

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on March 2022**

Executive Director

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning

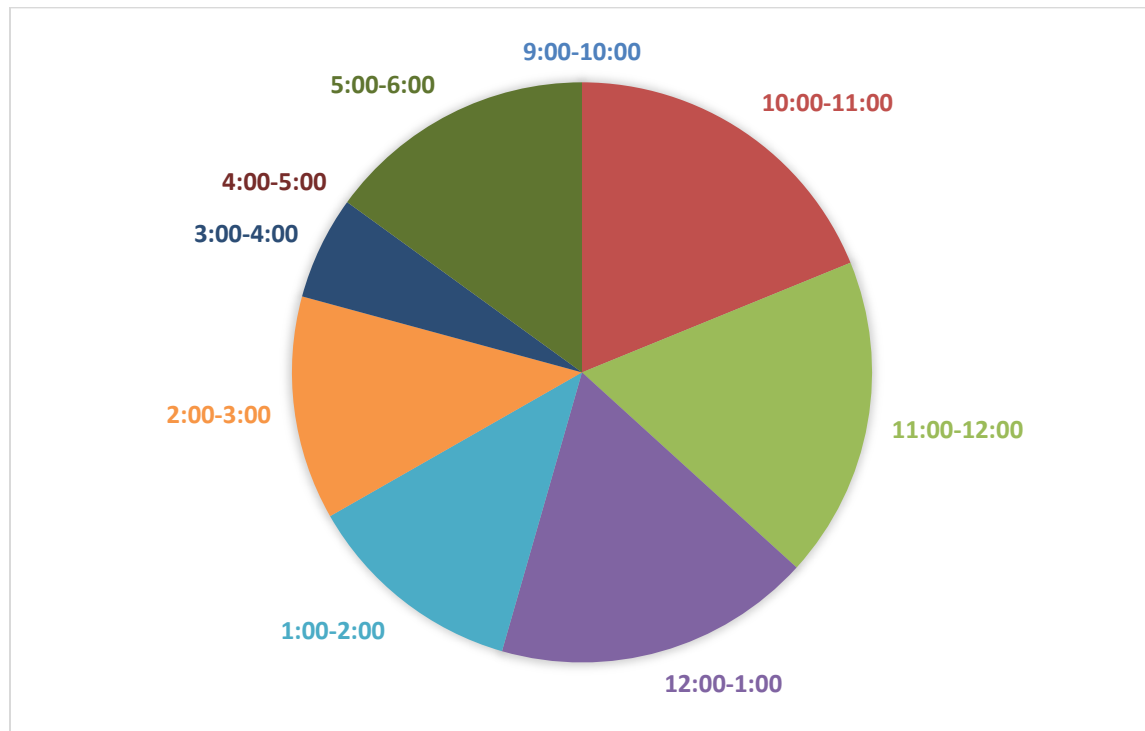
Membership

- Total memberships households = **2,600**

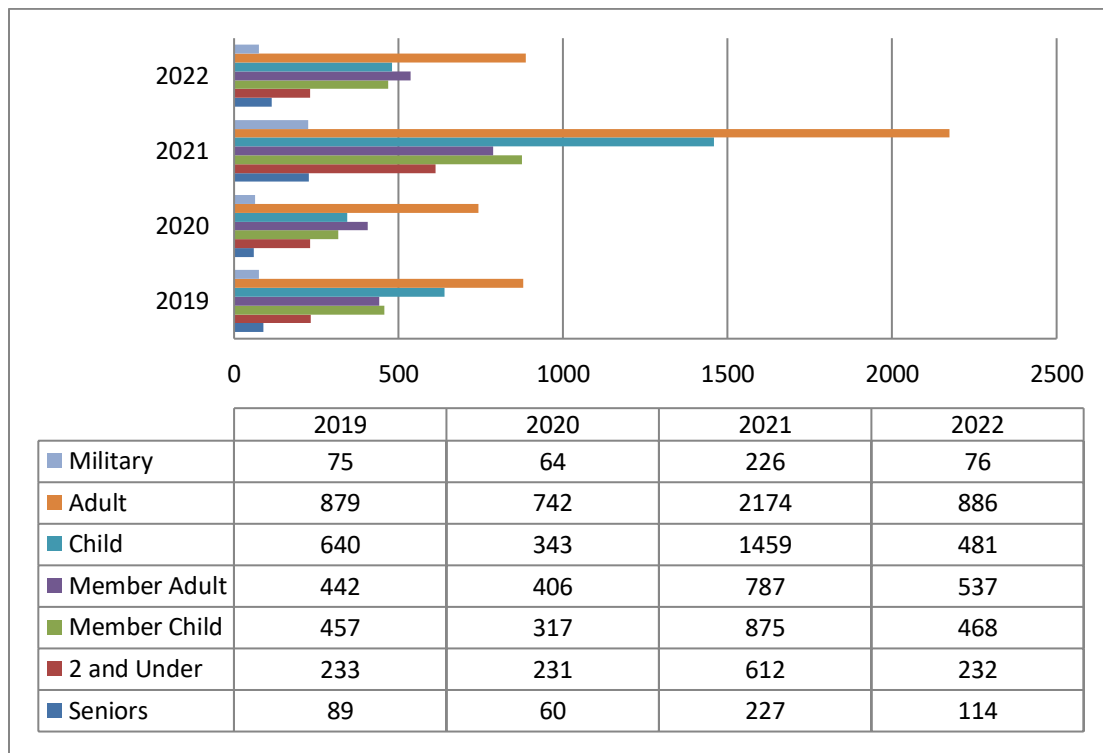
Attendance for March 2022

	March 2021	March 2022	Variance	Percent change
Adults	2174	886	-1288	-59%
Children	1459	481	-978	-67%
Member Adults	787	537	-250	-32%
Member Children	875	468	-407	-47%
Child 2 and under	612	232	-380	-62%
Seniors	227	114	-113	-50%
Military	226	76	-150	-66%
Education	0	81	+	+
Events	1006	508	-498	-50%
Total	7366	3383	-3983	-54%

March 2022 Attendance by hour



March Monthly Attendance 2019-2022



March Member Municipality

53403- 35

53126 - 2

53402- 309

53406- 22

53405- 289

53177 – 3

Kenosha – 44

Milwaukee – 11

Illinois - 5

Other – 285

March Non-Member Municipality

53402- 328

53406- 3

53403- 69

53405- 102

53404- 75

53126- 2

Milwaukee - 44

Kenosha – 26

Illinois – 1103

Other – 37

Operations

- Worked Gift Shop to help with hours
- Ordered new items for Gift Shop
- Reorganization of Gift Shop

Animal Care

- **Veterinary Updates**
 - 0.1 Sheep still under quality of life watch due to squamous cell carcinoma
 - 0.1 Eastern black rhino hormone blood panel and vaginal swabs done to assess reproductive health
