

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

Executive Director

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

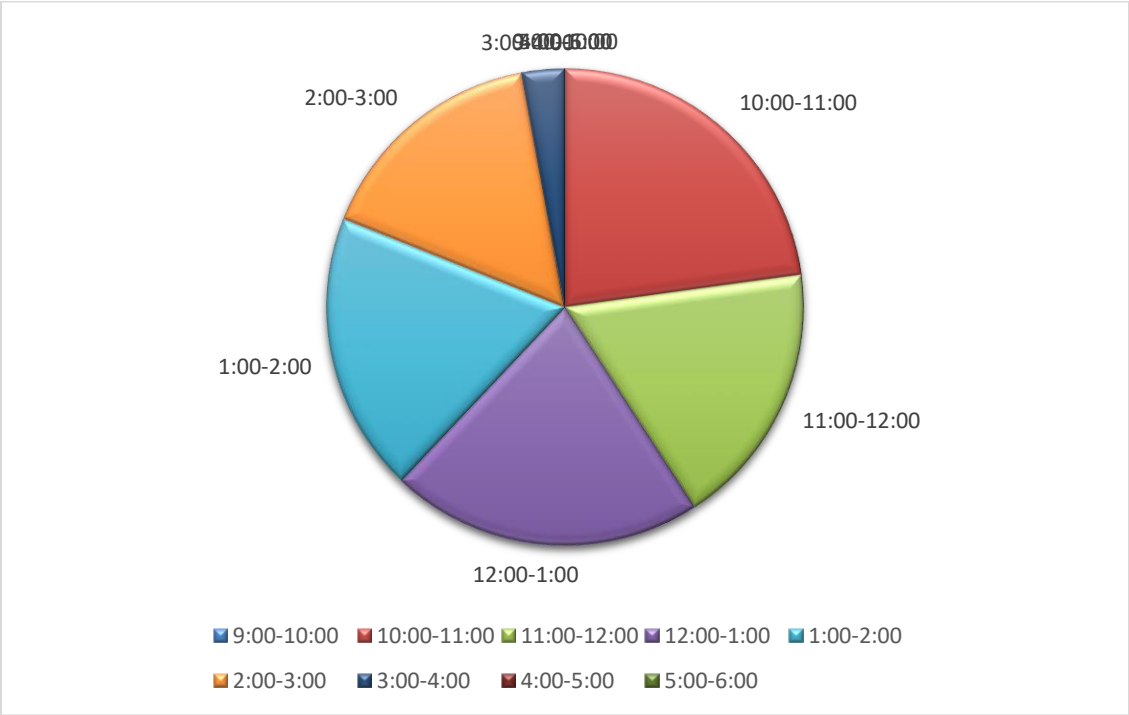
Membership

- Total memberships households = **2,720**

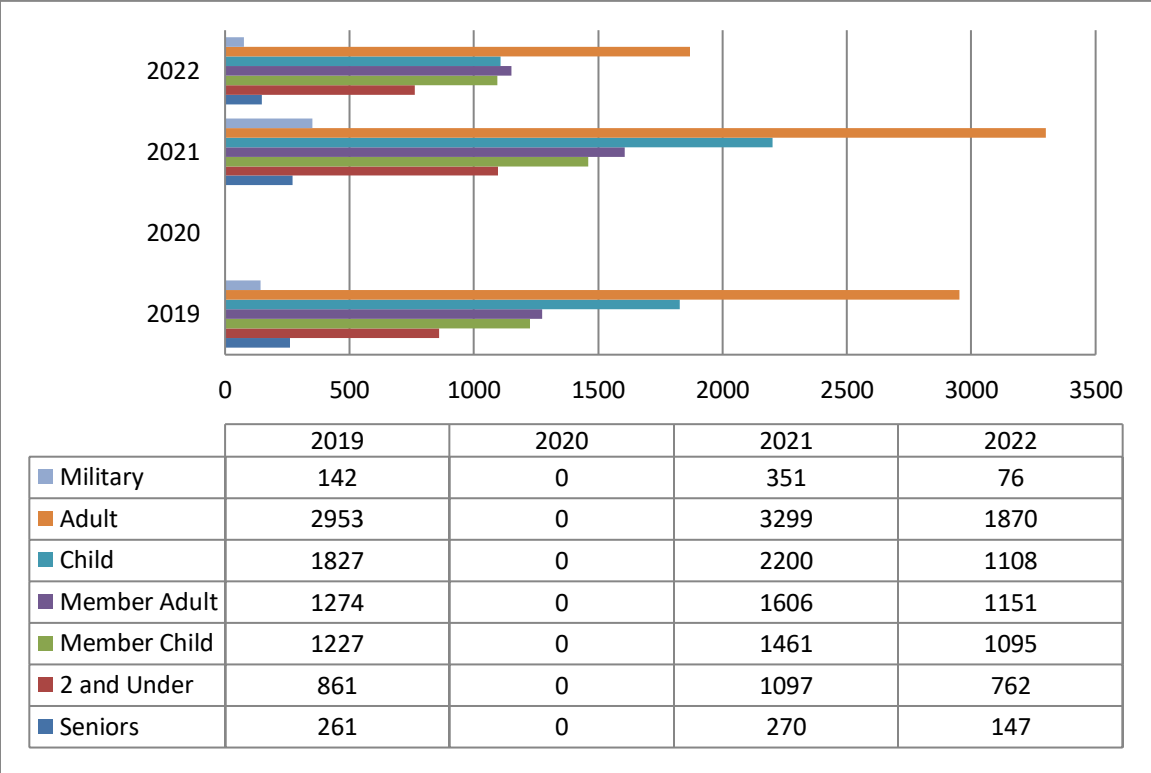
Attendance for April 2022

	April 2021	April 2022	Variance	Percent change
Adults	3299	1870	-1429	-43%
Children	2200	1108	-1092	-50%
Member Adults	1606	1151	-455	-28%
Member Children	1461	1095	-366	-25%
Child 2 and under	1097	762	-335	-31%
Seniors	270	147	-123	-46%
Military	351	213	-138	-39%
Education	0	174	174	-
Events	118	228	110	93%
Total	10402	6748	-3654	-35%

April 2022 Attendance by hour



April Monthly Attendance 2019-2022



April Member Municipality

53403- 144

53139- 2

53404- 174

53126 - 8

53402- 425

53406- 62

53405- 307

53177 – 14

Kenosha – 16

Milwaukee – 4

Illinois - 2

Other – 1086

April Non-Member Municipality

53402- 458

53406- 103

53177- 44

53403- 278

53405- 339

53404- 215

53126- 3

Milwaukee - 114

Kenosha – 277

Illinois – 806

Other – 1852

Operations

- Worked Gift Shop to help with hours
- Helped turnover of Grill to Chris
- Trying to get new systems setup and working correctly
- Hired and started Training of new employees
- Sent out first safety training video

