

**Racine Zoological Society  
Park and Recreation Board Meeting  
November 2019 (reporting on October 2019)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Lantern Festival logistics every day
- TV show taping and editing-last shows airs on Saturday, November 2
- 2020 Budget

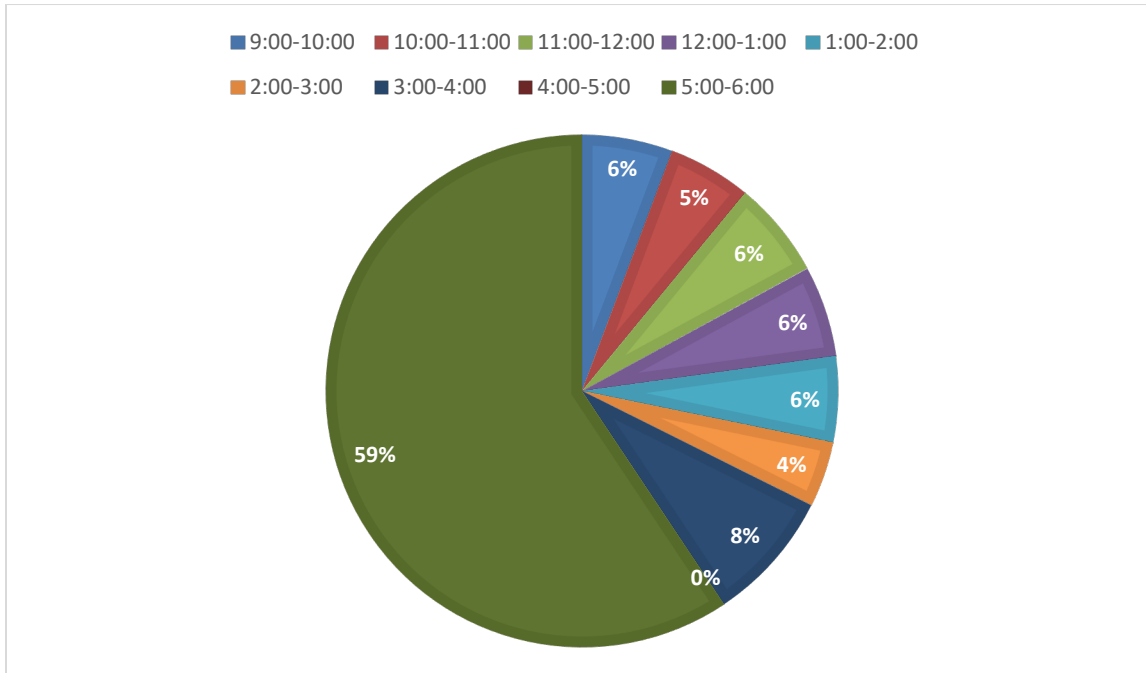
**Membership**

- Total memberships households = 2,163

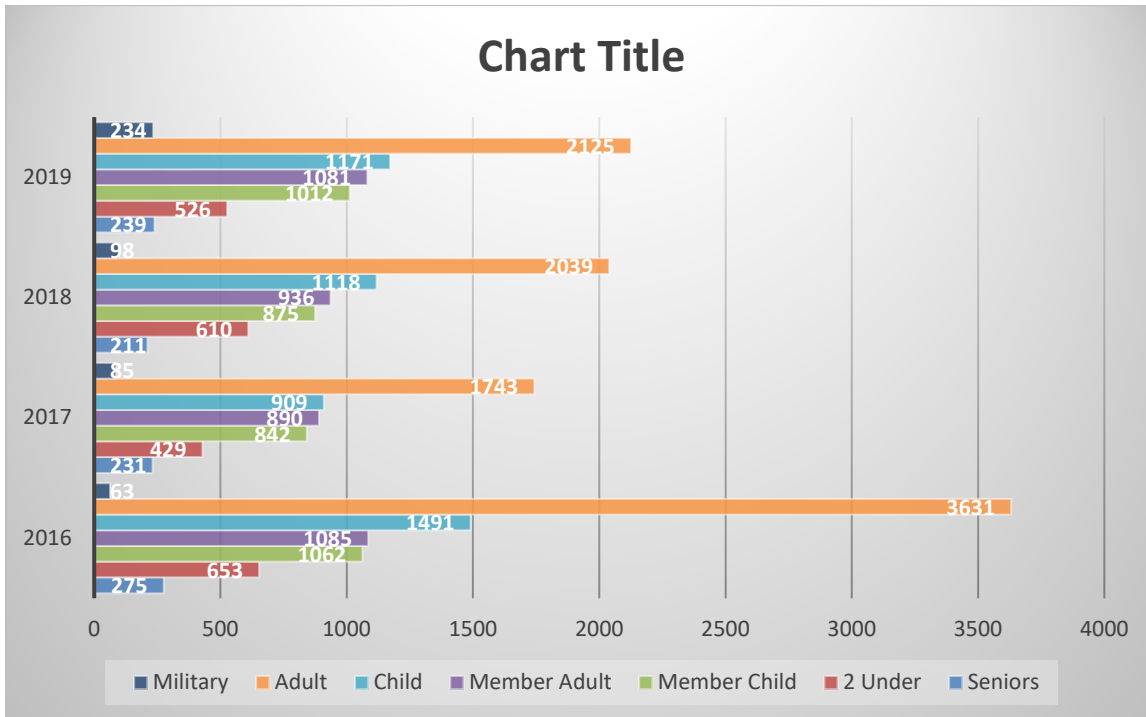
**Attendance for October 2019**

	<b>October 2018</b>	<b>October 2019</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	2039	2125	<b>86</b>	<b>4%</b>
<b>Children</b>	1118	1171	<b>53</b>	<b>5%</b>
<b>Member Adults</b>	936	1081	<b>145</b>	<b>15%</b>
<b>Member Children</b>	875	1012	<b>137</b>	<b>16%</b>
<b>Child 2 and under</b>	610	526	<b>-84</b>	<b>-14%</b>
<b>Seniors</b>	211	239	<b>28</b>	<b>13%</b>
<b>Military</b>	98	234	<b>136</b>	<b>139%</b>
<b>Education</b>	541	367	<b>-174</b>	<b>-32%</b>
<b>Events</b>	717	10179	<b>9462</b>	<b>1319%</b>
<b>Total</b>	7145	16934	<b>9789</b>	<b>137%</b>

## October 2019 Attendance By Hour



## October Monthly Attendance 2016-2019



## **October Member Municipality**

53402 – 1413	53139 - 30
53408 – 24	53126 - 60
53406 – 28	53182- 42
53405 – 94	53404 – 52
53403 – 80	
53185 – 46	
Kenosha – 100	
Milwaukee - 80	
Other – 28	
Illinois - 16	

## **October Non-Member Municipality**

53403 – 227	53182 - 110
53405 – 220	53408 – 100
53406 – 133	53402 – 1235
53404 – 126	
Kenosha – 1137	
Milwaukee - 329	
Other – 102	
Illinois – 576	

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

- Ordered and received new product
- Reordered items for Lantern Fest
- Tested Fire Alarms
- Closed Train and Grill for Winter after Boo at the Zoo

## **Animal Care**

### **Animals/vet exams:**

- Vet Exams:
  - 1.0 Wallaroo- multiple exams
  - 0.1 Penguin- radiographic barium exam
  - 1.0 Joey Roo- preship exam & disposition completed to GPZ-Arrived safely
  - 1.0 Penguin gland procedure
  - 0.1 Tiger exam-2 tries
  - Zebra Hoof trim X2
  - Ongoing lion monitoring-new medication
  - Lynx leg exam
  - Bird beak & talon trims (Kookaburra & GH Owl)
  - Woodchuck annual exam
  - 2.0 Camelid annual exams
  - Meerkat renal/blood recheck
  - Tortoise radiographic exam & ongoing monitoring

### **Staff/Miscellaneous:**

- TCS completed Safe Capture training
- TCS completed USDA depredation annual report
- Received renewed USDA AWA Exhibitor's Permit certificate
- AK handled surprise USDA inspection
- Moved storks, pigs and red roos inside for the season
- Keepers re-propped Mirandas exhibit
- Anaconda exhibit completed
- Two other seasonal keepers done this month
- Alvis moved to gift shop
- Lantern festival observations
- Training another keeper on Rt1
- AK and TCS completed Budgets & vet contract
- AK 2nd Americorp orientation
- Pest control- Main building common areas treated. Otherwise just pods checks everywhere.
- Keepers ran tables at Penguin Day this month.
- Aviary and Giraffe encounters done for the year.

## Education

- **Educational Programs**

- Birthdays – 2
  - Reached 62 people
- Offsite Programs – 9
  - Reached 440 people
- Onsite Programs – 7
  - Reached 344 people
- Field Trips – 2
  - Reached 47 people
- Preschool – 3
  - Reached 28 people
- Behind the Scenes - 2
  - Reached 25 people
- Behind the Scenes Encounters – 5
  - Reached 7 People
- Creature Feature –2
  - Reached 48 people
- Wildlife Theater – 4
  - Reached 7 people
- Wildlife Explorers - 10
  - Reached 230 people
- Conservation Nation – 2
  - Reached 8 people
- AmeriCorps – 77
  - Reached 1,533 people
- **Total: Reached 2,569 people**

- **Other Events**

- October 11 – Attended Annual AmeriCorps Kick-Off Meeting in Milwaukee
- October 13 – Participated in Hawthorne Hall's Hootenanny
- October 17 – Hosted Project WET/Project WILD Certification Training for staff
- October 21 – Brought animals to WISN 12 News
- October 23 – Hosted students for Walden II's Make a Difference Day
- October 23 – Brought animals to Fox 6 News
- October 24 – Hosted live shoots with animals for CBS 58 News
- October 26 – Coordinated volunteers and participated in Boo at the Zoo
- October 26 – Hosted volunteers from UW Parkside's Make a Difference Day
- October 29 – Attended City of Racine 2020-2024 Consolidated Plan Input Session
- October 30 – Gave two guest lectures at Carroll University

- **Grants and Proposals**

- Recent Updates:
  - Submitted report for AZA ZHAP Safety Grant
  - Submitted application for AZA’s Party for the Planet grant
- Previous, not yet resolved:
  - Submitted full proposal to Racine Community Foundation
  - Applied for funding through Potawatomi Casino’s Heart of Canal Street Campaign

**Comparison to October 2018 - programs and participants**

<b>Participants</b>	2018	2019	Variance
On Site	192	344	+79.2%
Off Site	215	440	+104.7%
BTS	7	32	+357.1%
Birthday Party	219	62	-71.7%
Preschool	94	28	+70.2%

<b>Programs</b>	2018	2019	Variance
On Site	3	7	+133.3%
Off Site	3	9	+300.0%
BTS	2	7	+250.0%
Birthday Party	3	2	-33.3%
Preschool	6	3	-50.0%

## **Facilities**

- Preventative maintenance
- Daily janitorial duties
- Grass cutting and leave mulching
- General grounds upkeep
- Lantern festival daily duties (run to fill up propane, fill up gas for generators, service generators, etc.)
- Maintenance job orders (e.g. readjust limits, repair hoses mend fence etc.)
- New pulleys installed in 2 lion den holding shift doors and 2 tiger den holding shift doors
- Winterizing zoo, turning off water, fired up heaters and boilers
- Re-anchored kianga shift door motor with steel plates and threaded rod to block wall
- Pond cleaned up by lakeshore landscaping for the winter
- Waterfall on pond removed for winter
- Set up and tear down of special events
- Had to replace 2 spark recognition probes and clean burner assembly in greenhouse, stork aviary building.
- Made tamarin howdy door with plexiglass opening
- PLOWED SNOW AND SALTED!!!!
- Prebuilt RP valves in greenhouse stork aviary building
- Repaired tracks for den 1 shift door to lion exhibit
- Welded mesh door back on den 8 for tiger holding
- Made tamarin shift box
- Had 2 100-amp fuses and knife switch installed and bypassed faulty 100-amp breaker for electric pedestal that feeds bear building due to overloading festival lights

## **Resource Development**

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | OCTOBER 2019

## E-BLASTS

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

DATE	EMAIL NAME	OPENS	CLICKS
10/1	Lantern Festival - Day of	14.9%	2.1%
10/4	Racine Zoo E-News - October 4, 2019	12.9%	1.0%
10/5	Lantern Festival Member Monday	23.3%	1.3%
10/8	Lantern Festival - Weekday Deal 10/8 - 10/10	19.7%	0.6%
10/9	Conservation Nation 2019	14.5%	0.2%
10/10	Lantern Festival - Military Discount 10/14	14.4%	0.3%
10/11	Lantern Festival - Senior Citizen Nights 10/15 - 10/17	15.9%	0.5%
10/16	Lantern Festival - Family Night 10/21	17.2%	0.5%
10/17	Lantern Festival - Teacher Tuesday 10/22	13.4%	0.2%
10/14	Hallowine 2019	15.9%	1.5%
10/15	Boo at the Zoo 2019	15.9%	0.5%
10/18	Racine Zoo E-News - October 18, 2019	11.6%	0.8%
10/19	Wildlife Matters October 2019	13.7%	1.7%
10/20	Lantern Festival - College Student Night 10/23	11.3%	0.2%
10/21	Lantern Festival - Thirsty Thursday 10/24	14.5%	0.2%
10/22	Lantern Festival - Racine County Resident 10/25	15.5%	0.4%
10/23	Lantern Festival - Boo at the Zoo Deal 10/26	15.7%	0.4%
10/24	Lantern Festival - Sunday Fun Day 10/27	14.8%	0.2%
10/25	Martini Madness 2019	14.3%	1.4%
10/27	Lantern Festival - Two-for-One Tuesday 10/29	14.8%	0.5%
10/28	Lantern Festival - Family Night 10/31	14.5%	0.2%
10/30	Lantern Festival - Deals 11/1 - 11/5	14.0%	0.3%

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,639	16.2%	1.2%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,694	23.5%	2.1%

## WEBSITE

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

MONTHLY USERS: 39K

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



## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Took/edited/posted photos from events
- Created Lantern Festival materials
- Managed sales of Lantern Festival season passes and online tickets

## OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Racine County Eye
- Frankly Green Bay
- Racine Journal Times
- Fun in Wisconsin
- Shepherd Express
- Real Racine
- Milwaukee Times
- Chicago Sun Times
- Chicago Tribune
- Green Bay Press Gazette
- Happenings Magazine
- Capitol Times
- Lake Geneva Regional News - The Resorter

Featured:

- Chicago Sun Times
- Shepherd Express



# FACEBOOK

TOTAL LIKES: 22,349 (+447 FROM SEPTEMBER)

- Promotional posts and animal posts. Set up event pages.

<span style="color: orange;">■</span> Reach: Organic / Paid <span style="float: right;"> <span style="color: blue;">■</span> Post Clicks <span style="color: pink;">■</span> Reactions, Comments &amp; Shares <span style="font-size: small;">?</span> </span>						
Published	Post	Type	Targeting	Reach <span style="font-size: small;">?</span>	Engagement	Promote
10/31/2019 10:00 AM	 ✨ 20% OFF FOR EVERYONE! 👉 Sunday, November 3, 2019	📄	🌐	407	2 3	<a href="#">Boost Post</a>
10/31/2019 9:00 AM	 At the Racine Zoo, we all get excited about celebrating	📄	🌐	1.1K <span style="color: orange;"> </span>	113 60 <span style="color: red;"> </span>	<a href="#">Boost Post</a>
10/31/2019 8:43 AM	 Thank you to those who joined us for Halloween last night! Great	📄	🌐	1.1K <span style="color: orange;"> </span>	200 20 <span style="color: blue;"> </span>	<a href="#">Boost Post</a>
10/31/2019 8:00 AM	 ✨ FAMILY NIGHT TONIGHT! ✨ After trick-or-treating, stop on by	📄	🌐	1K <span style="color: orange;"> </span>	29 4	<a href="#">Boost Post</a>
10/30/2019 3:11 PM	 CALLING ALL BARS! We are looking for more competitors for	📄	🌐	1.7K <span style="color: orange;"> </span>	10 10	<a href="#">Boost Post</a>
10/30/2019 1:00 PM	 Reflections of fall at the Racine Zoo. 🍂	📄	🌐	2.5K <span style="color: orange;"> </span>	80 144 <span style="color: red;"> </span>	<a href="#">Boost Post</a>
10/30/2019 11:35 AM	 Nothing like some candy corn shaped treats to put you in the	📺	🌐	5.4K <span style="color: orange;"> </span>	278 321 <span style="color: pink;"> </span>	<a href="#">Boost Post</a>
10/30/2019 8:00 AM	 ✨ CHILD'S PRICE FOR EVERYONE! ✨ Friday,	📄	🌐	10.8K <span style="color: orange;"> </span>	744 385 <span style="color: blue;"> </span>	<a href="#">Boost Post</a>
10/29/2019 12:44 PM	 <a href="#">Coming up NEXT WEEK FRIDAY!</a> <a href="#">Who will have the BEST martini?</a>	🔗	🌐	1.5K <span style="color: orange;"> </span>	52 12	<a href="#">Boost Event</a>
10/29/2019 10:00 AM	 Next Conservation Nation meeting coming up next week Monday	📄	🌐	1.5K <span style="color: orange;"> </span>	9 12	<a href="#">Boost Post</a>
10/29/2019 8:00 AM	 ✨ TWO-FOR-ONE TUESDAY TONIGHT! ✨ Buy one Lantern	📄	🌐	3.7K <span style="color: orange;"> </span>	188 64 <span style="color: red;"> </span>	<a href="#">Boost Post</a>
10/28/2019 2:06 PM	 Halloween will be taking place in the Vanishing Kingdom! No need	💬	🌐	2.6K <span style="color: orange;"> </span>	89 28 <span style="color: blue;"> </span>	<a href="#">Boost Post</a>
10/28/2019 9:34 AM	 Thank you everyone who joined us for Boo at the Zoo this past	📄	🌐	4.5K <span style="color: orange;"> </span>	1.5K 148 <span style="color: blue;"> </span>	<a href="#">Boost Post</a>
10/28/2019 8:00 AM	 ✨ LANTERN FESTIVAL: FAMILY NIGHT BACK AGAIN! ✨	📄	🌐	3.7K <span style="color: orange;"> </span>	203 43 <span style="color: blue;"> </span>	<a href="#">Boost Post</a>
10/27/2019 8:00 AM	 ✨ LANTERN FESTIVAL: TWO-FOR-ONE TUESDAY ✨ Tuesday,	📄	🌐	8.4K <span style="color: orange;"> </span>	519 162 <span style="color: red;"> </span>	<a href="#">Boost Post</a>

Staff Activity Report | Marketing | October 2019

10/26/2019 10:40 AM	 Boo at the zoo happening today until 4:30!! If you come to boo you			12K 	598 222 	
10/26/2019 8:00 AM	 Get ready for some spooky fun! Join us for Boo at the Zoo			4.8K 	365 107 	
10/25/2019 10:00 AM	 Wonder what went in to planning such a huge event like our			2.6K 	41 25 	
10/21/2019 11:58 AM	 Check out the wine selection for Halloween next week Wednesday!			1.9K 	70 13 	
10/21/2019 9:20 AM	 These Jumbo size Hol-ee Roller toys are currently only \$3.78 each			3.9K 	307 54 	
10/19/2019 9:00 AM	 When does a skeleton laugh?...When something tickles			3.1K 	61 67 	
10/18/2019 7:31 PM	 \$12 all night!! Come on down till 10pm!			4K 	352 98 	
10/18/2019 12:00 PM	 TONIGHT everyone is a child at heart at the Lantern Festival! \$12			7.7K 	687 210 	
10/18/2019 10:27 AM	 Join us for our next FREE Conservation Nation family class			2.6K 	52 14 	
10/18/2019 10:00 AM	 Learn more about the veterinary care that we provide our animals			1.9K 	22 11 	
10/16/2019 8:22 AM	 Happy National Fossil Day! Did you know that Wisconsin's state			2.7K 	27 40 	
10/15/2019 8:11 AM	 Happy 15th Birthday Aslan!! It looks like the zoo's mane man			8.5K 	1.6K 753 	
10/12/2019 9:00 AM	 Hooray it's African Penguin Awareness Day! 🐧 As their name			3.7K 	51 78 	
10/11/2019 10:00 AM	 Learn more about the importance of zoo education at the Racine			2.3K 	14 11 	
10/10/2019 1:53 PM	 NEW EVENT ANNOUNCEMENT!!! Join us for			4K 	357 86 	
10/10/2019 12:00 PM	 Join us this Saturday for Zoorific Saturday: African Penguin			3K 	86 48 	
10/09/2019 11:00 AM	 Ready for a SPOOKTACULAR day at the Zoo? Join us for Boo at			2.7K 	60 31 	
10/09/2019 8:49 AM	 Experience the Lantern Festival during the night AND the day! 🌙			5.6K 	360 114 	
10/07/2019 2:55 PM	 Look at all these lovely faces from this year's "Under the Sea"			6.3K 	3.2K 86 	

Staff Activity Report | Marketing | October 2019

10/07/2019 2:51 PM	 Check out these beautiful photos from this year's "Under the Sea"			3K 	497 21 	
10/07/2019 2:49 PM	 Zoo Debut 2019 – "Under the Sea" Event Photos			1.5K 	240 6 	
10/07/2019 2:44 PM	 Zoo Debut 2019 – "Under the Sea" Event Photos			145	31 0	
10/07/2019 2:39 PM	 Zoo Debut 2019 – "Under the Sea" Event Photos			321	62 14	
10/07/2019 9:09 AM	 Thank you to everyone who joined us for Old Fashioned Night on			7K 	2.5K 233 	
10/04/2019 12:00 PM	 Tonight is First Friday at Downtown Racine! So the burning			6K 	411 161	
10/04/2019 10:00 AM	 Learn more about our reptiles and amphibians at the Racine Zoo on			2.6K 	25 8	
10/03/2019 10:28 AM	 Still so pretty even with all the rain lately. The puddles bring			4.6K 	270 167	
10/02/2019 1:26 PM	 FREE ADMISSION TO THE FIRST 100 PEOPLE at the			12K 	1.4K 405 	
10/02/2019 10:00 AM	 So many great bars will be competing this Saturday at Old			2.7K 	86 16	
10/01/2019 5:36 PM	 Lantern Festival GRAND OPENING TONIGHT at 6PM!!			10.7K 	913 349 	
10/01/2019 8:00 AM	 🌟 It's here!! 🌟 The Lantern Festival OPENS TONIGHT! We			26.4K 	2.4K 839 	

Post Details
✕

**Racine Zoo**


Published by Kristen Humphrey [?] · October 1 · 🌐

⋮

🌟 It's here!! 🌟

The Lantern Festival OPENS TONIGHT! We can't believe it's finally here! For making this spectacular festival possible, we must thank our generous sponsors. With their support, we are able to create an unforgettable festival experience just for you!

Very special thanks to.... [See More](#)



**OPENING TONIGHT!**

🌱 **Get More Likes, Comments and Shares**  
Boost this post for \$10 to reach up to 2,200 people.

**26,409**

People Reached

**3,225**

Engagements

[Boost Post](#)

👍❤️👍 230

37 Comments 158 Shares

👍 Like
💬 Comment
➦ Share
👤

**Performance for Your Post**

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**26,409** People Reached

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**839** Reactions, Comments & Shares 📊

485 👍 Like	195 On Post	290 On Shares
68 ❤️ Love	30 On Post	38 On Shares
11 😲 Wow	5 On Post	6 On Shares
116 Comments	50 On Post	66 On Shares
159 Shares	158 On Post	1 On Shares

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**2,386** Post Clicks

173 Photo Views	248 Link Clicks 📊	1,965 Other Clicks 📊
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**NEGATIVE FEEDBACK**

7 Hide Post	1 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: 2,687**

- 38 tweets
- 24.3k tweet impressions
- 299 profile visits
- 20 mentions

 **INSTAGRAM**

**TOTAL FOLLOWERS: 1,809**

- 20 posts
- Reach: 17.1k



## October Events:

- **Tuesday, October 1: Opening Day of Lantern Festival**
  - **Location: Campus**
  - **Event Overview: Lantern Festival**
  - **Attendance: through Oct 28<sup>th</sup> - 15,040**



- **Saturday, October 5: Old Fashioned Night**
  - **Location: North of train station**
  - **Time: 6-9pm**
  - **Event Overview: Old Fashioned Competition**
  - **Attendance: 511**



- **Saturday, October 26: Boo at the Zoo**
  - **Location: Entire Campus**
  - **Time: 9am-4:30pm**
  - **Event Overview: Halloween event**
  - **Attendance: 3903**



- Wednesday, October 30: **HalloWine**
  - **Location: Vanishing Kingdom**
  - **Time: 6-9pm**
  - **Event Overview: Wine Tasting**
  - **Attendance: 111**



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

- Friday November 8: **Martini Madness** 6-9pm
- Sunday, December 8: **Brunch with Santa** 11-12:30
- October 1 – December 31: **Chinese Lantern Festival**