

**Racine Zoological Society Report  
Park and Recreation Board Meeting  
March 2018 (reporting on February 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages for Animal Crackers and education programming
- Evaluating all current vendors
- Completed organization audit
- Meetings started on strategic planning

**Membership**

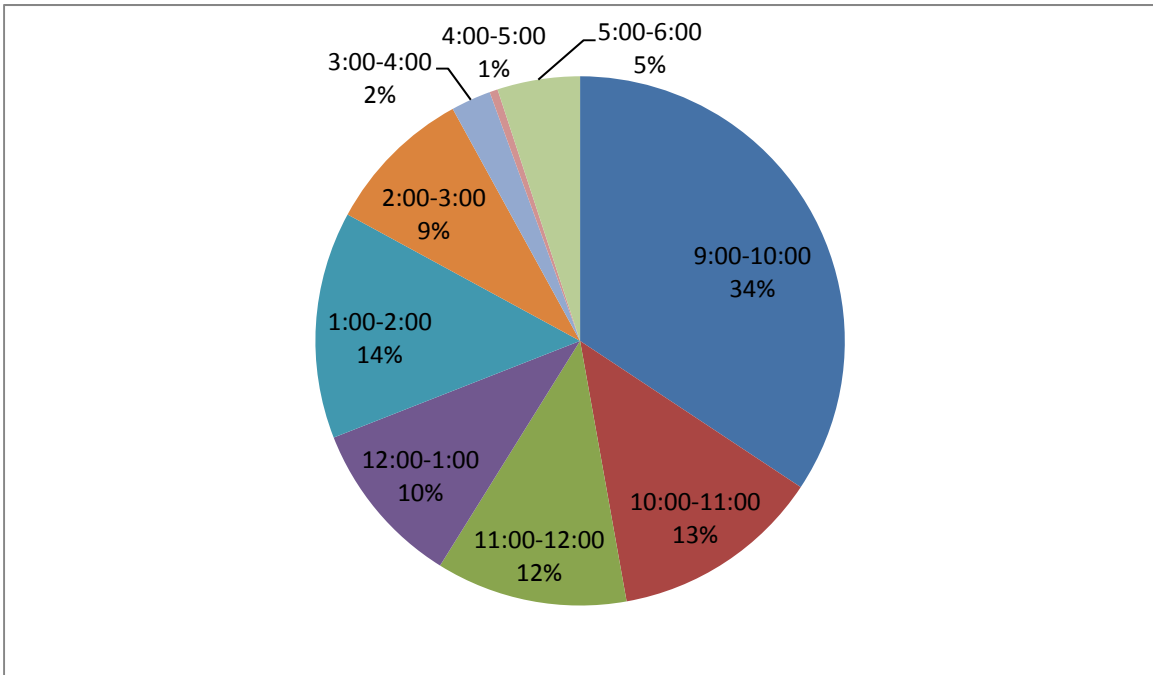
- Total memberships households = 2,099

**Attendance for February 2018**

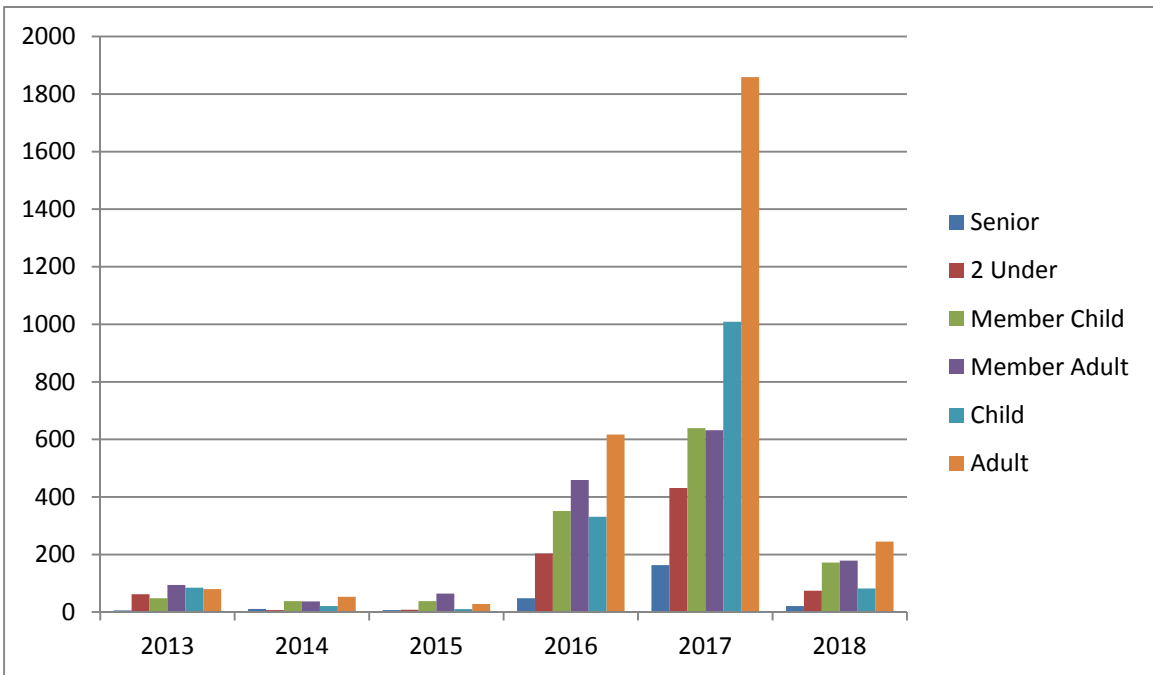
	<b>February 2017</b>	<b>February 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	1859	245	<b>-1614</b>	<b>-87%</b>
<b>Children</b>	1009	82	<b>-927</b>	<b>-92%</b>
<b>Member Adults</b>	163	21	<b>-142</b>	<b>-87%</b>
<b>Member Children</b>	632	179	<b>-453</b>	<b>-72%</b>
<b>Child 2 and under</b>	639	172	<b>-467</b>	<b>-73%</b>
<b>Seniors</b>	431	74	<b>-357</b>	<b>-83%</b>
<b>Military</b>	60	8	<b>-52</b>	<b>-87%</b>
<b>Education</b>	272	348	<b>76</b>	<b>28%</b>
<b>Events</b>	60	60	<b>0</b>	<b>0%</b>
<b>Total</b>	5125	1189	<b>-3936</b>	<b>-77%</b>

\*We were in the Teens most of this month. Last year we were in the 30's and 40's.