Animal Care

- **Veterinary Updates**
 - 0.1 Eastern black rhino progesterone study done
 - 1.1 Eastern black rhino gabapentin anxiety trial
 - 1.0 Masai giraffe voluntary injection training
 - 1.0 Fennec fox treated for alopecia
 - 1.1 Arctic fox treated for foreign body consumption
 - 1.0 African penguin finished antibiotic and antifungal medications
 - 1.0 Pig exhibited excess vomiting, monitored and seemingly resolved
 - 0.0.1 Milk frog treated for cloacal prolapse
 - 1.0 Western screech owl beak trim
 - 1.0 Western tufted deer annual exam
 - 1.0 Lesser adjutant stork annual exam
 - 6.3 African penguin annual exams
 - 2.1 Ornate box turtle annual exams
 - 2.0 Tawny frogmouth annual exams
 - 1.0 Juvenile Hartman's mountain zebra sedation exam and hoof trim
 - 1.0 Andean bear sedation exam; reproductive assessment, SCC cancer laser treatment, and x-rays showing advanced arthritis and severe joint degeneration
- **Collection Changes**
 - 0.0.1 Budgie passed away
- **Other Updates**
 - Monitoring and adapting to avian influenza situation as it develops
 - Working on setup for voluntary x-rays with primates
 - Working on voluntary cardiac ultrasound and dental x-rays with 1.0 Orangutan
 - Success on voluntary blood draw with 0.1 Orangutan

