

**Racine Zoological Society  
Park and Recreation Board Meeting  
January 2019 (reporting on December 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- End of year fundraising

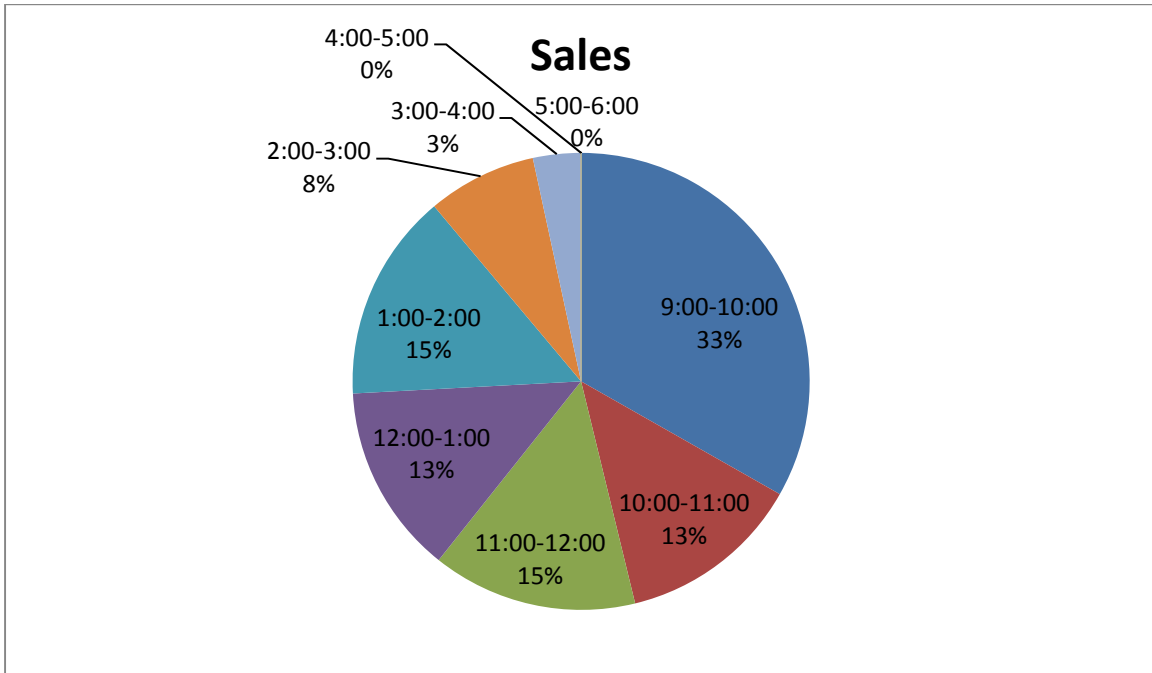
**Membership**

- Total memberships households = 2,046

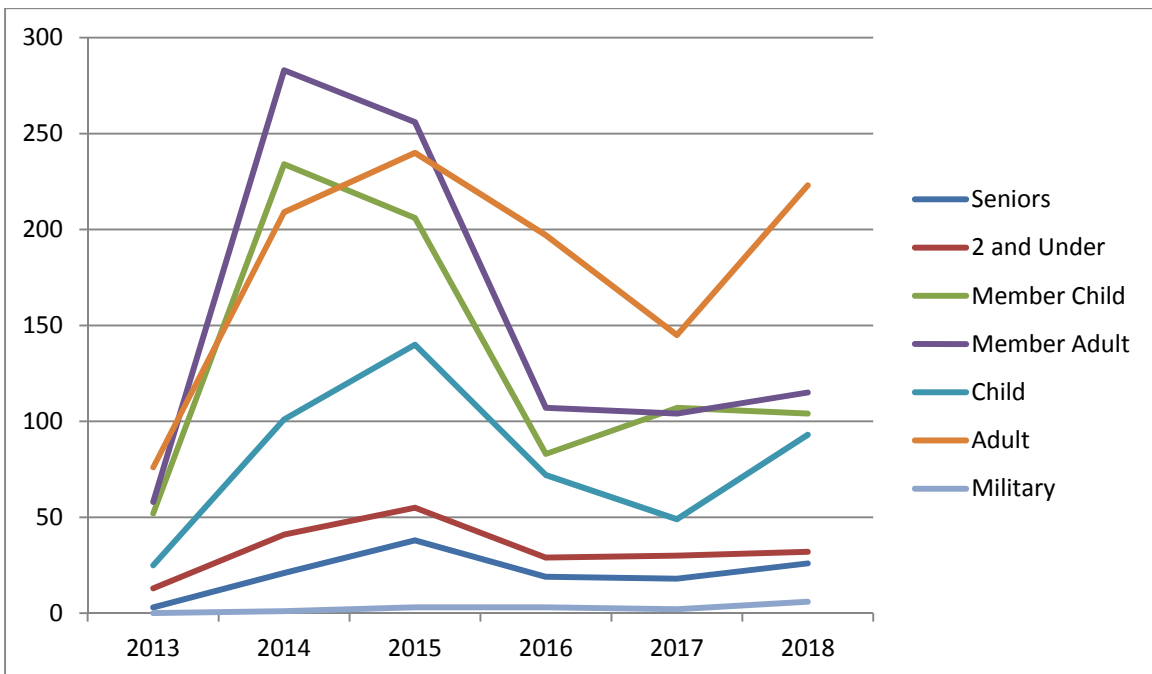
**Attendance for December 2018**

|                          | <b>December 2017</b> | <b>December 2018</b> | <b>Variance</b> | <b>Percent change</b> |
|--------------------------|----------------------|----------------------|-----------------|-----------------------|
| <b>Adults</b>            | 145                  | 223                  | <b>78</b>       | <b>54%</b>            |
| <b>Children</b>          | 49                   | 93                   | <b>44</b>       | <b>90%</b>            |
| <b>Member Adults</b>     | 104                  | 115                  | <b>11</b>       | <b>11%</b>            |
| <b>Member Children</b>   | 107                  | 104                  | <b>-3</b>       | <b>-3%</b>            |
| <b>Child 2 and under</b> | 30                   | 32                   | <b>2</b>        | <b>7%</b>             |
| <b>Seniors</b>           | 18                   | 26                   | <b>8</b>        | <b>44%</b>            |
| <b>Military</b>          | 2                    | 6                    | <b>4</b>        | <b>200%</b>           |
| <b>Education</b>         | 256                  | 256                  | <b>0</b>        | <b>0%</b>             |
| <b>Events</b>            | 0                    | 0                    | <b>0</b>        | <b>0%</b>             |
| <b>Total</b>             | 711                  | 855                  | <b>144</b>      | <b>20%</b>            |

