

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on April 2023**

**Executive Director**

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning
- Construction work
- 100<sup>th</sup> year anniversary

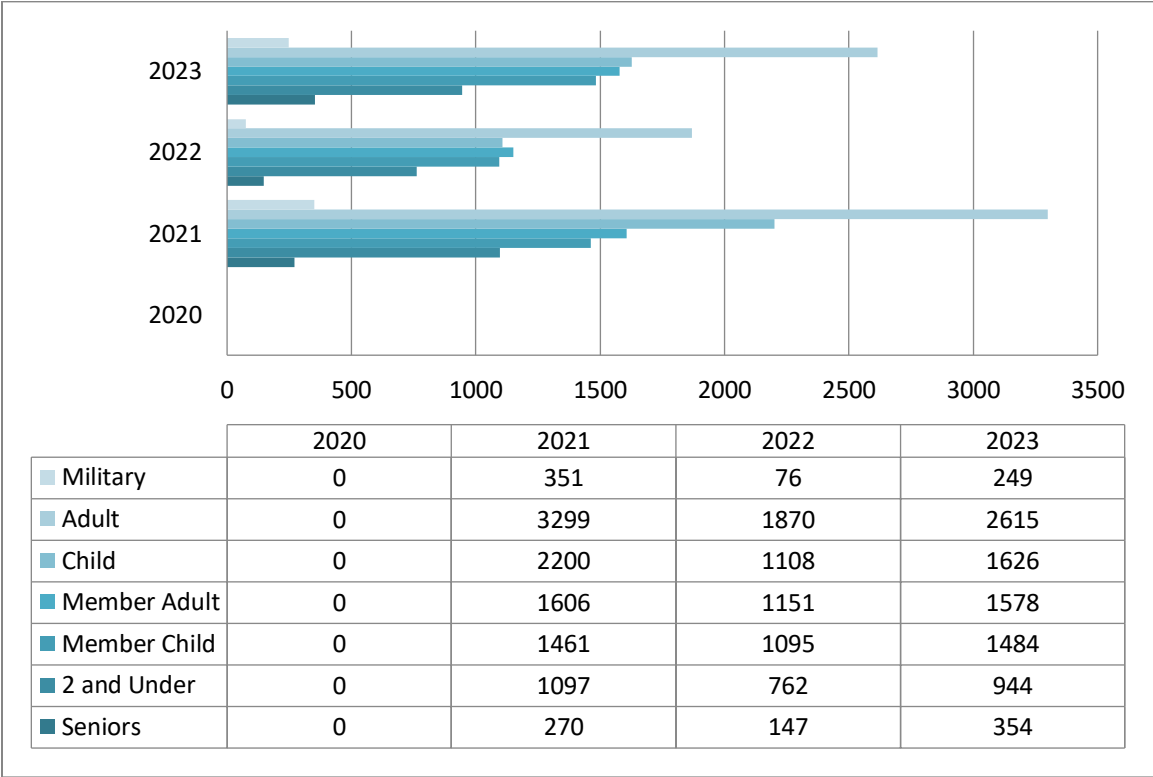
**Membership**

- Total memberships households = **2,629**

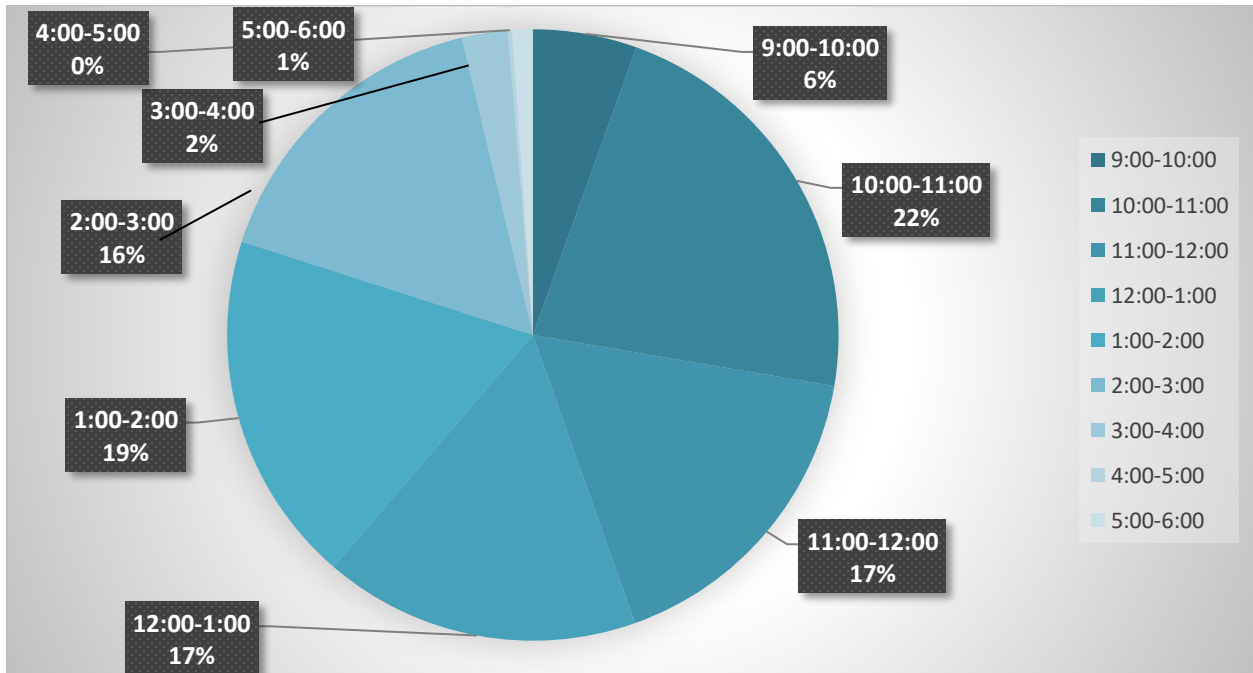
**Attendance for April 2023**

	<b>April 2022</b>	<b>April 2023</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	1870	2615	<b>745</b>	<b>39.9%</b>
<b>Children</b>	1108	1626	<b>518</b>	<b>46.8%</b>
<b>Member Adults</b>	1151	1578	<b>427</b>	<b>37.1%</b>
<b>Member Children</b>	1095	1484	<b>389</b>	<b>35.5%</b>
<b>Child 2 and under</b>	762	944	<b>182</b>	<b>23.9%</b>
<b>Seniors</b>	147	354	<b>207</b>	<b>140.8%</b>
<b>Military</b>	213	249	<b>36</b>	<b>16.9%</b>
<b>Education</b>	174	521	<b>347</b>	<b>199.4%</b>
<b>Events</b>	228	103	<b>-125</b>	<b>-54.8%</b>
<b>Total</b>	<b>6748</b>	<b>9474</b>	<b>2996</b>	<b>46.2%</b>

# April Admissions Attendance 2020-2023



## April 2023 Attendance by hour



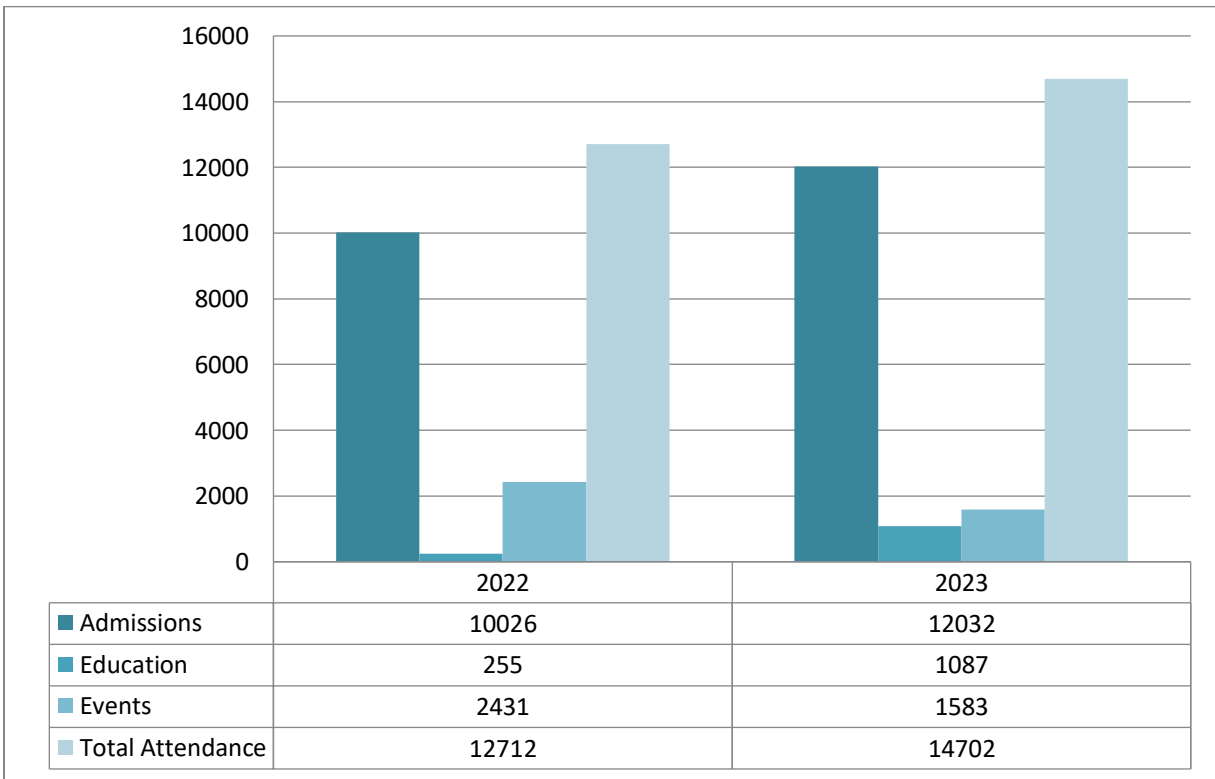
Education - 9:00AM – 10:00AM

General Admissions – 10:00AM – 5:00PM

Events – 5:00PM – 6:00 PM

## YEAR TO DATE Attendance 2022-2023

	YTD 2022	YTD 2023	Variance	Percent change
<b>Admissions</b>	10026	12032	<b>2006</b>	<b>20%</b>
<b>Education</b>	255	1087	<b>832</b>	<b>326.3%</b>
