Racine Zoological Society Park and Recreation Board Meeting reporting on June 2024

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

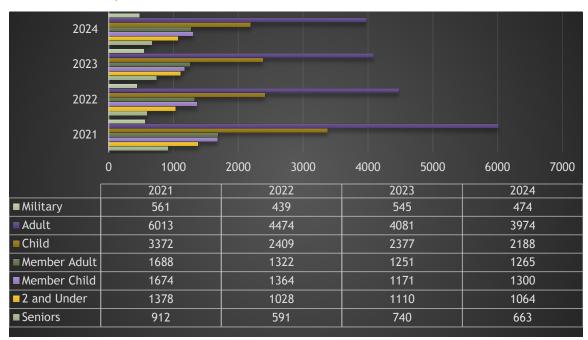
• Total memberships households = 2,294

Attendance for June 2024

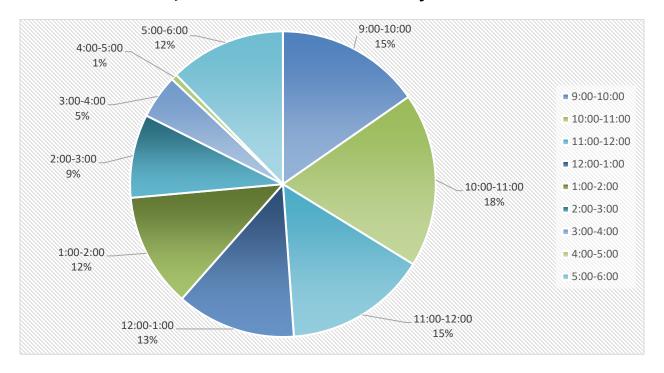
June Attendance 2023 – 2024

	June 2023	June 2024	Variance	Percent change
Adults	4081	3974	-107	-2.6%
Children	2377	2188	-189	-8%
Member Adults	1251	1265	14	1.1%
Member Children	1171	1300	129	11%
Child 2 and under	1110	1064	-46	-4.1%
Seniors	740	663	-77	-10.4%
Military	545	474	-71	-13%
Education	2595	2315	-280	-10.8%
Events	1177	1858	681	57.9%
Total	15047	15101	54	0.4%

June Admissions Attendance 2021-2024



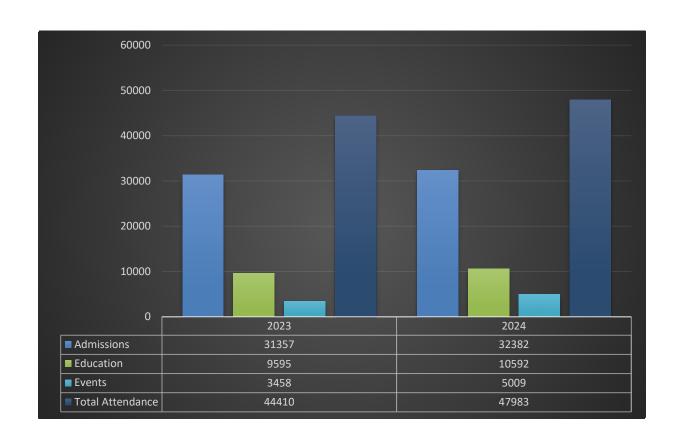
June 2024 Attendance by Hour



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

YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
Admissions	31357	32382	1025	3.3%
Education	9595	10592	997	10.4%
Events	3458	5009	1551	44.9%
Total Attendance	44410	47983	3573	8%



June 2024 Municipality

Racine County	Guests
53105	120
53108	29
53126	122
53139	28
53167	1
53177	133
53182	94
53185	59
53402	1385
53403	646
53404	373
53405	715
53406	671
Total	4376

Other Municipalities	Guests
Kenosha	1650
Milwaukee	1001
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	905
Illinois	2225
Other States (Excludes WI & IL)	711
Outside US	43
Total	6535

