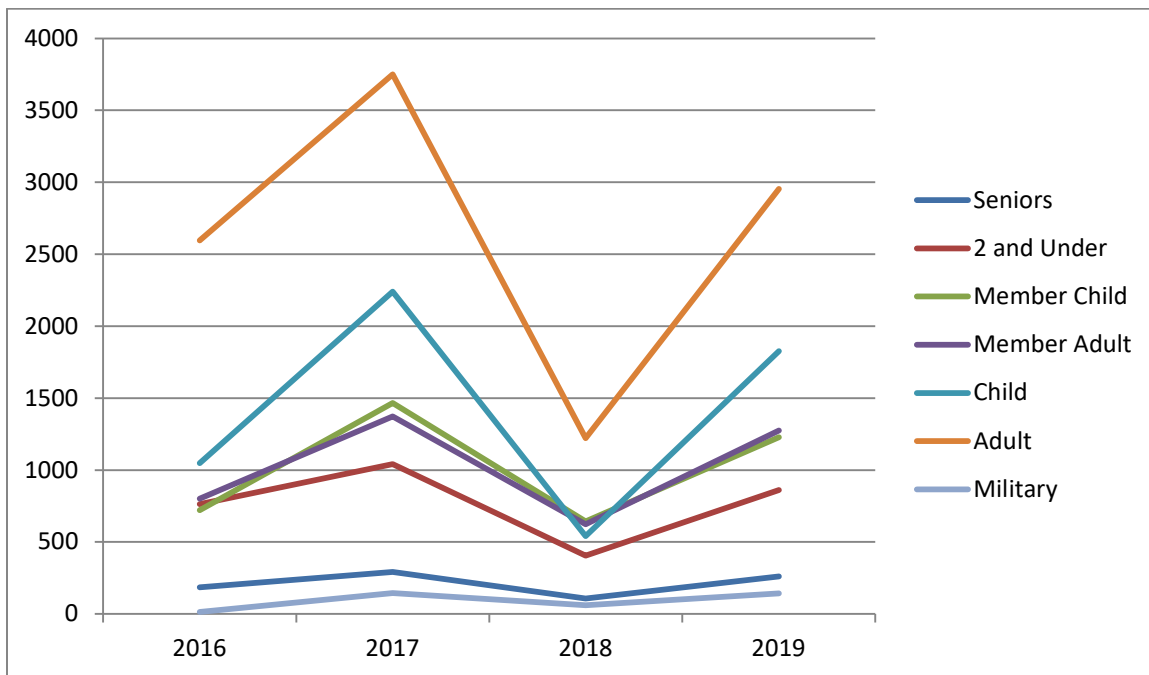
Attendance for April 2019

	April 2018	April 2019	Variance	Percent change
Adults	1221	2953	1732	142%
Children	540	1827	1287	238%
Member Adults	623	1274	651	104%
Member Children	644	1227	583	91%
Child 2 and under	405	861	456	113%
Seniors	107	261	154	144%
Military	60	142	82	137%
Education	111	532	421	379%
Events	0	124	124	124%
Total	3711	9201	5490	148%

April 2019 Attendance By Hour



April Monthly Attendance 2016-2019



April Member Municipality

53405	896
53404	432
53402	729
Other	444

April Non-Member Municipality

53144	368
53140	763
53142	930
53405	1221
53404	642
53402	439
53108	219
Illinois	1458
Other	660

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

- Hired New Staff
- Received new items and put them out to sell
- Reorganized Gift Shop
- Started a new CC System for trial
- Opened grill for weekends and re-priced items
- Reusable Totes for sale in GS rather than single use Plastics
- Biodegradable straws and silverware now in Grill
- Train and Grill now open weekends