<b>Events</b>	2431	1583	<b>-848</b>	<b>-34.9%</b>
<b>Total</b>	12712	14702	<b>1990</b>	<b>15.7%</b>



## APRIL 2023 Municipality

Racine County	Guests
53105	45
53108	0
53126	63
53139	3
53167	0
53177	67
53182	50
53185	33
53402	985
53403	292
53404	278
53405	573
53406	493
<b>Total</b>	<b>2882</b>

Other Municipalities	Guests
Kenosha	851
Milwaukee	432
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	418
Illinois	544
Other States (Excludes WI & IL)	136
Outside US	0
<b>Total</b>	<b>2381</b>

	<b>GUESTS</b>
<b>Racine County</b>	2882
<b>Other Municipalities</b>	2381
Events & Education (Not Collected)	624
Data Not Collected (Eggstravaganza)	3377
Data Not Collected (Admissions)	210
<b>APRIL TOTAL</b>	<b>9474</b>

**Operations**

- The weather worked in our favor for Eggstravaganza & we had a 34% increase in guest attendance over last year. The following week gave us our first look at Spring like weather & it was reflected in our guest attendance.
- Train & Grill are open on weekends
- The grill is starting to cater zoo events and picnics
- Working on new policies and procedures for gift shop, admissions and grill
- With it being our 100<sup>th</sup> year anniversary, bringing in toys that were popular 100 years ago
- Multiple orders placed
- New margins established
- Guests are enjoying the new Arctic Fox habitat and our sales have increased for our plush arctic foxes
- Discovery Center has reopened