	GUESTS
Racine County	4376
Other Municipalities	6535
Events & Education (Not Collected)	4173
Data Not Collected (Admissions)	17
June Total	15101

Operations

- June's attendance numbers for events has increased over last year.
- Zip code collection for admissions is going well using the new POS system
- The Grill is providing all food for Music at the Zoo and will pick up the void left by Piggly Wiggly when they left after closing store on Washington
- Training new staff for high season

Animal Care

Veterinary Updates

- 1.0 Fossa Kirindy is being treated for "digestive" issues, and labored breathing. Severe
 osteoarthritis in spine. SSP has been notified of issues, and placement of additional
 animals is possible if required. He is being monitored for quality-of-life concerns.
- 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age.
- o 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess and eye infection.
- o 1.0 Masai Giraffe, Mac is being monitored and treated for lameness.
- 1.0 Spider Monkey, Kramer has been diagnosed with an oral tumor. This is likely terminal, with life expectancy between 1 and 7 months. Being treated with steroids to reduce swelling and slow growth. Has responded well to steroid treatments.
- 1.0 Sun Bear, Fong, possible spleen tumors found. Consulting with radiologists to determine official diagnosis and prognosis/treatment. Will schedule ultrasound and possible fine-needle aspirate.
- 0.0.2 Bearded Dragons are in quarantine
- 0.1 Linne's 2 toed sloth, "Missy" cleared quarantine and is awaiting exhibit repairs before transferring to new enclosure.
- 1.0 Andean Bear, "Inti" cleared quarantine and is on exhibit.
- 0.1 Sulcata tortoise, Dewey is laying (infertile) eggs. We are monitoring her closely
- All farmyard animals received their routine physicals

Collection Changes

o 0.4 Meerkat (Date not set, international transport)

Staffing/Training

- Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- Racine Zoo hosted a "Rhino Symposium" and received training for improved care of 1.1
 Eastern Black Rhino residents.

Other Updates

- Continuing (0.1), penguin acupuncture sessions (2.1), giraffe laser sessions (1.0), 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.
- Continuing frequent hoof work and training with 2.1 Hartmann's Mountain Zebra, 2.0
 Masai giraffes, 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.
- Staff are continuing to participate in the AZA/American Institute of Rhinoscerous Study's information collection process. Racine Zoo's resident information can now be utilized in this worldwide study. Saving Rhinos with Science (aza.org). 1.1 Hartmann's Mountain Zebra Promise and Obi are being introduced in preparation for possible breeding.
- Animal Care staff are reviewing a proposal to join an existing study looking into the possible effects of birth control application in Emperor Tamarins.

Conservation Education

Program Title	# of Programs	Reach	Notes
On-Campus Programs	14	711	590 interactions
Off-Campus Programs	3	380	
After School Program (Off-Campus)	2	58	
COZI Program (Off-Campus)	0	0	
On-Campus Birthday	3	110	40 interactions
Off-Campus Birthday	2	55	
Slumber Safari	1	24	
Virtual Programs	0	0	
Preschool Programs	0	0	
BTS Encounter	0	0	
BTS Tour	4	84	Rhino, Tortoise; Platinum Adventures; Wedding
Wildlife Explorers	0	0	
AmeriCorps			
Onsite	0	0	
Offsite	0	0	
Globes	0	0	
Scout Programs	0	0	
Senior Safari	0	0	
Creature Feature	30	966	
Wildlife Theater	57	1025	
Zoo Camp (Spring and Summer)	8	98	
Subtotal	124	3511	
Other Events	5	335	
TOTAL	129	3846	

	Other Events
Date	Event
4-Jun	Volunteer Management Committee AZA Virtual Meeting - Cassie
6/5/2024	Racine and Me - Abby and Cheese
8-Jun	Zoorific Saturday - Penguins: 112 interactions
11-Jun	Platinum Adventures group at the zoo
13-Jun	Camp Counselor training June 13-14
15-Jun	Volunteen Camp Training: 14 participants
22-Jun	Wedding animal encounter - giraffes: 2 participants
24-Jun	Volunteen Camp Training: 8 participants
24-Jun	CBS 58 - Abby and Crackers
29-Jun	Breakfast with Giraffes: ~51 participants
29-Jun	Zoorific Saturday - Rhinos: ~150 participants