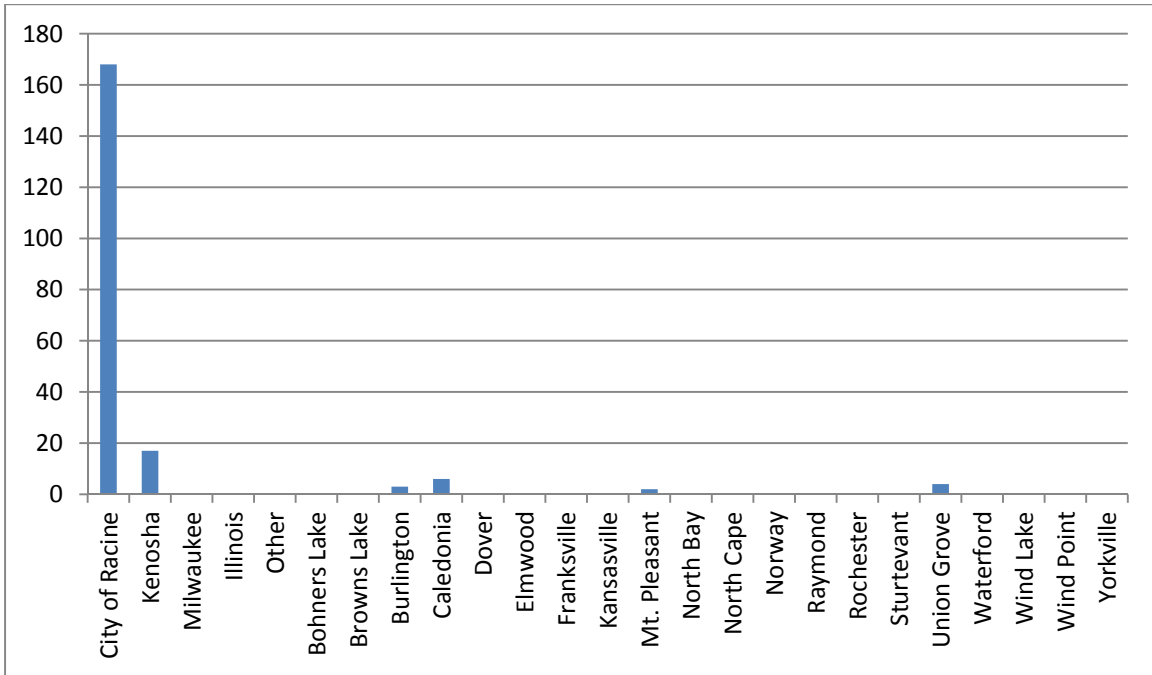
## February Attendance By Hour



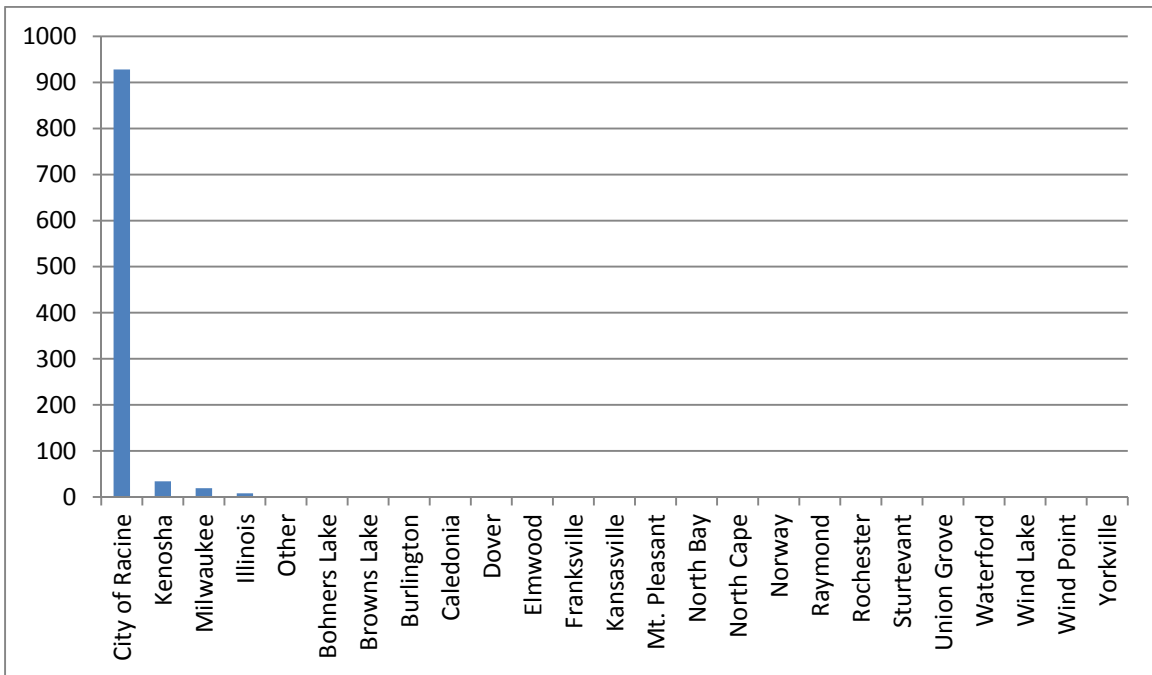
## February Monthly Attendance 2013-2018



## February Member Municipality



## February Non-Member Municipality



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

- Ordered and received new product
- Reorganized and Painted Chumba
- Contacted Vendors for New items
- Conducted Fire and Personal Safety Drill

### **Animal Care**

- Animals:
  - Introduced new bat from disco to education bats
  - Llama & alpaca moved to mountain due to flooding temporarily
- Vet exams:
  - Fossa, Tiger, rabbits, and Guam rail exams; penguin gland rechecks weekly, male zebra recheck
- Deaths:
  - 1 western tufted deer (necropsy test results pending)
- Animal moves:
  - Myrtle to gift shop, screech owl back to outside exhibit, Salamander to discovery center, Blandings turtle to quarantine room, Red tailed boa to education, bunnies out of quarantine into education holding
- Staff
  - Some staff participated in 3 Frogwatch USA meetings on and off property (one keeper is Frogwatch co-coordinator with the Conservation Education Manager)
  - Trained the promoted keeper (Jason) on giraffe routine
- Miscellaneous
  - Ground hog day Facebook Live video, on at least 1 news station
  - Held interviews and put a job offer out to a candidate to fill the part time CK position
  - Held interviews for 4 seasonal positions, still in progress
  - Had a couple behind the scenes tours
  - 2 drills: fire on primates, staff injury on cats
  - Drew up plans w/director & facilities manager for new members window exhibit (to be constructed by member's night)