Education

Educational Programs

- Onsite Programs – 3
 - Reached 163 people
- Offsite Programs – 6 programs
 - Reached 374 people
- Onsite Birthdays - 3
 - Reached 80 people
- Offsite Birthdays – 4
 - Reached 125 people
- Virtual Programs – 1
 - Reached 106 people
- Wildlife Explorers – 1
 - Reached 22 people
- Preschool – 8
 - Reached 125 people
- Behind the Scenes Encounters – 2
 - Reached 6 people
- Creature Features – 1
 - Reached 2 people
- Wildlife Theaters – 2
 - Reached 19 people
- Spring Break Camp
 - Reached 29 people
- AmeriCorps Programs – 30 offsite programs
 - Reached 478 people

- **Total: Reached 1,529 people**

- **Other Events**
 - April 7 – Attended RUSD's Field Trip Task Force meeting
 - April 8 – Live segments on Fox 6 news
 - April 9 – Facilitated Bat Appreciation Day
 - April 16 – Staffed and coordinated volunteers for Eggstravaganza
 - April 23 – Facilitated Party for the Planet
 - April 30 – Volunteer Orientation Day

- **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 April 2022 - programs and participants

Participants	2021	2022	Variance
On Site	48	213	+343.8%
Off Site	70	374	+432.3%
BTS	0	6	+100.0%
Birthday Party	142	205	+44.4%
Preschool	128	125	-2.3%
AmeriCorps	543	478	-12.0%
Virtual Programs	220	125	+43.2%

Programs	2021	2022	Variance
On Site	5	7	+40.0%
Off Site	2	6	+300.0%
BTS	0	2	+100.0%
Birthday Party	5	7	+40.0%
Preschool	6	8	+33.3%
AmeriCorps	19	30	+57.9%
Virtual Programs	9	2	-70.8%

Facilities

- Called statewide fence to get quotes for fence replacement in walkabout creek and mesh over penguin pool
- Had 2 new circuits installed in small mammal building
- Had new circuit installed in discovery center for new quad
- Moved new quad up to discovery center started wood work on it
- Moved photo booth back up to waterhole for summer
- Daily janitorial duties
- Preventative maintenance
- City plumber completed upgrades to coati building
- Started turning on water for season
- Put clear tarps on top of aviary for avian flu
- Put up new fencing down by aviary for new alpaca yard
- Set up and tear down of special events
- Job tasks e.g. repair rhino door, hose , etc....
- Got quotes for steel tube enclosure for mulch pit for rhinos
- Accepted quote to do garage doors on pavilion
- Footings dug and concrete poured for 4 new shade structures around zoo
- Wildlife sound system repaired and replaced
- Steins and volunteers wood chipped front entrance and around Dewey's exhibit
- City plumber repaired giraffe water line
- City plumber repaired farm water line
- Replaced hand dryers in bathrooms in main building
- Replaced 2 hand dryers in bathrooms at LOG
- Replaced 1 hand dryer at main entrance bathroom men's
- General grounds upkeep and mowing and mulching etc.



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | APRIL 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
4/1	E-News	27.8	1.3
4/2*	Wildlife Matters	44.2	3.4
4/4	All In For The Animals - Pengu'n/Tiger	30.3	0.8
4/6	All In For The Animals - Monkey/Meerkats	30.8	0.8
4/8	All In For The Animals - Thank You	33.4	0.5
4/12	Mother's Day Brunch - 1 month away	32.5	0.3
4/13	Eggstravaganza - this weekend	31.6	0.4
4/15	E-News	27.9	0.7
4/19	Bloody Mary Fest - 1 month	30.9	0.2
4/22	A Round For Rhinos - announcement	30.0	0.1
4/20	Breakfast with the Giraffes - announcement	32.6	0.3
4/26	Member Appreciation Night - 1 month	35.6	1.0
4/27	Margarita Fest - announcement	31.5	0.3