Grants and Proposals

ZAP Last programs were taught earlier this month; final report being submitted in July; received funding for next year and hired Kylie and Jonathan as the manager and evaluator, respectively

Party for the Planet Pollinator garden signs were designed and ordered; new plants put in pollinator garden; signs to be installed later in July

Compared to 2023				
Participants	2024	2023	Variance	
On Campus	711	848	-16.16%	
Off Campus	438	1000	-56.20%	
BTS	84	5	1580.00%	
Birthday Party	165	280	-41.07%	
Preschool	0	49	-100.00%	
AmeriCorps	0	0	0.00%	
Virtual Programs	0	0	0.00%	

Programs	2024	2023	Variance
On Campus	14	16	-12.50%
Off Campus	5	15	-66.67%
BTS	4	1	300.00%
Birthday Party	5	9	-44.44%
Preschool	0	4	-100.00%
AmeriCorps	0	0	0.00%
Virtual Programs	0	0	0.00%

Facilities

- Installation of air conditioning units for primates is completed
- Started shift tunnel for primates
- Statewide completed installation of the roof on the arctic fox exhibit
- Added river rock, patio block and concrete by all outside fencing
- Installed management security padlock on outside gate
- Redid the shift door to exhibit from outside holding to yard for bears
- Work on capital projects for electrical and iron work
- Received and installing filters for the penguin exhibit
- Installed cameras at bear and orangutan exhibits
- Installing loop detector for Walton gate
- General maintenance throughout the entire zoo on various projects
- Mowing!
- Special event set up and take down



Staff Activity Report

Marketing | June 2024



E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
6/1	Milwaukee Milkmen - 2024	34.90%	0.70%
6/2	Summer Camp Reminder 2024	34.70%	1.20%
6/3	A Round for Rhinos - 2 weeks away	36.10%	0.40%
6/5	World Roar Wine Pour Wednesday - 2 weeks away	30.70%	0.80%
6/7	Margarita Fest	37.20%	1.60%
6/7	6/7 Zoo News: Cigar Dinner, Animal Crackers, and more!	26.90%	1.50%
6/8	Zoorific Saturday- World Giraffe Day 2 weeks out	30.90%	0.60%
6/9	A Round for Rhinos - Last Call	30.90%	0.30%
6/10	Milwaukee Milkmen - 2024 2	33.30%	0.40%
6/13	Music at the Zoo: Dancing Queens 2 weeks out	36.90%	1.60%
6/14	Christmas in July Save the Date	35.90%	0.90%
6/30	Milwaukee Milkmen - 2024 Last Call	38.80%	0.40%

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,609	34%	0.87%

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

Members

Subscribers	Open Rate	Click Rate
1,746	39%	2.4%

MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Updated Wildlife Matters
- Content creation for all platforms

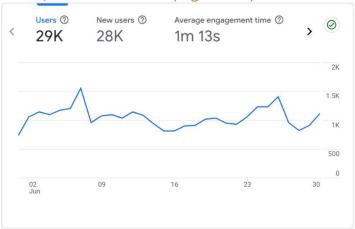
OUTSIDE ADS

- Milwaukee Radio Group Radio
- Racine Theatre Guild Print
- BH Papers Print
- Stroll Wind Point Magazine Print
- CTM Media Group Print
- Shepherd Express Print
 Billboard Lake Geneva Digital
 Happenings Magazine Print





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



Views by Page title and screen class	⊘ •
PAGE TITLE AND SCREEN	VIEWS
Welcome to the Racine Zoo	12K
Hours/Admissions racinez	7.9K
Events Calendar racinezoo	4.2K
Mammals racinezoo.org	2.2K
Music at the Zoo: Dancing Q	1.9K
Animal Crackers racinezoo	1.8K
Margarita Fest racinezoo.org	1.7K