## Education

- **Educational Programs**
  - Onsite Programs – 4
    - Reached 40 people
  - Preschool Programs - 6
    - Reached 64 people
  - Offsite Programs - 8
    - Reached 668 people
  - Wildlife Explorers - 12
    - Reached 246 people
  - Totals: Reached 1,018 people
  
- **Upcoming Educational Programs**
  - Summer Camp Current Fill Rates:
    - 3/4 - 7/120 spots - 5.9%
    - K/1 - 8/180 spots - 4.4%
    - 2/3 - 11/180 spots - 6.1%
    - 4/5 - 6/180 spots - 3.3%
    - 6/7 - 0/120 spots - 0%
  
- **Events**
  - Feb 5 – FrogWatch USA Training at the Racine Zoo
  - Feb 7 – Partnered with Kenosha Public Museum for Preschool Program
  - Feb 8 – Guest Lecture at UW-Parkside
  - Feb 10 – Animal Ambassador and Presentation at Animal Amore
  - Feb 11 – FrogWatch USA Training at the University of Wisconsin-Madison
  - Feb 15 – Attended Greater Racine Environmental Education Network Meeting
  - Feb 17 – Participated in Oak Creek Winter Festival with booth and guided nature walks
  - Feb 18 – Hosted the Racine Sunshine Club volunteers
  - Feb 19 and Feb 20 – Guest Lectures at Carroll College
  - Feb 20 - FrogWatch USA Training at Schlitz Audubon Nature Center
  
- **Grants**
  - Submitted Grant to Big Lots Foundation
  - Submitted Grant to Rotary Club with Executive Director
  - Submitted Letter of Intent to ANDIS Foundation – Asked for full proposal
  - Submitted Letter of Intent to Racine Community Foundation
  - Submitting Grant to Kenosha Community Foundation
  - Submitting Grant to Brewer’s Foundation
  
- **Volunteers**
  - Moved volunteers to online scheduling system
  - Recruiting for Eggstravaganza

Upcoming

- Speaking at Milwaukee Lutheran Teacher’s Conference March 2018
- Racine Nature Club launching March 2018
- Currently hiring and onboarding part time staff, camp counselors, and spring and summer interns

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

<b>Participants</b>	2017	2018	Variance
On Site	0	6	+100.0%
Off Site	188	638	+239.4%
BTS	2	4	+100.0%
Birthday Party	0	90	+100.0%
Preschool	-	64	-

<b>Programs</b>	2017	2018	Variance
On Site	0	1	+100.0%
Off Site	4	7	+75.0%
BTS	1	2	+100.0%
Birthday Party	0	1	+100.0%
Preschool	-	6	-

**Facilities:**

- Started demolition of old member window in discovery center
- Removed snow and salted as needed
- Daily janitorial routine
- Monthly preventative maintenance
- Replaced motor on boiler 1 in basement of main building
- Replaced 2 faucets in restrooms at main entrance
- Work orders (e.g. put in new hardened bolt on zebra door crank, put in pulled out anchor for kianga enrichment, etc.....)
- Set up and tear down special events
- Got quotes from 6 different waste disposal companies for comparison pricing
- Painted foyer , stairwell, and basement in main building
- Replaced broken 4 “ pvc pipe and trap under lion exhibit
- Installed new tires on 2 yamaha golf carts

