

**Racine Zoological Society Report  
Park and Recreation Board Meeting  
April 2017**

**Executive Director**

- Submitted several grants and sponsorship packages
- Rebuilding the Zoo Choo in time for spring break
- Created the tasks list for exhibit needs and animal moves in 2017
- Presented at several service organizations
- Evaluating all current vendors

**Membership**

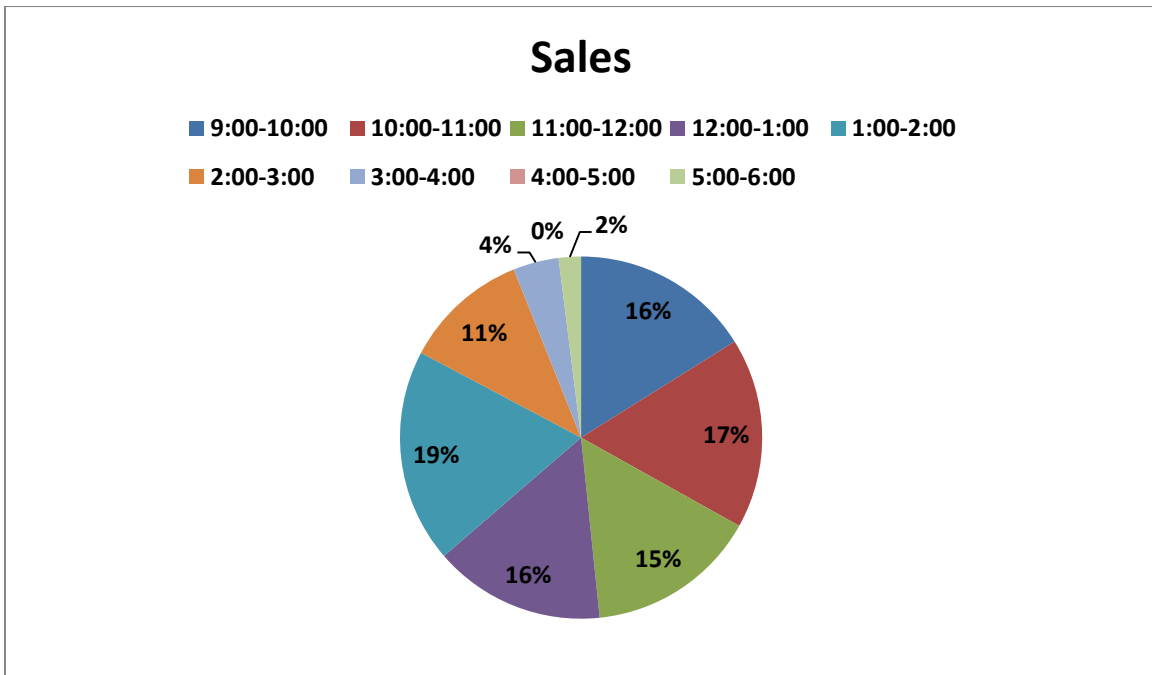
- Total memberships households = 1,962

**Attendance for March 2017**

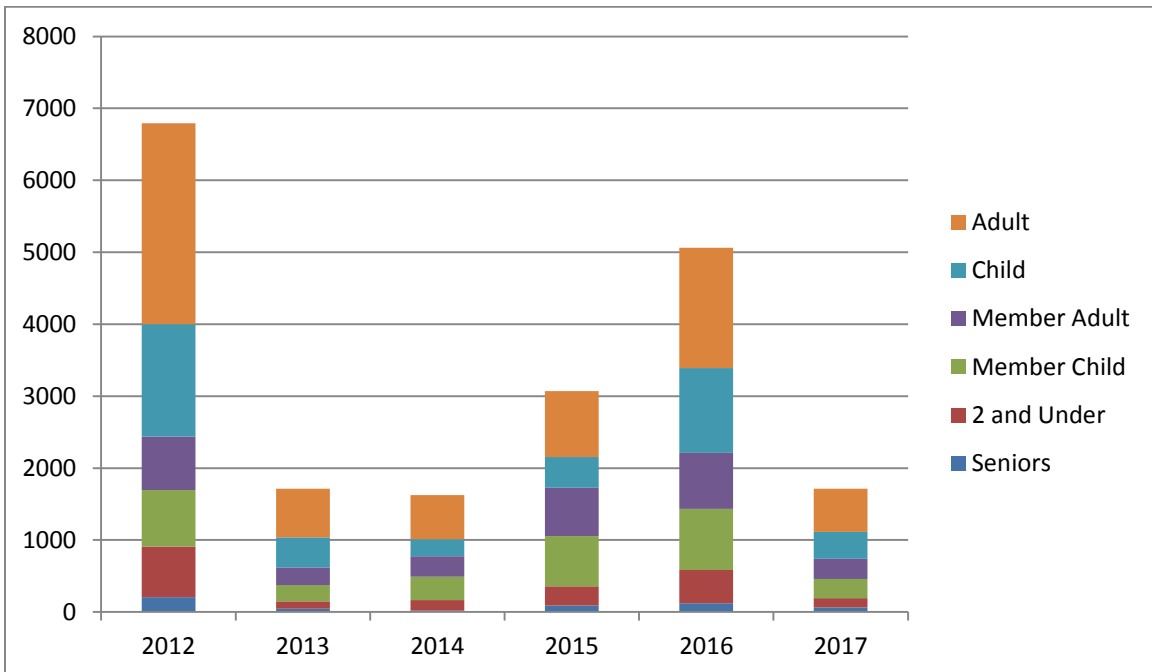
	<b>March 2016</b>	<b>March 2017</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	1674	602	<b>-1072</b>	<b>-64%</b>
<b>Children</b>	1179	375	<b>-804</b>	<b>-68%</b>
<b>Member Adults</b>	779	280	<b>-499</b>	<b>-64%</b>
<b>Member Children</b>	849	267	<b>-582</b>	<b>-69%</b>
<b>Child 2 and under</b>	463	129	<b>-334</b>	<b>-72%</b>
<b>Seniors</b>	119	62	<b>-57</b>	<b>-48%</b>
<b>Education</b>	220	257	<b>37</b>	<b>17%</b>
<b>Events</b>	176	40	<b>-136</b>	<b>-77%</b>
<b>Total</b>	5063	2012	<b>-3051</b>	<b>-60%</b>

We had horrible weather in March 2017 and in 2016, Easter happened. We should be rebounding in April as Easter this year is on April 16.