View pages and screens →

Sessions → by Session primary channel group (Default Channel Group) →	⊘ →
SESSION PRIMARY CHANNEL GROUP (D	SESSIONS
Organic Search	25K
Direct	8.5K
Organic Social	2.3K
Referral	1.8K
Paid Search	570
Unassigned	112
Organic Shopping	22

View traffic acquisition \rightarrow

Data from Google Analytics

FACEBOOK

Followers: 43,413

Animal and promotional posts. Added Event Pages

Title	Date published $\uparrow\downarrow$	Reach (i) ↓	Likes and reactions
Sleep under the stars at the Zoo! '+ We've got an e Boost	Thu Jun 6, 8:30pm	19.7K Reach	92 Reactions
We've got a new bear in town! Help us welcome Int Boost	Wed Jun 19, 10:53	10K Reach	245 Reactions
We've got a new Amazon Wishlist! One of the ways Boost	Thu Jun 27, 1:15pm	8.2K Reach	83 Reactions
You bring a friend, and we'll bring the limes! It's M Boost Racine Zoo	Fri Jun 7, 8:30am	8K Reach	69 Reactions
Will we see you tomorrow night? Join us for the firs Boost	Tue Jun 25, 8:30pm	6K Reach	36 Reactions
Invite your friends, grab your folding chairs, and ge Boost Boost	Sat Jun 8, 8:30am	4.8K Reach	23 Reactions
Get the family ready for a Zoorific Saturday at the Boost	Thu Jun 13, 8:30am	4.6K Reach	56 Reactions
We're 1 week away! ≽ Join us for the first night of Boost	Wed Jun 19, 8:30am	4.5K Reach	29 Reactions
Save the date! We're celebrating Christmas in July! Boost	Mon Jun 17, 8:31am	4.2K Reach	46 Reactions
You don't want to miss this! Join us for the 29th an Boost	Mon Jun 10, 8:31am	3.9K Reach	14 Reactions
We've got the perfect night out for you! Get your ti Boost Solution Solution Boost	Sun Jun 23, 8:30am	3.9K Reach	28 Reactions
Today's the day! Help us celebrate World Giraffe D Boost Boost	Sat Jun 22, 8:31am	3.8K Reach	93 Reactions
Don't forget to get your tickets for the June 19th W Boost Racine Zoo	Wed Jun 12, 7:11pm	3.6K Reach	14 Reactions
Nothing screams summer like a Margarita Fest! 😇 Boost	Tue Jun 11, 8:30am	3.2K Reach	21 Reactions
We are excited to share this year's Racine Zoo Prid Boost Racine Zoo	Thu Jun 20, 7:00pm	3.2K Reach	46 Reactions
Time is running out to get your tickets for Margarit Boost	Sat Jun 29, 8:30am	3.1K Reach	20 Reactions
We had an absolute blast at World Roar Wine Pour Boost	Wed Jun 19, 8:08pm	3.1K Reach	41 Reactions