Animal Care

- Animal info/moves:
 - Baby Bella is fully weaned off of formula and doing well in the group
 - Harper is also eating well from keepers and is with the group. She went in exhibit for the first time this month.
- Vet exams:
 - A lot of routine bird exams this month
 - Lion exams for birth control implants
 - Zebra hoof trim.
 - Also a lot of routine herp exams
- Deaths:
 - N/A
- Staff
 - Curator left zoo for another position—working to fill this position
 - Lost a few keepers to other positions—these have been filled
 - Seasonal positions filled, folks through orientation
 - Lots of training for new staff and interns as we gear up for high season
 - A zookeeper attended a hoof trim conference
 - Animal Care Supervisor attended an AZA course about a new standard that will be expected for the next accreditation.
- Miscellaneous
 - Goat yard open daily for the season
 - Chats and encounters on weekends
 - Staff working on getting animals out and exhibits ready after winter
 - Bo, the giraffe that went to Cleveland last year has produced a baby!! Doing his job!

Education

- **Educational Programs**

- Birthdays – 5
 - Reached 135 people
- Offsite Programs – 15
 - Reached 714 people
- Onsite Programs – 9
 - Reached 629 people
- Wildlife Explorers – 2
 - Reached 52 people
- Preschool – 5
 - Reached 89 people
- Behind the Scenes - 6
 - Reached 36 people
- Creature Feature – 1
 - Reached 1 person
- Wildlife Theater – 2
 - Reached 5 people
- **Totals: Reached 1,661 people**

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
 - 3/4 - 26/100 spots – 26%
 - K/1 - 56/160 spots – 35 %
 - 2/3 - 36/1+0 spots – 22.5%
 - 4/5 - 23/160 spots – 14.4%
 - 6/7 - 22/80 spots – 27.5%
 - Overall – 163/660– 24.7%
 - (End of April 2018 – 17.0%)
 - (End of April 2017 – 7.9%)

- **Events**

- April 8 – Gave career talk at UW-Madison
- April 9, 11, 30 – Worked with Rotary for Starbuck Middle School Career Discovery Solutions Program
- April 10 – Rabbit brought on Racine and Me TV Shoot
- April 12 – Participated in Country Dale Elementary Science Fair
- April 13 – Coordinated Racine and Kenosha Counties for the Midwest Annual Crane Count with for the International Crane Foundation
- April 13 – Hosted Girl Scouts of Southeast Wisconsin Robotics Workshop
- April 13 – Participated in RUSD’s Week of the Young Child/Family Empowerment Day
- April 14 – Participated in Stein’s Grand Reopening in Brookfield
- April 18 – Participated in Robinwood Elementary’s High Interest Day
- April 20 – Coordinated volunteers and education station for Eggstravaganza
- April 22 – Spoke at UW-Parkside Earth Day Career Summit
- April 22 – Brought animals to Milwaukee Ronald McDonald House

- April 23 – Presented at College of Lake County Career Panel
 - April 25 – Presented as finalist in Support of Urban Projects fundraiser
 - April 26 – Attended Volunteer Appreciation Lunch with the Volunteer Center of Racine to celebrate two Racine Zoo volunteer recipients
 - April 27 – Lead Party for the Planet event
 - April 28 – Lead annual Adopt-a-Beach beach clean-up with the Alliance for the Great Lakes
- **Grants and Proposals**
 - In April:
 - Submitted grant application for AmeriCorps funding
 - Submitted grant proposal to AZA Safety Committee
 - Submitted full proposal to ANDIS Foundation
 - Submitted proposal to present at AZA Annual Conference on Family Programming
 - Previous, not yet resolved:
 - Submitted Grant for Senior Programming
 - Submitted application to Network for Good grant fund
 - Submitted application for IMLS Funding
 - Submitted proposal to County of Racine
- **Other**
 - 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

Upcoming

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

Comparison to April 2018 - programs and participants

Participants	2018	2019	Variance
On Site	184	629	+241.8%
Off Site	220	714	+224.5%
BTS	0	36	+100.0%
Birthday Party	60	135	+125.0%
Preschool	65	89	+27.0%