### **Resource Development**

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

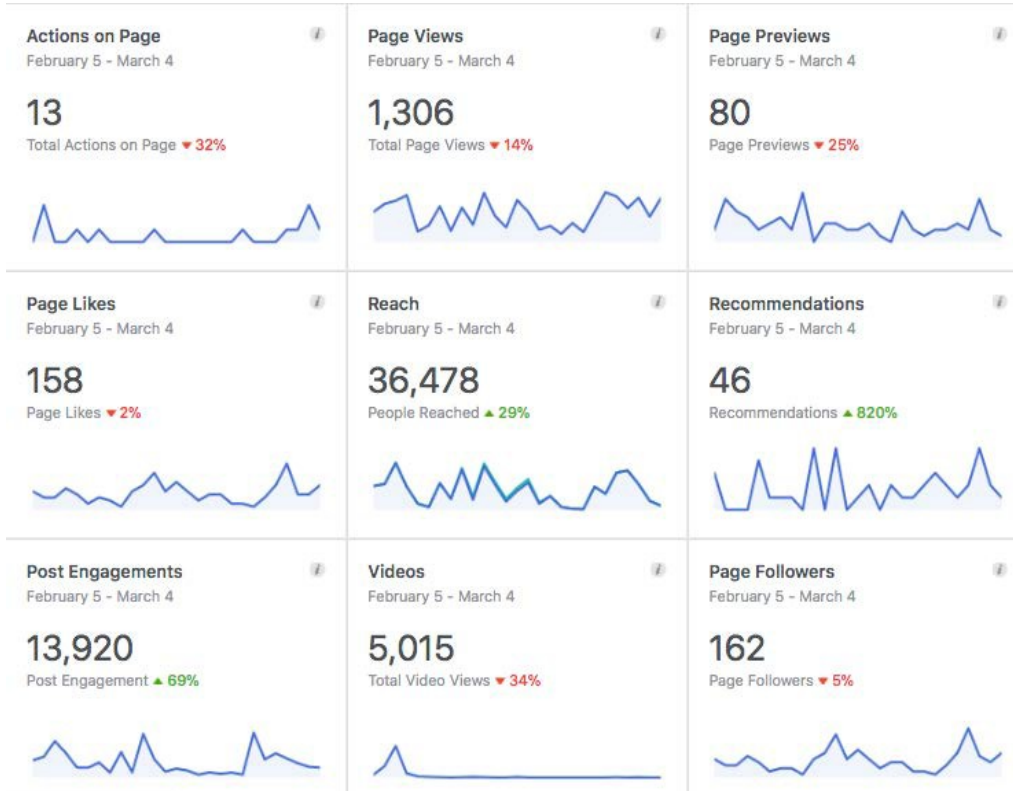
### **Public Relations/Social Media**

- E-blast: Zoo News - Feb. 9th: Here's what's new! Feb. 23: Swing into Spring
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Press Release: Groundhog Day-Skunk, Racine Nature Club, Summer Camp Registration
- Media Relations: Racine & Me, CH 12, Wisconsin Patch, Fox 6, Journal Times
- New partnership with 'Racine County Eye' for 2018/promotions
- 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, Lake Geneva
- Social Media Posts: Facebook, Twitter, Instagram

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

- Created event posters, tickets, flyer's - Eggstravaganza, Winos for Rhinos, Racine Nature Club, Preschool, Zoorific Saturday, Zoo membership, ADOPT
- Winos for Rhinos Auction Page Built/ LIVE
- Animal Crackers Web pages - Updating as information comes in
- Logo Design - Wine, Stein & Dine: Completed
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Zoo Debut Committee Meeting
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, The Juice, WhoFish, Carpe Diem - Milwaukee

**Racine Zoo-Digital Metrics**  
**February 2018**  
**Facebook Data:**



02/28/2018 4:39 pm	NO School FRIDAY = \$2 Admission ZOODAY! All Day, Friday,			10.4K		521 326			
02/28/2018 3:47 pm	Wins For Rhinos Auction Items are arriving and they are awe			1.5K		82 19			
02/26/2018 4:00 pm	GOLF CARTS! The Racine Zoo is in need of a donated golf cart.			459		38 9			
02/26/2018 10:22 am	Lions vs Meatball Snowman - Lions 1; Snowman 0 Yum! #Raci			4.3K		1.2K 222			
02/22/2018 9:44 am	Fun Facts: West Caucasian tur s in the wild live in the mountain			2.4K		87 68			
02/19/2018 4:53 pm	Backstage Donations: The Racine Zoo is looking for furniture!			3.2K		186 32			
02/16/2018 11:50 am	THIS JUST IN: The Racine Zoo will be launching a FUN NEW P			14.7K		1.3K 374			
02/16/2018 9:05 am	Happy Friday Facebook! Here's a smile for ya 😊 Baby rhinos r			4.7K		308 209			
02/14/2018 2:59 pm	Happy Valentine's Day From Zuri, Azizi and Aslan. Check out m			5.5K		290 349			
02/12/2018 3:35 pm	WAIT! Do you have toys around the house that don't get the atte			6.1K		406 147			
02/09/2018 12:12 pm	Introducing Amélie			2.5K		128 2			



**Twitter:**

**28 day summary** with change over previous period



**Google Analytics:**



Social Media	Month	Variance vs Previous
Facebook page likes	89	18,404 vs 18,315
Twitter followers	2,536 vs 2,514	6,986 impressions
Twitter profile views	301	6.4% (up)
Instagram followers	655 vs 591	96 posts

E Newsletters / Emails	Month	Lifetime
Database Members	3,845	NA
Blast: 02/09/18 01/23/18	1) 24.0 % Open Rate - 1,084 2) 21.6% Open Rate - 974	NA

**Meltwater Media Mentions:**

Date	Headline	Publication	Country	Reach	Sentiment	Key Phrases	Search Name	28, 2018	0.37
28-Feb-2018	Villages of Mount Pleasant, Caledoni	WisPolitics.com	United States	3,397	Neutral	Mount Pleasant,Racine Co	Racine Zoo		
25-Feb-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organization,Gift c	Racine Zoo		
21-Feb-2018	Racine zoo launches free nature play	The Journal Times Online	United States	77,189	Positive	Racine Zoo,Racine Nature	Racine Zoo		
21-Feb-2018	What's Going On	The Journal Times Online	United States	77,189	Neutral	children ages,Union Grove,	Racine Zoo		
18-Feb-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organization,Gift c	Racine Zoo		
16-Feb-2018	Racine Zoo Launches Free Nature Pl	Wisconsin Patch.com	United States	12,107	Neutral	Racine Nature Club,Racine	Racine Zoo		
15-Feb-2018	For the Kids: Family Fun Night, librar	Kenosha News	United States	28,504	Neutral	Family Fun Night,Children's	Racine Zoo		
13-Feb-2018	Racine Zoo helping to save wild tiger	The Journal Times Online	United States	77,189	Positive	Prusten Project,tigers,Raci	Racine Zoo		
13-Feb-2018	Racine Zoo summer camp registratio	The Journal Times Online	United States	77,189	Neutral	Racine Zoo summer camp	Racine Zoo		
11-Feb-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organization,Gift c	Racine Zoo		
8-Feb-2018	Try those ice skates this weekend	Racine County Eye	United States	6,276	Neutral	ice skates,Ice",free ice,Rac	Racine Zoo		
8-Feb-2018	Mount Pleasant-Sturtevant, WI Patch	Wisconsin Patch.com	United States	11,533	Neutral	Mount Pleasant,Local New	Racine Zoo		
8-Feb-2018	GET OUT: We've got your guide to V	Kenosha News	United States	29,309	Neutral	Valentine's,Feb. 10,downto	Racine Zoo		
8-Feb-2018	Valentine's events 2018	Kenosha News	United States	29,309	Positive	Feb. 10,downtown,dinner,p	Racine Zoo		
7-Feb-2018	Racine Zoo Summer Camp registratio	Fox6now.com	United States	533,271	Positive	Racine Zoo,children ages,r	Racine Zoo		
7-Feb-2018	Racine Zoo Summer Camp Now Ope	Wisconsin Patch.com	United States	11,533	Positive	Racine Zoo,Aszya Summe	Racine Zoo		
7-Feb-2018	Racine Zoo asking for help to name r	CBS 58 News	United States	40,476	Neutral	CBS 58,Racine Zoo,new ba	Racine Zoo		
6-Feb-2018	Animal Amore At Racine Zoo This W	Wisconsin Patch.com	United States	11,533	Neutral	open bar,Racine Zoo,wild r	Racine Zoo		
4-Feb-2018	How can you help? Wish list from loc	The Journal Times Online	United States	67,019	Neutral	nonprofit organization,Gift c	Racine Zoo		
2-Feb-2018	Skunk and polar bear predict six mor	CBS 58 News	United States	40,476	Negative	CBS 58,polar bear,winter,P	Racine Zoo		
2-Feb-2018	Oak Creek Winter Festival To Be Hel	Wisconsin Patch.com	United States	11,533	Neutral	Drexel Town Square,Oak C	Racine Zoo		
2-Feb-2018	Racine Zoo's skunk predicts: six mor	The Journal Times Online	United States	67,019	Neutral	winter forecast,Racine Zoo	Racine Zoo		
1-Feb-2018	Skunk day? Racine Zoo groundhog r	Madison.com	United States	648,325	Neutral	Racine Zoo,early spring,ev	Racine Zoo		
1-Feb-2018	Skunk day? Zoo groundhog replaced	The Journal Times Online	United States	67,019	Neutral	early spring,Racine Zoo,ev	Racine Zoo		
1-Feb-2018	Minnie the skunk will be the star on C	Fox6now.com	United States	533,271	Neutral	star,Groundhog Day predic	Racine Zoo		
1-Feb-2018	Sign Up for the RaScene Daily News	Racine County Eye	United States	6,276	Neutral	prizes,pack family tickets,R	Racine Zoo		
1-Feb-2018	Groundhog Day 2018: Livestream Vic	Wisconsin Patch.com	United States	11,533	Neutral	Racine Zoo broadcasts,Liv	Racine Zoo		
1-Feb-2018	Skunk to stand in for groundhog at R	Racine County Eye	United States	6,276	Neutral	Racine Zoo,Photo Credit,H	Racine Zoo		

