

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

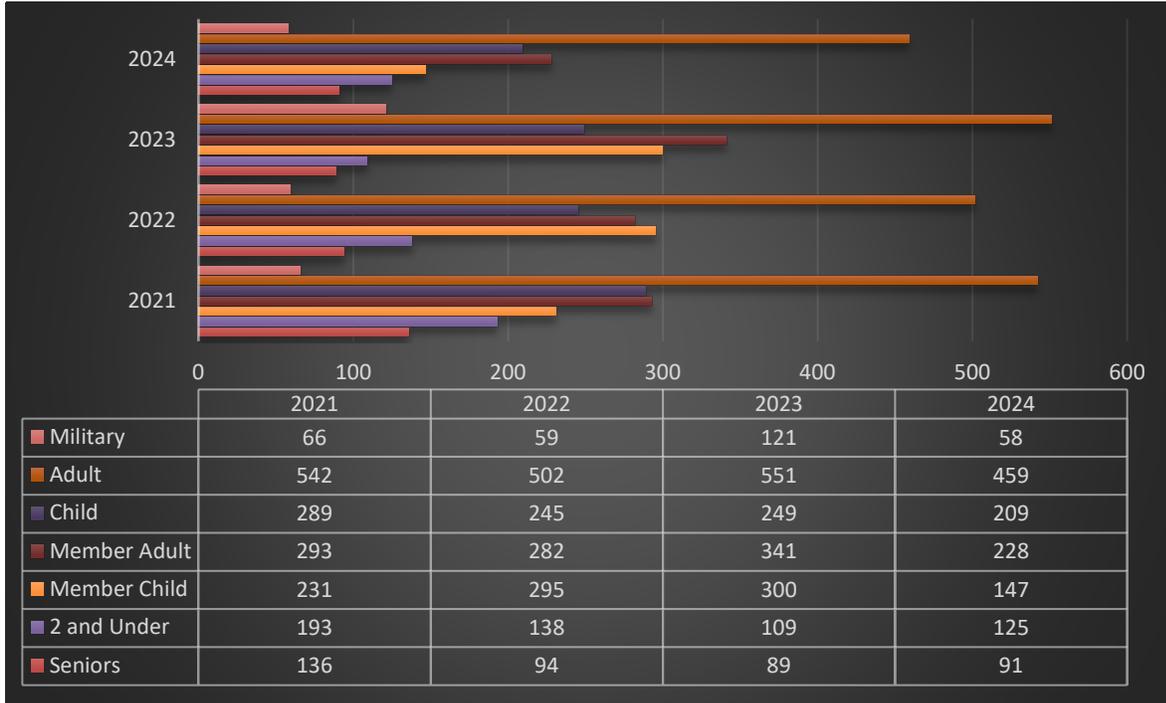
- Total memberships households = **2,169**