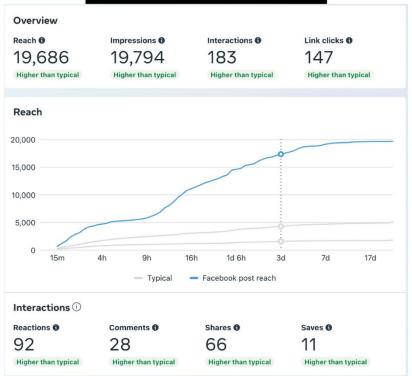
6760000				2.6K	36
0 (7	Did you order your Racine Zoo Pride apparel yet? Racine Zoo	Boost	Tue Jun 25, 3:15pm	Reach	Reactions
(f)	Time is running out to sign up for our first Slumber	Boost	Thu Jun 20, 8:30am	2.5K Reach	15 Reactions
(7	There's still time to sign up! ♣ Join us for A Round Racine Zoo	Boost	Mon Jun 3, 8:30am	2.5K Reach	9 Reactions
•	Tomorrow is World Rhino Day! 🐄 Help us celebrate	Boost	Fri Jun 28, 8:31am	2.5K Reach	22 Reactions
6	Save the date and help us celebrate African Pengui Racine Zoo	Boost	Tue Jun 4, 8:30am	2.4K Reach	18 Reactions
FAULERS	Here's to the dads who double as superheroes. Ha	Boost	Sun Jun 16, 9:47am	2.4K Reach	30 Reactions
· (f	Yule's excited about the warm weather- come visit	Boost	Sat Jun 15, 12:58pm	2.4K Reach	54 Reactions
8	There's still time to get your Milwaukee Milkmen g	Boost	Wed Jun 26, 6:15pm	2.2K Reach	12 Reactions
	It's margarita time! Join us for the Margarita Fest o	Boost	Fri Jun 21, 8:31am	2.1K Reach	21 Reactions
(f)	The 37th Annual Animal Crackers Concert Series is Racine Zoo	Boost	Sun Jun 30, 8:30am	2K Reach	11 Reactions
WORLD ANAL WINE PROPERTY.	Come relax and unwind at our beer and wine-tastin	Boost	Wed Jun 5, 4:30pm	2K Reach	18 Reactions
86S] V	It's time to nominate your favorite businesses and Racine Zoo	Boost	Sun Jun 23, 7:15pm	1.9K Reach	9 Reactions
	Today's the last day to place your Pride apparel or	Boost	Thu Jun 27, 8:15am	1.9K Reach	16 Reactions
	Today's the last day to register for A Round for Rhi Racine Zoo	Boost	Sun Jun 9, 8:30am	1.8K Reach	4 Reactions
	Let the countdown begin! One of our biggest event	Boost	Fri Jun 14, 8:31am	1.8K Reach	10 Reactions
	We need your help! Nominate the Racine Zoo for t	Boost	Wed Jun 26, 8:30a	1.7K Reach	15 Reactions
(F)	Do you have your tickets yet? The game is coming	Boost	Tue Jun 18, 8:30pm	1.7K Reach	4 Reactions
8	It's game day! There's still time to get your tickets	Boost	Mon Jul 1, 9:14am	271 Reach	4 Reactions

Sleep under the stars at the Zoo! 🐆

We've got an exciting lineup of Slumber Safaris for you this summer! Join us for a night of zootacular fun for the whole family. Check out these great themes!

