

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on February 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

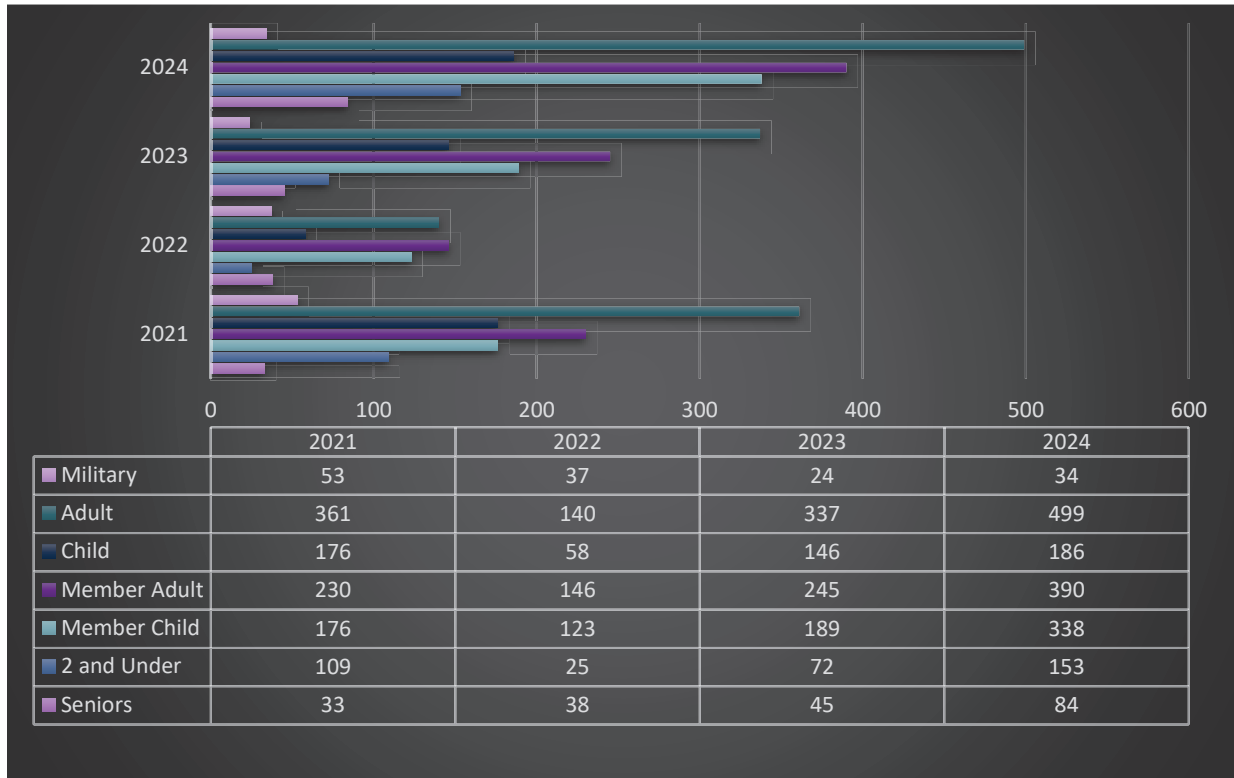
- Total memberships households = **2,475**