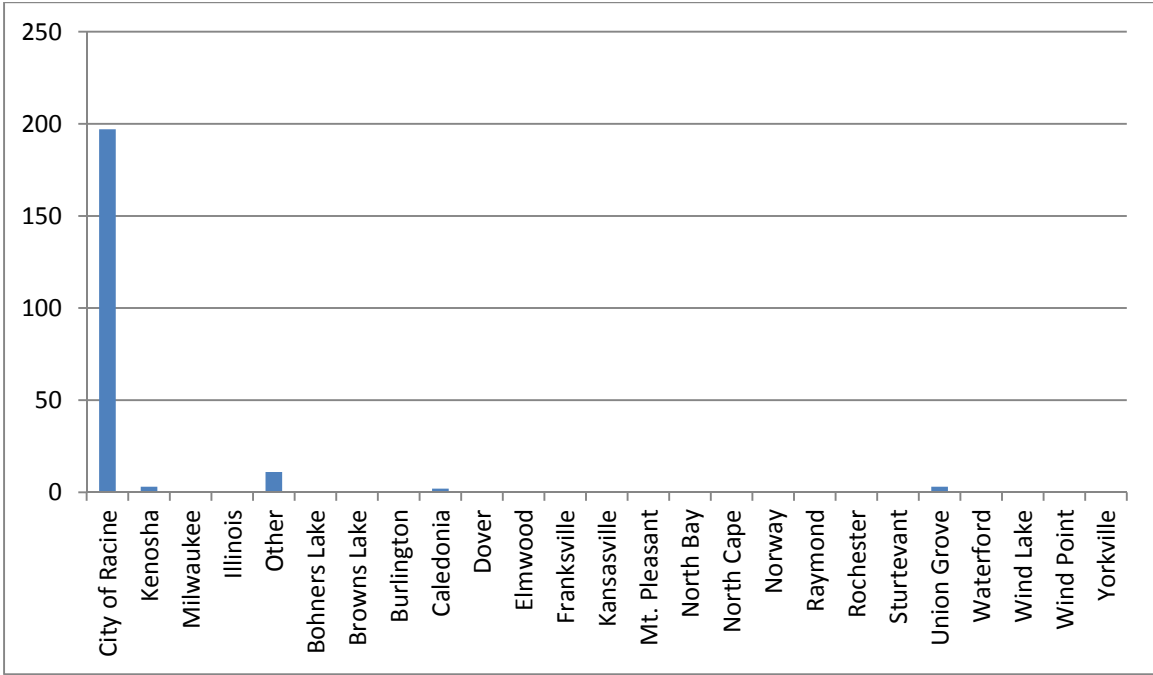
## December 2018 Attendance By Hour



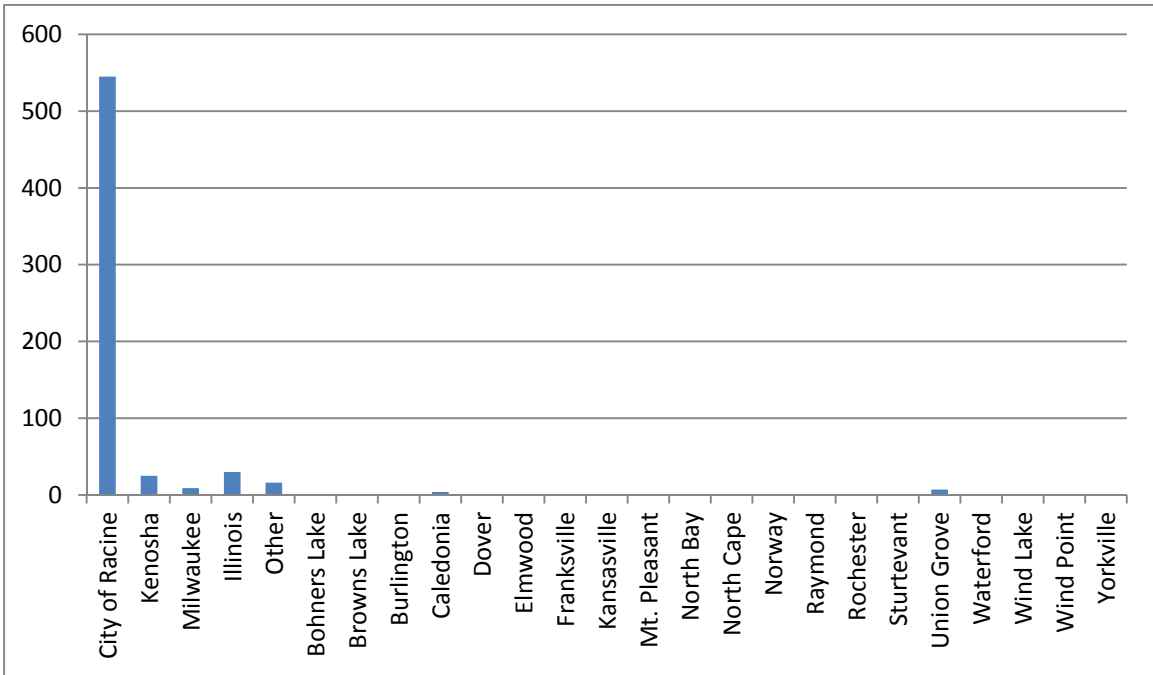
## December Monthly Attendance 2013-2018



## December Member Municipality



## December Non-Member Municipality



## Admissions, Gift Shop, Grill, Watering Hole, Train (Operations)

- Ordered and received new product
- Completed Year End Inventory
- Completed Year End Reports

## Animal Care

- Animal info/moves:
  - Acquired 4 hermit crabs
  - Acquired 1 red eye tree frog
  - Acquired 15 parakeets for aviary
  - Started parakeet breeding holding area and set up pairs
  - Lynx-allowed back on exhibit due to improved health condition, weekly or bimonthly exams still happening.
  - **Confidential:** 2 penguin eggs laid, 1 proposed fertile egg. Est hatch date around Dec 29<sup>th</sup>
  - **Confidential:** Tamarin pregnancy confirmed; birth possible in January
- Vet exams:
  - Anya-sedated for exam due to needing a dental exam and due to finding her tail sucking/chewing.
  - Amazon Abby and lion Azizi had their annual exams.
- Deaths:
  - N/A
- Staff
  - More staff evaluations
- Miscellaneous
  - An animal escape drill for AZA