Noises of the Night - June 29 - June 30 ... See more



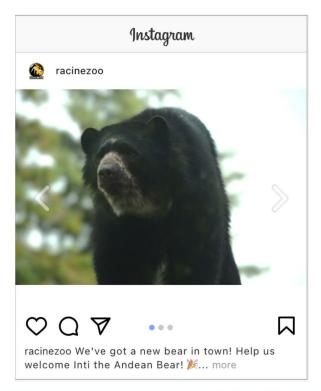


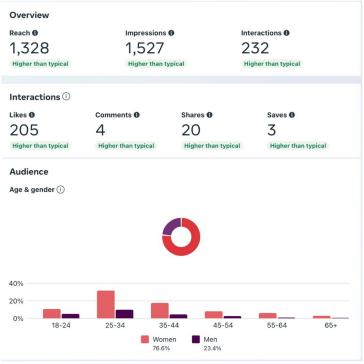
INSTAGRAM

Followers: 6,018

Title		Date published $\uparrow\downarrow$	Reach (i) ↓	Likes and reactions
O	We've got a new bear in town! Help us welcome Int ⋒ racinezoo	Wed Jun 19, 10:53	1.3K Reach	205 Likes
0	We've got a new Amazon Wishlist! One of the ways ■ racinezoo Boost	Thu Jun 27, 1:15pm	709 Reach	74 Likes
O	Don't forget to get your tickets for the June 19th W ⋒ racinezoo	Wed Jun 12, 7:11pm	579 Reach	17 Likes
0	Save the date and help us celebrate African Pengui Boost	Tue Jun 4, 8:30am	548 Reach	23 Likes
Front High	Tomorrow is World Rhino Day! ≒ Help	Fri Jun 28, 8:31am	527 Reach	18 Likes
	We are excited to share this year's Racine Zoo Prid ② racinezoo	Thu Jun 20, 7:00pm	524 Reach	26 Likes
O	Today's the day! Help us celebrate World Giraffe D ❷ racinezoo Boost	Sat Jun 22, 8:31am	484 Reach	58 Likes
1	We've got the perfect night out for you! Get your ti Boost	Sun Jun 23, 8:30am	483 Reach	12 Likes
Ö	Yule's excited about the warm weather- come visit ■ Boos	Sat Jun 15, 12:59pm	460 Reach	72 Likes
	Let the countdown begin! One of our biggest event Boos	Fri Jun 14, 8:31am	440 Reach	12 Likes
6	Do you have your tickets yet? The game is coming Boos	Tue Jun 18, 8:30pm	438 Reach	10 Likes
0 0	Did you order your Racine Zoo Pride apparel yet? © racinezoo	Tue Jun 25, 3:15pm	430 Reach	30 Likes
0	Sleep under the stars at the Zoo! We've got an e Boos	Thu Jun 6, 8:30pm	420 Reach	35 Likes
0	It's margarita time! Join us for the Margarita Fest o Boos	Fri Jun 21, 8:31am	395 Reach	18 Likes
0	Get the family ready for a Zoorific Saturday at the © racinezoo	Thu Jun 13, 8:30am	393 Reach	33 Likes
	Today's the last day to place your Pride apparel or Boos	t Thu Jun 27, 8:15am	360 Reach	8 Likas

It's time to nominate your favorite businesses and Boost Sun Jun 23, 7:15pm ♀ racinezoo	245 Reach	12 Likes
Nothing screams summer like a Margarita Fest! Boost Tue Jun 11, 8:30am	235 Reach	14 Likes
Come relax and unwind at our beer and wine-tastin Boost Wed Jun 5, 4:30pm	220 Reach	10 Likes
You don't want to miss this! Join us for the 29th an Boost Mon Jun 10, 8:31am	215 Reach	9 Likes
Today's the last day to register for A Round for Rhi Boost Sun Jun 9, 8:30am	213 Reach	13 Likes
Here's to the dads who double as superheroes. Ha Boost Sun Jun 16, 9:47am	210 Reach	16 Likes
Invite your friends, grab your folding chairs, and ge Boost Sat Jun 8, 8:30am	205 Reach	4 Likes
We need your help! Nominate the Racine Zoo for t Boost Wed Jun 26, 8:31am	194 Reach	12 Likes
Save the date! We're celebrating Christmas in July! Boost Mon Jun 17, 8:31am	337 Reach	17 Likes
Will we see you tomorrow night? Join u Boost unavailable Tue Jun 25, 8:30pm	335 Reach	12 Likes
You bring a friend, and we'll bring the limes! It's M Boost Fri Jun 7, 8:30am	330 Reach	27 Likes
Time is running out to get your tickets for Margarit Boost Sat Jun 29, 8:30am	309 Reach	16 Likes
We're 1 week away! Join us for the first night of Boost Wed Jun 19, 8:31am	295 Reach	11 Likes
Time is running out to sign up for our first Slumber Boost Thu Jun 20, 8:31am	276 Reach	9 Likes
The 37th Annual Animal Crackers Concert Series is Boost Sun Jun 30, 8:30am	263 Reach	9 Likes
There's still time to sign up! Join us for A Round Boost Mon Jun 3, 8:31am	251 Reach	16 Likes
There's still time to get your Milwaukee Milkmen g Boost Wed Jun 26, 6:15pm	179 Reach	8 Likes





X (AKA TWITTER)

Followers: 3,317

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

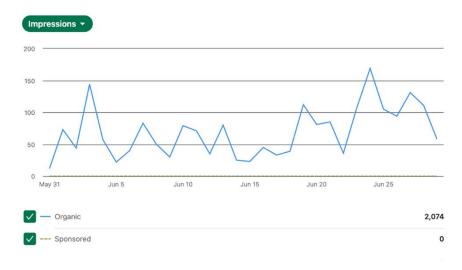
Post impressions	New followers
1,340	-

We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want to start comparing more the the analytics on LinkedIn instead of Twitter or X, as that is the only other platform that we post on.