Attendance for February 2024

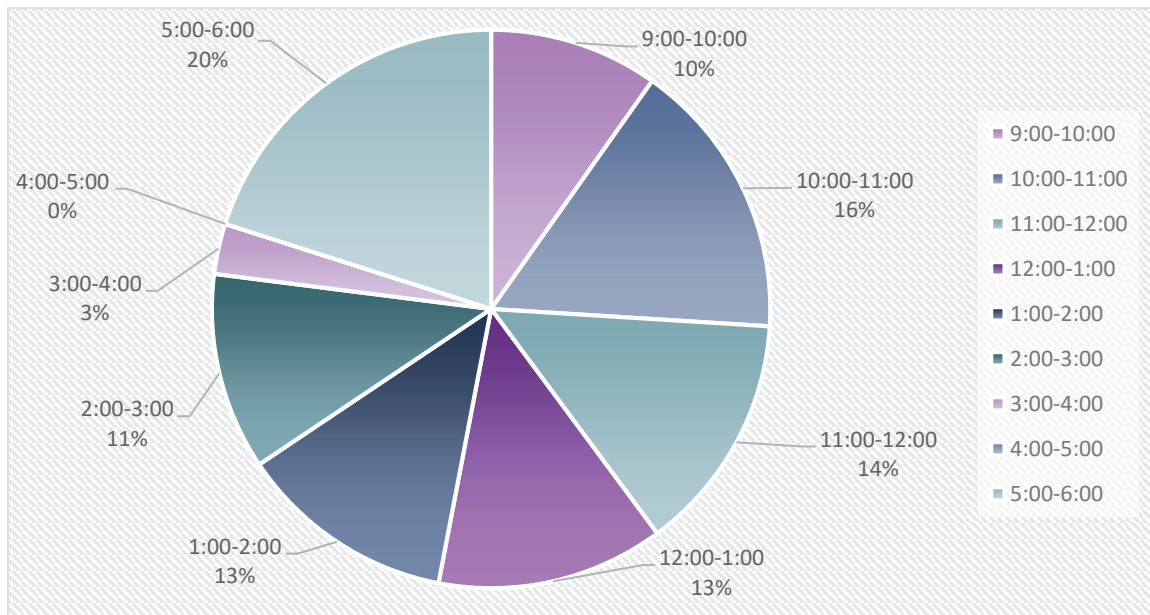
February Attendance 2023 – 2024

	February 2023	February 2024	Variance	Percent change
Adults	337	499	162	48.1%
Children	146	186	40	27.4%
Member Adults	245	390	145	59.2%
Member Children	189	338	149	78.8%
Child 2 and under	72	153	81	112.5%
Seniors	45	84	39	86.7%
Military	24	34	10	41.7%
Education	130	235	105	80.8%
Events	539	482	-57	-10.6%
Total	1727	2401	674	39%