## **Animal Care**

- **Veterinary Updates**
  - COVID-19 Vaccinations completed for: Ferrets, Pigs and Meerkat (4-12-23)
  - African Penguin, Nelson, treated for pineal gland issues. Gland Removed.
  - Farmyard Sheep and Goats Received annual anti-parasitic treatments
  - 0.1 Tiger, Naka, blood draw(s) and fine needle aspirate submitted. Malignant Sarcoma Diagnosed.
  - 0.1 Eastern Black Rhino, Timu: Horn trimmed (approx. 4”).
  - All Parakeets banded and individually identified per new USDA regulations.
- **Collection Changes**
  - 0.1 Amur Tiger, Naka: Died during surgery due to age-related complications. Initial Necropsy shows much atrophied Pancreas (which explains her past treatment requirements). Other results pending.
- **Staffing/Training**
  - Staff completed Animal Well-Being training
  - All staff received TB Titers/checks.
- **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 xrays with primates
  - Working on voluntary cardiac ultrasound 1.0 Orangutan
  - 2 eggs laid by African Penguins. Neither egg hatched.
  - Staff are working with Carthage College and will start Well-fare observations for the Rhino and Orangutan exhibits shortly.

## Education

- **Educational Programs**

- Onsite Programs – 4
  - Reached 134 people
- Offsite Programs – 10
  - Reached 578 people
- Onsite Birthdays – 5
  - Reached 159 people
- Offsite Birthdays – 4
  - Reached 135 people
- Slumber Safari – 0
  - Reached 0 people
- Virtual Programs - 0
  - Reached 0 people
- Preschool Programs – 4
  - Reached 98 people
- Behind the scenes encounter– 5 (Includes camp encounters)
  - Reached 111 people
- Wildlife Explorers- 0
  - Reached 0 people
- AmeriCorps Programs- 5 Offsite, 2 Onsite
  - Reached 130 people
- Globes- 0
  - Reached 0 people
- Creature Features- 3
  - Reached 315 people
- Wildlife Theaters- 3
  - Reached 108 people
- **Total: Reached 1,768 people**

- **Other Events**

- **April 2** – All staff training
- **April 3**– All staff training
- **April 8**– Eggstravaganza
- **April 10-14**– Spring break camp
- **April 12**– Education team meeting
- **April 15** – Bat Appreciation day
- **April 19** – Riverbend invasive species cleanup-Full day-entire education team attended
- **April 20** – Volunteer Appreciation Dinner-Cassie attended
- **April 21**- Parkview Career day – Ryann attended
- **April 22**- Party for the Planet Zoorific
- **April 23** – Volunteer Training
- **April 23** – Offsite animal booth fundraiser-Ryann attended
- **April 24** – CBS 58 virtual



- **April 24** – Assisted transition volunteers
  - **April 26** – Racine and Me in person-Madison
  - **April 28** – Volunteer Recognition Lunch-Cassie attended
  - **April 29** – Adult volunteer training
- **Grants and Proposals**
    - Received funding from Party for the Planet grant
    - Received funding from ACE for Wildlife Capacity Building grants

**Comparison to April 2022 - programs and participants**

<b>Participants</b>	2022	2023	Variance
On Site	213	134	-37%
Off Site	374	578	+54.5%
BTS	6	111	+1750%
Birthday Party	205	159	-22.4%
Preschool	125	98	-21.6%
AmeriCorps	478	130	-72.8%
Virtual Programs	125	0	-100%

<b>Programs</b>	2022	2023	Variance
On Site	7	4	-42.8%
Off Site	6	10	+66.6%
BTS	2	5	+150%
Birthday Party	7	5	-28.5%
Preschool	8	4	-50%
AmeriCorps	30	7	-76.6%
Virtual Programs	2	0	-100%

**Facilities**

- Continued work on the tamarin exhibit and new holding area
- Started masonry work on penguins and meerkats
- Had the roof sealed by the turret of the castle and tuckpointing to start soon to stop water leaking
- Complete remodel of tamarin exhibit
- Started work on Rhino/giraffe/zebra exhibits
- Replaced cables on feed bags in giraffe stall
- Cut down and removed toxic trees from outside exhibit spaces
- Removed old tree branches and replaced with new in rhino exhibit
- Replaced motor on heater in small stall in walkabout
- Re-keyed gift shop doors
- New latch on office entry
- Re-keyed grill and watering hole doors
- Backfilled south wall of grill to prevent water leaking in basement
- Fountain hooked up in the pond



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | APRIL 2023

## E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
4/3	All In for the Animals - Day 1	34.4	1.0
4/4	All In for the Animals - Day 2	33.0	0.8
4/5	Eggstravaganza - this weekend	34.6	0.4
4/6	All In for the Animals - Day 3	34.6	1.3
4/7	All In for the Animals - Day 4	34.3	1.0
4/12	Zoortific Saturdays - Full List	36.9	0.5
4/13*	Wildlife Matters	43.3	4.2
4/14	E-News	29.1	1.1
4/17	Mother's Day Brunch - less than 1 month	31.7	0.2
4/19	Bloody Mary Fest - 1 month away	30.9	0.3
4/21	Zoo Brew - On Sale	33.6	0.2
4/25	Member Appreciation Night - 1 month away	33.7	0.8
4/28	E-News	27.3	0.5

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,962	20.4%	0.8%

## MEMBERS

Subscribers	Open Rate	Click Rate
1,899	22.3%	2.1%

- 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 2023
- Updated posters and flyers across campus
- 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
- Put together photos and descriptions of events for TV appearances
- Created press releases
- Worked on 100-Year Anniversary materials
- Managed All In for the Animals spring fundraiser
- Developed Discovery Center signage