Attendance for November 2024

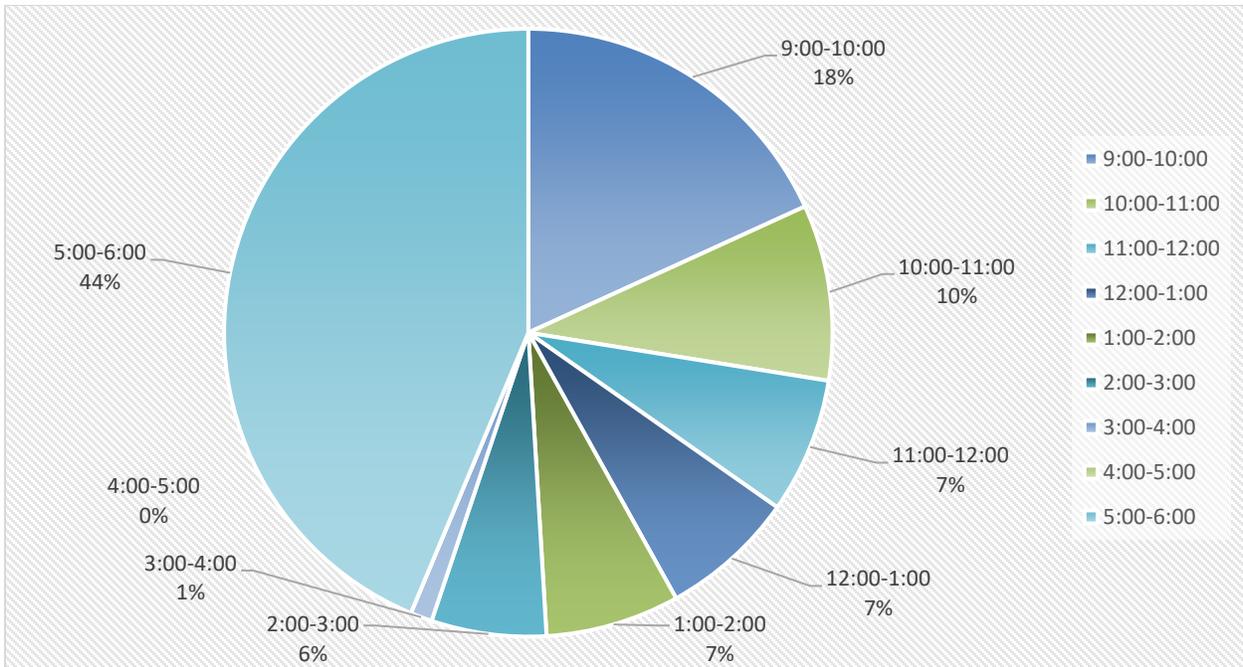
November Attendance 2023 – 2024

	November 2023	November 2024	Variance	Percent change
Adults	551	459	-92	-16.7%
Children	249	209	-40	-16.1%
Member Adults	341	228	-113	-33.1%
Member Children	300	147	-153	-51%
Child 2 and under	109	125	16	14.7%
Seniors	89	91	2	2.2%
Military	121	58	-63	-52.1%
Education	496	628	132	26.6%
Events	1501	1509	8	0.5%
Total	3757	3454	-303	-8.1%

November Admissions Attendance 2021-2024



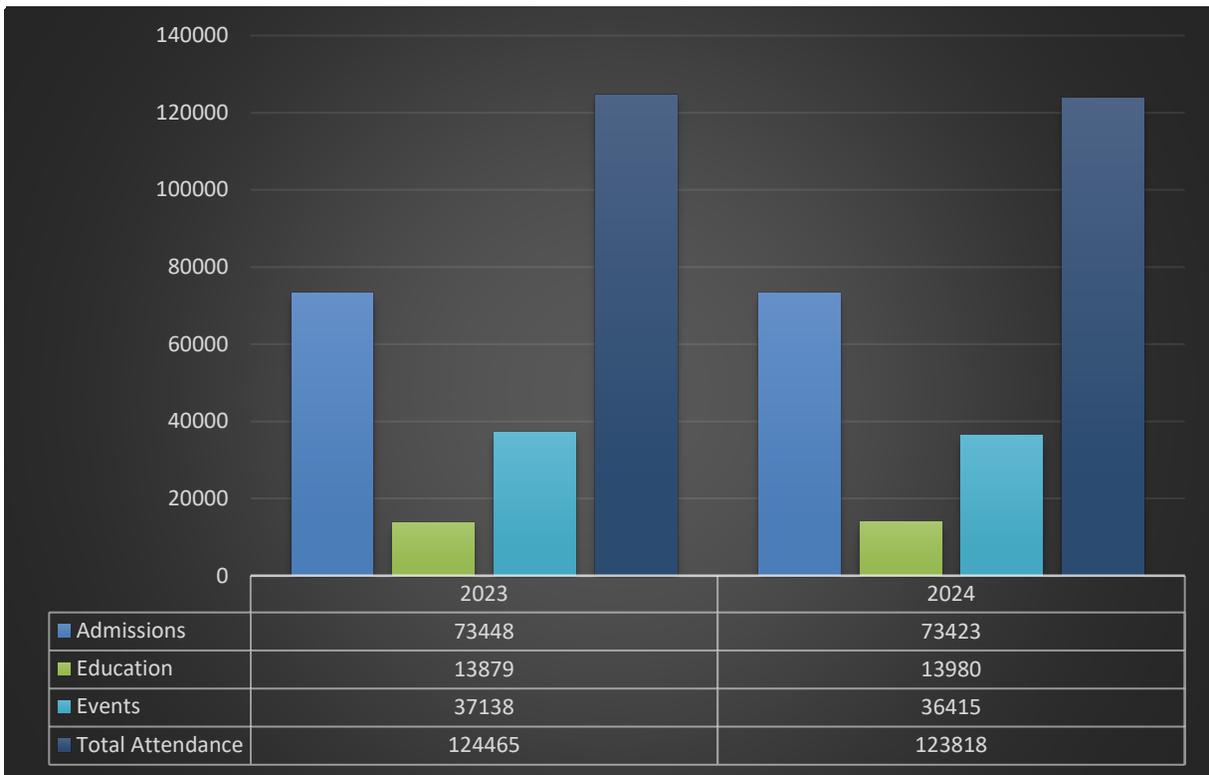
November 2024 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 4:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
Admissions	73448	73423	-25	-0.03%
Education	13879	13980	101	0.7%
Events	37138	36415	-723	-1.9%
Total Attendance	124465	123818	-647	-0.5%