February Admissions Attendance 2021-2024



February 2024 Attendance by hour



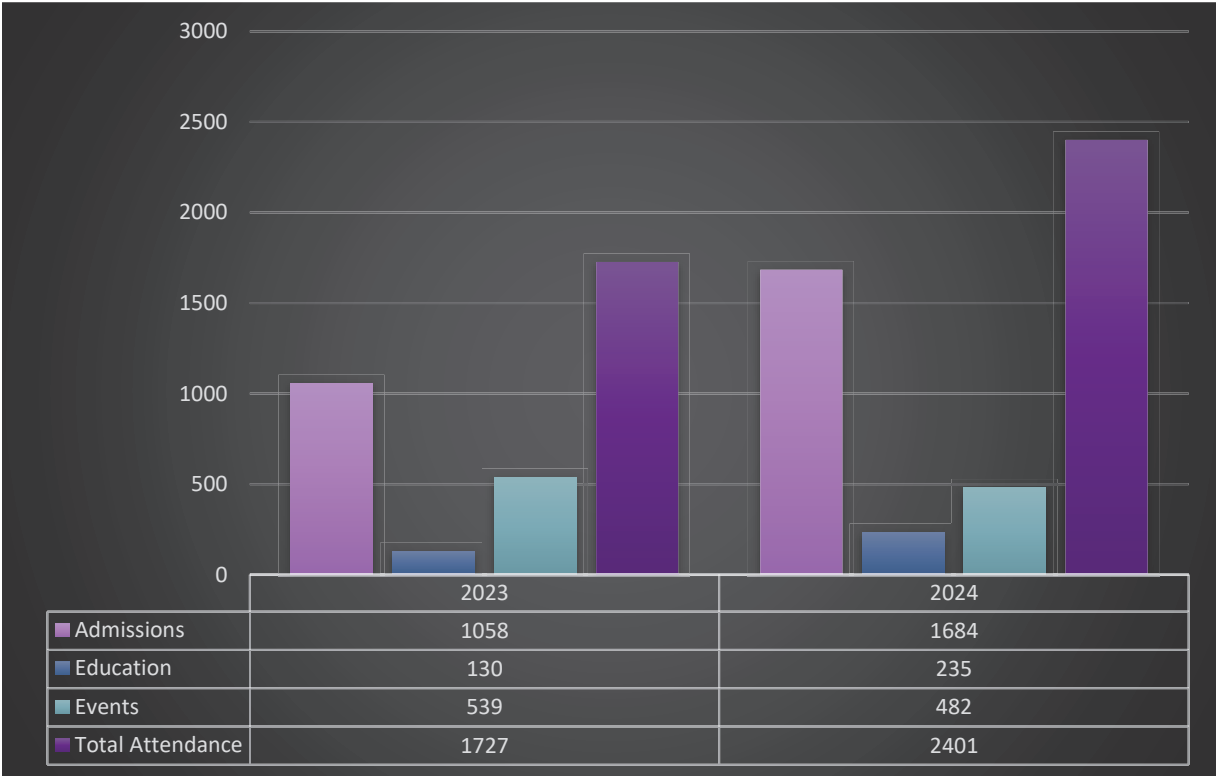
Education - 9:00AM – 10:00AM

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	1657	2035	378	22.8%
Education	345	406	61	17.7%
Events	1441	1068	-373	-25.9%
Total Attendance	3443	3509	66	1.9%



February 2024 Municipality

Racine County	Guests
53105	31
53108	0
53126	22
53139	4
53167	0
53177	9
53182	47
53185	16
53402	356
53403	112
53404	54
53405	157
53406	168
Total	976

Other Municipalities	Guests
Kenosha	351
Milwaukee	161
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	219
Illinois	220
Other States (Excludes WI & IL)	21
Outside US	0
Total	972

	GUESTS
Racine County	976
Other Municipalities	972
Events & Education (Not Collected)	395
Data Not Collected (Admissions)	58
February Total	2401

Operations

- February 2024 had an increase in most categories over 2023!
- Mild weather in February has helped our numbers
- Winter Picnics ended on February 18
- Preparing the Grill for Eggstravaganza and high season
- Watering Hole is preparing for Eggstravaganza and high season
- Two reckless drivers ran into the Zoo’s gate and fences at the corner of Goold and Michigan within two weeks of each other. Video footage turned over to our insurance company and the police department

Animal Care

- **Veterinary Updates**

- 1.0 Fossa Kirindy is being treated for “digestive” issues, and labored breathing. Currently being treated for fungal infections. Severe osteoarthritis in spine. He is being monitored for quality of life concerns.
- 1.0 African Penguin, Ozzy is being treated for ulcers and inappetence.
- 1.0 Sun Bear, Fong is being monitored for dry and flaky foot pads. These efforts are showing improvement.
- 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age.
- 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess.
- 1.1 Eastern Black Rhinoscerous, Kianga and Temu: AIREs results have started to come in. Bloodwork shows Hypovitaminosis A (Low Vitamin A levels) in both animals, due to a previously undetected long-term issue with their diet supplier (Mazuri). This diet has since been reformulated and tested. They are receiving supplements as well.
- 0.1 Penguin, Robbin was found with a possible egg, prior to nesting. Nest box was set up and nesting encouraged. No egg laid, and has started to molt.
- 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.

- **Collection Changes**

- znone

- **Staffing/Training**

- We are fully staffed!
- Started to hire summer seasonal staff
- Animal Care Staff have re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.

- **Other Updates**

- Continuing goat chiropractor sessions (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, and 1.0 giraffe
- 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 Rhinoceros Study’s information collection process. Racine Zoo’s resident information can now be utilized in this worldwide study. Saving Rhinos with Science (aza.org).
- Animal Care staff are reviewing a proposal to join an existing study looking into the possible effects of birth control application in Emperor Tamarins.
- 1.1 Hartmann’s Mountain Zebra Promise and Obi remain separated pending a review of reproductive status, SSP breeding recommendations and offspring placement plans.

Education

• Educational Programs

- Onsite Programs – 1
 - Reached 34 people
- Offsite Programs – 13
 - Reached 492 people
- After school programs (Offsite) – 4
 - Reached 141 people
- COZI programs (Offsite) – 1
 - Reached 9 people
- Onsite Birthdays – 0
 - Reached 0 people
- Offsite Birthdays – 0
 - Reached 0 people
- Slumber Safari – 0
 - Reached 0 people
- Virtual Programs - 2 Carol University Guest Lectures
 - Reached 32 people
- Preschool Programs – 6
 - Reached 62 people
- BTS Encounters– 0
 - Reached 0 people
- Wildlife Explorers- 6
 - Reached 144 people
- AmeriCorps-0 Onsite, 9 Offsite
 - Reached 241 people
- Globes- 56
 - Reached 398 people
- Scout Programs -0
 - Reached 0 people