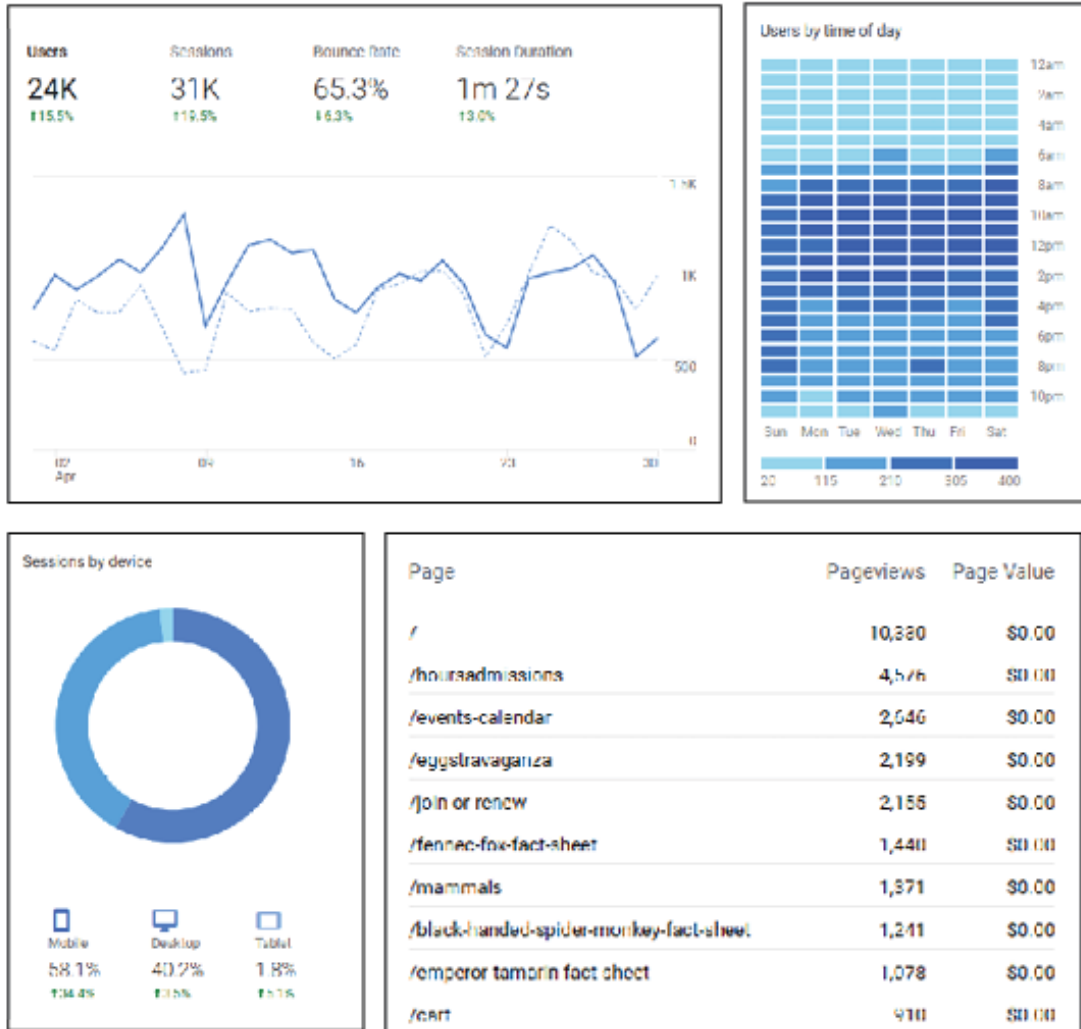
## OUTSIDE ADS

- Bargain Hunter - print
- Happenings/Smart Reader - print
- Kids Out & About - digital
- Milwaukee with Kids - digital
- Journal Times, Kenosha News - print/digital
- Racine Theatre Guild - print
- Wind Point Living Magazine - print
- Union Grove Village Voice Newsletter - digital
- USA Today - print

**WEBSITE**  
racinezoo.org

**MONTHLY USERS: 24K**

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



Data from Google Analytics

















# FACEBOOK

FOLLOWERS: 41,290

- Animal and promotional posts. Added event pages.
















Media	Date published	Reach	Likes and reactions
Being into golf season with our golf club & clubhouse... Kaone Zoo	Sun Apr 30, 10:12am	2.1K Accounts: Lower accounts reached	17 Reactions
While Registration is now OPEN for our 27th Annual... Radne Zoo	Sat Apr 29, 11:06am	3.2K Accounts: Lower accounts reached	18 Reactions
Animal Features: Green Iguana   Python   Heat strokes... Kaone Zoo	Fri Apr 28, 2:59pm	1.1K Accounts: Center accounts reached	10 Reactions
Do you have Mother's Day plans? Spots are filling up f... Kaone Zoo	Fri Apr 28, 10:13am	4K Accounts: Center accounts reached	24 Reactions
27th Annual Car, Truck & Bike Show Radne Zoo	Fri Apr 28, 8:52am	4.7K Accounts: Center accounts reached	
We are the Best to be the featured attraction at the An... Kaone Zoo	Thu Apr 27, 2:02pm	3.5K Accounts: Center accounts reached	17 Reactions
Kinoshu Kingfish - Review Zoo Night Kaone Zoo	Thu Apr 27, 12:07pm	1.8K Accounts: Center accounts reached	--
Another way to #SpringInA-Fun is to enjoy a day... Kaone Zoo	Thu Apr 27, 11:10am	1K Accounts: Lower accounts reached	25 Reactions
Zoortic Saturday: African Penguin Awareness Day Radne Zoo	Wed Apr 26, 4:11pm	1.7K Accounts: Center accounts reached	
Zoo Members: Get your RSVP in for Member Apprecia... Radne Zoo	Wed Apr 26, 9:45am	3.8K Accounts: Center accounts reached	27 Reactions
Happy Birthday! Today, it is none other than K... Radne Zoo	Tue Apr 25, 2:07pm	10.8K Accounts: Lower accounts reached	449 Reactions
Happy World English Day! Here at the Radne Zoo, we... Kaone Zoo	Tue Apr 25, 10:00am	1.4K Accounts: Center accounts reached	179 Reactions
Don't forget! This Saturday is our beach Likahua! 🌊... Kaone Zoo	Mon Apr 24, 4:05pm	4K Accounts: Center accounts reached	30 Reactions