November 2024 Municipality

Racine County	Guests
53105	38
53108	0
53126	60
53139	2
53167	0
53177	43
53182	0
53185	16
53402	293
53403	74
53404	67
53405	144
53406	113
Total	850

Other Municipalities	Guests
Kenosha	246
Milwaukee	309
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	310
Illinois	460
Other States (Excludes WI & IL)	119
Outside US	0
Total	1444

	GUESTS
Racine County	850
Other Municipalities	1444
Events & Education (Not Collected)	1160
Data Not Collected (Admissions)	0
November Total	3454

Operations

- Prepping the gift shop for holiday season
- Year end reporting has started
- Prepping for Winter Picnic in a Snow Globe

Animal Care

- **Veterinary Updates**

- 1.0 Fossa, Kirindy, is being treated for “digestive” issues, and labored breathing. Severe osteoarthritis in spine. Note: Pancreas treatments appear to be working. Routine exam and bloodwork performed. Animals' body weight and coat are much improved.
- 0.1 Domestic Dog, Phoebe began treatment for pancreatitis symptoms. Increase in lameness on back right leg. Possible ligament tear. Investigating surgical options.
- 0.1 Amur Tiger, Changbai is being monitored for inappetence, lethargy and possible breathing issues. Exam shows pleural effusion (liquid around lungs) and urinary tract infection. Treatments started. Treatments appear to be effective.
- 1.0 Yellow Crowned Amazon, Buster received his regular examination/beak trim.

- **Collection Changes**

- 0.4 Meerkat (Date not set, international transport)
- 1.0 Masai Giraffe, Mac was euthanasia for chronic arthritis 11-5-24
- 1.0 Masai Giraffe, Shaq arrived from LA Zoo (Via Markus H. Transport) 11-6-24.

- **Staffing/Training**

- Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- Zoo Staff conducted a non-dangerous animal escape drill

- **Other Updates**

- Continuing (0.1), penguin acupuncture sessions, giraffe laser sessions (1.0), dog acupuncture (0.1)
- Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy and Inti
- Continuing frequent hoof work and training with 2.1 Hartmann's Mountain Zebra, 1.0 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.

Conservation Education

Program Title	# of Programs	Reach	Notes
On-Campus Programs	0	0	
Off-Campus Programs	3	145	Off-campus lecture @ Christ Church
After School Program (Off-Campus)	3	95	
COZI Program (Off-Campus)	2	29	Int: 28
On-Campus Birthday	1	30	
Off-Campus Birthday	1	100	Int: 50
Slumber Safari	0	0	
Virtual Programs	0	0	
Preschool Programs	5	34	
BTS Encounter	1	2	
BTS Tour	0	0	
Wildlife Explorers	4	79	
AmeriCorps			
Onsite	8	155	Int: 108
Offsite	20	412	Int: 375
Globes	0	0	
Scout Programs	3	56	
Senior Safari	0	0	
Creature Feature	0	0	
Wildlife Theater	0	0	
Zoo Camp (Spring and Summer)	0	0	
Subtotal	51	1137	
Other Events	4	7205	Int: 443
TOTAL	55	8342	

Compared to 2023			
Participants	2024	2023	Variance
On Campus	0	45	-100.00%
Off Campus	269	238	13.03%
BTS	2	1	100.00%
Birthday Party	130	50	160.00%
Preschool	34	74	-54.05%
AmeriCorps	567	316	79.43%
Virtual Programs	0	0	0.00%

Programs	2024	2023	Variance
On Campus	0	1	-100.00%
Off Campus	8	8	0.00%
BTS	1	1	0.00%
Birthday Party	2	2	0.00%
Preschool	5	6	-16.67%
AmeriCorps	28	17	64.71%
Virtual Programs	0	0	0.00%

Other Events	
Date	Event
6-Nov	Washington Park Career Fair - Attendance ~2,000 (RZAP Raelynn & Molly)
7-Nov	AmeriCorps Virtual Meeting (Brooke)
9-Nov	Racine Holiday Parade - Attendance ~5,000 (Jenna & Jonathan)
12-Nov	ACE Network DEAI Committee Meeting (Abby)
19-Nov	Volunteer Commissary Training - Attendance 3 (Cassie, Abby, & CK Tina)
20-Nov	Racine & Me taping at CBS 58 (Abby)
21-Nov	Seminar: Compassion through Fear
25-Nov	CBS 58 Live taping (Abby)

Grants and Proposals	
AmeriCorps	Regular programs happening. Grant re-submitted for next cycle. Feedback was received, revisions happening in December.
United Way ZAP	Programs continuing. Grant writing to begin happening soon.
Women's United COZI	COZI programs happen regularly.
Party for the Planet	Meetings scheduled. Waiting for check to begin planning for new year.