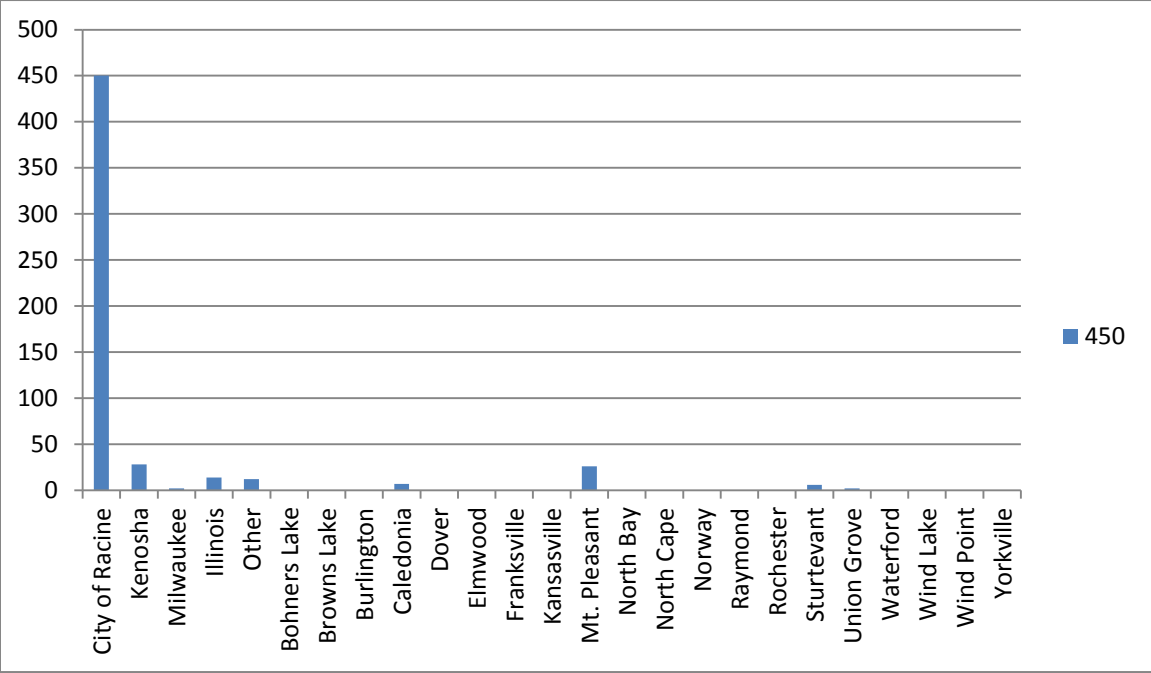
## March 2017 Attendance by Hour



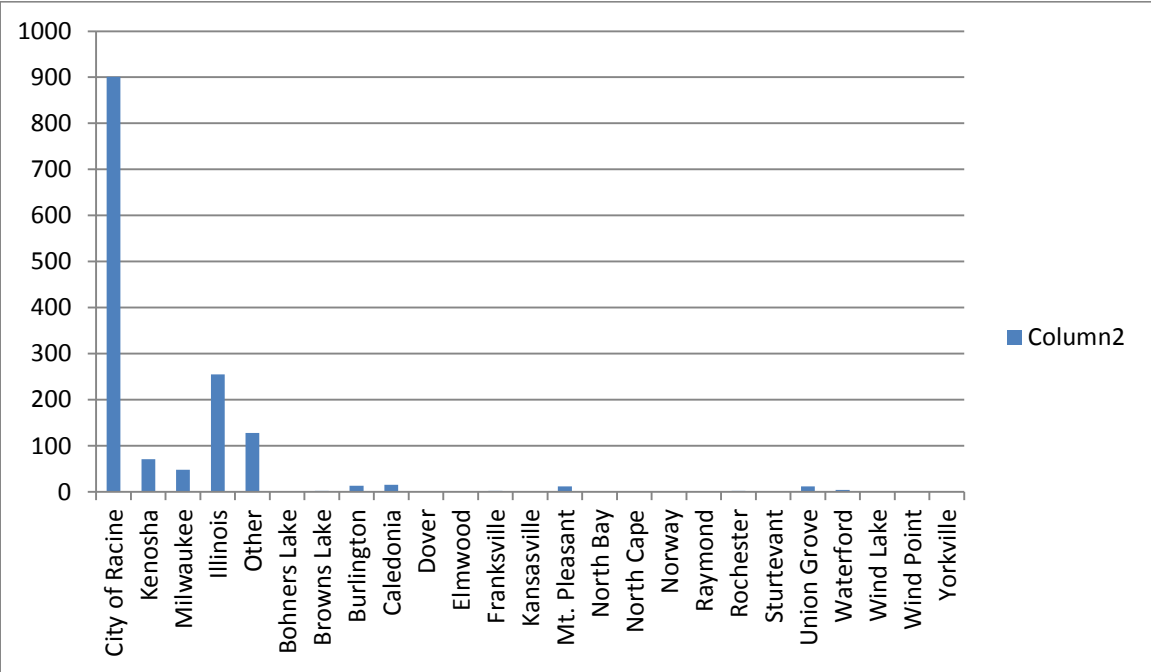
## March Monthly Attendance 2012-2017



### March Member Municipality



### March Non-Member Municipality



## Animal Care

- Animals:
  - Single black swan sent to Cleveland Zoo to pair up
  - One step further in the process for acquiring:
    - 2.0 chinchilla
  - Almost ready to send out 0.1 coati
  - Yule, white handed gibbon, is the oldest of all 3 gibbon species represented in AZA institutions and of SSP's and almost 51 years
- Training:
  - CK volunteer training for incoming volunteers on March 26<sup>th</sup>

## Education

- **Educational Programs**
  - Onsite Programs –6
    - Reached 95 People
  - Offsite Programs - 6
    - Reached 691 people
  - Field Trips - 4
    - Reached 92 people
  - Totals: Reached 878 people
- **Wildlife Explorers**
  - Wildlife Explorers continues successfully
    - Conducted 6 classes
    - Reached 111 students
    - Last class was on 3/15
    - Working on end-of-year data and grant reporting
- **Other Events**
  - 3/4 – Participated in Women in Science Day at Kenosha Public Museum
  - 3/4 – Participated in BeWell Event at Southridge Mall
  - 3/5 – Final FrogWatch USA Training Completed
  - 3/13-3/15 – Attended Climate Generation Training
  - 3/16 – Hosted Greater Racine Environmental Education Network meeting
  - 3/18 – Participated in Racine St. Patrick's Day Parade
  - 3/18 – Participated in Racine EcoFest
  - 3/18 – 3/26 Chicago Flower and Garden Show
    - Reached approx. 925 people with animal ambassadors at booth
    - Conducted 18 Animals of the World programs reaching 425 people
  - 3/21 Participated at Cooper Elementary School Career Day
  - 3/25 Featured speaker at BONK!/Deb Marett "Famous" Evening at Festival Hall
  - 3/31 Participated in Carthage College Family Fun Night