Staff Activity Report | Marketing | April 2023









	Did you get your Animal Lockers Season Tickets yet? ... Racine Zoo	<a href="#">View insights</a> ...	Sun Apr 23, 11:00am	7.8K <a href="#">Accounts Center accounts reached</a>	47 <a href="#">Reactions</a>
	Happy Friday! Here's Probe the Zoo doc looking cute in ... Racine Zoo	<a href="#">View insights</a> ...	Fri Apr 21, 8:35am	5.8K <a href="#">Accounts Center accounts reached</a>	230 <a href="#">Reactions</a>
	Animal Feature: Milk Frogs These little frogs have st... Racine Zoo	<a href="#">View insights</a> ...	Thu Apr 20, 3:21pm	5.1K <a href="#">Accounts Center accounts reached</a>	123 <a href="#">Reactions</a>
	Bloody Mary Fest is officially 1 month away! Get your ti... Racine Zoo	<a href="#">View insights</a> ...	Thu Apr 20, 10:10am	4.5K <a href="#">Accounts Center accounts reached</a>	55 <a href="#">Reactions</a>
	<b>Ad completed</b> ZooTix's Saturday Rally for the Planet is coming up! Be... Racine Zoo	<a href="#">View insights</a> ...	Wed Apr 19, 2:41pm	11.6K <a href="#">Accounts Center accounts reached</a>	28 <a href="#">Reactions</a>
	Hey, our western burred deer is meeting on his fellow... Racine Zoo	<a href="#">View insights</a> ...	Wed Apr 19, 10:17am	5.8K <a href="#">Accounts Center accounts reached</a>	177 <a href="#">Reactions</a>
	Kick off summer (or celebrate Father's Day weekend!) w... Racine Zoo	<a href="#">View insights</a> ...	Tue Apr 18, 4:30PM	8.1K <a href="#">Accounts Center accounts reached</a>	49 <a href="#">Reactions</a>
	Don't forget to vote for Racine Zoo by April 20! We're ... Racine Zoo	<a href="#">View insights</a> ...	Tue Apr 18, 9:18am	2.8K <a href="#">Accounts Center accounts reached</a>	38 <a href="#">Reactions</a>
	ZooTix Saturday: Endangered Species Day Racine Zoo	<a href="#">View insights</a> ...	Tue Apr 18, 8:11am	1.7K <a href="#">Accounts Center accounts reached</a>	-- <a href="#">Reactions</a>
	Check out the delicious menu below for Mother's Day ... Racine Zoo	<a href="#">View insights</a> ...	Mon Apr 17, 2:05pm	7.0K <a href="#">Accounts Center accounts reached</a>	74 <a href="#">Reactions</a>
	<b>Ad completed</b> This weekend, April 22 - 23, is our Upcycled Drive th... Racine Zoo	<a href="#">View insights</a> ...	Mon Apr 17, 9:30am	8.2K <a href="#">Accounts Center accounts reached</a>	40 <a href="#">Reactions</a>
	Sign up to compete in Racine Zoo's Bloody Mary Fest! ... Racine Zoo	<a href="#">View insights</a> ...	Sun Apr 16, 3:22pm	6.5K <a href="#">Accounts Center accounts reached</a>	40 <a href="#">Reactions</a>
	Meet Timu and Wang for their up close at Summer ... Racine Zoo	<a href="#">View insights</a> ...	Sun Apr 16, 11:09am	5.6K <a href="#">Accounts Center accounts reached</a>	59 <a href="#">Reactions</a>
	Help keep Lake Michigan beautiful! Join Racine Zoo st... Racine Zoo	<a href="#">View insights</a> ...	Sat Apr 15, 10:10am	2.2K <a href="#">Accounts Center accounts reached</a>	40 <a href="#">Reactions</a>
	With this beautiful weather, we have golf on the mind!... Racine Zoo	<a href="#">View insights</a> ...	Fri Apr 14, 5:00pm	6.7K <a href="#">Accounts Center accounts reached</a>	60 <a href="#">Reactions</a>
	Animal Feature: African Lion Did you know a lion's ro... Racine Zoo	<a href="#">View insights</a> ...	Fri Apr 14, 11:54am	11.1K <a href="#">Accounts Center accounts reached</a>	185 <a href="#">Reactions</a>