Facilities

- Completed shift tunnel project in primates
- Fixed leaking drain in tamarin exhibit
- Complete water and new heater with the barn project
- Installed new infrared heater in goat shelter
- Added WIFI to Discovery Center
- Finished makeover of Discovery Center
- Finished north end door replacement
- Added fence posts to east fence in walkabout creek
- Sealed up deer/stork building
- Continued repair work of large staff rhino floor
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down



Staff Activity Report

Marketing | November 2024



E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
11/2	JOLN - Last Night	34.80%	1.30%
11/26	Racine Zoo News: November 27	30.60%	1.20%

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,740	35%	.65%

Members

Subscribers	Open Rate	Click Rate
1,747	39%	2.4%

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



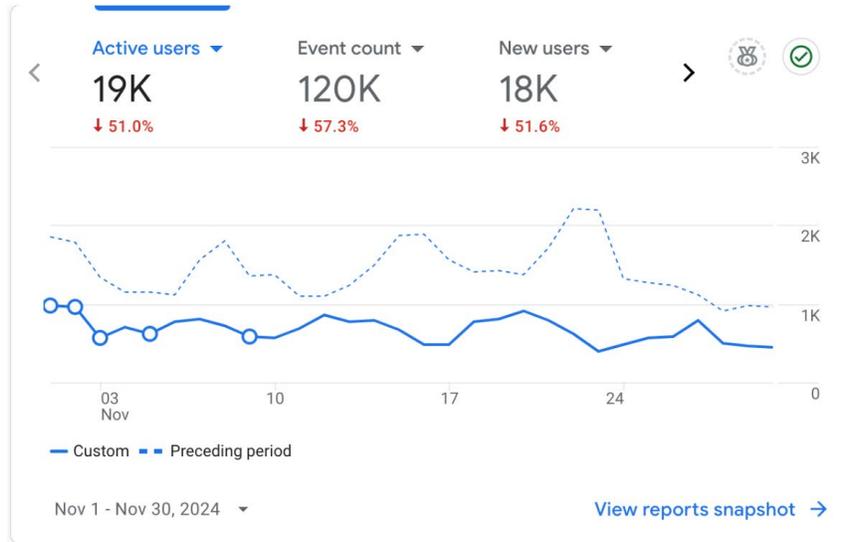
MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Updated Wildlife Matters
- Content creation for all platforms

WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



Sessions by Session default channel

SESSION DEFAULT ...	SESSIONS	
Organic Search	16K	↓ 50.0%
Direct	3.8K	↓ 60.3%
Organic Social	1.1K	↓ 62.0%
Referral	1.4K	↓ 25.5%
Paid Search	161	↓ 74.6%
Unassigned	269	↑ 26.3%
Display	4	↓ 99.1%

Last 30 days View traffic acqu... →

Views by Page title and screen

PAGE TITLE AND S...	VIEWES	
Jack-O'-Lantern Nigh...	22	↓ 99.9%
Welcome to the Raci...	4.9K	↓ 65.0%
Events Calendar rac...	2.3K	↓ 53.9%
Boo at the Zoo racin...	1	↓ 100.0%
Hours/Admissions r...	1.1K	↓ 66.0%
Arctic Fox Fact sheet...	1.8K	↑ 16.2%
Fennec Fox Fact She...	1.5K	↑ 9.1%