- **Projects – Ongoing and Completed**

- Volunteers have begun working in various departments
  - Second round of training set for early May
- Summer Camp Registration is open online- several forms in already
  - Currently have 35 campers registered with 20 campers participating in more than one session. Exceeded March budget expectations by 73%
- Volunteers application deadline has passed- will be conducting interviews in late April
- Interviewing candidates for seasonal internships and one year round position
- Completing grant for High School Internship Program
- Completing grant for new birding initiative in collaboration with Hoy Audubon

Upcoming

- Significant updates to animal information sheets
- Launching program to align to state library summer reading program

**Comparison to March 2016- programs and participants**

<b>Participants</b>	2016	2017
On Site	140	95
Off Site	500	691
BTS	4	8
Birthday Party	0	48
Wildlife Explorers	186	111

<b>Programs</b>	2016	2017
On Site	6	6
Off Site	10	6
BTS	1	3
Birthday Party	0	2
Wildlife Explorers	10	6

Facilities

- Installed new light fixture in LOG east barn north east stall for fox
- Installed 2 new light fixtures and outlet for fan in LOG east barn north west stall
- Removed snow from huge snowstorm
- Daily janitorial
- Weekly preventative maintenance
- Work orders as received
- Started work on LOG AZA walk thru list
- Assembled temporary tamarin exhibit in basement of main building
- Re-caulked tamarin exhibit glass in main building
- Worked on fennec fox exhibit

### **Admissions, Gift Shop, Grill, Chumba, Train (Operations)**

- Re-Arranged Gift Shop
- Ordered new Product
- Put new product out for sale (already selling!)
- Attended the Chicago Flower and Garden Show
- Finished renovations on Grill and Opened for Business
- Re-organized basement
- Started work on AZA walkthroughs
- Started work on SDS Manuel

### **Resource Development**

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

### **Public Relations/Social Media**

- **E-blast:** Events and More 03/06, Hurry, Get 20% Off 03/31
- Active Facebook posts and video uploads, Instagram postings, Tweets
- Media Relations: Marketing meeting with Chuck from Shepherd Express, Amy from ESPN
- Working with UWP Marketing Class with survey project for Racine Zoo
- Updated website homepage, articles, sliders, ZooLaRoe, Membership- Highlights promotion, Slumber Safari, Summer Camp, Updated product pages for sale of season tickets to event: Animal Crackers Season Tickets. Individual Artist pages -AC
- FB event promotions (boosted posts): Winos for Rhinos & Auction Page, ZooLaRoe

### **Miscellaneous Marketing/PR activities**

- Created event posters, and flyers for events: Egg-stravaganza Map, ZooLaRoe, WWW, R&P
- Created an Ad for Shepherd Express – Animal Crackers Dates and Artist line up
- Re submitted Ad for Bargain Hunter – Egg-stravaganza
- Logo Design – Whiskers & Whiskey, Slumber Safari
- Created Post Card “Save The Date” – Zoo Debut, Cigar Dinner, Whisker & Whiskey
- Updated online Events Calendar
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn
- Adopt logo Design - Completed
- Pole Banner Design - In process
- Completed Wildlife Magazine – Waiting for final edits
- Created banner for Real Racine web page – Egg-stravaganza
- Updated website pages- Zoo Summer Camp, Animal Crackers, Membership, Animal info pages
- Created Highlights Promotion – 3 month free subscription for New or Renewed Membership
- Posted events on free advertising event sites: Journal Times, Kenosha News, Who fish, Real Racine , Facebook, Shepherd express online