Staff Activity Report | Marketing | April 2023

	Breakfast with the Grizzlies - SO D OUT Racine Zoo	<a href="#">View insights</a>	Fri Apr 14, 11:20am	7.6K Accounts Center accounts reached	--
	This Saturday (4/17) is the first Zoorific Saturday of the... Racine Zoo	<a href="#">View insights</a>	Thu Apr 13, 2:13pm	4.5K Accounts Center accounts reached	52 Reactions
	Join us for Member Appreciation Night on Thursday, M... Racine Zoo	<a href="#">View insights</a>	Thu Apr 13, 10:11am	7.5K Accounts Center accounts reached	79 Reactions
	Help us #ScratchtoAction with The Association of Zo... Racine Zoo	<a href="#">View insights</a>	Wed Apr 12, 3:57pm	1.1K Accounts Center accounts reached	3 Reactions
	Mother's Day Brunch is about 1 month away on Sunday... Racine Zoo	<a href="#">View insights</a>	Wed Apr 12, 10:10am	5.5K Accounts Center accounts reached	28 Reactions
	Preshool classes are filling up quickly! Bring your chil... Racine Zoo	<a href="#">View insights</a>	Tue Apr 11, 2:42pm	3.5K Accounts Center accounts reached	16 Reactions
	Celebrating 100 Years! Treasured Memories 📷 While... Racine Zoo	<a href="#">View insights</a>	Tue Apr 11, 10:08am	4.4K Accounts Center accounts reached	88 Reactions
	Ad completed Beach Cleanup at Zoo Beach Racine Zoo	<a href="#">View insights</a>	Tue Apr 11, 9:08am	139 Accounts Center accounts reached	--
	Ad completed Party at the Zoo Racine Zoo	<a href="#">View insights</a>	Tue Apr 11, 6:07am	726 Accounts Center accounts reached	--
	Stoddy May Fest is coming up NEXT WEEK! Join us... Racine Zoo	<a href="#">View insights</a>	Mon Apr 10, 2:45pm	6.2K Accounts Center accounts reached	152 Reactions
	Racine Zoo has been nominated as 'Best Family Amuse... Racine Zoo	<a href="#">View insights</a>	Mon Apr 10, 10:17am	2.7K Accounts Center accounts reached	29 Reactions
	Zoorific Saturday: Enigma Dry Racine Zoo	<a href="#">View insights</a>	Mon Apr 10, 8:47am	3.5K Accounts Center accounts reached	--
	If you've visited the Zoo recently, you may have notice... Racine Zoo	<a href="#">View insights</a>	Sun Apr 9, 10:17am	1.7K Accounts Center accounts reached	167 Reactions
	THANK YOU for your incredible support during our op... Racine Zoo	<a href="#">View insights</a>	Sat Apr 8, 10:30pm	7.3K Accounts Center accounts reached	29 Reactions
	It's finally here! Bring the family to Eggsmas at the ZO... Racine Zoo	<a href="#">View insights</a>	Sat Apr 8, 8:00am	11.8K Accounts Center accounts reached	152 Reactions



	Keeping Miranda the cockatoo in top-top shape! Mirr... Racine Zoo	view insights	---	Fri Apr 7, 10:15am	2.4K Accounts Center accounts reached	76 Reactions
	Little Stella the porcupine is making big steps in traini... Racine Zoo	view insights	---	Thu Apr 6, 12:10pm	1.2K Accounts Center accounts reached	35 Reactions
	Member Appreciation Night Racine Zoo	view insights	---	Wed Apr 5, 3:05pm	1.5K Accounts Center accounts reached	--
	Guess what! Eggshredder is TIPSY CAT'RDAY! (4/5) ... Racine Zoo	view insights	---	Wed Apr 5, 11:47am	1.7K Accounts Center accounts reached	79 Reactions
	Did you mean special foot care for Irenu and Kanga? ... Racine Zoo	view insights	---	Tue Apr 4, 10:40m	1.7K Accounts Center accounts reached	261 Reactions
	What do you think the African Penguin Smalowl? All in for L... Racine Zoo	view insights	---	Mon Apr 3, 10:05am	1.4K Accounts Center accounts reached	91 Reactions
	Sleep under the stars at the Zoo as 5 member Safari Ser... Racine Zoo	view insights	---	Sun Apr 2, 10:12am	12.5K Accounts Center accounts reached	142 Reactions
	Now's the time to plan for fun summer events! Fun Br... Racine Zoo	view insights	---	Fri Apr 1, 11:11am	5.5K Accounts Center accounts reached	48 Reactions

**Racine Zoo** 

Published by [Cristian Murguía](#) · April 2 at 10:12 AM · 

📢 If you've visited the Zoo recently, you may have noticed a new exhibit. Our new outdoor arctic fox exhibit is complete, and **Sasha and Luna** are loving it!

They can now be found at the southeast corner of the zoo, both are adjusting well and can be seen using their multi-level platform or ying trees on the shaded ledge, watching the new Zoo's beautiful Lake Michigan shoreline!

Racine Zoo's staff worked to design this enclosure with the arctic fox pair in mind and love. [See more](#)





See insights and ads [Boost post](#)

19  

<b>Reach</b> 		<b>Engagements</b> 	
total	<b>16,026</b>	Reactions	<b>369</b>
Organic	16,026 (100%)	Comments	26
Paid	0 (0%)	Shares	79
<a href="#">View details</a>			

Well-performing Facebook post

# TWITTER

TOTAL FOLLOWERS: 3,284

APR ZOO SUMMARY


Tweets	Total Impressions
46	7,732
Profile visits	Media
1,138	18


**Apr 2023** • 30 days

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**TWITTER HIGHLIGHTS**

**Top Tweet** earned 874 impressions

 Help keep Lake Michigan beautiful! Join Racine Zoo staff and volunteers for a Zoo beach cleanup on Saturday, April 29 from 8:30am - 10:30am!

 If you'd like to join us, RSVP here: [bit.ly/3cuW4yC](http://bit.ly/3cuW4yC)


**#SpringIntoAction #partyfortheplanet**  
[pic.twitter.com/Lnq3KLUKUU](http://pic.twitter.com/Lnq3KLUKUU)




43.4 7


[View Tweet activity](#) [View all Tweet activity](#)

**Top mention** earned 62 engagements

 **AZA**  
[@zoos\\_aquariums\\_net](https://zoos.aquariums.net/)

 Echo and Luna are the newest **#ArcticFox** residents at [@RacineZoo](https://www.racinezoo.org/)! Visitors can now say hi to them in the newest corner exhibit with scenic views, heated shelter, and plenty of space for natural behaviors for them!

Learn more in Connect: [bit.ly/3nFK00r](http://bit.ly/3nFK00r)  
[pic.twitter.com/y7ZHACEQY](http://pic.twitter.com/y7ZHACEQY)




43.7 75

[View Tweet](#)

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**Top Follower** followed by 1,959 people





**tttt**  
[@gpccuamnu0ca1](https://twitter.com/gpccuamnu0ca1) [Followed you](#)

[View profile](#)

**Top media Tweet** earned 108 impressions

 Help us **#SpringIntoAction** with [@zoos\\_aquariums](https://zoos.aquariums.net/) and give back to the Earth this spring season!