 - 1.0 Masai giraffe with hoof issues, increasing frequency of care
 - 1.0 Masai giraffe voluntary blood draw after months of work
 - 1.0 African penguin with spinal issues; CT results led to second round of antibiotics
 - 1.0 Andean bear still presenting cyst; scheduled for cyst removal, laser treatment, AI sample collection, and annual exam in April
 - 0.1 Amur tiger continued voluntary injection training, recheck of blood work this month
 - 1.0 Fennec fox treated for potential recurring fungal condition
 - 1.0 Meerkat still under observation for mass removal/lameness in leg
 - 0.0.6 Milk frogs treated for parasites
 - 14.0 Straw-colored fruit bats annual exams
 - 1.1.1 Adult milk frog annual exams
 - 0.1 Bird-eating tarantula annual observational exam
 - 1.0 Bald eagle annual exam
 - 2.1 Domestic ferret annual exam
 - 3.0 Pigs annual exams; some teeth pulled
- **Collection Changes**
 - 0.1 Anaconda transferred to Milwaukee
- **Other Updates**
 - Working on setup for voluntary xrays with primates
 - Working on voluntary cardiac ultrasound with 1.0 Orangutan
 - Working on voluntary blood draw with 0.1 Orangutan
 - March 5 – Keeper presentation at Winos for Rhinos
 - March 23-Empathy Behavioral Coordinator presented at “Incorporating Empathy into Animal Ambassador Programs” Webinar