Programs	2018	2019	Variance
On Site	6	9	+50.0%
Off Site	3	15	+40.0%
BTS	0	6	+100.0%
Birthday Party	2	5	+150.0%
Preschool	4	5	+25.0%

Facilities

- Concrete work finished around cat canyon
- Put in new drain in front of pheasantry building and put in new concrete patch across road
- Filled in garden triangles in front of main entrance with concrete
- Fountain for pond was installed for season
- Daily janitorial duties
- Daily grounds upkeep
- Cut grass.....and removed snow.....really.
- Preventative maintenance
- Assigned maintenance tasks i.e. repair hose reel, change lite bulbs etc.
- Installed new door at pheasantry
- Re plumbed water at pheasantry
- Had water line break at tur mountain, capped off line under mountain and re plumbed line in moat so we have water
- Met with Ryan Rudie about eagle exhibit plans, got first set of numbers
- Met with city forester about possible browse brought in
- Planted new donor willow tree by penguin and placed bench with it
- New phone lines ran from basement of main building to KEC
- Temporary fence north of bear building removed
- Installed plexi glass and mesh netting on north gibbon holding den for tamarin use
- Replaced credit meter in main water and backflow building
- Set up and tear down for special events
- Patched and replaced wood blocks and reinstalled wood hand rails for stairs of main building foyer
- Had new LED light fixtures installed in main building foyer
- Had 3 new outlets installed in facilities garage

Resource Development

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



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | APRIL 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
4/1	Member Appreciation Night - Reservations Open	1,035	62
4/5	Racine Zoo E-News - April 5, 2019	952	85
4/9	Eggstravaganza - Email 1	1,103	44
4/10	Wildlife Matters April 2019	778	85
4/11	Wild 5K Run/Walk Email 1	1,015	66
4/17	Eggstravaganza - Email 2	1,064	29
4/19	Racine Zoo E-News - April 19, 2019	863	58
4/24	Mother's Day Brunch	963	115
4/26	Wild 5K Run/Walk - Email 2	971	49
4/30	Bloody Mary Fest	902	80

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,624	18.2 %	1.4%

MEMBERS

Subscribers	Open Rate	Click Rate
3,796	25.1 %	2.3%

WEBSITE

www.racinezoo.org

MONTHLY USERS: 11K (+40.2%)

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales. In particular, added Father's Day Putt-Putt Golf Tournament, Kenosha Kingfish Night, and World Wine Wednesday pages.

OUTSIDE ADS

- Belle City Magazine
- Racine County Eye
- The Journal Times
- Bargain Hunter
- Lake Geneva News
- Shepherd Express
- Kenosha News

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Prepared logo for print for Spring Into Action t-shirts
- Updated the Wildlife Matters monthly issue
- Changed business hours on various websites
- Created Lantern Festival ad for Wisconsin Fall/Winter Guide
- Created Lantern Festival Sponsorship packet
- Took Easter Bunny Photos at Eggstravaganza and edited the photos
- Wrapped up Kung Fu Panda AZA campaign on social media
- Set up profile for DoMore24
- Created HamBingo Night flyer
- Created Father's Day Putt-Putt Golf Tournament flyer
- Updated Watering Hole menu

▶ OUTSIDE ADS

Featured:

- The Journal Times
- Belle City Magazine
- Shepherd Express



RACINE ZOO
SUMMER CAMP
2019

The Racine Zoo can help foster your child's love for nature and wildlife.