## Education

- Cassie Meredith, Conservation Education Specialist, hired as Community Outreach Specialist as part of Community Development Block Grant program
  
- **Educational Programs**
  - Behind the Scenes – 2
    - Reached 6
  - Birthdays – 1
    - Reached 30 people
  - Offsite Programs – 5
    - Reached 210 people
  - Conservation Nation – 2
    - Reached 40 people
  - Preschool – 6
    - Reached 80 people
  - Wildlife Explorers - 9
    - Reached 188 people
  - **Totals: Reached 554 people**
  
- **Events**
  - December 7 – Participated in Burlington Holiday Parade
  - December 9 – Hosted Racine Sunshine Club volunteer event
  - December 13 – Participated in Career Discovery Solutions with Rotary Club
  - December 13 – Attended Greater Racine Environmental Education Network Steering Committee Meeting
  
- **Grants and Proposals**
  - Awarded grant from Kiwanis of West Racine
  - Awarded grant from Racine Community Foundation
  - Working on Grant/Sponsorship Reports for:
    - Norbell Foundation
    - Conservation Nation
    - Beginning Birders
    - SC Johnson
    - Racine Community Foundation
  - Submitted application to Network for Good grant fund
  - Submitted application for IMLS Funding
  - Submitted proposal to County of Racine
  - Submitted grant to Rotary Club with Executive Director
  - Began meeting with schools as part of Americorps Process

## Upcoming

- Relaunch of Scout Programs
- Three new Zoorific Saturdays next year; Bat, Kangaroo, and Lion themed

## Comparison to December 2017- programs and participants

| <b>Participants</b> | 2017 | 2018 | Variance |
|---------------------|------|------|----------|
| On Site             | 0    | 0    | 0.0%     |
| Off Site            | 35   | 210  | +500.0%  |
| BTS                 | 22   | 6    | -72.7%   |
| Birthday Party      | 0    | 30   | +100.0%  |
| Preschool           | -    | 80   | -        |

| <b>Programs</b> | 2017 | 2018 | Variance |
|-----------------|------|------|----------|
| On Site         | 0    | 0    | -100.0%  |
| Off Site        | 1    | 5    | +400.0%  |
| BTS             | 0    | 2    | +100.0%  |
| Birthday Party  | 0    | 1    | +100.0%  |
| Preschool       | -    | 6    | -        |

## Facilities

- Completed putting up poles in place of rope in walkabout creek
- Had new circuit board installed in east barn keeper area heater (LOG)
- Had new circuit board installed in west barn keeper area (LOG)
- Replaced fan motor in east barn keeper area (LOG)
- Main building tuck-point project completed
- Daily janitorial duties
- Preventative maintenance e.g. change furnace filters, oil in vehicles etc.
- Job tickets e.g. fix thumb latch on door
- Took down and cleaned arctic fox exhibit plexi-glass and cleaned and re-installed also modified all arctic fox ramps in exhibit for roach control
- Painted rest of the KEC walls that were not the mural
- Had to have lion drain snaked out
- Had east barn LOG drains snaked
- Main building bathrooms and hallways were scrubbed with buffing pad to get out ground in dirt
- Salted and maintained zoo grounds and garbage

## Resource Development

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | DECEMBER 2018

## E-BLASTS

[www.MailChimp.com](http://www.MailChimp.com)

| DATE  | EMAIL NAME                              | OPENS | CLICKS |
|-------|---|-------|--------|
| 12/3  | Animal Crackers 2019 Season Ticket Sale | 877   | 78     |
| 12/10 | Zoo Debut Ticket Sale                   | 909   | 45     |
| 12/11 | Giving Tree                             | 1,003 | 56     |
| 12/13 | Wildlife Matters December 2018          | 683   | 48     |
| 12/14 | Racine Zoo E-News - December 14, 2018   | 783   | 34     |
| 12/17 | Best of Racine - Membership             | 817   | 14     |
| 12/24 | Happy Holidays - Racine Zoo             | 1,059 | 5      |
| 12/26 | Texas Roadhouse - January Support       | 788   | 5      |

## ENTIRE ZOO DATABASE

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 6,055       | 18.8 %    | 1.5%       |

## MEMBERS

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 3,719       | 25.8 %    | 2.3%       |

## WEBSITE

[www.racinezoo.org](http://www.racinezoo.org)

Updated articles, sliders, and event pages/product pages. Built new event product pages. Created "Vendor Center" page for vendors to register for upcoming events. Set up and maintained special event ticket sales.

