

Racine Zoological Society Report Park and Recreation Board Meeting January 2016

Executive Director

- Welcomed five new board members (and said to goodbye to five others)
- Planning 2017 for programs, events, budgets. Everything is considered a squishy final so we can take advantage of opportunities that come to us
- Submitted a few grants
- Looking for a new train

Membership

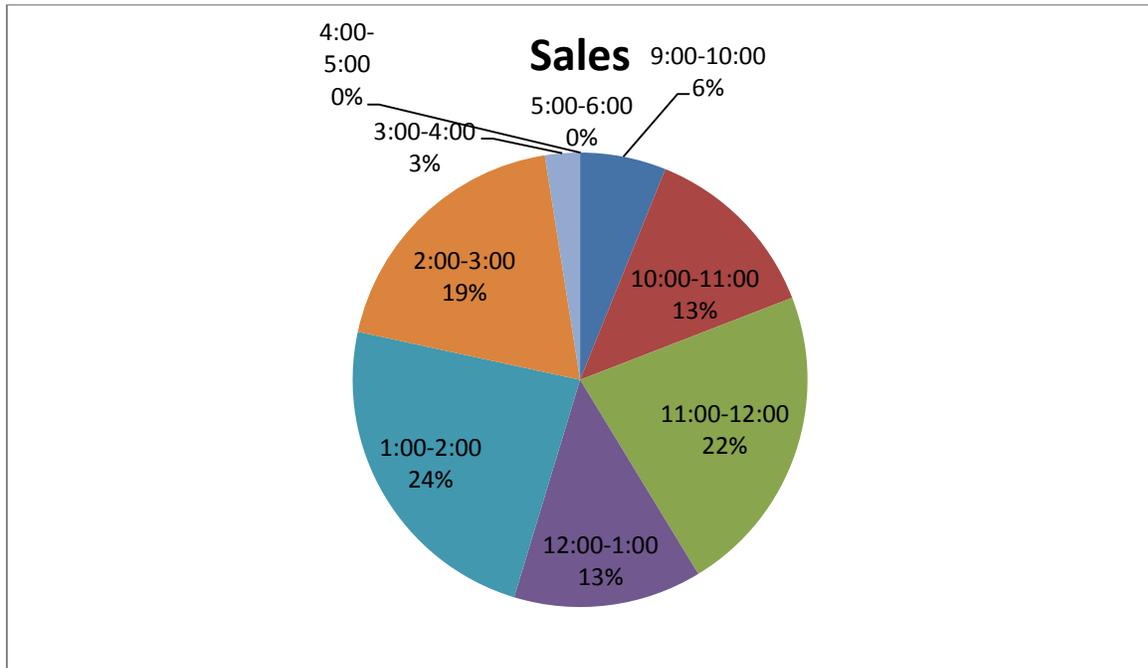
- Total memberships households = 2,021

Attendance for December 2016

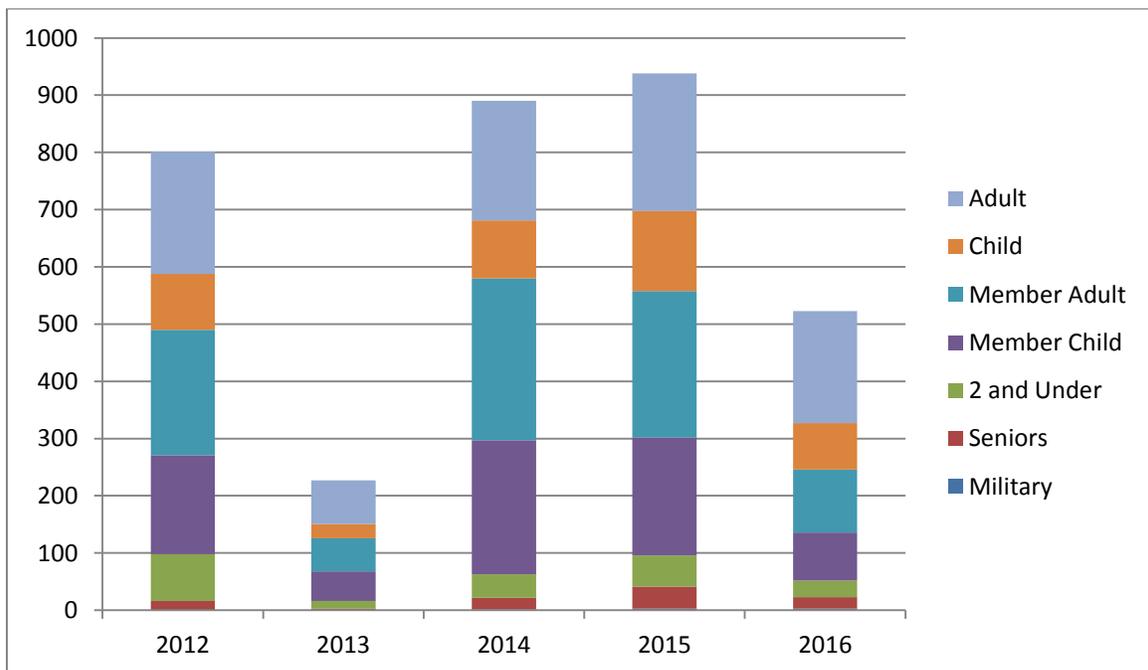
	December 2015	December 2016	Variance	Percent change
Adults	240	196	-44	-18%
Children	140	81	-59	-42%
Member Adults	256	110	-146	-57%
Member Children	206	84	-122	-59%
Child 2 and under	55	29	-26	-47%
Seniors	38	20	-18	-47%
Military	3	3	0	0%
Education	103	152	49	48%
Events	239	133	-106	-44%