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,031	17.0%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
2,216	20.9%	2.0%

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

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
- Set up advertising for events
- Managed Summer Camp web pages
- Animal Crackers Jr. press release
- Music at the Zoo press release
- Put together photos and descriptions of events for TV appearances
- Reprinted giraffe encounters banner
- Submitted marketing grants
- Created signage for The Grill and Watering Hole

OUTSIDE ADS

- Wind Point Living Magazine - print
- Journal Times/Kenosha News - print/digital
- Milwaukee Brewers Yearbook - print
- Bargain Hunter - print
- Kids Out & About - digital
- Happenings/Smart Reader - print

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

LIVE PERFORMANCE BY J. RYANTRIO | 2 BEER DRINK TICKETS

Food and additional drinks available for purchase

BUY TICKETS AT RACINEZOO.ORG

2121 N. Main St. Racine, WI 53402 | 262.636.9189 | racinezoo.org

Bloody Mary FEST

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BEER CHARGERS • LIVE MUSIC
FOOD AVAILABLE FOR PURCHASE

BUY TICKETS! >

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FUN. FAMILY. ADVENTURE!
AT THE RACINE ZOO

Get up close and personal with more than 75 species of animals from around the world in our immersive exhibits right along the shores of Lake Michigan. Our safe, family-friendly location is perfect for guests of all ages. We're open year-round!

PLAN YOUR VISIT AT RACINEZOO.ORG

2121 N. Main St. Racine, WI 53402 | 262.636.9189

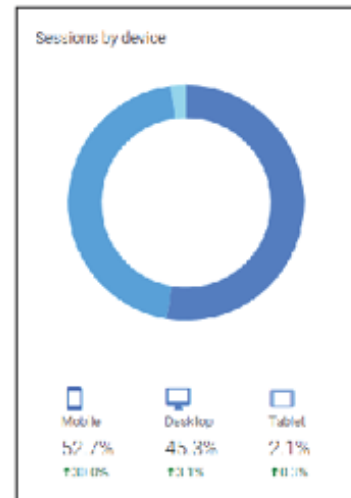
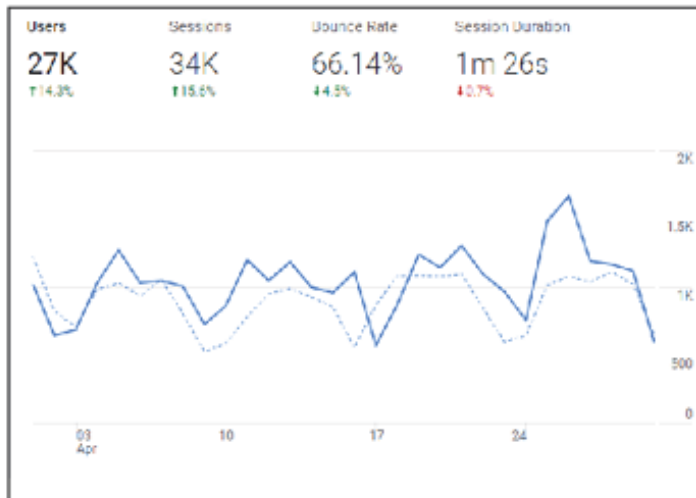
Mother's Day BRUNCH
SUNDAY, MAY 8
RACINE ZOO