Last 30 days View pages and s... →

Data from Google Analytics

▶ FACEBOOK

Followers: 45,938

Animal and promotional posts. Added Event Pages

	Winter Picnic in a Snow Globe begins in less than a month! The Racine Zoo is putting...	Boost	Wed Nov 27, 2:00pm	23.1K	150	10	44
	Thanks SC Johnson, A Family Company! The company gave \$30,000 this year to su...	Boost	Thu Dec 5, 8:00am	6K	340	17	8
	Winter Picnic in a Snow Globe is back and officially open for booking, with new the...	Boost	Wed Nov 20, 11:57am	5K	47	2	23
	#GivingZOOday : Tomorrow is the BIG day! 🎁 Check out this story about some "Ho...	Boost	Mon Dec 2, 10:00am	4.8K	107	0	14
	#GivingZOOday : The Tamarin Highway After creating an additional Tamarin exhibit ...	Boost	Wed Nov 27, 10:00am	4.4K	102	1	11
	Happy Thanksgiving from our Zoo family to yours! We are thankful for our amazing ...	Boost	Thu Nov 28, 8:00am	4.1K	196	6	12
	Cheers to the holidays at Holly, Jolly, Jingle & Mingle! 🎄 On December 19th we will ...	Boost	Fri Nov 15, 2:30pm	3.3K	31	6	3
	Santa is coming to the Racine Zoo in less than two weeks! 🎅 Both seatings are fillin...	Boost	Mon Nov 25, 2:00pm	2.7K	30	0	9
	In honor of serving, all active and non-active veterans, as well as their immediate fa...	Boost	Mon Nov 11, 9:26am	2.7K	63	0	10
	Have you started your holiday shopping yet? Start your shopping with the Racine Zo...	Boost	Sun Nov 17, 4:13pm	2.7K	21	0	8
	It's not too late to sign up your preschooler for LIP Explorers Preschool at the Zoo! R...	Boost	Tue Nov 12, 7:29pm	2.7K	22	0	5
	🎉Happy World Wildlife Conservation Day! 🌍 Zoos and Aquariums play a key role in ...	Boost	Wed Dec 4, 1:00pm	2.4K	88	2	8
	Creature Feature: Canada Lynx At the Racine Zoo we have two Canada Lynx brother...	Boost	Fri Dec 6, 9:30am	2.3K	95	3	4
	We are officially less than a month away from Brunch with Santa! Don't miss out on ...	Boost	Wed Nov 13, 7:55pm	2.2K	18	0	9
	Coming up tomorrow... CyBEAR Monday Deals! 🐻 CyBEAR Monday deals will run fr...	Boost	Sun Dec 1, 2:00pm	2.1K	18	0	4
	The deals didn't end yesterday! Enjoy 20% off gift shop items for one more day in h...	Boost	Sat Nov 30, 8:00am	2.1K	19	2	7
	GivingZOOday	Boost	Thu Nov 28, 10:00am	2.1K	53	1	14
	Up next in LIP Explorers Preschool... Shiny Scales! 🐡 The next session of Power...	Boost	Mon Nov 18, 8:37pm	2.1K	10	0	3
	Delight in the magic of the holiday season by indulging in a beverage of your choice...	Boost	Tue Nov 28, 2:00pm	2K	21	0	7
	#GivingZOOday is the perfect day to make a difference in celebrating and saving wil...	Boost	Tue Dec 3, 6:00pm	1.9K	23	0	9
	Check out the Racine Zoo's Holiday Gift Guide, filled with the purrfect gifts! From m...	Boost	Sat Nov 30, 2:00pm	1.9K	13	1	8
	Only three more days until Santa arrives! Enjoy an amazing brunch, festive crafts, w...	Boost	Wed Dec 4, 9:00am	1.9K	12	0	8

STAFF ACTIVITY REPORT | MARKETING | November 2024

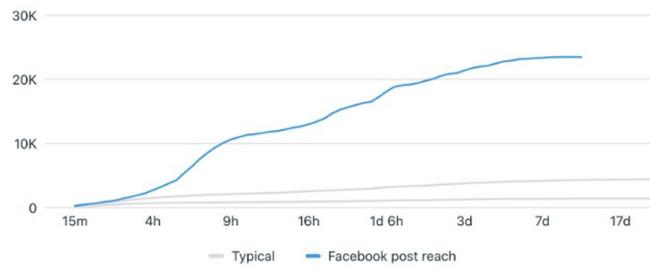
Happy CyBEAR Monday! Don't miss out on these pawsome deals! - Save 10% on all...	Boost	Mon Dec 2, 7:00am	1.8K	14	0	11
#GivingZOOday is almost here! The Racine Zoo offers specialized enrichment speci...	Boost	Fri Nov 29, 10:00am	1.8K	76	1	14
We are just two days away from #GivingZOOday! At the Racine Zoo, we are dedicat...	Boost	Sun Dec 1, 10:00am	1.7K	38	0	8
The Stylish Spots session of LiF Explorers Preschools closes at 4 PM today! 📺 On N...	Boost	Thu Nov 14, 12:15pm	1.4K	6	0	3
GivingZOOday	Boost	Mon Nov 25, 11:25am	1.4K	43	0	9
#GivingZOOday is one week away! At the Racine Zoo, we strive to give the best car...	Boost	Tue Nov 26, 10:00am	1.3K	67	0	16
Winter Picnic in a Snow Globe (with new themes!) Relax outdoors while staying ...	Boost	Sat Dec 7, 10:00am	1.3K	16	0	4
🐾Our animals love to explore new things every day. That's why our keepers offer th...	Boost	Thu Dec 5, 10:00am	1.2K	21	0	5
The holidays are just around the corner, don't forget about the Zoo when doing your...	Boost	Sun Dec 8, 10:00am	1.2K	15	0	4
🎁#GivingZOOday: Today is THE day! 🎁 At the Racine Zoo, we are dedicated to pro...	Boost	Tue Dec 3, 8:03am	1.2K	21	0	12
🐦 The early bird catches the best deals! 🛒 When finished with your holiday shoppin...	Boost	Fri Nov 29, 8:00am	1K	12	0	5
The Racine Zoo also is a small non-profit business. We greatly appreciate your s...	Create ad	Sat Nov 30, 8:54am	1K	12	0	0
It is Cyber Monday, or as we like to say, CyBEAR Monday! We have some great d...	Create ad	Mon Dec 2, 7:06am	999	10	0	0
Coming up in LiF Explorers: Striking Symmetry 📺 December 15-16 LiF Explorers pre...	Boost	Mon Dec 9, 10:00am	93	1	0	1