One of the first months we have been down in attendance all year. We had a large attendance the first week of December in 2015 due to the weather. Same event this year yielded us one third of the attendance.

December 2016 Attendance by Hour



December Monthly Attendance 2012-2016



Animal Care

- **Animals**
 - 2 New young alligator ambassadors
 - Sent back 3 year old ambassador alligators

Education

- **Educational Programs**
 - Birthday Party - 1
 - Reached 30 people
 - Offsite Programs - 1
 - Reached 20 people
- **Wildlife Explorers**
 - Wildlife Explorers continues successfully
 - Conducted 6 classes
 - Reached 131 students
- **Events**
 - **12/2 Burlington Holiday Parade**
 - Over 1,000+ people reached
 - Well prepared for candy this time around
 - Lion and Giraffe a big hit with crowd
 - **12/3 Merry Zoomas**
 - Reached 73 people
 - Weather played a factor due to winds and cold
 - Activities included cookie decorating, craft stick ornaments, reindeer trail mix and holiday trail mix
 - **12/3 Brunch with Santa**
 - Reached 100 people and was a sold out event!
 - Activities included a photo opportunity with Santa, melted snowman cookie decorating and clay pot reindeer ornaments
 - Possible revamping of brunch to be incorporated into all day affair and on separate day from Merry Zoomas
 - **Other Events**
 - Animal Ambassadors brought to:
 - 12/11 Holiday Event at Barnes and Noble
- **ANDIS High School Internship Program**
 - Wrapped up with successful final projects this month
- **Other News**
 - Launched new volunteer program, began accepting applications
 - Submitted Community Investment Grant application to United Way of Racine
 - Re-writing public Wildlife Theatre programs for next year
 - Met with the head of Greening Greater Racine's Greater Racine Environmental Educators Network (GREEN) to outline future partnerships

Facilities

- Snow removal as needed
- Had carpet in admin hallway replaced with tile, moved all furniture back in
- Repaired plumbing in wall for admin toilet, fixed wall and painted
- Punch list items completed for LOG heating project
- Continued work by Kaschich on main building roof
- Preventative maintenance
- Job tickets i.e. small repairs as needed
- Set up and tear down for whatever special events were scheduled
- Park light swap out to LED is complete

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

- Preparing for 2017
- Vetting a POS System
- Made Gift Baskets
- Set up Enrichment and Adopt tree

Resource Development

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

Public Relations/Social Media

- **Press Release:** Volunteers Needed
- **E-blast:** December Events (12/07)
- **E-blast:** 2016 Last e-blast (12/19)
- **E-blast:** Zoo Giving Day (11/29)
- Active Tweets, Instagram posts, Facebook postings and video uploads
- Media Relations: Marketing meeting with Amy Kroger from ESPN/ Good Karma
- Bell City Magazine: Meeting with Katie Mattson, Executive Director Beth Heidorn interview "A Racinian to Know: published Jan 2017
- Updated website homepage articles, sliders, several event pages