LET'S GO! >

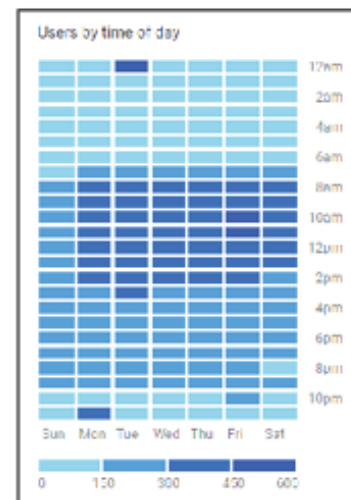
WEBSITE
racinezoo.org

MONTHLY USERS: 27K

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



Page	Pageviews	Page Value
/	11,375	\$0.00
/arctic-fox-fact-sheet	4,973	\$0.00
/hoursadmissions	4,114	\$0.00
/events-calendar	2,806	\$0.00
/eggs/evaganza	2,467	\$0.00
/join or renew	2,188	\$0.00
/fennel-fox-fact-sheet	1,750	\$0.00
/red-eyed-tree-frog-fact-sheet	1,445	\$0.00
/mammals	1,234	\$0.00
/content/zoo/frio-saturday	1,081	\$0.00



Data from Google Analytics

FACEBOOK












TOTAL LIKES: 31,356

- Animal and promotional posts. Added event pages.

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/30/2022 3:25 PM	 Looking for the perfect Mother's Day gift? Celebrate mom by	📄	🌐	3K ■	41 16	Boost post
04/30/2022 10:08 AM	 Don't miss Jason Kollum and his Rock n' Roll Variety Juggling Show	📄	🌐	2.6K ■	8 16	Boost post
04/29/2022 3:00 PM	 As school winds down, Racine Zoo's Summer Camp is right around	📄	🌐	4.9K ■	125 45	Boost post
04/29/2022 10:08 AM	 Give the ultimate Mother's Day gift: tickets to Bloody Mary Feast!	📄	🌐	7.1K ■	205 88	Boost post
04/29/2022 10:08 AM	 The Racine Zoo will be celebrating Earth Day by partnering with Weed	📄	🌐	1.7K ■	8 11	Boost post
04/27/2022 2:25 PM	 Happy Woolaroo Wednesday! In the wild, common woolaroos graze on	📄	🌐	5.1K ■	15 49	Boost post
04/27/2022 10:08 AM	 Our beer and food pairing event, Brew To Be Wild, is BACK on	📄	🌐	2.8K ■	27 14	Boost post
04/28/2022 1:26 PM	 Member Appreciation Night is only 1 MONTHAWAY! Join us Thursday.	📄	🌐	4.8K ■	116 38	Boost post
04/28/2022 10:21 AM	 A BIG thank you to Stein's Garden & Home, CNH Industrial, Hope City	📄	🌐	6.3K ■	178 112	Boost post
04/25/2022 10:00 AM	 We are close to selling out for Mother's Day brunch on Sunday.	📄	🌐	4.1K ■	77 29	Boost post
04/24/2022 10:33 AM	 World Wine Wednesday is back again! On June 8, relax at our wine	📄	🌐	2.7K ■	18 14	Boost post
04/23/2022 3:04 PM	 Thanks to everyone who joined us today to #PartyForThePlanet! We	📄	🌐	3.1K ■	43 21	Boost post
04/23/2022 10:25 AM	 Plan a fun, family trip to the Zoo to see Miss Jamie's Farm at Animal	🔗	🌐	1.0K ■	4 8	Boost post
04/22/2022 8:13 PM	 A very happy 2nd birthday to emperor tamarins Vinny and	📄	🌐	3.2K ■	127 130	Boost post
04/22/2022 9:03 AM	 Happy #erethday! Hotin's playtime adventures lead him to all sorts of	📄	🌐	5.3K ■	61 118	Boost post