Total reach during educational programs: 1,553 people

• Other Events

- Feb. 5th- Transition Volunteers
- Feb. 5th – United Way Women United volunteer group
- Feb. 8th- AmeriCorps Team Meeting
- Feb. 10th- Volunteer Pizza Party
- Feb. 10th – Animal Amore greeter and presentation
- Feb. 15th- AZA Volunteer Management Committee Monthly Meeting
- Feb. 15th- AmeriCorps Disaster Team Meeting & 2-1-1 Team Training
- Feb. 19th - Transition Volunteers
- Feb. 19th- Volunteer Continued Learning Night
- Feb. 26th - CBS 58 News
- Feb. 29th – Wedding giraffe Encounter
- Feb. 29th – Julian Thomas Community School Outreach Booth

Grants and Proposals

- Continued and finished session of classes w/scholarships funded by Women United Brighter Future Fund Grant for Lil' Explorers
- Planned and published registration for next and final session of Lil' Explorers on grant period
- Sent wish list for preschool as requested by Women United
- Continued writing new curricula and delivering programs for Women United Brighter Future Fund Grant for COZI
- Continued ZAP programming for United Way Zoo Afterschool Programs
- Submitted 2024-2025 grant application for United Way ZAP
- Submitted December Grant report to funders (ZAP)
- Continued maintaining a grant tracking calendar and funding matrix for determining future grant funding opportunities

Comparison to February 2023 - programs and participants

Participants	2024	2023	Variance
On Site	34	5	+580%
Off Site	642	430	+49.3%
BTS	0	0	0%
Birthday Party	0	30	-100%
Preschool	62	108	-42.6%
AmeriCorps	241	32	+653.1%
Virtual Programs	32	87	-63.2 %

Programs	2024	2023	Variance
On Site	1	1	0%
Off Site	18	13	+38.5%
BTS	0	0	0%
Birthday Party	0	1	-100%
Preschool	6	6	0%
AmeriCorps	9	4	+125%
Virtual Programs	2	3	-33.3%

Facilities

- Dealt with two accidents involving outside vehicles driven recklessly into our Goold gate and our east fence line, both just weeks apart, and both happening between 2:00 am – 2:20 am.
- Had to get temporary fences installed because of the accidents while we waited for parts for the gate and subsequent fences
- Accepting quotes for capital projects for 2024
- Snowplowing and sanding the grounds
- Working on adding multiple security cameras around property
- Cleaning throughout campus
- Event set up and clean ups
- Exhibit grading in zebra and giraffe exhibits
- Adding screenings to giraffe exhibit
- Reinforcing the secondary gate entrance for rhino exhibit
- Grading and adding drainage trenches to outside rhino exhibit
- Ordering air conditioning units
- Implementing a new layer of lock security to all outside entrances



Staff Activity Report

Marketing | February 2024



E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
2/2	Zoo News: Winter Picnics, Wild for Wine, and more!	33.90%	1.30%
2/5	Camp Discount 2024	34.20%	0.80%
2/10	Hiring Day 2024	35.80%	0.60%
2/16	Zoo News: Eggstravaganza, Zoo Hiring Day, and more!	35.00%	1.50%
2/17	February Wildlife Matters 2024	54.10%	5.00%

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,656	35%	1%

Members

Subscribers	Open Rate	Click Rate
1,760	54%	5%

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



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
- Downtown Racine - Print
- Stroll Wind Point - Print