 Below are some fun Party for the Planet activities coming up! Learn more or RSVP: [racinezoo.org/party-planet](http://racinezoo.org/party-planet)  
[pic.twitter.com/7SEGDuCh1S](http://pic.twitter.com/7SEGDuCh1S)



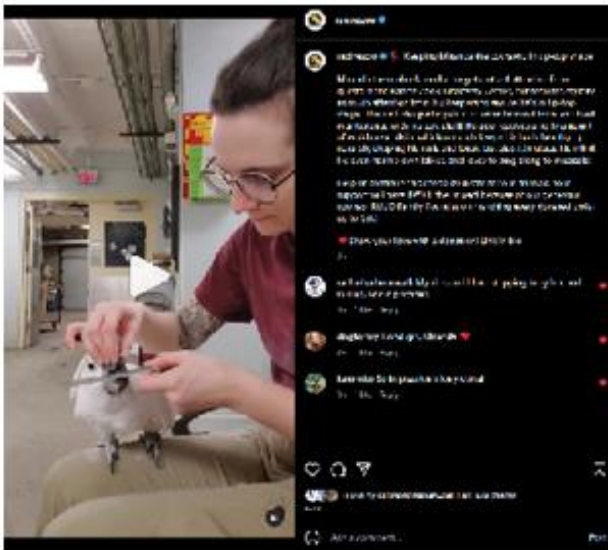
# ▶ INSTAGRAM

TOTAL FOLLOWERS: 5,287

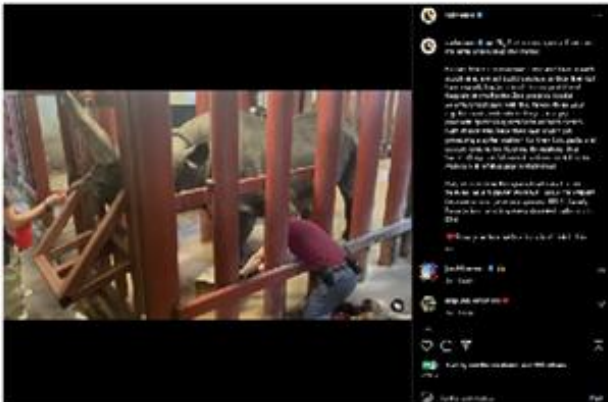
Title	Date published	Reach	Likes and reactions
Going into poll season with our poll outing fundraiser. A Round for Rhinos at...	view insights <a href="#">...</a> Sun Apr 16, 10:02am	187 Accounts Reached	14 Likes
Vehicle Registration is now OPEN for our 27th Annual Car, Truck, & Boat Show...	view insights <a href="#">...</a> Tue Apr 18, 10:06am	100 Accounts Reached	7 Likes
Animal nature: Green into Yellow these snakes began their lives as bright yellow...	view insights <a href="#">...</a> Fri Apr 28, 2:39pm	149 Accounts Reached	24 Likes
Do you have Mother's Day plans? Sports are lining up for Mother's Day eve...	view insights <a href="#">...</a> Fri Apr 28, 11:15am	103 Accounts Reached	10 Likes
We are thrilled to be the featured nonprofits at the June 21 @leecookingfish...	view insights <a href="#">...</a> Thu Apr 27, 7:07pm	585 Accounts Reached	12 Likes
Read the way to 47, a slight A look to say it's old school. Animals? 2023...	view insights <a href="#">...</a> Thu Apr 27, 10:10am	137 Accounts Reached	11 Likes
Zoo Members: Get your RSVP in for Member Appreciation Night happening Thu...	view insights <a href="#">...</a> Wed Apr 26, 9:45am	137 Accounts Reached	17 Likes
Happy Birthday 🎂 Today, our zookeepers threw a birthday party for our resident...	view insights <a href="#">...</a> Tue Apr 25, 2:09pm	618 Accounts Reached	111 Likes
Happy #WorldPenguinDay! Here at the Racine Zoo, we have African penguins...	view insights <a href="#">...</a> Tue Apr 25, 10:00am	164 Accounts Reached	14 Likes
Don't forget! This Saturday is our Beach Cleanup! 🧹 If you're like to join us, RS...	view insights <a href="#">...</a> Fri Apr 21, 8:07pm	419 Accounts Reached	26 Likes
Did you get your Animal Care & Support Season Flowers yet? We have a SMART lineup...	view insights <a href="#">...</a> Sun Apr 23, 11:00am	418 Accounts Reached	38 Likes
Happy Friday! Here's how the Zoo dog looking cute in her @racinezoo with the girl...	view insights <a href="#">...</a> Fri Apr 21, 8:10am	189 Accounts Reached	89 Likes
Animal Feed an Milk Feeds These little guys have a big purpose in their lives that...	view insights <a href="#">...</a> Thu Apr 20, 3:25pm	419 Accounts Reached	90 Likes
Monday May 1st is only 1 month away! Get your tickets in this popular we...	view insights <a href="#">...</a> Thu Apr 20, 12:13pm	331 Accounts Reached	8 Likes
Zoofic Saturday Party for the Patis is coming up this Saturday, April 22! Fro...	view insights <a href="#">...</a> Wed Apr 19, 2:48pm	420 Accounts Reached	12 Likes
Look, our western tufted duck is choosing on his fellow ducks as they take on th...	view insights <a href="#">...</a> Wed Apr 19, 10:02am	1.1K Accounts Reached	183 Likes
Kick off summer in @racinezoo - 2023's 5th weekend at zoo show at 10:00PM...	view insights <a href="#">...</a> Tue Apr 18, 7:58pm	493 Accounts Reached	16 Likes
Don't forget to vote for Racine Zoo by April 24! We've been nominated as 'Be...	view insights <a href="#">...</a> Tue Apr 18, 9:48am	273 Accounts Reached	9 Likes
Check out the delicious menu below for Mother's Day Brunch happening Sund...	view insights <a href="#">...</a> Mon Apr 17, 7:05pm	494 Accounts Reached	17 Likes