04/21/2022 1:10 PM	We're so excited to announce our NEW Margarita Fest coming up			5.7K	174 157	Boost post
04/21/2022 3:15 AM	Join us for Zoorific Saturday: Party For The Planet THIS			3.5K	36 26	Boost post
04/20/2022 11:49 AM	Celebrate Mother's Day at the Zoo! Join us Sunday, May 8 at 11am			7K	199 92	Boost post
04/19/2022 1:04 PM	Give mom the gift of music this Mother's Day! Music at the Zoo			2.6K	13 20	Boost post
04/19/2022 2:08 PM	Help us beautify the Zoo! We are looking for volunteers for Tuesday,			5.2K	82 57	Boost post
04/17/2022 10:03 AM	Roar & Pour tickets are on sale! Join us Wednesday, June 22 at 6pm!			7.6K	184 50	Boost post
04/17/2022 3:01 AM	Happy Easter from our family to yours! 🐣			4.5K	82 135	Boost post
04/16/2022 1:04 PM	Our animals are having a HOPPY day celebrating Eggstravaganza here			6.5K	138 110	Boost post
04/16/2022 3:48 AM	It's going to be an EGGcellent day! Join us for Eggstravaganza and hunt			4.1K	220 123	Boost post
04/16/2022 3:00 AM	Come on over to Eggstravaganza TODAY (4/16)! Bring your basket for			10.1K	327 131	Boost post
04/15/2022 10:23 AM	Bloody Mary Fest is only 1 MONTH AWAY! Receive the full VIP			4K	41 26	Boost post
04/14/2022 2:13 PM	Don't miss the DANCE Spectacular Productions, Inc. -			2.0K	31 19	Boost post
04/14/2022 10:55 AM	Animal Feature: Orangutans Orangutans, whose name means			5.8K	65 125	Boost post
04/13/2022 1:00 PM	On-site interviews b/14 from 11am - 4pm to become a Racine Zoo			8.1K	251 85	Boost post
04/13/2022 10:18 AM	Hop on over to Eggstravaganza THIS SATURDAY, April 16! Bring			15.4K	106 227	Boost post
04/11/2022 3:49 PM	Mother's Day Brunch is less than a month away! Join us Sunday, May			4.2K	83 47	Boost post
04/10/2022 10:19 AM	Make sure your Zoo membership is up to date so you can join us for			4.3K	94 30	Boost post
04/09/2022 10:18 AM	Eggstravaganza is coming up NEXT WEEKEND! Bring your basket			23.1K	990 522	Boost post

04/09/2022 1:00 AM	 Join us for Zoorific Saturday: Def Appreciation Day TODAY (4/9) from			3.3K 	13 25	
04/08/2022 3:00 PM	 A sincere thank you from all of the animals and staff at the Racine			0.6K 	32 38	
04/08/2022 10:00 AM	 LIVE Q&A to wrap up our All in For The Animals fundraising week! See			1.1K 	131 27	
04/08/2022 6:26 AM	 Our LIVE Q&A is TODAY (4/8) at 10am CT (right here on Facebook!			2.2K 	13 10	
04/07/2022 10:00 AM	 Aero, Blaze, and Jack Clay the meerkats are on the upper end of			1.9K 	34 32	
04/06/2022 10:00 AM	 Kramer the spider monkey has been blind for a number of years, but			2.2K 	83 55	
04/05/2022 10:00 AM	 Naka the Amur tiger started losing weight and Racine Zoo staff were			2.4K 	136 50	
04/04/2022 10:00 AM	 Nelson the African penguin was having some trouble walking. We			2.5K 	63 67	
04/03/2022 2:10 PM	 Are you a fan of the band The Who? Then you won't want to miss			2.2K 	6 8	
04/03/2022 10:00 AM	 Our Mother's Day Brunch menu is set! Check it out below! Bring the			4.7K 	117 23	
04/02/2022 10:02 AM	 Spring Break Camp is coming up April 18 - 22! Sign your child up for a			5.7K 	94 43	
04/01/2022 10:00 AM	 Have you ever been curious about the inner workings of a zoo, how			2K 	13 11	

Performance for your post

23,098 People Reached

522 Reactions, Comments & Shares (1)

180 Like	77 On Post	113 On Shares
55 Love	14 On Post	41 On Shares
115 Comments	59 On Post	76 On Shares
142 Shares	140 On Post	2 On Shares

980 Post Clicks

317 Photo views	68 Link clicks (1)	666 Other clicks (1)
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NEGATIVE FEEDBACK

1 Hide post Hide all posts

0 Report as spam Unlike Page

Reported stats may be derived from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 3,022

APR 2022 SUMMARY

Tweets: 42 Tweet Impressions: 5,845

Profile visits: 1,701 Mentions: 9

New followers: 30

Apr 2022 • 30 days

WEB HIGHLIGHTS

Top Tweet earned 259 impressions

♥ A sincerest thank you to everyone who showed their support this week for our All In For The Animals fundraiser. Because of you, we are able to provide the highest standard of care for our animals.