Racine Zoo Presents

*Call Me
Old Fashioned*



**WEDNESDAY, MARCH 20, 2024
6PM – 8PM | RACINE ZOO**

Sample Old Fashioneds
hors d'oeuvres
Ambassador Animal
Meet & Greet

Drinking: \$40

Non-Drinking: \$25

MUST BE 21 OR OLDER TO ATTEND

Location: Vanishing Kingdom Building

BUY TICKETS AT RACINEZOO.ORG

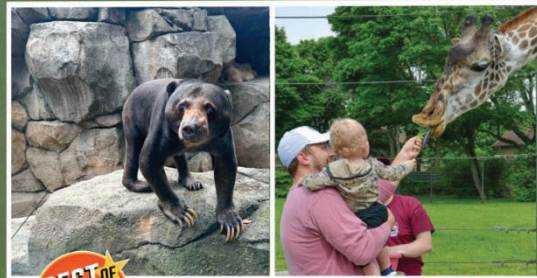


2131 N. Main St.
Racine, WI 53402

(262) 636-9189
racinezoo.org



**FUN. FAMILY.
ADVENTURE!
AT THE RACINE ZOO**



**PLAN YOUR VISIT AT
RACINEZOO.ORG**



2131 N. Main St.
Racine, WI 53402
262.636.9189

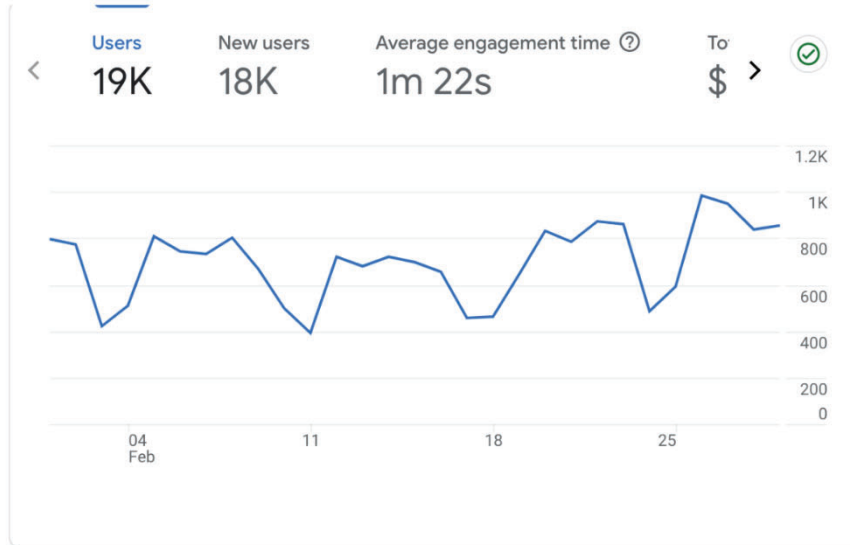


@racinezoo

WEBSITE

raceinezoo.org

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 ...	5.5K
Hours/Admissions racinez...	2.1K
Fennec Fox Fact Sheet raci...	1.8K
Events Calendar racinezoo....	1.3K
Red Kangaroo Fact Sheet r...	1.1K
Arctic Fox Fact sheet racin...	1.1K
Mammals racinezoo.org	958

[View pages and screens](#) →

Sessions by

SESSION PRIMARY CHANNEL GROUP (D...	SESSIONS
Organic Search	17K
Direct	4.1K
Referral	2.3K
Organic Social	690
Paid Search	161
Unassigned	40
Display	3





















[View traffic acquisition](#) →

Data from Google Analytics

▶ FACEBOOK

Followers: 43,202

Animal and promotional posts. Added Event Pages

Title	Date published ↑↓	Reach ⓘ ↓	Likes and reactions
 Did you know? The Racine Zoo is Sensory Inclusive... Racine Zoo	Boost Mon Feb 5, 11:31am	7.7K Reach	106 Reactions
 Gather the little ones and enjoy an Easter-themed ... Racine Zoo	Boost Fri Feb 23, 11:30am	7.1K Reach	63 Reactions
 Whether you're a lovebird or a lone wolf, there's a f... Racine Zoo	Boost Wed Feb 14, 11:30...	5.8K Reach	136 Reactions
 Did you know? 🦊🐾 Arctic fox fur changes seasona... Racine Zoo	Boost Wed Feb 28, 3:30...	5.1K Reach	118 Reactions
 Come hang out with our furry friends and forget ab... Racine Zoo	Boost Wed Feb 21, 11:30...	4.2K Reach	60 Reactions
 🏈🍷 Super Bowl fever has taken over the at th... Racine Zoo	Boost Sun Feb 11, 9:15am	3.9K Reach	121 Reactions
 Meet the charming Emperor Tamarins at the #Raci... Racine Zoo	Boost Sun Feb 25, 11:30a...	3.9K Reach	89 Reactions
 Swinging into your teed with some White-Handed ... Racine Zoo	Boost Sun Feb 18, 3:30pm	3.2K Reach	52 Reactions
 Check out what's going on at the Zoo this month! ... Racine Zoo	Boost Sat Feb 3, 11:30am	3.2K Reach	15 Reactions
 Know someone who loves the Zoo? Show your love... Racine Zoo	Boost Thu Feb 1, 11:30am	2.8K Reach	15 Reactions
 📞 Call Me Call us old fashioned, but we can't help but love Wi... Racine Zoo	Boost Mon Feb 19, 11:32...	2.7K Reach	27 Reactions
 This weekend is your last chance to enjoy a Winter... Racine Zoo	Boost Thu Feb 15, 11:31am	2.7K Reach	15 Reactions
 🍷 Wild for Wine Mark your calendars 📅 Our Wild for Wine fundrais... Racine Zoo	Boost Mon Feb 26, 11:33...	2.6K Reach	25 Reactions
 Looking for a unique idea for Valentine's Day? We'... Racine Zoo	Boost Wed Feb 7, 11:30am	2.5K Reach	13 Reactions
 There's still time to save! 📅 Sign up your kids for o... Racine Zoo	Boost Mon Feb 12, 11:30...	2.5K Reach	6 Reactions
 Ready to get your business in front of your commu... Racine Zoo	Boost Sat Feb 17, 3:30pm	2.2K Reach	11 Reactions
 Don't let these spikes fool you, this porcupine is s... Racine Zoo	Boost Fri Feb 9, 11:32am	1.9K Reach	26 Reactions
 Eggstravaganza Racine Zoo	Boost Sun Feb 11, 4:48pm	108 Reach	--
 Wild for Wine Racine Zoo	Boost Sun Feb 11, 4:52pm	86 Reach	--
 Mother's Day Brunch Racine Zoo	Boost Tue Feb 20, 3:51pm	7 Reach	--