LinkedIn

Followers: 212

Metrics



Visitor demographics @

Location ▼

Greater Chicago Area \cdot 15 (33.3%)

Greater Milwaukee · 11 (24.4%)

Greater Bengaluru Area, India \cdot 4 (8.9%)

Omaha Metropolitan Area · 4 (8.9%)

Greater Nagpur Area, India \cdot 4 (8.9%)

Dallas-Fort Worth Metroplex · 3 (6.7%)

Vienna, Austria · 3 (6.7%)

New York City Metropolitan Area \cdot 2 (4.4%)

Pune/Pimpri-Chinchwad Area, India \cdot 2 (4.4%)

Greater Toronto Area, Canada, Canada · 2 (4.4%)

Most Impressions Post:



We've got the perfect night out for you! Get your tickets now!

Join us for a gourmet dinner and premium cigars along the lakefront while supporting the Racine Zoo! Our 29th annual Cigar Dinner is July 18th. Featuring animal ambassadors, live and silent auctions, and of course a pack of premium cigars. This is a night you don't want to miss!

Get your tickets now at https://lnkd.in/gzP6rmR2!

#zoo #ZooAnimals #RacineZoo #WisconsinZoos #animals #RacineWIThingsToDo



We've got the perfect night out for you! Get your tickets now! Join us for a gourmet dinner and...
Posted by Taylor Miller 6/23/2024

Get up to 47 more clicks by boosting

Boost

All followers

Text

313 -

25 7.99%

Most Engagement Post:

(Meaning time spent clicking on the photos / interacting with the post)



Time is running out to get your tickets for Margarita Fest!

We are only one week away from one of the best days of the year-margarita time! Come cool off at the Zoo with a margarita in hand where you get to sample 12 amazing margaritas and grab a bite to eat! Get your tickets at https://lnkd.in/gkT99W2C.

#zoo #ZooAnimals #RacineZoo #WisconsinZoos #animals #RacineWIThingsToDo



Time is running out to get your tickets for Margarita Fest! We are only one week away from... Posted by Taylor Miller 6/29/2024

Boost

This post doesn't qualify for boosting. ②

4 0 1 -

33.7%

Special Events

June Events

• June 17—A Round for Rhinos

Location: Meadowbrook Country ClubOverview: Zoo's annual golf tournament

o Attendance: 80

• Jue 19—World Roar Wine Pour Wednesday

Location: Walkabout Creek

Overview: Wine and beer tasting

Attendance: 70

June 22—Wedding

o Location: Pavilion

Overview: wedding ceremony and reception

Attendance: 210

• June 26—Music at the Zoo

Location: Amphitheater/hillside/pavilion

Overview: Dancing Queen/ABBA concert

o Attendance: 1410

June 29—Breakfast with the Giraffes

o Location: Pavilion

Overview: Breakfast and giraffe feeding

o Attendance: 51

Coming up at the Zoo at a Glance:

- July 1—Milkmen Baseball Game
- July 6—Margarita Fest
- July 10—Animal Crackers Concert
- July 17—Music at the Zoo Concert
- July 18—Cigar Dinner
- July 20—Christmas in July
- July 24—Animal Crackers
- July 28—Breakfast with the Giraffes
- July 31—Music at the Zoo Concert
- August 3—Cardboard Boat Race
- August 7—Animal Crackers Concert
- August 10—Breakfast with the Giraffes
- August 14—Music at the Zoo Concert
- August 18—Car Show
- August 21—Animal Crackers Concert
- August 24—Whiskers and Whiskey
- August 28—World Roar Wine Pour Wednesday
- September 7—Zoo Debut: Enchanted Forest