# Racine Zoo-Digital Metrics

## March 1-31, 2017

### Website

Page Summary Last 28 days ▾

Export Data 📄

Results from Mar 08, 2017 - Apr 04, 2017

Organic Paid

**Actions on Page**  
March 7 - April 3

2

Total Actions on Page ▼80%



**Page Views**  
March 7 - April 3

723

Total Page Views ▲2,310%



**Page Likes**  
March 7 - April 3

225

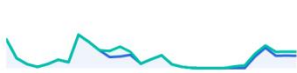
Page Likes ▲7,400%



**Reach**  
March 7 - April 3

42,951

People Reached ▼33%



**Post Engagements**  
March 7 - April 3

19,241

Post Engagement ▼12%



**Videos**  
March 7 - April 3

8,068

Total Video Views ▲3,670%



### Recent Promotions on Racine Zoo

+ Create New Promotion

Image	Promotion Name	People Reached	Engagements	Spent	Buttons
	<b>Event Promotion</b> Finishes in 4 days ZooLaRoe Saturday, April 8, 2017, 12 PM - 4 PM Promoted by Savannah Ingram on 03/28/2017	4,108	145	\$7.03 Spent of \$11.00	Add Budget
	<b>Boosted Post</b> Completed Check it out!! Winos for Rhinos Online Art Aucti... Promoted by Savannah Ingram on 03/16/2017	4,864	254	\$10.00 Spent of \$10.00	Boost Again
	<b>Event Promotion</b> Completed Winos For Rhinos Saturday, March 4, 2017, 6 PM - 9 PM Promoted by Savannah Ingram on 02/09/2017	12,270	265	\$49.99 Spent of \$50.00	Boost Again

Social Media	Month	Variance vs Previous
Facebook page likes	225	16,431 vs 16,213
Twitter followers	2,341	6,293 vs 6,467 impressions <b>5.4%</b>
Twitter profile views	219	40.2%
Instagram followers	294	62 posts total (18 during 03/2017)

E-Newsletters/E-Mails	Month	Lifetime
Database-Members	3,277	NA
Blast: 03/06	<p><b>3,218 Recipients</b></p> <p>List: <b>Entire Zoo Database</b>  Subject: <b>Don't Miss Out!</b>  Delivered: <b>Mon, Mar 06, 2017 3:54 pm</b>  Open rate <b>27.8%</b>  List average <b>24.2%</b>  Industry average (<b>Non-Profit</b>) <b>21.1%</b></p> <p><b>Click rate 5.0%</b></p> <p>List average <b>2.4%</b>  Industry average (<b>Non-Profit</b>) <b>2.3%</b></p> <p><b>893</b> Opened</p> <p><b>159</b> Clicked</p> <p><b>8</b> Bounced</p> <p><b>5</b> Unsubscribed</p> <p>Successful deliveries <b>3,210 99.8%</b></p> <p>Total opens <b>1,751</b>  Last opened 4/4/17 6:20AM  Forwarded <b>0</b>  Clicks per unique opens <b>17.8%</b> Total clicks <b>222</b> Last clicked 3/31/17 9:05PM</p>	NA
Blast: 03/31	<p><b>3,213 Recipients</b></p> <p>List: <b>Entire Zoo Database</b>  Subject: <b>Hurry! Get 20% OFF Now.</b>  Delivered: <b>Fri, Mar 31, 2017 4:39 pm</b>  Open rate <b>24.9%</b>  List average <b>24.2%</b>  Industry average (<b>Non-Profit</b>) <b>21.1%</b></p>	NA