Racine Zoo ✓

Published by Cloud Campaign · February 5 at 11:31 AM · 🌐

Did you know? The Racine Zoo is Sensory Inclusive!

We want our zoo to be open and welcoming for everyone. We are proud to be a certified sensory inclusive institution! What does this mean for you?

✓ Staff trainings to better prepare to assists guests with sensory sensitivities... [See more](#)



Overview

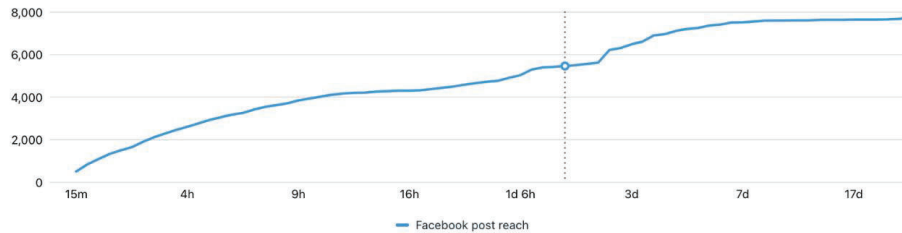
Reach 1
7,730

Impressions 1
7,885
Higher than typical

Interactions 1
145
Higher than typical

Link clicks 1
--

Reach



Interactions 1

Reactions 1
106
Higher than typical



















Comments 1
4
Typical

Shares 1
37
Higher than typical

Saves 1
2
Higher than typical

▶ INSTAGRAM

Followers: 5,795

<input type="radio"/>	 🍷🍷🍷 Super Bowl fever has taken over at the Ra... racinezoo	Boost	Sun Feb 11, 9:10am	2.9K Reach	132 Likes
<input type="radio"/>	 Did you know? The Racine Zoo is Sensory Inclusive... racinezoo	Boost	Mon Feb 5, 11:31am	1.2K Reach	71 Likes
<input type="radio"/>	 Whether you're a lovebird or a lone wolf, there's a f... racinezoo	Boost	Wed Feb 14, 11:30...	723 Reach	106 Likes
<input type="radio"/>	 Call us old fashioned, but we can't help but love Wi... racinezoo	Boost	Mon Feb 19, 11:32...	625 Reach	21 Likes
<input type="radio"/>	 Swinging into your feed with some White-Handed ... racinezoo	Boost	Sun Feb 18, 3:30pm	547 Reach	62 Likes
<input type="radio"/>	 Gather the little ones and enjoy an Easter-themed ... racinezoo	Boost	Fri Feb 23, 11:31am	535 Reach	18 Likes
<input type="radio"/>	 Meet the charming Emperor Tamarins at the #Raci... racinezoo	Boost	Sun Feb 25, 11:30a...	534 Reach	42 Likes
<input type="radio"/>	 Ready to get your business in front of your commu... racinezoo	Boost	Sat Feb 17, 3:30pm	489 Reach	7 Likes
<input type="radio"/>	 Come hang out with our furry friends and forget ab... racinezoo	Boost	Wed Feb 21, 11:30...	481 Reach	32 Likes
<input type="radio"/>	 Did you know? 🐺🐺 Arctic fox fur changes seasona... racinezoo	Boost	Wed Feb 28, 3:30...	451 Reach	41 Likes
<input type="radio"/>	 Save the date! Tickets are now available for the Mo... racinezoo	Boost	Tue Feb 20, 4:30pm	451 Reach	13 Likes
<input type="radio"/>	 Don't let these spikes fool you, this porcupine is s... racinezoo	Boost	Fri Feb 9, 11:33am	431 Reach	25 Likes
<input type="radio"/>	 Mark your calendars 🍷 Our Wild for Wine fundrais... racinezoo	Boost	Mon Feb 26, 11:33...	401 Reach	15 Likes