Overview

Reach ¹ **23,077** Impressions ¹ **23,077** Interactions ¹ **211** Link clicks ¹ **112**

📈 This post received more reach compared to your recent Facebook posts.

Reach ¹
23,077



From followers **4,674**

From non-followers **18,508**

Racine Zoo  Published by McKenna Moats
November 27 at 2:00 PM · 🌐

Winter Picnic in a Snow Globe begins in less than a month!

The Racine Zoo is putting a fun, new twist on our snow globes. Check them out and come celebrate a birthday or anniversary, plan a date night, or just enjoy a fun time with friends and family.

Book Now: <https://racinezoo.org/winter-picnic-in-a-snow-globe>



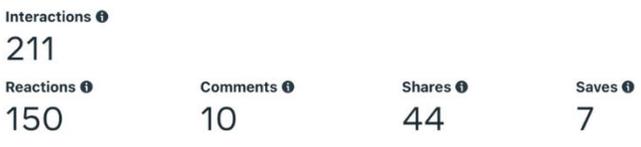
Boost

 150  10 47

↗ This post received **more impressions** compared to your recent Facebook posts.



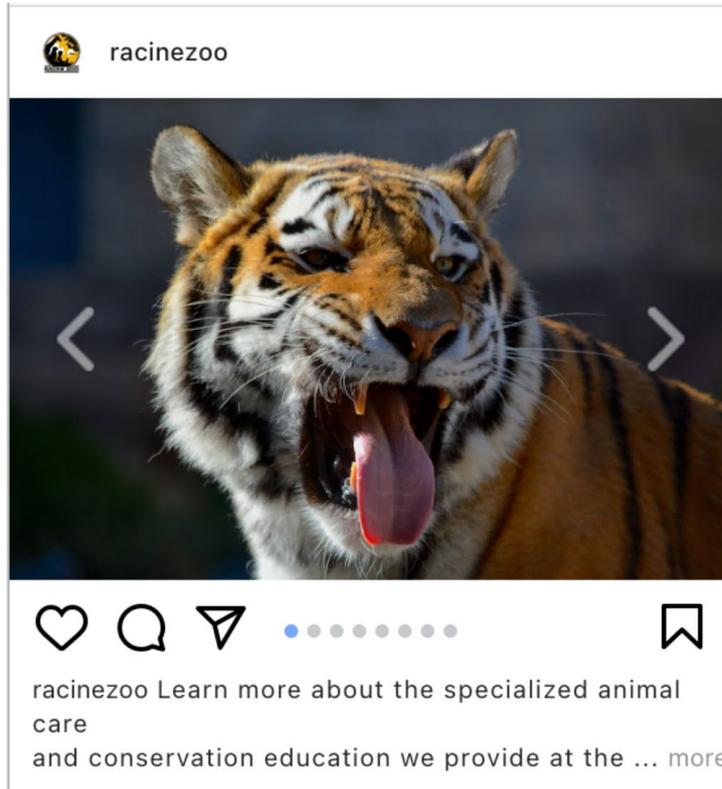
↗ This post received **more interactions** compared to your recent Facebook posts.