**Click rate** 5.1%  
 List average **2.4%**  
 Industry average (Non-Profit) **2.3%**

**795** Opened

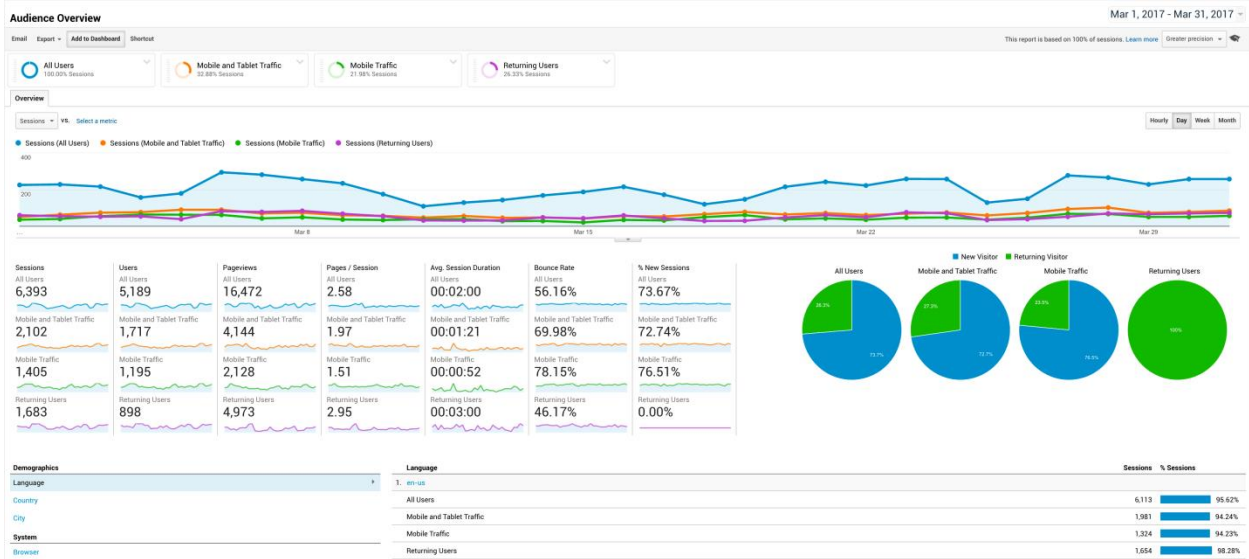
**163** Clicked

**16** Bounced

**0** Unsubscribed

- Successful deliveries **3,197 99.5%**
- Total opens **1,564**
- Last opened 4/4/17 3:55PM
- Forwarded **0**
- Clicks per unique opens **20.5%** Total clicks **219** Last clicked 4/4/17 3:40PM

**Website Analytics**



## March Events:

- Saturday, March 4, 2017 – **Winos for Rhinos**
  - **Attendance:** 40 guests/SOLD OUT
  - **Location:** Vanishing Kingdom (Main Building)
  - **Time:** 6pm-9pm
  - **Ticket Price:** \$50 single, \$90 couple
  - **Event Overview:** Five course dinner and wine pairing with chat about each of the five species of rhinoceros during each course.



- Saturday, March 18-26, 2017 – **Chicago Flower & Garden Show**
  - **Attendance:** Unknown
  - **Location:** Navy Pier
  - **Time:** 10am-6pm Mon-Thurs 10am-8pm Fri-Sat
  - **Event Overview:** Zoo info booth handing out info, selling gift shop items and animal art.



## **Ongoing Fundraising Event:**

- November 22, 2016-April 2, 2017 – **Buffalo Wild Wings**
  - **Location:** 5880 Durand Avenue, Racine, WI
  - **Time:** 11am-12am
  - **Event Overview:** 10% of total bill (when accompanied with flyer) are donated to the zoo. Total earned to date \$43.23.

## **Special Events Accomplished Goals:**

- Assisted in painting Max & Jenny's Jungle Grill
- Created Gantt Chart for Marketing/PR Department

## **Professional Development & Networking:**

- Carterease & All Seated Webinar – March 7, 2017

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

- **Eggstravaganza—April 15, 9 am-4:30 pm**
- **Earth Day Beach Cleanup—April 22, 9-11am**
- **Zooriffic Saturday: Earth Day—April 22, 9 am – 4:30 pm**
- **World Wine Wednesday—April 26, 6-8 pm**
- **Zooriffic Saturday: Children’s Mental Health Awareness Day—May 6, 9 am-6 pm**
- **Wild 5K Run/Walk for the Animals—May 13, 7-9 am**
- **Mother’s Day Brunch—May 14, 10-11:30 am**
- **Zooriffic Saturday: Endangered Species Day—May 20, 9 am-6 pm**
- **Member Appreciation Night—May 25, 6-10 pm**
- **Slumber Safari—May 26 from 5pm-May 27 to 9 am**
- **Zooriffic Saturday: Orangutan Awareness Day—June 3, 9 am-6 pm**
- **Roar and Pour—June 7, 6 pm – 8 pm**
- **Member Monday: Kick off to Summer—June 12, 6 pm-8 pm**
- **Father’s Day Putt Putt Golf Tournament—June 18, noon-3:00 pm**
- **Zooriffic Saturday: Giraffe Awareness Day—June 24, 9 am-6 pm**
- **World Wine Wednesday—June 28, 6 pm -8 pm**