Education

Educational Programs

- Onsite Programs – 1
 - Reached 13 people
- Offsite Programs – 5 programs
 - Reached 1890 people
- Onsite Birthdays -1
 - Reached 28 people
- Offsite Birthdays – 2
 - Reached 60 people
- Virtual Programs – 3
 - Reached 250 people
- Preschool – 8
 - Reached 126 people
- Wildlife Explorers – 9
 - Reached 188 people
- AmeriCorps Programs – 36 offsite programs
 - Reached 767 people

- **Total: Reached 3,322 people**

- **Other Events**
 - March 1 and 2 – Carroll University guest lectures
 - March 10 – Led FrogWatch USA Training
 - March 17 – Attended ACE For Wildlife Steering Committee Meeting
 - March 19 – Booth at EcoFest Racine
 - March 19 – Booth at DuPage Children’s Museum Event
 - March 22-23 – AmeriCorps Program Coordinator attended AmeriCorps Program Leader Boot Camp Training
 - March 28 – Appearance on CBS 58 with Executive Director
 - March 28 – Check in funding call with Empathy network
 - March 30 – Appearance on Racine and Me

- **Grants and Proposals**
 - Recommended by committee for the Racine Zoo AmeriCorps program and submitted to national
 - Received funding from Empathy Network for Becoming Bear project
 - Submitted Application to Christiansen Foundation
 - Submitted Application for ARPA funding through Workplace Development fund
 - Submitted application to United Way Equity Innovation Fund

Comparison to February 2022 - programs and participants

Participants	2021	2022	Variance
On Site	0	13	+100.0%
Off Site	35	1890	+530.0%
BTS	0	0	+0.0%
Birthday Party	0	88	+100.0%
Preschool	119	126	+3.5%
AmeriCorps	621	767	+23.5%
Virtual Programs	162	250	+54.3%

Programs	2021	2022	Variance
On Site	0	1	+100.0%
Off Site	5	5	+0.0%
BTS	0	0	+0.0%
Birthday Party	0	3	+100.0%
Preschool	6	8	+33.3%
AmeriCorps	20	36	+80.0%
Virtual Programs	10	3	-70.0%

Facilities

- Track and rollers replaced on timu shift door from large stall to middle stall
- Got quote for repair of timu and kianga shift doors to large stall
- Preventative maintenance
- Rebuilt primate sink faucet
- Daily janitorial
- Replaced hand dryer in men's room main entrance
- Replaced hand dryer in men's room in LOG
- Replaced hand dryer in women's room in LOG
- Set up and tear down of special events
- General grounds upkeep, garbage , rake up
- Changed out metal halide light fixtures in cat dens to LED fixtures
- Signage put on doors of new dump truck
- Met with new city plumber and tried to isolate where potential leak is in zoo he also concluded is underground somewhere will follow up with next course of action
- Put together new disco center displays
- Got quotes for new proposed tamarin exhibit
- Replaced motor on west barn keeper area heater
- Maintenance job requests e.g. zebra shift door, hose repair etc..
- Moved photo booth back up to outside water hole
- Moved some displays down to basement of gift shop



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | MARCH 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
3/2	Blooms & Brews 1 month away	31.1	0.2
3/4	Racine Zoo E-News	27.5	1.2
3/5*	Wildlife Matters - March Issue	42.8	3.8
3/10	Bloody Mary Fest	32.7	0.3
3/16	Eggstravaganza 1 month away	32.2	0.6
3/18	Racine Zoo E-News	28.1	1.4
3/22	Hiring Day	32.8	0.6
3/23	Blooms and Brews Next Week	30.8	0.2
3/24	Animal Crackers Jr Announcement	32.2	0.5
3/25**	Member Renewal Reminder - Egg/Member	47.0	4.3
3/26	Zoorific Saturday Lineup 2022	32.7	0.6
3/29	All In For The Animals 1 week away	30.2	0.4

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,010	16.6%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
2,227	20.7%	2.0%

• NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "**".

• ** This e-blast was sent to an audience of about 500 that had memberships expiring soon.

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2022
- Updated posters and flyers across campus
- Updated photo booth graphics
- Updated sliders on website
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Updated upcoming events flyer and web page
- Created signage for events
- Photographed events
- Submitted Join Effort Marketing grant
- Set up All In For The Animals spring fundraiser
- Set up advertising for events
- Managed Summer Camp and Spring Break camp web pages
- Created and sent Member Appreciation Night post cards to print
- Created and sent Zoo Debut invites and envelopes to print
- Wisconsin Governor's Tourism Award press release
- Put together photos and descriptions of events for TV appearances
- Promoted Hiring Day
- Created Boaters Bag coupons for Downtown Racine Corp.
- Conducted an interview for a potential marketing intern
- Created sponsorship packets for 2022 events
- Created summer reading program logo
- Announced tamarin twin names

OUTSIDE ADS

- Wind Point Living Magazine - print
- Journal Times/Kenosha News - print/digital
- USA Today - print
- Downtown Racine Corp. Visitor Guide - print
- Kids Out & About - digital
- Happenings/Smart Reader - print

RACINE ZOO PRESENTS

Bloody Mary FEST

**SATURDAY, MAY 14, 2022
11AM - 2PM | RACINE ZOO**

VOTE FOR THE BEST BLOODY MARY

SAMPLE A BLOODY MARY FROM EACH PARTICIPATING COMPETITOR
2 BEER DRINK TICKETS

LIVE PERFORMANCE:
J RYAN TRIO

FOOD & ADDITIONAL DRINKS AVAILABLE FOR PURCHASE

\$25 GENERAL ADMISSION
\$20 NON-DRINKING ADMISSION

BUY TICKETS AT RACINEZOO.ORG

2131 N Main St., Racine, WI 53405 | 262.636.9189 | Follow us @racinezoo

BLOOMS & BREWS BEER GARDEN

**SATURDAY, APRIL 2
12PM - 2PM | RACINE ZOO**

GET TICKETS! >

Eggstravaganza AT RACINE ZOO

**SATURDAY, APRIL 16
10AM - 4PM | RACINE ZOO**

LET'S GO! >

Eggstravaganza AT RACINE ZOO

**SATURDAY, APRIL 16, 2022
10AM - 4PM**

Check Check Your Photo | Canine cannot tag to go
Thank Your | Dog is essential to go
At Racine Zoo | Dog is essential to go

**INCLUDED WITH ZOO ADMISSION
FREE FOR ZOO MEMBERS**

LEARN MORE AT RACINEZOO.ORG

2131 N Main St., Racine, WI 53405 | 262.636.9189 | Follow us @racinezoo

FUN. FAMILY. ADVENTURE! AT THE RACINE ZOO

Best of Racine Zoo

2131 N Main St., Racine, WI 53405 | 262.636.9189 | Follow us @racinezoo

FUN. FAMILY. ADVENTURE! AT RACINE ZOO

Enjoy a wildlife experience along the beautiful lakefront.

RACINEZOO.ORG

2131 N Main St., Racine, WI | 262.636.9189 | Follow us @racinezoo

EGGSTRAVAGANZA

APRIL 16 | 10AM - 4PM | RACINE ZOO

LET'S GO! >

BLOOMS & BREWS BEER GARDEN

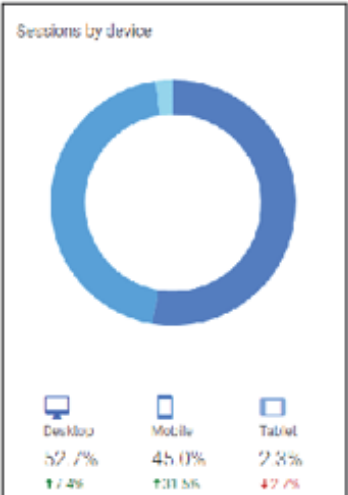
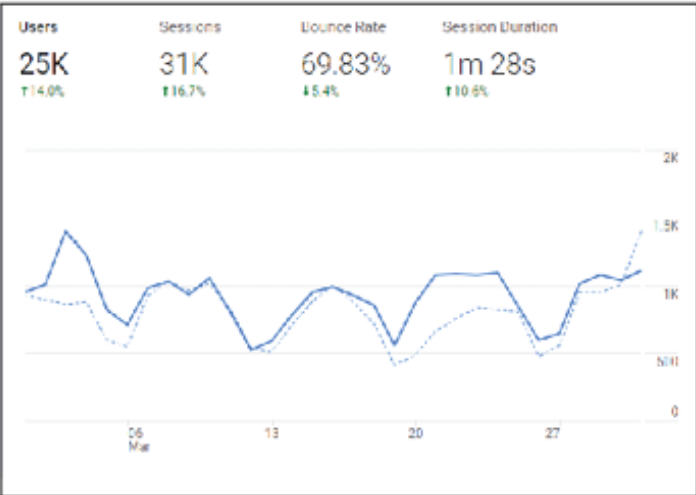
APRIL 2
12PM - 2PM
RACINE ZOO

GET TICKETS! >

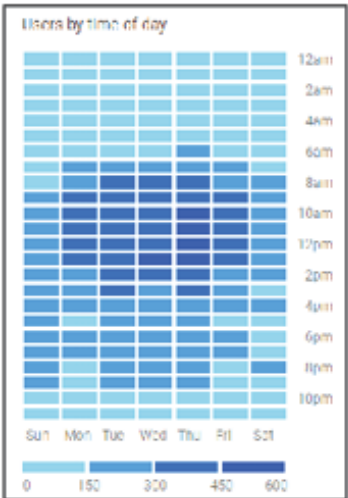
WEBSITE
racinezoo.org

MONTHLY USERS: 25K

Updated articles, sliders, and event pages. Built new event pages. Set up and maintained special event ticket sales.



Page	Pageviews	Page Value
/	8,409	\$0.00
/arctic-fox-fact-sheet	6,420	\$0.00
/hoursofmissions	3,468	\$0.00
/events-calendar	2,254	\$0.00
/tennes-fox-fact-sheet	1,904	\$0.00
/join-or-renew	1,521	\$0.00
/mammals	1,292	\$0.00
/red-eyed-tree-frog-fact-sheet	1,249	\$0.00
/product/bloody-mary-test	1,238	\$0.00
/eggs-travaganza	1,004	\$0.00



Data from Google Analytics



TOTAL LIKES: 31,081

- Animal and promotional posts, Added event pages.

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/31/2022 3:38 PM	Rank your foursome for 4 Rounds For Rhinos golf outing Monday, June			3.1K	100 21	Boost post
03/31/2022 1:05 PM	JUST ADDED: Grmm Brothers will be opening for Substitute: Tales			1.8K	11 13	Boost post
03/30/2022 4:36 PM	Mark your calendar for this year's Zoonife Saturdays! Bring the whole			3.7K	14 136	Boost post
03/30/2022 9:12 AM	Racine Zoo was voted the "Most Loved Place To Go" in 2022 by			2.7K	7 40	Boost post
03/29/2022 8:43 AM	Our spring fundraiser, All in For The Animals, is coming up NEXT			7K	21 52	Boost post
03/28/2022 12:00 PM	A big thank you to Lakeview Elementary School! The students			4K	83 78	Boost post
03/28/2022 8:55 AM	Hoppity, hoppity, Eggstravaganza's on its way! Coming up Saturday, April 16			5.8K	114 88	Boost post
03/27/2022 10:45 AM	The Racine Zoo is looking for more Volunteers and Volunteers this			7.3K	01 124	Boost post
03/26/2022 3:00 PM	Our Blooms & Brews beer garden is coming up NEXT WEEKEND! Join			4.8K	68 28	Boost post
03/26/2022 8:00 AM	HIRING DAY TODAY! March 26, 10AM - 3PM -- Gift Shop, Grill,			4.5K	25 38	Boost post
03/25/2022 8:47 AM	We are so thrilled to be named the winner of the Governor's Tourism			5.2K	128 228	Boost post
03/24/2022 9:01 PM	We're excited to announce our second annual Animal Caretakers Jr.			3.1K	13 18	Boost post
03/24/2022 11:12 AM	HIRING DAY THIS SATURDAY, March 26 10AM - 3PM -- Gift			3.2K	148 99	Boost post
03/23/2022 8:58 AM	Mother's Day Brunch will be here before you know it! Join us Sunday,			4.7K	158 38	Boost post
03/22/2022 1:30 PM	Make this Spring Break fun AND educational! Sign your child up for			3.3K	38 10	Boost post

03/22/2022 8:25 AM	 Member Appreciation Night is Thursday, May 20! Join us from 5pm			4.9K		80 30		Boost post
03/20/2022 10:00 AM	 Are you a fan of Steely Dan? Then, don't miss Steely Dan at			3.1K		20 23		Boost post
03/19/2022 11:00 AM	 Check out the competitors so far for Bloody Mary Fest below! Join us			6.3K		124 46		Boost post
03/18/2022 1:12 PM	 Are you a fan of the band Chicago? Then you won't want to miss Chicago			2.5K		28 42		Boost post
03/17/2022 2:00 PM	 Happy Saint Patrick's Day from the primates at Racine Zoo! 🍀			5.7K		122 135		Boost post
03/16/2022 10:00 AM	 Only 1 month away! Eggstravaganza is coming up on			11.9K		312 281		Boost post
03/16/2022 10:00 AM	 The Racine Zoo is looking for more Volunteers and Volunteers this			5.4K		58 53		Boost post
03/14/2022 9:46 AM	 HIRING DAY Saturday, March 26, 10AM – 3PM 🍷 – Gift Shop, Grill,			9.5K		116 186		Boost post
03/13/2022 10:00 AM	 Thank you to Jacob Lauxman for sending this gift to the penguins off of			10.4K		1K 204		Boost post
03/12/2022 2:06 PM	 We are excited to share we are certified as a sensory inclusive			6.9K		117 105		Boost post
03/12/2022 0:00 AM	 Our animals at the Racine Zoo would like to remind you to 'spring' ahead			7.9K		392 401		Boost post
03/11/2022 10:23 AM	 After starting scale training with our infant tamarins, it's also time to start			4K		182 135		Boost post
03/10/2022 1:30 PM	 Don't miss smooth jazz-styled soprano saxophonist and composer			2.5K		13 13		Boost post
03/10/2022 10:13 AM	 So many birthdays recently! Max the orangutan celebrated his 36th			10.1K		584 697		Boost post
03/09/2022 12:22 PM	 Time for a penguin party! 🐧 Happy 1st birthday to our youngest			6.6K		522 421		Boost post
03/08/2022 1:35 PM	 ONLY 3 SPOTS LEFT for Winter Pioneers in a Snow Globe! This			5.6K		91 54		Boost post
03/08/2022 10:09 AM	 It's hard to believe that America the juvenile bald eagle, has already			6.2K		143 91		Boost post

03/07/2022 2:37 PM		🍺 Check out the beer selection so far below for our Blooms & Brews			4.9K		98 17		Boost post
03/07/2022 12:19 PM		👉 Oof—it's Monday! Sometimes Mondays are rough, like when Jack			3.4K		183 88		Boost post
03/08/2022 11:00 AM		🎉 Next weekend is the LAST WEEKEND of Winter Punks in a			9.2K		333 01		Boost post
03/09/2022 10:18 AM		👑 We've been lucky to receive so many great donations for our emperor			5.4K		82 77		Boost post
03/04/2022 2:08 PM		🎵 Don't miss Roman Street July 13 at Animal Crackers! Roman Street,			2.3K		11 28		Boost post
03/04/2022 11:50 AM		🐼 A very happy birthday to two of our spider monkeys, Emily and			2.7K		145 89		Boost post
03/03/2022 2:00 PM		🌱 New preschool sessions available for March 13 – April 20!			3.2K		48 10		Boost post
03/03/2022 10:54 AM		🍷 Bloody Mary Fest is back on Saturday, May 14 at 11AM! Join us in			13.8K		1K 542		Boost post
03/02/2022 1:00 PM		🍷 WERE HIRING for The Watering Hole snack and beverage shop			5.6K		00 51		Boost post
03/02/2022 8:28 AM		🏆 The results are in and it was a close one! The winning emperor			4.3K		38 98		Boost post
03/01/2022 12:10 PM		🌻 SUNDAY FUN DAY! 🌻 Book any time slot for Sunday, March 6, 2022			2.9K		32 17		Boost post
03/01/2022 9:16 AM		🍺 Our Blooms & Brews beer garden is only a month away! Join us			6.3K		185 87		Boost post



Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,990

MAR 2022 SUMMARY

Tweets: 44
Tweet Impressions: 7,801

Profile visits: 1,881
Mentions: 6

New followers: 18

Mar 2022 • 31 days

TWITTER HIGHLIGHTS

Top Tweet earned 611 impressions

🐼 So many birthdays recently! Max the orangutan celebrated his 36th birthday this week! The primate keepers surprised him with decorations and an ice treat made with some of his favorite snacks, including peanuts, grapes, and applesauce. Even Jenny got to join in on the fun! [pic.twitter.com/ZooBorns/status/1504010540404000](https://twitter.com/ZooBorns/status/1504010540404000)

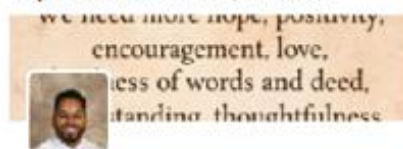


1 retweet 12 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 16.4K people



Joshua Ferguson

@JoshuaFerguson · RT @ZooBorns

Joshua Ferguson is a Muslim, American business magnate, investor, Humanitarian, Philanthropist, and Scholar.

Top mention earned 51 engagements



Emperor Tamarin Twins – Again!
youtu.be/i-Qdt/Rxm0t-g

Racine Zoo welcomes a new set of tamarin babies to the family @RacineZoo

1 retweet 17 likes

[View Tweet](#)

Top media Tweet earned 336 impressions

We've been lucky to receive so many great donations for our emperor tamarins in recent times! We'd like to thank Shannon Lilly, The Nikobais, The Kikish's, Philip Peters, and the Lucht's for our snuggly tamarin beds they've all sent! pic.twitter.com/eph05NliKo



0 retweets 0 likes

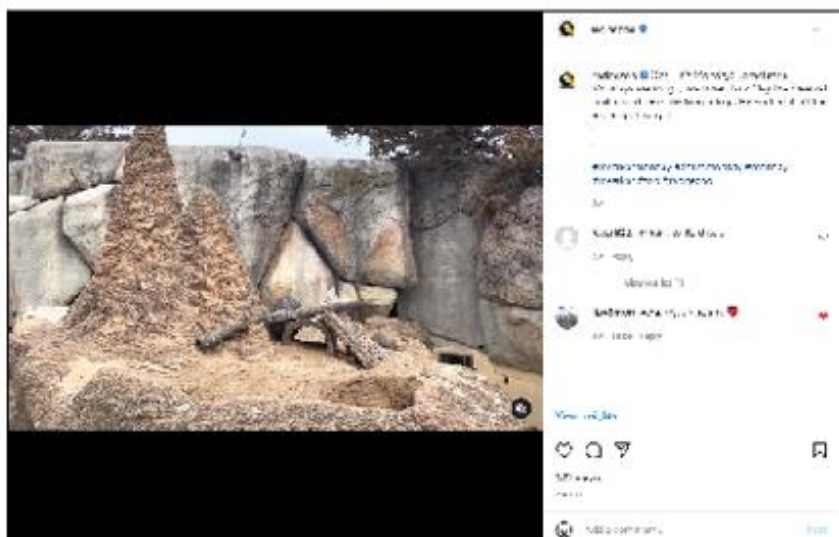
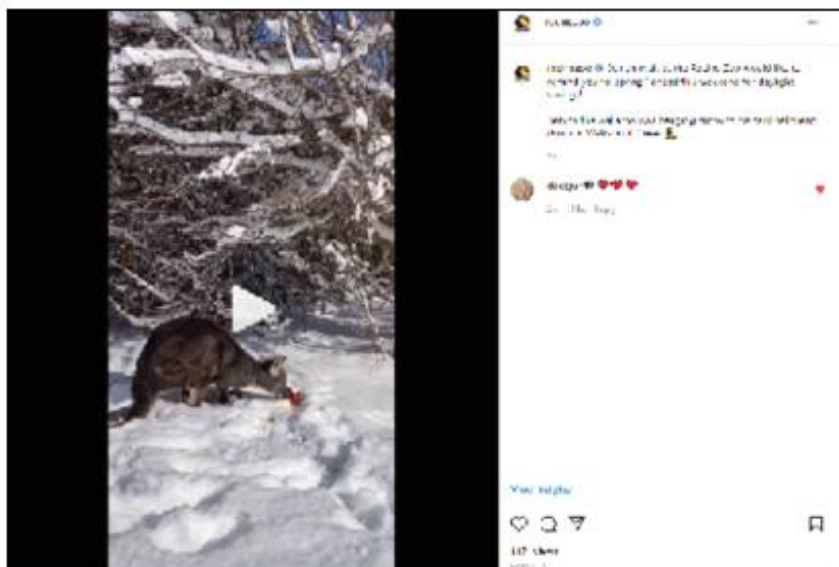
[View Tweet activity](#)

[View all Tweet activity](#)

▶ **INSTAGRAM**

TOTAL FOLLOWERS: 4,534

- 35 posts
- Accounts Reached: 5.8k
- Accounts Engaged: 721



Well-performing Instagram posts

Special Events

March Events:

- March 5 – Winos for Rhinos
 - Location: Vanishing Kingdom
 - Event Overview: Wine Pairing Dinner
 - Attendance: 60

- January 28-March 31 – Winter Picnic in a Snowglobe
 - Location: Jungle Junction
 - Event Overview: Snowglobe Picnics
 - Attendance: Total: 1720 guests

Coming up at the Zoo at a Glance:

- April 2 – Blooms and Brews
- April 16 – Eggstravaganza
- May 8 – Mother's Day Brunch
- May 14 – Bloody Mary Fest
- May 22 – Police Awards Ceremony
- May 26 – Member Appreciation Night
- June 3-5 – Art Fair
- June 3 – Bourbon Chronicles
- June 4 – Brew to be Wild
- June 4 – Humphreys Wedding
- June 8 – World Wine Wednesday
- June 11 – Breakfast with the Animals
- June 11 – Andis private party
- June 17 – Music at the Zoo
- June 18 – Music at the Zoo
- June 20 – Golf Tournament
- June 22 – Roar & pour
- June 25 – Light Run
- July 6 – World Wine Wednesday
- July 9 – Margarita Fest
- July 10 – CNH Picnic
- July 13 – Animal Crackers
- July 15 – Animal Crackers Jr
- July 16 – Bourbon Chronicles
- July 21 – Cigar Dinner
- July 23 – Vets Give Back Day ?
- July 27 – Animal Crackers
- July 30 – Marini Picnic
- August 3 – Roar & Pour
- August 6 – Twin Disc
- August 7 – Milkmen Game
- August 10 – Animal Crackers
- August 12 – Animals Crackers Jr

- August 17 – World Wine Wednesday
- August 19 – Bourbon Chronicles
- August 20 – Salter Wedding Reception
- August 21 – Car show
- August 24 – Animal Crackers
- August 27 – Whiskers and Whiskey
- August 31 – Roar & Pour
- September 10 – Zoo Debut
- September 17 – Mason Heidorn Reception
- September 24 – Zoo Brew
- October 1 – Old Fashioned Night
- October 8 – Franseen Wedding
- October 28 – Hallowine
- October 29 – Boo at the Zoo
- November 18 – Martini Madness
- December 3 – Brunch with Santa