🌱 We will be accepting donations for AIFTA through 4/10: [racinezoo.org/all-in-for-the-animals](https://www.racinezoo.org/all-in-for-the-animals)
pic.twitter.com/NWlw62DQBS



1/1

View Tweet activity

View all Tweet activity

Top Follower followed by 1,529 people



Yes, 'THAT' Marc Morden

@MarcMorden · 100k followers

Zoo Keeper, Author of Horror & Dark Fantasy Horror Film: Ancondo, Voice Artist. I wear my heart on my

Top mention earned 93 engagements

CBS 58 News
@CBS58 · Apr 21

Meet Jazari! He's a Masai giraffe at the @RacineZoo. He kept a watchful eye on @NicoleKoglinMKE during today's #58Hometowns interview.
pic.twitter.com/bzYQh8Vuxq



1/1

View Tweet

Top media Tweet earned 225 impressions

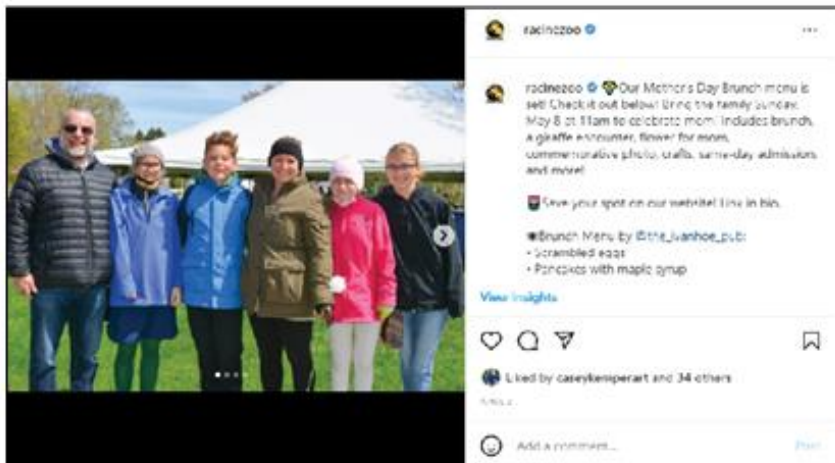
Happy #ferretfriday! Rctini's playtime adventures lead him to all sorts of silly places. 🐾 Hope you can have a fun adventure this weekend, too!
pic.twitter.com/9U1U0zx1v3



INSTAGRAM

TOTAL FOLLOWERS: 4,598

- 33 posts
- Accounts Reached: 3.5k
- Accounts Engaged: 381



Well-performing Instagram posts

Special Events

April Events:

- April 2 – Blooms and Brews
 - Location: Pavilion
 - Event Overview: Beer Garden
 - Attendance: 131

- April 16 – Eggstravaganza
 - Location: Entire Campus
 - Event Overview: Easter Event
 - Attendance: 2975 guests

Coming up at the Zoo at a Glance:

- 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 4 – Express Picnic
- June 5 – Autism Picnic
- June 8 – World Wine Wednesday
- June 9 – Kingfish Game
- 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
- June 25 – Christ Church Picnic
- July 2 – Crime Stoppers Concert
- 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 27 – Animal Crackers
- July 30 – Marini Picnic
- August 3 – Roar & Pour
- August 6 – Twin Disc

- August 6 – Quicksilver picnic
- August 7 – Milkmen Game
- August 7 - Siena Catholic School picnic
- 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 28 – O&H Picnic
- 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 – Halloween
- October 29 – Boo at the Zoo
- November 18 – Martini Madness
- December 3 – Brunch with Santa
- December 10-February – Winter Picnic in a Snowglobe