REGISTER NOW!
WWW.RACINEZOO.ORG

SUMMER CAMP BEGINS: JUNE 17
For ages 3 to 7th grade



FUN. FAMILY.
ADVENTURE!
AT THE RACINE ZOO



2131 N. Main St.
Racine, WI 53402
262.636.9189
www.racinezoo.org

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



RACINE ZOO



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

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














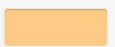



















































262.636.9580 or education@racinezoo.org

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


























FACEBOOK

TOTAL LIKES: 20,577 (+533 FROM MARCH)

- Promotional posts and animal posts
- Hosted "Count the Candy" contest on Facebook
- Set up Kenosha Kingfish and Father's Day Putt-Putt Golf Tournament event pages

Published	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
04/30/2019 9:48 AM	 Sample the best Bloody Marys Racine has to offer! Celebrate your			2.1K 	68 19 	
04/29/2019 9:15 AM	 This past Saturday was World Veterinary Day! For this day, we			3.5K 	244 81 	
04/28/2019 4:49 PM	 Thank you for everyone who joined us for this year's Alliance for			4.3K 	550 214 	
04/28/2019 9:00 AM	 Make an impact while you shop for Mother's Day gifts! Use this			2.3K 	15 11 	
04/26/2019 8:29 PM	 Congratulations to Jackson Hemming and Sarah Leonard for			4.2K 	291 297 	
04/26/2019 10:00 AM	 This will be a 5K you won't want to miss! Only 2 weeks away,			2.6K 	39 26 	
04/25/2019 9:31 AM	 Only 2 days away! Bring the whole family for crafts,			508 	19 5 	
04/24/2019 9:53 AM	 Celebrate Mom this year at the Racine Zoo! Spend some			2.5K 	124 26 	
04/23/2019 10:00 AM	 9000% — That's the growth in rhino poaching between 2007 to			1.4K 	14 5 	
04/22/2019 1:44 PM	 Thank you so much to everyone who came out to Eggstravaganza			4.1K 	698 60 	
04/21/2019 10:00 AM	 Party for the Planet: #SpringIntoAction connects			2.4K 	42 11 	
04/20/2019 9:11 AM	 Eggstravaganza is finally here!! Join us today from 9am - 4:30pm			3.1K 	42 84 	
04/19/2019 10:09 AM	 We have a winner!! Congratulations Gail Bates			4.2K 	388 160 	


04/18/2019 1:18 PM	 For Peep's sake! Eggstravaganza is ONLY 2 DAYS AWAY! Well, hop			2.8K 	202 33 
04/18/2019 9:34 AM	 Ready to tackle some Spring cleaning? Try using these			3.2K 	35 37 
04/17/2019 11:04 AM	 Join us for S.O.U.P.! Racine Zoo's education department will be			1.7K 	17 7 
04/16/2019 10:00 AM	 Do you have what it takes to create the BEST BLOODY MARY?			2.3K 	52 26 
04/15/2019 5:54 PM	 Calling all adventurers! Embark on an adventure through the wonders			3.2K 	118 43 
04/15/2019 9:06 AM	 WIN A BEHIND-THE-SCENES TOUR FOR 6 AT THE RACINE			27.8K 	3.9K 2.4K 
04/14/2019 10:00 AM	 Let's #SpringIntoAction! There are some great ways to get involved			3.7K 	51 55 
04/13/2019 1:00 PM	 Thank you to Ellen Orlowski for her recent donation of chalk for			3.5K 	132 95 
04/12/2019 9:10 AM	 Come see us this Sunday at the Stein's Garden & Home Grand Re-			2.1K 	34 8 
04/11/2019 4:50 PM	 Want to volunteer at the Zoo, hand out candy, and make kid's days?			3.4K 	145 49 
04/11/2019 4:00 PM	 Lace up those running shoes and get ready to run wild! 🏃. 🏃. Our			1.6K 	25 17 
04/10/2019 4:48 PM	 The Racine Zoo is proud to be a part of this symposium and the			1.6K 	17 14 
04/10/2019 9:45 AM	 In the past 40 years, the world has lost 95% of its rhinos. Even though			2.2K 	17 34 
04/09/2019 5:00 PM	 Another thank you goes out to our friend Jacob Nikolai and his mom			7.7K 	352 187 
04/09/2019 10:50 AM	 Hippy hoppity Eggstravaganza's on its way! 🐰 Have your photo			3.1K 	112 66 
04/08/2019 9:17 AM	 A big thank you from our tamarin family to Jacob and his mom Katie			2.9K 	228 135 
04/05/2019 11:55 AM	 Come see your favorite live princesses 🧚🏻‍♀️ 🧚🏻‍♀️ and super			2.1K 	103 32 
04/04/2019 9:07 AM	 Happy 11th Birthday to Hydro, Aero, and Blaze! They had a lot of			2.9K 	124 143 