<input type="radio"/>	 Looking for a unique idea for Valentine's Day? We'... racinezoo	Boost	Wed Feb 7, 11:30am	401 Reach	22 Likes
<input type="radio"/>	 There's still time to save! 📅 Sign up your kids for o... racinezoo	Boost	Mon Feb 12, 11:30...	400 Reach	10 Likes
<input type="radio"/>	 Know someone who loves the Zoo? Show your love... racinezoo	Boost	Thu Feb 1, 11:30am	354 Reach	14 Likes
<input type="radio"/>	 Check out what's going on at the Zoo this month! ... racinezoo	Boost	Sat Feb 3, 11:30am	341 Reach	9 Likes
<input type="radio"/>	 This weekend is your last chance to enjoy a Winter... racinezoo	Boost	Thu Feb 15, 11:31am	283 Reach	5 Likes



Overview

Reach **2,863**
Higher than typical

Impressions **3,067**
Higher than typical

Interactions **158**
Higher than typical

Plays and watch time

Plays **3,029**
Initial Plays 3,029
Replays --

Average watch time **8s**

Watch time **6h 50m**

Interactions [ⓘ]

Likes **132**
Higher than typical

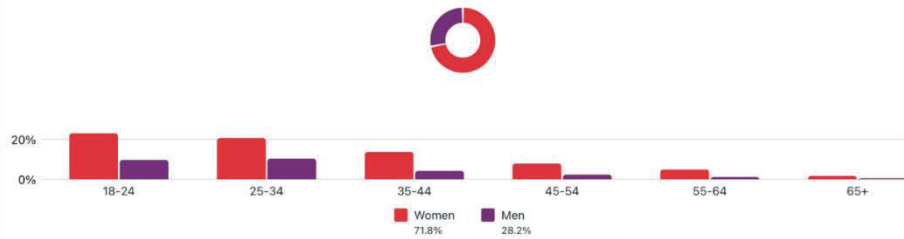
Comments **4**
Higher than typical

Shares **19**
Higher than typical

Saves **3**
Higher than typical

Audience

Age & gender [ⓘ]



▶ X (AKA TWITTER)

Followers: 3,323 - The number from the past month was false

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

Feb 2024 · 4 days so far...

POST HIGHLIGHTS

You haven't posted this month... yet
People who post consistently throughout the month get higher engagement over accounts with intermittent posting. Try posting a photo, people like photos.
[Compose a post now](#)

Posts with photos get noticed
It's true. Posts with images **drive more engagement** and generate more responses.
[Learn how to share a photo](#)

Get your Tweets in front of more people
Promoted Tweets and content open up your reach on Twitter to more people.
[Get started](#)

ADVERTISE ON TWITTER

FEB 2024 SUMMARY

Post impressions	New followers
218	0

JAN 2024 SUMMARY

Post impressions	New followers
1,789	-

DEC 2023 SUMMARY

Post impressions	New followers
2,219	-

*This is all that is available to see on the platform as they are working on switching analytics to X. Same analytics as the past month.

Special Events

February Events

- Globes went through February 18
- February 10—Animal Amore
 - Location: Vanishing Kingdome
 - Overview: Animal love presentation to correspond with Valentine's Day
 - Attendance: 60

Coming up at the Zoo at a Glance:

- March 20—Call Me Old Fashioned
- March 30—Eggstravaganza
- April 13—Wild for Wine
- May 12—Mother's Day Brunch
- May 18—Bloody Mary Fest
- May 23—Member Appreciation Night