## **Special Events**

### **February Events:**

Saturday, February 10: **Animal Amore**

- **Location:** Main Building
- **Time:** 6pm-9pm
- **Event Overview:** Valentine's Day celebration with plated dinner and animal courtship presentation.
- **Attendance:** 60 SOLD OUT



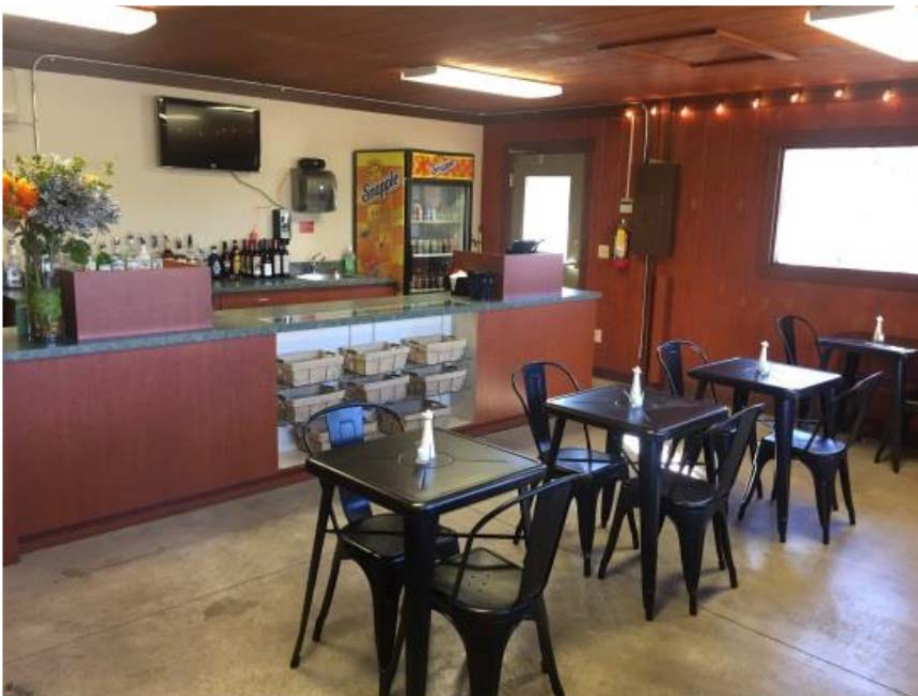
**Accomplished Goals:**

- Turned Chumba into a Beverage Oasis (bar)

Before:



After:



## 2018 Event Schedule

<b>Event</b>	<b>Date</b>	<b>Time</b>
Saturday, March 3	<b>Winos for Rhinos</b>	6pm-9pm
Wed-Sun, March 14-18	<b>Chicago Flower and Garden Show</b>	10am-8pm
Saturday, March 31	<b>Eggstravaganza</b>	9am-4:30pm
Thursday, April 5	<b>Baby Shower</b>	4:30pm-6:30pm
Saturday, April 21	<b>Zoorific Saturday: Earth Day March of Dimes: March 4 Babies</b>	9am-4:30pm 9am-12pm
Saturday, May 12	<b>Wild 5K Walk/Run</b> <b>Zoorific Saturday: Children's Mental Health Day</b>	7am-9am 9am-6pm
Sunday, May 13	<b>Mother's Day Brunch</b>	11am-12:30pm
Saturday, May 19	<b>Armed Forces Day: Free Admission w/ Military ID</b> <b>Zoorific Saturday: Bird Day</b>	9am-6pm 9am-6pm
Sunday, May 20	<b>Dyisha Smith College Graduation Party</b>	1pm-3pm
Thursday, May 24	<b>Member Appreciation Night</b>	6pm-9pm
Monday, May 28	<b>Yule's 52<sup>nd</sup> Birthday</b>	All Day
Saturday, June 2	<b>Johnson Keland Picnic</b>	12pm-2pm
Thursday, June 7	<b>American Red Cross Volunteer Party</b>	5pm-8pm
Saturday, June 9	<b>Tea with Turs</b>	11am-12:30pm
Wednesday, June 13	<b>World Wine Wednesday (Outside Main Building: Animal Ambassadors)</b>	6pm-8pm
Saturday, June 16	<b>Lighthouse Run</b> <b>Zoorific Saturday: Giraffe Day</b>	7am-10am 9am-6pm
Sunday, June 17	<b>Father's Day Putt-Putt Golf</b>	11am-2pm
Friday, June 22	<b>WIIL ROCK 5:01 Club</b>	5:01pm-7pm
Saturday, June 23	<b>Zoorific Saturday: Healthy People, Animals &amp; Planet</b>	9am-6pm
Wednesday, June 27	<b>Roar &amp; Pour (Discovery Center: Bats &amp; Pythons)</b>	6pm-8pm
Saturday, June 30	<b>Wine, Stein &amp; Dine</b>	6pm-9pm
Sunday, July 1	<b>Kenosha 4<sup>th</sup> Parade</b>	TBD
Wednesday, July 4	<b>Racine 4<sup>th</sup> Parade</b>	TBD
Sunday, July 8	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 11	<b>Animal Crackers: Milwaukee Jazz Orchestra</b>	5:30pm-9:30pm
Saturday, July 14	<b>Animals &amp; Artisans</b>	9am-6pm
Sunday, July 15	<b>Racine Concert Band</b>	6pm-9pm
Mon-Sat, July 16-21	<b>Zookeeper Week</b>	All Week
Wednesday, July 18	<b>World Wine Wednesday (Walkabout Creek: Aviary)</b>	6pm-8pm
Thursday, July 19	<b>Cigar Dinner</b>	5pm-10pm
Saturday, July 21	<b>Zoorific Saturday: Zookeeper Day</b> <b>Marini Manufacturing Picnic</b>	9am-6pm TBD
Sunday, July 22	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 25	<b>Animal Crackers: All-Star Groves</b>	5:30pm-9:30pm

Saturday, July 28	<b>South Milwaukee Parade Zoorific Saturday: Tiger Day</b>	11am 9am-6pm
Sunday, July 29	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, August 1	<b>Roar &amp; Pour (Turs: Animal Ambassadors)</b>	6pm-8pm
Saturday, August 4	<b>Twin Disc Picnic</b>	TBD
Sunday, August 5	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 8	<b>Animal Crackers: Karrin Allyson</b>	5:30pm-9:30pm
Saturday, August 11	<b>Zoorific Saturday: Orangutan Day Chad Ianson Wedding Ceremony Angie Baus Wedding Reception</b>	9am-6pm 2pm-3pm 4pm-11pm
Sunday, August 12	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 15	<b>World Wine Wednesday (Bears)</b>	6pm-8pm
Saturday, August 18	<b>Zoorific Saturday: Reptile &amp; Amphibian Day</b>	9am-6pm
Sunday, August 19	<b>Car, Truck and Bike Show</b>	8am-4pm
Wednesday, August 22	<b>Animal Crackers: Eric Darius &amp; Gerald Veasley</b>	5:30pm-9:30pm
Saturday, August 25	<b>Whiskers &amp; Whiskey</b>	6pm-9pm
Sunday, August 26	<b>O&amp;H Bakery Company Picnic</b>	TBD
Saturday, September 8	<b>Zoo Debut: Beastly Ball</b>	5pm-11pm
Saturday, September 15	<b>Great Lakes Brew Fest/Longnecks w/ Longnecks</b>	1pm-6:30pm
Wednesday, September 19	<b>World Roar Wine Pour Wednesday (LOG)</b>	6pm-8pm
Saturday, September 22	<b>Zoorific Saturday: Rhino Day Party on the Pavement</b>	9am-6pm 12pm-6pm
Saturday, October 6	<b>Racine Zoo &amp; American Cancer Society: Glow 5K Walk/Run</b>	5pm-9pm
Saturday, October 13	<b>Zoorific Saturday: African Penguin Day Penguins &amp; Pancakes</b>	9am-4:30pm 9am-10:30am
Saturday, October 27	<b>Boo at the Zoo</b>	9am-4:30pm
Saturday, November 10	<b>Racine Holiday Parade</b>	5:30pm-8pm
Sunday, November 11	<b>Merry ZooMas Brunch with Santa – Session 1 Brunch with Santa – Session 2</b>	9am-4:30pm 11am-12:30pm 1:30pm-3pm
Saturday, November 17	<b>Milwaukee Holiday Parade</b>	TBD
Monday, November 26	<b>Annual Member Meeting</b>	7pm-8pm
Friday, November 30	<b>Burlington Holiday Parade</b>	5:30pm-9pm