04/03/2019 11:39 AM	 Only an estimated 3,800 tiger remain in the wild. We must work			987		28 14	
04/02/2019 12:58 PM	 Any more food vendors out there? 🍷🍷🍷 Deadline extended			2.5K		92 33	
04/02/2019 9:34 AM	 Our newest African penguin, Harper, enjoying her first swim!			2.8K		183 157	
04/01/2019 5:29 PM	 It's no April Fool's joke....the African penguins went on exhibit			4.9K		418 225	
04/01/2019 1:10 PM	 NOW HIRING! Become a part of the Zoo team today! Full-time			6.1K		467 148	

Racine Zoo
Published by Kristen Humphrey [?] · April 15 at 9:06 AM · 🌐

🌟 WIN A BEHIND-THE-SCENES TOUR FOR 6 AT THE RACINE ZOO! Can you guess the number of M&M's in the jar? 🌟

Leave your guess in the comments below! Whoever has the closest guess wins! MUST like our Facebook page to be eligible. Contest ends 11:59pm 4/18/19. Winner will be announced Friday, April 19. Good luck!! 🍀



👍 **Get More Likes, Comments and Shares**
Boost this post for \$2,000 to reach up to 500,000 people.

27,834 People Reached **6,344** Engagements [Boost Post](#)

👍❤️👏 378 1.8K Comments 40 Shares

👍 Like 💬 Comment ➦ Share 🗨️

Performance for Your Post

27,834 People Reached

2,434 Reactions, Comments & Shares

381 Like	366 On Post	15 On Shares
16 Love	16 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
1,995 Comments	1,910 On Post	85 On Shares
41 Shares	40 On Post	1 On Shares

3,910 Post Clicks

555 Photo Views	0 Link Clicks	3,355 Other Clicks
---------------------------	-------------------------	------------------------------

NEGATIVE FEEDBACK

23 Hide Post	10 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,617 (+10 FROM MARCH)

- 19 tweets
- 18.9k tweet impressions
- 558 profile visits
- 12 mentions

INSTAGRAM

TOTAL FOLLOWERS: 1,215 (+58 FROM MARCH)

- 12 posts
 - 799 likes
 - 7 comments
-

April Events:

- Saturday, April 20: **Eggstravaganza**
 - **Location:** Entire Campus
 - **Time:** 9am-4:30pm
 - **Event Overview:** Easter Celebration
 - **Attendance:** 3688



Tasks completed:

- Preparing for Wild 5k, Mother's Day Brunch, 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, 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
- Saturday, May 18: **Bloody Mary Contest** 10am-2pm
- Thursday, May 23: **Member Appreciation Night** 6pm-9pm
- Saturday, June 1: **Zooriffic Saturday Bat Appreciation Day** 9am-6pm
- Wednesday, June 5: **World Wine Wednesday** 6pm-8pm
- Friday, June 7: **Ryshkus/Gasparo Rehearsal** TBD time
- Saturday, June 8: **Ryshkus/Gasparo Wedding** 9am-5pm
- 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
- 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
- Saturday, August 3: **Somerset Club Dinner** 6pm-10pm
- 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: **24th 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
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm
- October 12: **African Penguin Awareness Day** 9am-4:30pm
- October 12: **Penguins and Pancakes** 9am-10:30am
- October 26: **Boo at the Zoo** 9am-4:30pm