	<a href="#">View insights</a>	Mon Apr 17, 9:00am	339 Accounts Center accounts reached	7 Likes
	<a href="#">View insights</a>	Sun Apr 16, 12:28PM	492 Accounts Center accounts reached	18 Likes
	<a href="#">View insights</a>	Sun Apr 16, 12:00pm	401 Accounts Center accounts reached	47 Likes
	<a href="#">View insights</a>	Sat Apr 15, 10:30am	504 Accounts Center accounts reached	79 Likes
	<a href="#">View insights</a>	Fri Apr 14, 1:00pm	413 Accounts Center accounts reached	12 Likes
	<a href="#">View insights</a>	Fri Apr 14, 11:00am	549 Accounts Center accounts reached	56 Likes
	<a href="#">View insights</a>	Thu Apr 13, 7:15am	362 Accounts Center accounts reached	25 Likes
	<a href="#">View insights</a>	Thu Apr 13, 11:15am	480 Accounts Center accounts reached	23 Likes
	<a href="#">View insights</a>	Wed Apr 12, 2:00pm	618 Accounts Center accounts reached	80 Likes
	<a href="#">View insights</a>	Wed Apr 12, 10:00am	489 Accounts Center accounts reached	18 Likes
	<a href="#">View insights</a>	Tue Apr 11, 2:42pm	369 Accounts Center accounts reached	9 Likes
	<a href="#">View insights</a>	Tue Apr 11, 12:10pm	464 Accounts Center accounts reached	14 Likes
	<a href="#">View insights</a>	Mon Apr 10, 2:45pm	568 Accounts Center accounts reached	22 Likes
	<a href="#">View insights</a>	Mon Apr 10, 10:17am	337 Accounts Center accounts reached	1 Likes
	<a href="#">View insights</a>	Sat Apr 8, 10:17am	347 Accounts Center accounts reached	110 Likes
	<a href="#">View insights</a>	Fri Apr 7, 1:03pm	398 Accounts Center accounts reached	23 Likes
	<a href="#">View insights</a>	Sat Apr 8, 8:00am	524 Accounts Center accounts reached	48 Likes
	<a href="#">View insights</a>	Fri Apr 7, 12:30pm	180 Accounts Center accounts reached	140 Likes
	<a href="#">View insights</a>	Fri Apr 7, 10:15am	497 Accounts Center accounts reached	26 Likes
	<a href="#">View insights</a>	Wed Apr 5, 1:10pm	476 Accounts Center accounts reached	16 Likes
	<a href="#">View insights</a>	Tue Apr 4, 10:00am	185 Accounts Center accounts reached	101 Likes

	Seed under the stars at the Zoo at Summer Safari: Darwin's Dinosaur Park, June 10, 2023	View insights	2:48 Apr 2, 10:12am	781 Instagram/Creative Commons reached	30 Likes
	It's a bird's-eye view of the fun summer event! This view of the new Safari Park is a bird's-eye view of the fun summer event!	View insights	2:48 Apr 1, 11:11am	927 Instagram/Creative Commons reached	19 Likes



<b>Reach</b> 0	<b>Engagements</b> 0
Total <b>1,882</b>	Likes <b>110</b>
	Comments <b>4</b>



<b>Reach</b> 0	<b>Engagements</b> 0
Total <b>1,860</b>	Likes <b>161</b>
	Comments <b>4</b>

Well-performing Instagram posts

## **Special Events**

### **April Events**

- April 8 – Eggstravaganza
  - Location: Entire Campus
  - Event Overview: Easter Event
  - Attendance: 3,397

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

- May 5 – Sikora-Hammer Celebration of Life
- May 6 – Bourbon Chronicles
- May 14 – Mother’s Day Brunch
- May 20 – Bloody Mary Fest
- May 25 – Member Appreciation Night
- June 3 – Bourbon Chronicles
- June 4<sup>th</sup> – Ritcher Celebration of Life
- June 9 – 100 Year -Past Board Chair Dinner
- June 14 – World Wine Wednesday
- June 17 – Old Fashioned Frenzy
- June 19 – Golf Tournament
- June 21 – Kingfish Game
- June 22 – RAMAC Event
- June 24 – Breakfast with the Giraffes
- June 24 – Private Party in Pavilion
- June 25 – Police Awards
- June 28 – World Wine Wednesday
- June 29 – Rotary Event
- July 5 – 100 Year – Ice Cream Social
- July 8 – Margarita Fest
- July 12 – Animal Crackers
- July 15 – Bourbon Chronicles
- July 16 – CNH Picnic
- July 20 – Cigar Dinner
- July 22 – Breakfast with the Giraffes
- July 23 – Christ Church Picnic
- July 26 – Animal Crackers
- July 26 – RAAD Lunch
- July 29 – Putzmeister Picnic
- July 30 – Siena Picnic
- August 2 – World Roar Wine Pour Wednesday
- August 4 – Bourbon Chronicles
- August 5 – Twin Disc
- August 6 – API Picnic
- August 6 – Breakfast with the Giraffes
- August 8 – Milkmen Game
- August 9 – Animal Crackers

- August 12 – MPI Picnic
- August 13 – O&H Picnic
- August 16 - World Roar Wine Pour Wednesday
- August 19 – One Hope United Picnic
- August 20 – Car Show
- August 23 – Animal Crackers
- August 26 – Whiskers and Whiskey
- August 30 - World Roar Wine Pour Wednesday
- September 3 – Ennis Wedding
- September 9 – Zoo Debut
- September 16 – Massman Wedding
- September 22 – Bourbon Chronicles
- September 28-October29 – Jack-O-Lantern Nights
- October 7 – Old Fashioned Fest
- October 20 – Shurts Wedding
- October 27 – Hallowine
- October 28 – Boo at the Zoo
- November 29 – Jolly Old Fashioned
- December 2 – Brunch with Santa
- December 15 – Globes