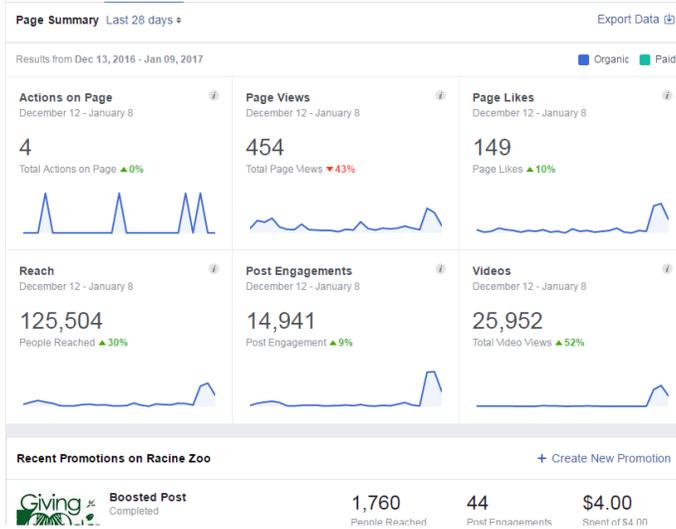
Miscellaneous Marketing/PR activities

- Created event posters and flyers for events: Holiday Gift baskets, World Wine Wednesday's, Roar & Pour, Texas Road House, Buffalo Wild Wings, Panera, Jose Blue Sombrero
- Created an Ad for Bell City magazine
- Created an Ad for Windpoint Magazine
- Created Digital Holiday card: Happy Holiday's; Happy New Year
- Created Memorial brochure: Completed
- Updated online events calendar
- Edited Adventure Guide Zoo Map
- In end stages of design for Wildlife Matters
- Amazon Smile: Adding to list
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn

Racine Zoo-Digital Metrics
Dec.01 –Jan.09, 2016/2017

Website

Facebook Data:



Social Media	Month	Variance vs Previous
Facebook page likes	149	64,318 vs 23,332
Twitter followers	2,225	2,194
Twitter profile views	189	4%
Instagram followers	156	N/A

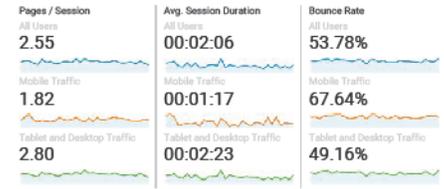
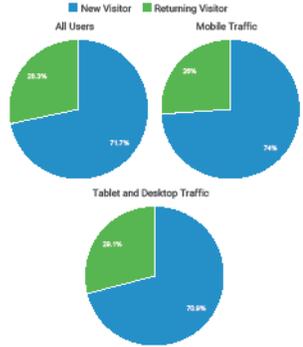
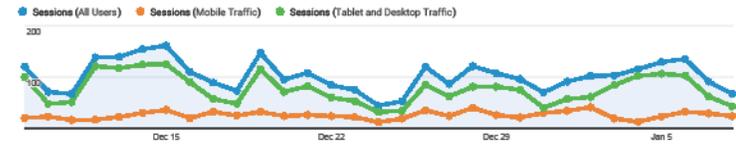
E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	34 (new)	738
Database-Members	3,263	NA
Blast: Dec. Events	19.4% Open Rate	NA
Blast: 2016 Last Blast	21.5% Open Rate	NA
Blast:		NA

Dec 9, 2016 - Jan 8, 2017

Audience Overview



Overview



Rate

December Events:

- Thursday, December 1 – **Panera Night**
 - **Location:** 5630 Washington Avenue, Racine, WI 53406
 - **Time:** 4-8pm
 - **Weather:** Cloudy 41°H/31°L
 - **Event Overview:** Panera Bread donated a portion of the proceeds of purchases when a customer made a purchase and brought the fundraising flier with them. Amount raised is still to be determined

- Saturday, December 3 – **Merry ZooMas**
 - **Attendance:** 173 guests
 - **Location:** Entire Campus
 - **Time:** 9am-4:30pm
 - **Ticket Price:** Value added event
 - **Weather:** Cloudy 36°H/25°L
 - **Event Overview:** Family event with Jingle Bell Doors where candy was given out, crafts, snackivities, activities and cookie decorating.