## OUTSIDE ADS

- Belle City Magazine
- Bargain Hunter
- Wind Point Living Magazine
- Lake Geneva News
- Real Racine

## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated the Wildlife Matters monthly issue
- Created gift shop tote bag design mockups

# OUTSIDE ADS

- Featured:
- Wind Point Living Magazine
  - Belle City Magazine
  - Lake Geneva News

**GIVE THE GIFT OF ADVENTURE**

**RACINE ZOO GIFT CERTIFICATES**

Buy the perfect gift for anyone who loves a wildlife experience! Gift certificates can be used for just about everything from admission to memberships, Zootique gift shop purchases, dining at the Zoo, education programs, event tickets, and more!

**BUY GIFT CERTIFICATES ONLINE AT WWW.RACINEZOO.ORG**

2131 N. Main St. Racine, WI 53402 | 262.636.9189 | www.racinezoo.org | Follow us! @racinezoo on Facebook, Twitter, & Instagram

**RACINE ZOO'S Holiday GIFT IDEAS**

**A.D.O.P.T. AN ANIMAL**

**Give the gift of MEMBERSHIP**

**Celebrate A LOVED ONE**

**ANIMAL CRACKERS SEASON TICKETS**

**Gift Certificates THE GIFT OF ADVENTURE**

**VISIT WWW.RACINEZOO.ORG FOR PURCHASE**

2131 N. Main St. Racine, WI 53402 | 262.636.9189 | www.racinezoo.org | Follow us! @racinezoo on Facebook, Twitter, & Instagram

**HAPPY HOLIDAYS!**

**FROM: THE RACINE ZOO**

**GIVE THE GIFT OF ADVENTURE**  
BUY GIFT CERTIFICATES ONLINE  
**AT WWW.RACINEZOO.ORG**


















# FACEBOOK


TOTAL LIKES: 19,689 (+27 FROM NOVEMBER)

Promotional posts and animal posts.

|                        |   | Reach: Organic / Paid   |   | Post Clicks  |  | Reactions, Comments & Shares  |  |  |  |
|------------------------|---|---|---|--|--|---|--|--|--|
| Published              | Post  | Type  | Targeting   | Reach  | Engagement   | Promote   |  |  |  |
| 12/31/2018<br>9:01 AM  |  LAST DAY for all of our great end-of-the-year sales! 🐾 Animal           |    |    | 1.9K    | 22<br>11      |    |  |  |  |
| 12/26/2018<br>10:01 AM |  Enjoy a night out while supporting the Racine Zoo! Print out this flyer |    |    | 3.4K    | 42<br>43      |    |  |  |  |
| 12/24/2018<br>10:00 AM |  Stay warm and have a happy holiday season! 🌨️🌲🎄                         |    |    | 892     | 6<br>16       |    |  |  |  |
| 12/21/2018<br>10:01 AM |  Need an easy last minute gift idea? 🎁 Buy a Racine Zoo Gift             |    |    | 1.3K    | 4<br>9        |    |  |  |  |
| 12/19/2018<br>10:00 AM |  A.D.O.P.T. a Racine Zoo animal this holiday season! By adopting         |    |    | 2K      | 79<br>32      |    |  |  |  |
| 12/18/2018<br>11:29 AM |  Working on getting that perfect family photo for your holiday card    |  |  | 4K    | 384<br>209  |  |  |  |  |
| 12/17/2018<br>10:00 AM |  The Racine Zoo takes first place once again for the "Best Place to    |  |  | 2.3K  | 56<br>78    |  |  |  |  |
| 12/14/2018<br>10:00 AM |  Today is one of our most favorite days: International Monkey Day!!    |  |  | 1.5K  | 32<br>36    |  |  |  |  |
| 12/14/2018<br>9:49 AM  |  Zoo Debut 2018 - "Beastly Ball"                                       |  |  | 1.5K  | 291<br>2    |  |  |  |  |
| 12/14/2018<br>9:38 AM  |  Zoo Debut 2018 - "Beastly Ball"                                       |  |  | 133   | 27<br>9     |  |  |  |  |
| 12/13/2018<br>2:00 PM  |  Helpful tips to stay environmentally friendly this                    |  |  | 1.7K  | 29<br>17    |  |  |  |  |
| 12/12/2018<br>10:10 AM |  Don't forget to use our link while you shop on amazon.com! It's an    |  |  | 1.5K  | 12<br>15    |  |  |  |  |
| 12/11/2018<br>12:36 PM |  Holidays are the time of the year to share with loved ones, and       |  |  | 2.2K  | 149<br>50   |  |  |  |  |
| 12/10/2018<br>10:00 AM |  First Zoo Debut early table sale ever! 12/10/18 – 12/31/18 Are you    |  |  | 1.8K  | 54<br>18    |  |  |  |  |
| 12/08/2018<br>10:00 AM |  Spread holiday cheer and save species with the Save Vanishing         |  |  | 1.6K  | 20<br>18    |  |  |  |  |