▶ INSTAGRAM

Followers: 6,103

Title	Date published ↑↓	Reach ↓	Likes and reactions ↑↓	Comments ↑↓	Shares ↑↓
Learn more about the specialized animal care and conservation education we provid... Photo racinezoo	Boost Tue Dec 3, 10:02am	1.4K	50	0	9
Happy Thanksgiving from our Zoo family to yours. We are so thankful for our comm... Photo racinezoo	Boost Thu Nov 28, 9:28am	940	65	1	4
#GivingZOOday is almost here! The Racine Zoo offers specialized enrichment speci... Reel racinezoo	Boost Fri Nov 29, 10:01am	823	61	1	4
#GivingZOOday : The Tamarin Highway After creating an additional Tamarin exhibit ... Photo racinezoo	Boost Wed Nov 27, 10:00am	593	77	0	5
Cheers to the holidays at Holly, Jolly, Jingle & Minglet! 🎅 On December 19th we will ... Photo racinezoo	Boost Fri Nov 15, 2:30pm	535	15	0	1
We are just two days away from #GivingZOOday! At the Racine Zoo, we are dedicat... Reel racinezoo	Boost Sun Dec 1, 10:01am	527	33	0	4
Winter Picnic in a Snow Globe begins in less than a month! The Racine Zoo is puttin... Photo racinezoo	Boost Wed Nov 27, 2:00pm	434	28	0	0
#GivingZOOday is almost in full swing! The Racine Zoo is a part of and supports nu... Reel racinezoo	Boost Thu Nov 28, 10:01am	425	27	0	2
Have you started your holiday shopping yet? Start your shopping with the Racine Zo... Photo racinezoo	Boost Sun Nov 17, 4:13pm	360	11	0	0
Only three more days until Santa arrives! Enjoy an amazing brunch, festive crafts, w... Photo racinezoo	Boost Wed Dec 4, 9:00am	353	8	0	0
Creature Feature: Canada Lynx At the Racine Zoo we have two Canada Lynx brother... Photo racinezoo	Boost Fri Dec 6, 9:30am	350	39	0	0
We are officially less than a month away from Brunch with Santal! Don't miss out on ... Photo racinezoo	Boost Wed Nov 13, 7:55pm	342	13	0	0
The Stylish Spots session of Lil' Explorers Preschools closes at 4 PM today! 🎅 On N... Photo racinezoo	Boost Thu Nov 14, 12:15pm	335	12	0	0
🎅Happy World Wildlife Conservation Day! Zoos and Aquariums play a key role in ... Photo racinezoo	Boost Wed Dec 4, 1:00pm	331	54	0	1
The deals didn't end yesterday! Enjoy 20% off gift shop items for one more day in h... Photo racinezoo	Boost Sat Nov 30, 8:00am	317	17	0	0
Up next in Lil' Explorers Preschool... Shiny Scales! 🦎 The next session of Power... Photo racinezoo	Boost Mon Nov 18, 8:37pm	314	19	0	1
It's not too late to sign up your preschooler for Lil' Explorers Preschool at the Zoo! ... Photo racinezoo	Boost Tue Nov 12, 7:29pm	309	11	0	0
🐦 The early bird catches the best deals! 🛍️ When finished with your holiday shoppin... Photo racinezoo	Boost Fri Nov 29, 8:00am	307	10	0	0
Delight in the magic of the holiday season by indulging in a beverage of your choic... Photo racinezoo	Boost Tue Nov 26, 2:00pm	290	8	0	1
Happy CyBEAR Monday! Don't miss out on these pawsome deals! - Save 10% on all ... Photo racinezoo	Boost Mon Dec 2, 7:00am	273	10	0	1
The holidays are just around the corner, don't forget about the Zoo when doing your... Photo racinezoo	Boost Sun Dec 8, 10:00am	250	7	0	0
Coming up tomorrow... CyBEAR Monday Deals! 🐻 CyBEAR Monday deals will run fr... Photo racinezoo	Boost Sun Dec 1, 2:00pm	250	10	0	0
#GivingZOOday is here! 🎁 Through the generous support of the community, our Z... Reel racinezoo	Boost Tue Dec 3, 9:18am	217	19	0	0
🎁 Story racinezoo	Boost Tue Dec 3, 10:07am	215	2	--	0
🎅 Winter Picnic in a Snow Globe (with new themes)! Starting December 21st, rela... Photo racinezoo	Boost Sat Dec 7, 10:00am	206	7	0	0



Overview

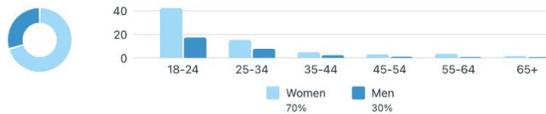
Reach **1,353** Impressions **1,474** Interactions **60**

↗ This post received more reach compared to your recent Instagram posts.

Reach **1,353**

Audience

Age & gender



↗ This post received more impressions compared to your recent Instagram posts.

Impressions **1,474**

From original post

446

From shares

1,028

↗ This post received more interactions compared to your recent Instagram posts.