- Saturday, December 3 – **Brunch with Santa**
 - **Attendance:** 100
 - **Location:** Racine Rotary West Base Camp (Pavilion)
 - **Time:** 10-11:30am
 - **Ticket Price:** \$10 for Members/\$15 for Non-members/2 and younger Free
 - **Weather:** Cloudy 36°H/25°L
 - **Event Overview:** Brunch, photo with Santa, activities and animal encounters.

- Tuesday, December 6 – **Jose's Blue Sombrero**
 - **Location:** 6430 Washington Avenue, Mt. Pleasant, WI 53406
 - **Time:** 11am-11pm
 - **Weather:** Cloudy 38°H/22°L
 - **Event Overview:** 25% of all food sales (when accompanied with flyer) were donated to the zoo. Total earned was \$100.

- Wednesday, December 7 – **Roar & Pour: Veterans**
 - **Attendance:** 18
 - **Location:** Vanishing Kingdom (Main Building)
 - **Time:** 6-8pm
 - **Ticket Price:** \$30
 - **Weather:** Cloudy 27°H/16°L
 - **Event Overview:** Exclusive beer tasting event with the following:
 - **Theme:** Honoring the 75th anniversary of the attack on Pearl Harbor
 - **Animal Ambassadors:** Skunk, Desert Sand Boa
 - **Beverages** (admission includes 2 drink tickets)
 - **Beer Tasting:**
 - Veteran Beer Company (made by veterans): Blonde Bomber, Freedom Road, Hooya! IPA and Bunker Buster
 - **Bar:** Full bar – Mixed drink \$6, wine \$4, beer \$4
 - **Appetizers:** Select crackers, cheeses, vegetables, tortilla rollups, cocktail shrimp, nuts, vegetable tray and assorted deserts
 - **Music:** Pandora *Classic Rock Radio*

- Saturday, December 11 – **Barnes & Noble Book Fair**
 - **Location:** 2710 S Green Bay Road, Racine, WI 53406
 - **Time:** 9am-10pm
 - **Weather:** Snow 23°H/10°L
 - **Event Overview:** Portion of sales (when accompanied with flyer or online code) were donated to the zoo. Total earned TBD.

- Wednesday, December 21 – **World Wine Wednesday: Conservation**
 - **Attendance:** 15 guests
 - **Location:** Vanishing Kingdom (Main Building)
 - **Time:** 6-8pm
 - **Ticket Price:** \$30
 - **Weather:** Snow 35°H/75°L
 - **Event Overview:** Exclusive wine tasting event with the following:
 - **Featured Animal:** Fossa **Region:** Madagascar **Conservation Message:** Importance of sustainability
 - **Animal Ambassadors:** Prehensile tailed skink and leopard gecko
 - **Beverages** (admission includes 2 drink tickets)
 - **Wine Tasting:** Animal themed wines:
 - White:
 - Poggio Anima “Gabriel” Pecorno
 - Poggio Anima “Uriel” Grillo
 - Red:
 - Poggio Anima “Belial” Sangiovese
 - Poggio Anima “Samael” Montepulciano
 - Poggio Anima “Asmodeus” Nero d’Avola
 - **Bar:** Full bar – Mixed drink \$6, wine \$4, beer \$4
 - **Appetizers:** Select crackers, cheeses, vegetables, deli platter, rolls, nuts, vegetable tray and assorted deserts
 - **Music:** Pandora *Christmas Radio*

- Wednesday-Thursday, December 28-29 – **Texas Roadhouse**
 - **Location:** 6228 Durand Avenue, Mt. Pleasant WI
 - **Time:** 4-8pm
 - **Event Overview:** 10% of all sales (when accompanied with flyer) were donated to the zoo. Total earned is TBD.

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) were donated to the zoo. Total earned it TBD.

Special Events and Sales Accomplished Goals:

- Set calendar for 2017.

Coming up at the Zoo:

- \$1 day—January 16, 9 am-4:30 pm
- \$1 day—February 2, 9 am-4:30 pm
- Animal Amore—February 11, 7-10 pm
- \$1 day—February 20, 9 am – 4:30 pm
- Winos for Rhinos—March 4, 7-10 pm
- Roaring Nights—April 8, 7-10pm
- 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, 9-6 pm
- Mother’s Day 5K Run/Walk—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