|                        |   |   |   |   |  |  |                            |
|------------------------|---|---|---|---|--|--|----------------------------|
| 12/07/2018<br>9:11 AM  |  | Racine Zoo shared a post.   |  |  | 1.5K  | 23<br>15  | <a href="#">Boost Post</a> |
| 12/04/2018<br>10:09 AM |  | All of the animals here at the zoo get regular enrichment - toys, |  |  | 1.9K  | 97<br>60  | <a href="#">Boost Post</a> |
| 12/03/2018<br>10:01 AM |  | Save big during out 2019 Animal Crackers Season Ticket Sale from  |  |  | 1.6K  | 40<br>20  | <a href="#">Boost Post</a> |


Post Details
✕







**Racine Zoo**

Published by Aszya Summers [?] · December 18, 2018 at 11:29 AM · 🌐

Working on getting that perfect family photo for your holiday card and the kids won't stop moving around? Trust us, our keepers and emperor tamarin parents understand!!














 **Get More Likes, Comments and Shares**  
Boost this post for \$90 to reach up to 57,000 people.

**4,046**  
People Reached

**593**  
Engagements

[Boost Post](#)

   Elaine Gearheart, Rachel Ann and 98 others · 7 Comments 14 Shares


 Like
 Comment
 Share






**Performance for Your Post**

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**4,046** People Reached



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**209** Reactions, Comments & Shares 

|   |               |                 |
|---|---------------|-----------------|
| 117<br> Like | 65<br>On Post | 52<br>On Shares |
| 30<br> Love  | 21<br>On Post | 9<br>On Shares  |
| 25<br> Haha  | 13<br>On Post | 12<br>On Shares |
| 1<br> Wow  | 1<br>On Post  | 0<br>On Shares  |
| 23<br>Comments  | 8<br>On Post  | 15<br>On Shares |
| 14<br>Shares  | 14<br>On Post | 0<br>On Shares  |

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**384** Post Clicks

|                    |  |   |
|--------------------|--|---|
| 178<br>Photo Views | 0<br>Link Clicks  | 206<br>Other Clicks  |
|--------------------|--|---|

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**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 2 Hide Post      | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page    |