Interactions **60**

Likes **50**

Comments **0**

Shares **9**

Saves **1**

X (AKA TWITTER)

Followers: 3,317

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

Post impressions

1,340

New followers

-

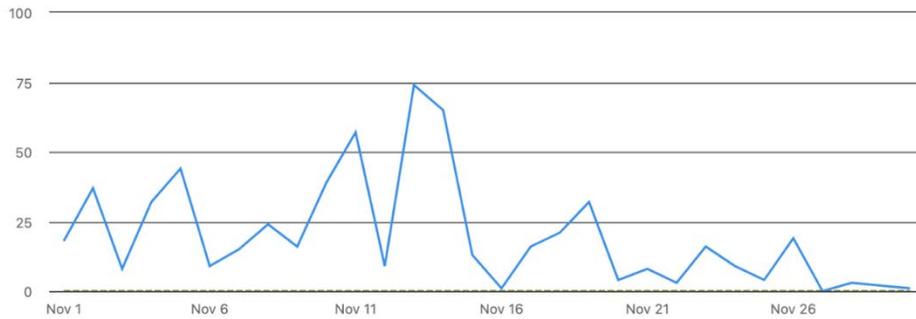
We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want to start comparing more the the analytics on LinkedIn instead of Twitter or X, as that is the only other platform that we post on.

LinkedIn

Followers: 239

Metrics

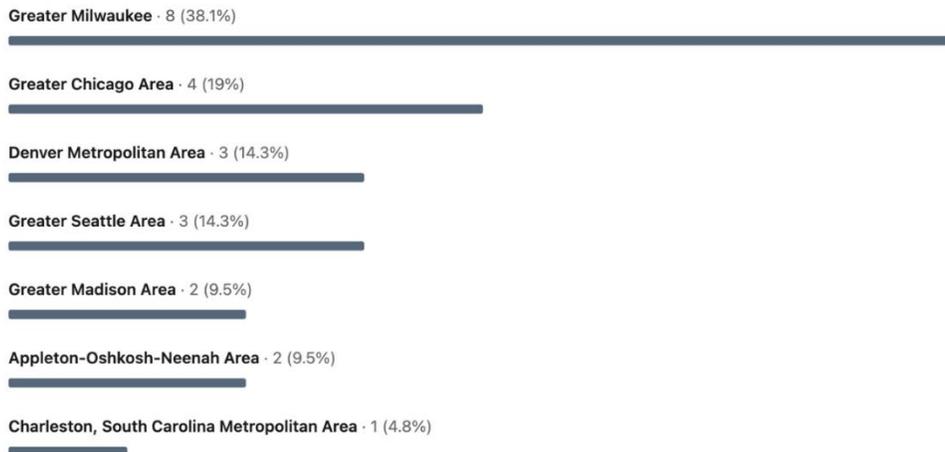
Impressions ▾



- ✓ Organic 599
- ✓ Sponsored 0

Visitor demographics ⓘ

Location ▾



Most Impressions Post:

It's not too late to sign up your preschooler for Lil' Explorers Preschool at the Zoo! Our next session closes this Thursday! 🌟

Next Sunday and Monday we are learning all about Stylish Spots as part of our Powerful Patterns sessions. Pick the day and time that works best for you schedule to give your preschooler an educational and fun learning experience! They will learn about our zoo animals through stories, activities, snacks, and a visit with our animal ambassadors!

Sign up here > https://lnkd.in/gQjvKy_m

#zoo #ZooAnimals #RacineZoo #WisconsinZoos #animals #RacineWIThingsToDo



👍👍 4

It's not too late to sign up your preschooler for Lil' Explorers Preschool at the Zoo! Our next session...

Posted by [Taylor Miller](#)

11/13/2024

Get up to 41,000 more impressions by boosting this post. 📈

[Boost](#)

Image	All followers	78	-	3	3.85%
-------	---------------	----	---	---	-------

Most Engagement Post:

(Meaning time spent clicking on the photos / interacting with the post)

Calling all local scouts! Bring your troops to the Zoo for an unforgettable educational experience. 🦊🐻

Looking for a unique way for your scouts to earn their badges while having fun? The Zoo offers live animal programs specifically tailored by our experienced staff to be engaging, entertaining, and educational! Our experienced staff allow scouts the chance to learn through games, activities, art, and much more! Pick the program that best fits your group >> <https://lnkd.in/gmZzheSs>

#zoo #ZooAnimals #RacineZoo #WisconsinZoos #animals #RacineWIThingsToDo



Calling all local scouts! Bring your troops to the Zoo for an unforgettable educational experience....						
Posted by Taylor Miller						
11/4/2024	%	0	0	0	-	22.22%
This post type can't be boosted. ?	Boost					

Special Events

November Events

- Jack O' Lantern Nights—September 26-November 3
 - Location: south half of zoo
 - Overview: pumpkin festival
 - Attendance: Over 20,000 by the end of event

Coming up at the Zoo at a Glance:

- Brunch with Santa, December 7
- Holly, Jolly, Jingle and Mingle, December 19