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

## TWITTER

TOTAL FOLLOWERS: 2,572

- 13 tweets
- 12.8k tweet impressions
- 309 profile visits
- 3 mentions

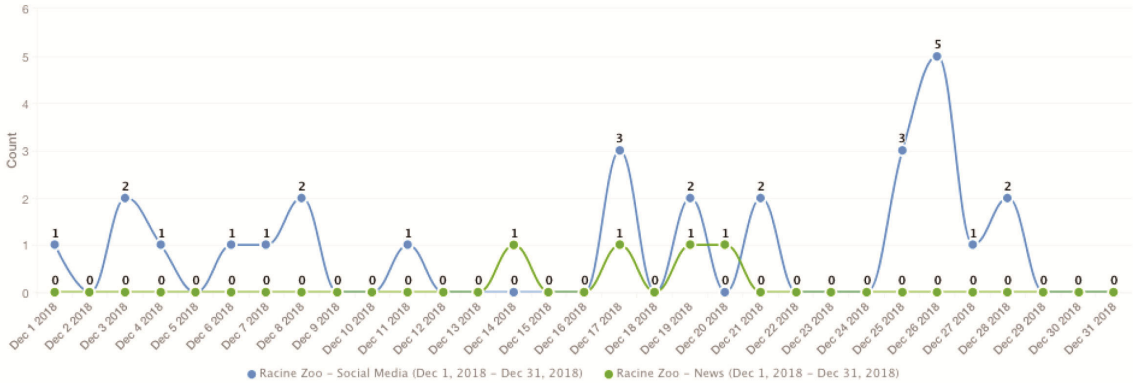
## INSTAGRAM

TOTAL FOLLOWERS: 954

- 13 posts
- 331 likes

## MELTWATER

- Media Exposure (News Articles and Social Media): 101
- Top Sources for Articles: The Journal Times Online, Association of Zoos and Aquariums and Little Lake County



Media Exposure

## Special Events

### December Events:

- Friday December 7, Burlington Parade
  - **Location:** Downtown Burlington
  - **Time:** 4-9pm
  - **Event Overview:** Burlington Holiday Parade



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

- Saturday, February 9: **Animal Amore** 6pm-9pm
- Saturday, March 2: **Winos for Rhinos** 6pm-9pm
- March 20-March 24: **Chicago Flower Show**
- Saturday, April 20: **Eggstravaganza** 9am-4:30pm
- Saturday, April 27: **Zooriffic Saturday-Party for the planet** 9am-4:30pm
- Saturday, May 11: **Wild 5k Run/walk** 7am-9am
- Saturday, May 11: **Zooriffic Saturday International Kangaroo Care Awareness Day** 9am-6pm
- Sunday, May 12: **Mother's Day Brunch** 11am-12:30pm
- Saturday, May 18: **Zooriffic Saturday Endangered Species Day** 9am-6pm
- Thursday, May 23: **Member Appreciation Night** 6pm-9pm
- Saturday, June 1: **Zooriffic Saturday Bat Appreciation Day** 9am-6pm
- Saturday, June 1: **Tea with Turs** 11am- 12:30pm
- Wednesday, June 5: **World Wine Wednesday** 6pm-8pm
- Friday, June 7: **Ryshkus/Gasparo Rehearsal** TBD time
- Saturday, June 8: **Ryshkus/Gasparo Wedding** 9am-5pm
- Saturday, June 8: **Bloody Mary Contest** 5pm-9pm
- Sunday, June 9: **Paules Wedding** 11am-1pm
- Friday, June 14: **Wilcox Wedding** TBD time
- Sunday, June 16: **Father's Day Putt Putt Golf Tournament** 11am-2pm
- Wednesday, June 19: **Rour & Pour** 6pm-9pm
- Saturday, June 22: **Zooriffic Saturday world Giraffe Day** 9am-6pm
- Saturday, June 22: **Mandi & Paul Wedding** TBD Time
- Sunday, June 23: **Kenosha Kingfish Fundraising Game** 1:05pm game
- Saturday, June 29: **Wine, Stein & Dine** 6pm-9pm

- Saturday, July 6: **Christmas in July** 9am-4:30pm
- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- Wednesday, July 17: **World Wine Wednesday** 6pm-8pm
- Thursday, July 18: **Cigar Dinner** 5pm-10pm
- Saturday, July 20: **Zooriffic Saturday Zookeeper Day** 9am-6pm
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree** 5:30pm-9:30pm
- Saturday, July 27: **International Tiger Day** 9am-6pm
- Wednesday, July 31: **Roar & Pour** 6pm-8pm
- Saturday, August 3: **Somerset Club Dinner** 6pm-10pm
- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent** 5:30pm-9:30pm
- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Wednesday, August 14: **World Wine Wednesday** 6pm-8pm
- Saturday, August 17: **Zooriffic Saturday Reptile & Amphibian Awareness Day** 9am-6pm
- Sunday, August 18: **24<sup>th</sup> Annual Car, Truck & Bike Show** 9am-4pm
- Wednesday, August 21: **Animal Crackers Concert – Nick Colionne** 5:30-9:30pm
- Saturday, August 24: **Whiskers and Whiskey** 6pm-9pm
- Wednesday, August 28: **Roar & Pour** 6pm-8pm
- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Saturday, September 14: **Brewfest 1pm-6:30pm**
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm