

**Racine Zoological Society
Park and Recreation Board Meeting
July 2018 (reporting on June 2018)**

Executive Director

- Submitted several grants and sponsorship packages for Animal Crackers and education programming
- Evaluating all current vendors
- Meetings started on strategic planning
- TV appearances
- Became certified with Kulture City as a sensory inclusive facility!
- Knee deep in high season!

Membership

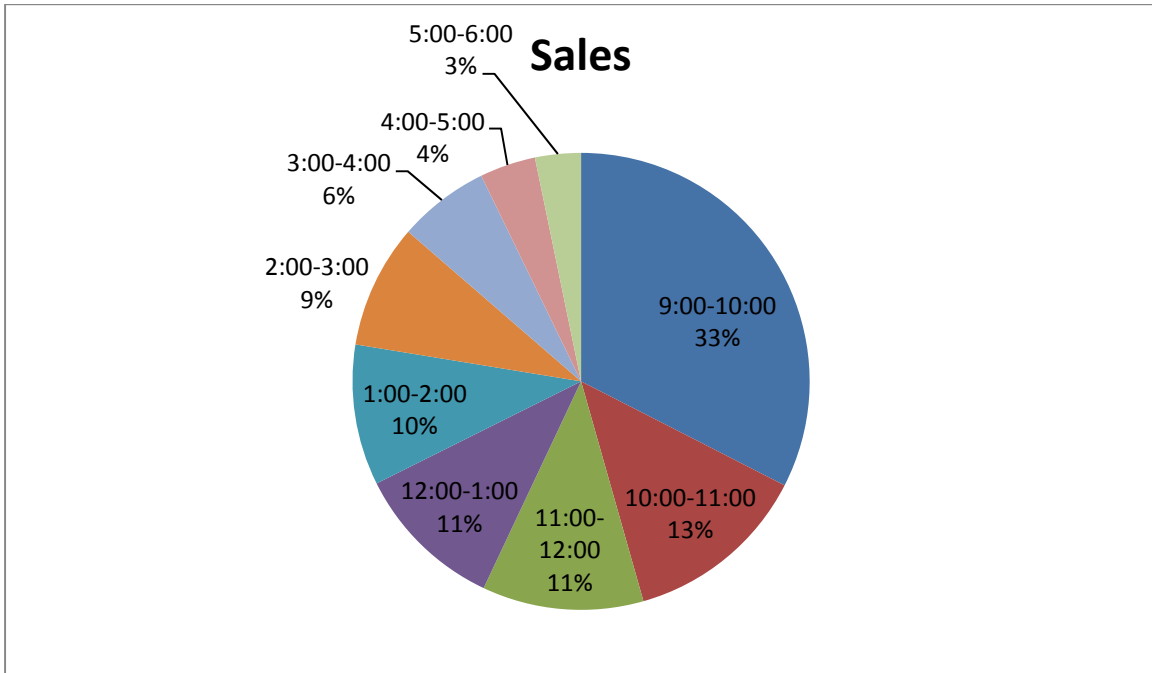
- Total memberships households = 2,050

Attendance for June 2018

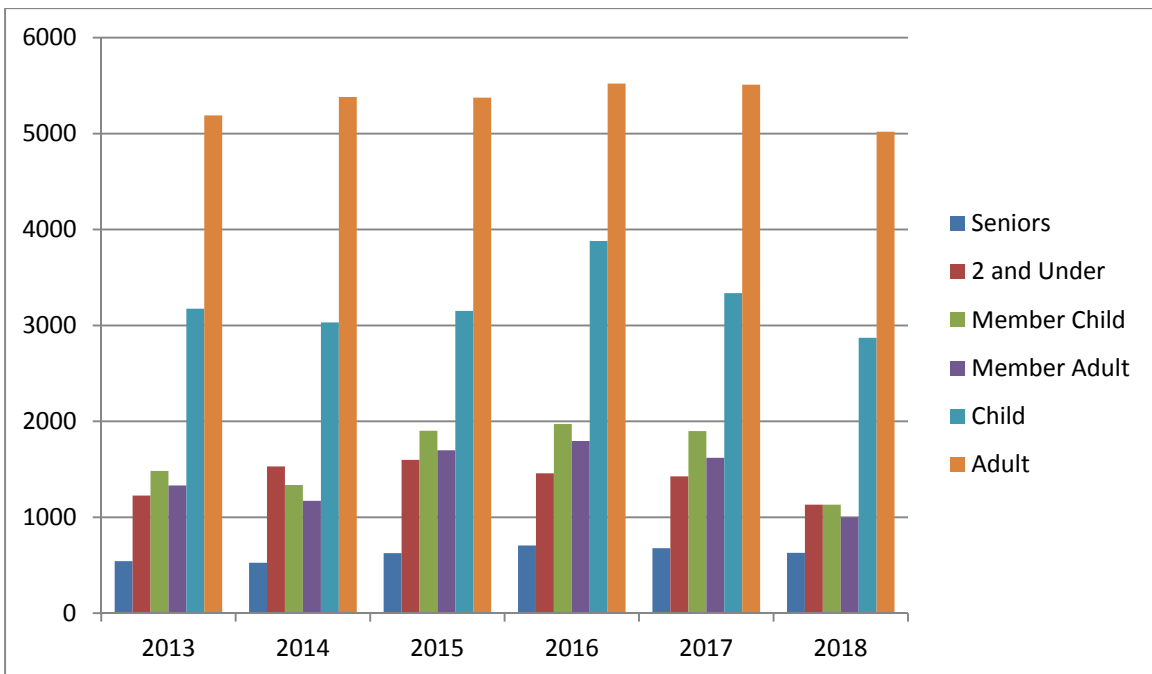
	June 2017	June 2018	Variance	Percent change
Adults	5313	4734	-579	-11
Children	3337	2872	-465	-14
Member Adults	1620	999	-621	-38
Member Children	1899	1132	-767	-40
Child 2 and under	1426	1131	-295	-21
Seniors	678	629	-49	-7
Military	197	286	89	45
Education	801	2340	1539	192
Events	1797	2652	855	48
Total	17068	16775	-293	-2

- The weather was just terrible again in June. All numbers showed that issue except in military, education and events.

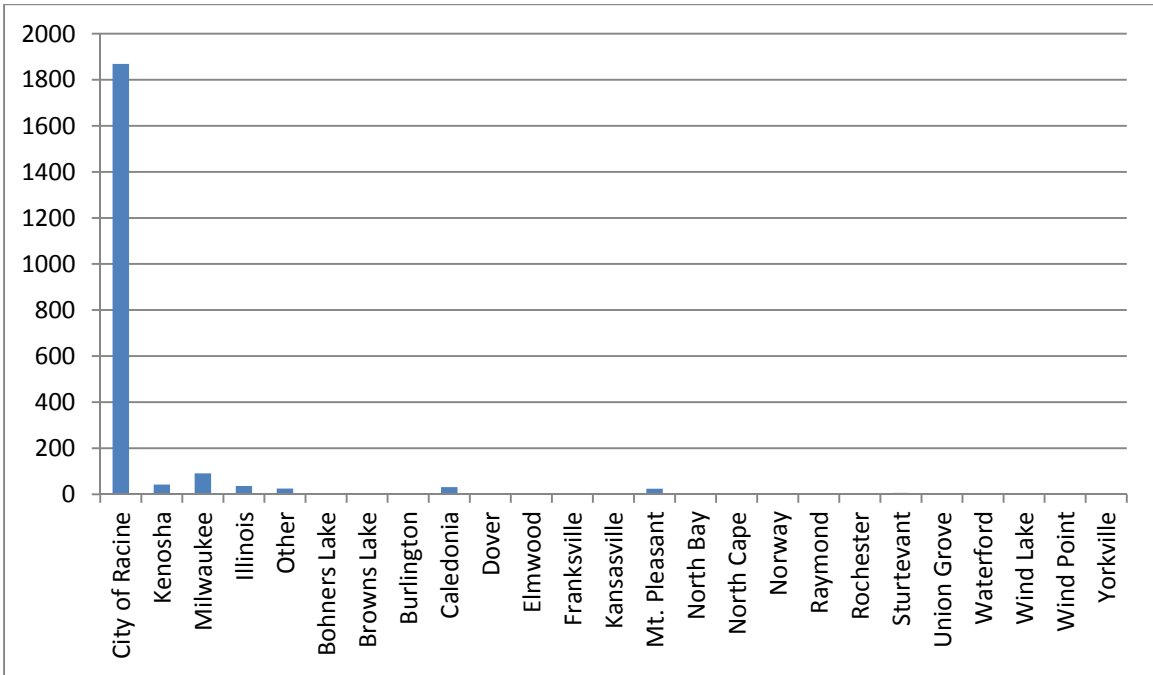
June Attendance By Hour



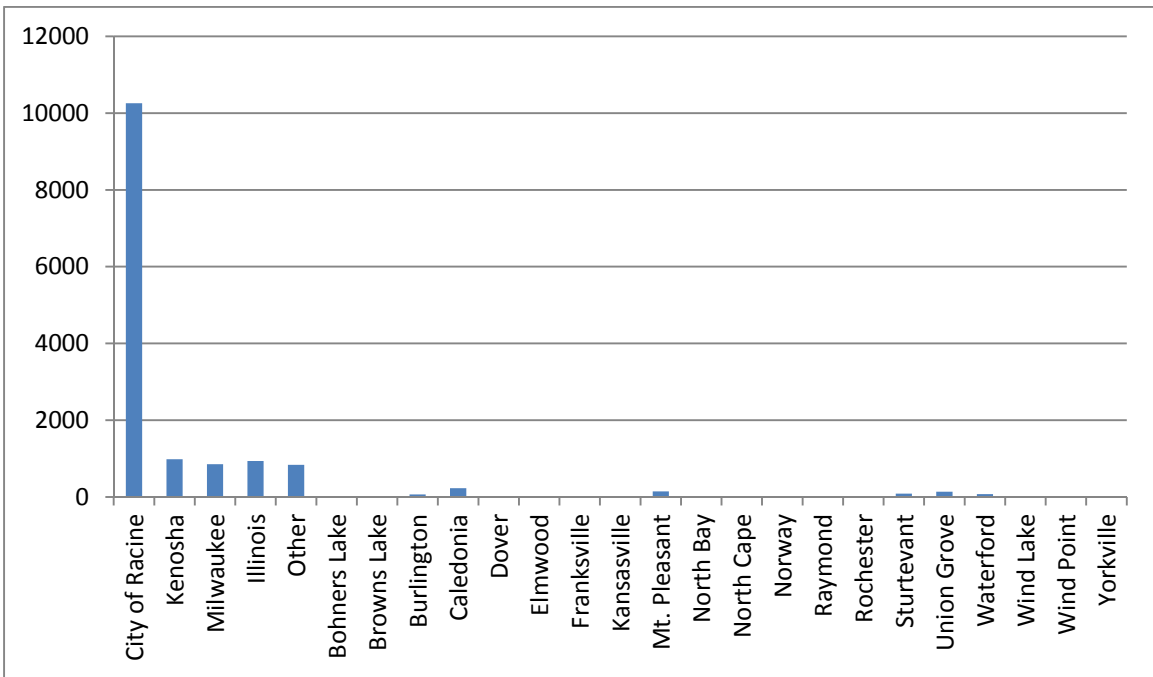
June Monthly Attendance 2013-2018



June Member Municipality



June Non-Member Municipality



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

- Ordered and received new product
- Contacted Vendors for New items
- Opened Watering Hole for 7 Days
- Grill and Train open for Season

Animal Care

- Animal info/moves:
 - Received 4 milk frogs
 - 1 leopard gecko
 - 1 w. tufted deer
 - Introductions with fennec foxes continuing on exhibit
- Vet exams:
 - 2 spider monkeys
 - Arctic foxes
 - Great horned owl
 - 2 Penguins
 - Lynx recheck
 - Tiger recheck
- Deaths:
 - N/A
- Staff
 - N/A
- Miscellaneous
 - Multiple BTS Tours
 - Multiple keepers for a day
 - Multiple camps doing BTS tours, encounters and doing “zookeeper” work
 - Multiple events with keeper staff doing encounters, helping with ambassador animals and doing rhino encounters.
 - Working on scheduling the new giraffe shade structure(s) to be ordered/installed
 - Working on scheduling the giraffe and part of the rhino floors to be resurfaced
 - Animal injury drill-zebras

Education

- **Educational Programs**

- Onsite Programs – 18
 - Reached 968 people
- Behind the Scenes – 8
 - Reached 65
- Onsite Birthdays – 7
 - Reached 230 people
- Offsite Programs -6
 - Reached 1931 people
- Offsite Birthdays – 7
 - Reached 210 people
- Creature Features - 30
 - Reached 1,119 people
- Wildlife Theaters-60
 - Reached 726 people
- Preschool Classes – 6
 - Reached 122 people
- Field Trips - 39
 - Reached 2123 people
- Slumber Safari – 1
 - Reached 50 people
- Totals: Reached 7,544 people

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
 - 3/4 - 49/100 spots – 49.0%
 - K/1 - 56/180 spots – 31.2 %
 - 2/3 - 47/180 spots – 26.1%
 - 4/5 - 48/160 spots – 30.0%
 - 6/7 – 21/80 spots – 26.3%
 - Overall – 173/700 – 24.7%

- **Events**

- June 2 – Volunteering Onboarding Training
- June 4 – Final day of yearlong partnership with RUSD Transition Program for 2018-2019
- June 7 – Attended Serve Wisconsin board meeting to present Americorps Planning Grant
- June 9 – Assisted in Tea with Turs
- June 12 – Keynote Speaker, Green Drinks, Libertyville, IL
- June 13 – Attended Community Development Block Grant (CDBG) Meeting with Executive Director
- June 16 – World Giraffe Day
- June 17 – Father's Day Event
- June 18 – First Day of Summer Camp
- June 19 – Attended Project WET Training at EB Shurts Environmental Education Center
- June 23 – Healthy People, Healthy Animals, Healthy Planet
- June 24 – Attended GarlicFest in Milwaukee

- June 25 – Member Monday
- June 26 – Attended Project WILD Training at EB Shurts Environmental Education Center
- June 28 – Racine Nature Club at Hawthorne Hollow
- June 28 – Partnered with Chick-Fil-A for Children’s Event
- June 30 – Assisted with Wine, Stein, and Dine

- **Grants**

- Received education grant from private foundation for bird curriculum
- Received full funding from ANDIS Foundation for Family Conservation Club
- Submitted Americorps Planning Grant Proposal at national level
- Submitted CDBG Grant
- Proposal to present at WAEE Conference in the Wisconsin Dells accepted
- Submitted grant to Rotary Club with Executive Director
- Submitted letter of intent to Racine Community Foundation
- Submitted grant to Kenosha Community Foundation

Upcoming

- Presenting at AZA Conference in Seattle in September
- Presenting at WAEE Conference in October

Comparison to June 2017- programs and participants

Participants	2017	2018	Variance
On Site	972	968	-4.1%
Off Site	506	1931	+281.7%
BTS	8	65	+712.5%
Birthday Party	197	440	+123.4%
Preschool	-	122	-

Programs	2017	2018	Variance
On Site	10	18	+80.0%
Off Site	10	6	-40.0%
BTS	3	8	+166.7%
Birthday Party	6	14	+133.3%
Preschool	-	6	-

Facilities

- Cut and whip grass, general upkeep of grounds , tree trimming ,spray for weeds, removal of shrubs, planting shrubs
- Daily janitorial
- Preventative maintenance
- Work orders
- Built a railing around trailer for use in parade
- Installed new exhaust fan on roof of grill
- Had hood system cleaned in grill
- Took old books from zoo library to store for book sale
- Set up and tear down of special events, and birthday parties

Resource Development

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

Public Relations/Social Media

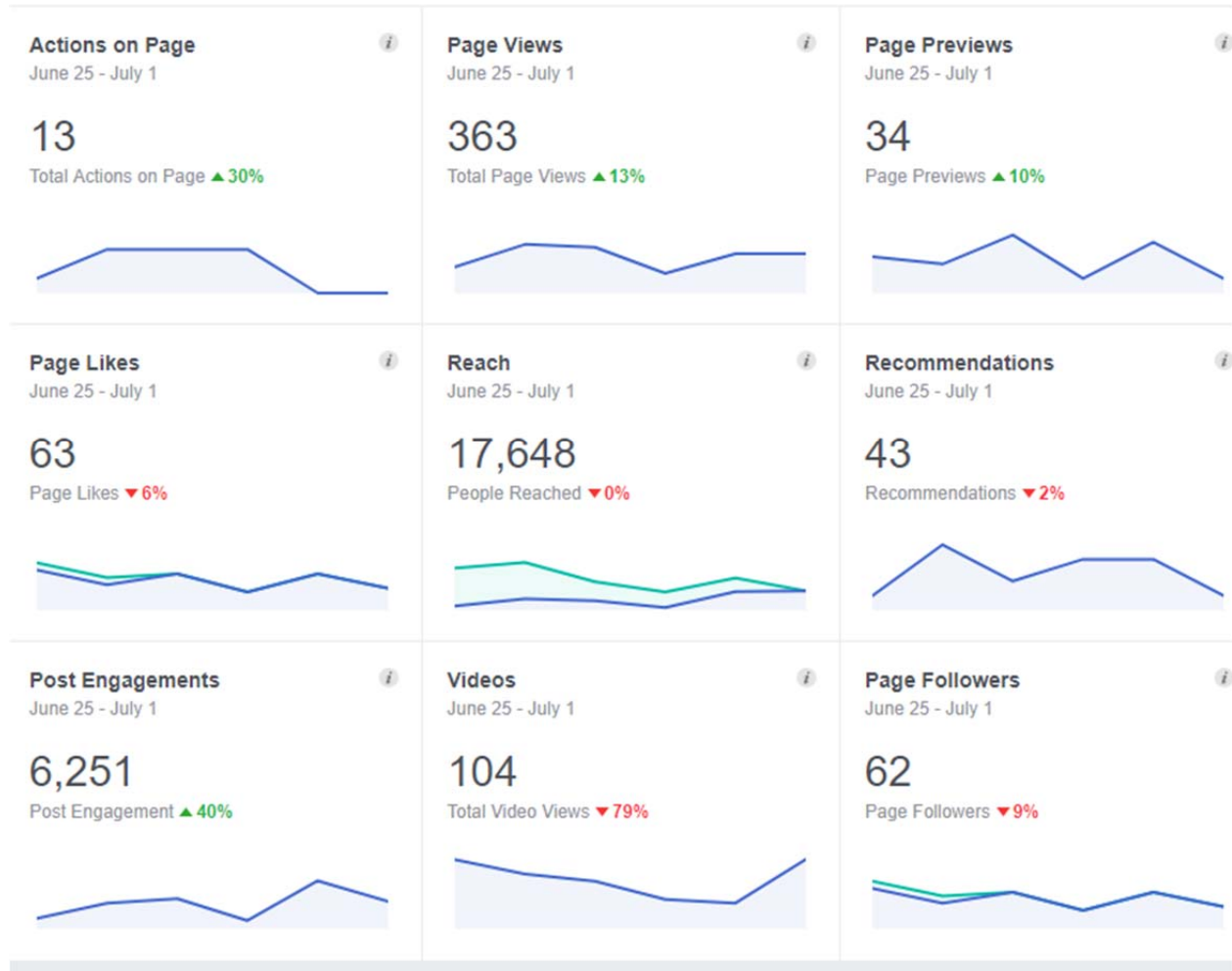
- Multiple E-blasts
- Wildlife Matters online magazine
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Multiple Press Releases
- Media Relations: Racine & Me, CH 12, Fox 6, Journal Times, TMJ 4
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: Wind Point Mag, Belle City Mag, Bargain Hunter, DRC, Union Grove
- Social Media Posts: Facebook, Twitter, Instagram, youtube
- Racine County Eye
- Bargain Hunter
- Journal Times
- Shepherd Express: City Guide ad for Wine Stein and Dine - Animals Crackers in progress
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite,FB, Travel Wisconsin, WhoFish, Carpe Diem - Milwaukee, Racine County Eye

Racine Zoo-Digital Metrics
June 2018
Facebook Data:

Results from Jun 26, 2018 - Jul 02, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



06/30/2018 12:30 pm		The animals all agree the best way to cool off is a nice rel			2.4K		272 121	
06/30/2018 9:30 am		You never know what you'll see when you visit the zoo, ke			1.9K		80 28	
06/27/2018 9:41 pm		Thank you to everyone who came out to Roar & Pour toni			2.2K		507 58	
06/27/2018 6:02 pm		Naka is ready for tonight's Roar & Pour with Ale Asylum			1.1K		12 8	
06/23/2018 1:25 pm		Did you know tortoises love sandboxes too? Desert tortoi			1.5K		45 26	
06/22/2018 1:58 pm		Blue skies are coming out ! Join WIIL Rock tonight at the			1.6K		27 12	
06/21/2018 4:30 pm		Happy 14th Birthday to Gazzer the alpaca!			2K		49 89	
06/15/2018 4:00 pm		Stretch your necks out for giraffes this weekend. Join the			2.8K		72 142	
06/14/2018 4:26 pm		Don't forget Father's Day is on Sunday. It's not too late to			1.5K		43 8	
06/14/2018 10:00 am		New Caledonian Geckos are the largest gecko species in t			1.5K		17 24	
06/12/2018 9:41 am		"Do I have something on my nose," Meerkat.			1.6K		30 60	
06/09/2018 7:22 pm		Thank you to everyone who attended the "Tea with the Tu			3.1K		624 54	
06/08/2018 7:54 pm		Did you know #WorldOceans Day is on June 8? If you are			1.3K		9 15	
06/06/2018 1:12 pm		Please join us in wishing Gill y the Lesser Tenrec a happy			4.5K		226 261	
06/04/2018 4:52 pm		A HUGE thank you to the Racine Unified School District's			4.1K		494 239	

Twitter:

28 day summary with change over previous period

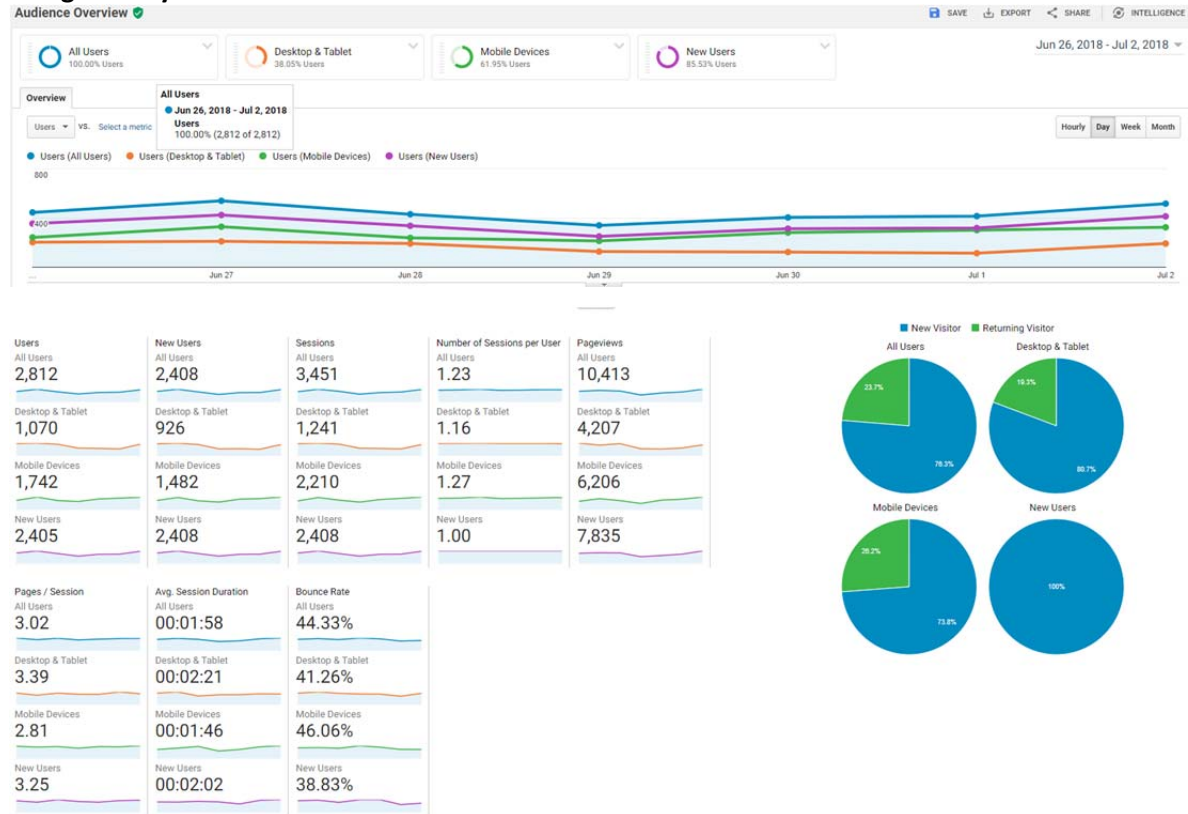


Your Tweets earned **4.5K impressions** over this 28 day period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Racine Zoo @RacineZoo · Jun 22	Blue skies are coming out ! Join WIIL Rock tonight at the Racine Zoo for great drink specials and giraffe feeding!		587	6	1.0%
		View Tweet activity				Promote
	Racine Zoo @RacineZoo · Jun 9	Thank you to everyone who attended the "Tea with the Turs" event. We appreciate your support of this endangered species. 🐼		369	4	1.1%
		View Tweet activity				Promote
	Racine Zoo @RacineZoo · Jul 1	Due to the rain the Racine Concert Band has regretfully cancelled tonight's performance.		219	41	18.7%
		View Tweet activity				Promote
	Racine Zoo @RacineZoo · Jun 23	Did you know tortoises love sandboxes too? Desert tortoises dig burrows in the sand of the southwestern US and Mexico to escape the heat. Come visit the zoo to enjoy the summer weather with our animals! facebook.com/racinezoo/vide...		207	4	1.9%
		View Tweet activity				Promote

Google Analytics:



Meltwater mentions:

- The Journal Times Online USA · Jun 28 · 5:15 am

Parade of plans returns to Racine lakefront

with two F-16 Fighting Falcon Jets screaming over the lakefront, between the **Racine Zoo** and North Beach. The F-16 jets are from the 115th

Reach 85k Neutral
- The Journal Times Online USA · Jun 27 · 8:59 am

Racine Zoo partners with Seafood Watch Program

, the **Racine Zoo** is a local organization with a global view and reach," said Aszya Summers, Conservation Education manager at the **Racine Zoo**

Reach 85k Positive
- The Journal Times Online USA · Jun 27 · 8:49 am

Disabled veterans may ride in parade

staging area. Or, veterans may meet at the staging area in front of the **Racine Zoo** by 8 a.m. For more information, call Pat Adams at 262-

Reach 85k Neutral
- The Journal Times Online USA · Jun 26 · 11:45 pm

What's Going On

unique silent and voice auction items. Proceeds benefit the animals and programs of the **Racine Zoo**. Go to www.racinezoo.org or call 262-636-

Reach 85k Neutral
- The Journal Times Online USA · Jun 25 · 11:30 pm

Racine Concert Band opens 96th season July 1

of free concerts at 7:30 p.m. Sunday, July 1, at the **Racine Zoo**, 2131 N. Main St. Mark Eichner, music director since 2002, will conduct a

Reach 85k Neutral

Fox6now.com Kiri Salinas · USA · Jun 24 · 9:24 am

Experience the Racine Zoo's adult only version of the 'taste of Racine'

the end of June but the **Racine Zoo** has plenty of fun still planned before the month is out. Amber with the **Racine Zoo** gives a look at two of

Reach 372k

Neutral ○

Wisconsin Patch.com USA · Jun 21 · 11:59 am

Racine Zoo To Host Adults Night Out June 30

"Taste of Racine." Called Wine Stein and Dine, the **Racine Zoo** is welcoming many restaurants, wineries and distilleries to showcase Wisconsin

Reach 11k

Positive ○

KLTV 7 News USA · Jun 19 · 5:33 pm

The iBIO Institute EDUCATE Center Hosts Third Annual STEMgirls Summer Camp at Andrew Cooke Magnet Elementary School

– Elementary school-aged campers will conduct experiments with the staff at **Racine Zoo**, and middle school-aged campers will get a tour of R&

150 more articles · Reach 67k

Neutral ○

CBS 58 News Jacob Kittilstad · USA · Jun 17 · 2:17 pm

Racine & Me June 17, 2018: Foxconn Water Diversion Legal Challenge, June Pops: Mad Hot Opera, and the Racine Zoo

and consider upgrading to a web browser that supports HTML5 video The **Racine Zoo** certainly is a busy place during the summer for families –

Reach 52k

Neutral ○

Milwaukee Magazine Caroline Blair · USA · Jun 14 · 3:53 pm

15 Places to Take Your Dad on Father's Day

and BBQ Make Father's Day a hole-in-one this year by taking him and the whole family to **Racine Zoo** (2131 N. Main St.) from 11 a.m. to 2 p.m

Reach 25k

Positive ○

Little Lake County Natalie Rompella · USA · Jun 13 · 11:15 am

Summer Fun 101

an hour away: Lincoln Park Zoo (Chicago), Brookfield Zoo (Brookfield), **Racine Zoo** (Racine, WI), and Milwaukee County Zoo (Milwaukee, WI).

Reach 3k

Positive ○

CBS 58 News Stephanie Staudinger · USA · Jun 12 · 5:39 pm

Racine Zoo becomes first in Wisconsin to be certified Sensory Inclusive

Wis. (CBS 58) -- The **Racine Zoo** is now certified sensory inclusive. KultureCity partnered with the **Racine Zoo** to make it possible. This new

Reach 52k

Positive ○

Special Events

June Events:

- Saturday, June 2: **Johnson Keland Picnic**
 - **Location:**
 - **Time:** 12pm-2pm
 - **Event Overview:** Company Picnic
 - **Attendance:** 50

- Thursday, June 7: **American Red Cross**
 - **Location:** Land of the Giants
 - **Time:** 5pm-8pm
 - **Event Overview:** Volunteer appreciation party
 - **Attendance:** 30

- Saturday, June 9: **Express Employment Picnic**
 - **Location:** Racine Rotary West Safari Base Camp
 - **Time:** 11am-9pm
 - **Event Overview:** Company Picnic
 - **Attendance:** 0

- Saturday, June 9: **Tea with the Turs**
 - **Location:** Felle Pavilion
 - **Time:** 11am-12:30pm
 - **Event Overview:** Catered brunch with loose leaf and Long Island Iced Tea bar
 - **Attendance:** 60

- Wednesday, June 13: **World Wine Wednesday**
 - **Location:** Discovery Center
 - **Time:** 6pm-8pm
 - **Event Overview:** Wine tasting
 - **Attendance:** 30

- Saturday, June 16: **Lighthouse Run**
 - **Location:** Low Road
 - **Time:** 7am-10am
 - **Event Overview:** Run/Walk through zoo
 - **Attendance:** 1993

- Sunday, June 17: **Father's Day Putt-Putt Golf**
 - **Location:** Racine Rotary West Safari Base Camp
 - **Time:** 11am-2pm
 - **Event Overview:** BBQ lunch and 18 hole golf tournament
 - **Attendance:** 33

- Friday, June 22: **WIIL Rock 501@3 Club**
 - **Location:** Land of the Giants
 - **Time:** 5:01pm-7pm
 - **Event Overview:** Radio station happy hour
 - **Attendance:** 97

- Wednesday, June 27: **Roar & Pour**
 - **Location:** Cat Canyon

- **Time:** 6pm-8pm
- **Event Overview:** Beer tasting
- **Attendance:** 38

- Saturday, June 30: **Wine, Stein & Dine**
 - **Location:** Land of the Giants
 - **Time:** 6pm-9pm
 - **Event Overview:** A taste of wine, beer and food from SE Wisconsin vendors
 - **Attendance:** 250

Media:

- June 13: Film Racine & Me
- June 24: Fox 6 – 2 segments
- June 24: TMJ 4 – 1 segment
- June 24: WISN 12 – 2 segments

2018 Event Schedule

Event	Date	Time
Sunday, July 1	Kenosha 4th Parade Racine Concert Band	10am-2pm 6pm-9:30pm
Wednesday, July 4	Racine 4th Parade	8am-12pm
Sunday, July 8	Racine Concert Band	6pm-9pm
Wednesday, July 11	Animal Crackers: Milwaukee Jazz Orchestra	5:30pm-9:30pm
Saturday, July 14	Animals & Artisans Bway Company Picnic – Day 1	9am-6pm 11am-1pm
Sunday, July 15	Bway Company Picnic – Day 2 Racine Concert Band	11am-1pm 6pm-9pm
Mon-Sat, July 16-21	Zookeeper Week	All Week
Wednesday, July 18	World Wine Wednesday: Walkabout Creek	6pm-8pm
Thursday, July 19	MAR Committee Luncheon Cigar Dinner	12pm-1:30pm 5pm-10pm
Saturday, July 21	Zoorific Saturday: Zookeeper Day Marini Manufacturing Picnic	9am-6pm TBD
Sunday, July 22	Racine Concert Band	6pm-9pm
Wednesday, July 25	Animal Crackers: All-Star Groves	5:30pm-9:30pm
Saturday, July 28	South Milwaukee Parade Zoorific Saturday: Tiger Day	11am 9am-6pm
Sunday, July 29	Racine Concert Band	6pm-9pm
Wednesday, August 1	Roar & Pour: Aviary	6pm-8pm
Saturday, August 4	Twin Disc Picnic	TBD
Sunday, August 5	Knapp Mfg., Inc. Picnic Racine Concert Band	1pm-4pm 5:30pm-8:30pm
Wednesday, August 8	Animal Crackers: Karrin Allyson	5:30pm-9:30pm

Friday, August 10	Chad Ianson Wedding Rehearsal	5pm-6pm
Saturday, August 11	Zoorific Saturday: Orangutan Day	9am-6pm
	Chad Ianson Wedding Ceremony	2pm-3pm
	Angie Baus Wedding Reception	4pm-11pm
Sunday, August 12	ST Specialty Foods	12pm-5pm
	Racine Concert Band	5:30pm-8:30pm
Wednesday, August 15	World Wine Wednesday: Turs/Bears	6pm-8pm
Saturday, August 18	Zoorific Saturday: Reptile & Amphibian Day	9am-6pm

	DSAW Party	11am-2pm
Sunday, August 19	Car, Truck and Bike Show	8am-4pm
Wednesday, August 22	Animal Crackers: Eric Darius & Gerald Veasley	5:30pm-9:30pm
Saturday, August 25	Whiskers & Whiskey	6pm-9pm
Sunday, August 26	O&H Bakery Company Picnic	TBD
Saturday, September 8	Zoo Debut: Beastly Ball	5pm-11pm
Saturday, September 15	Great Lakes Brew Fest/Longnecks w/ Longnecks	1pm-6:30pm
Wednesday, September 19	World Roar Wine Pour Wednesday: Land of the Giants	6pm-8pm
Saturday, September 22	Zoorific Saturday: Rhino Day	9am-6pm
	Party on the Pavement	12pm-6pm
Saturday, September 29	Racine County Foster Kids Day	9am-5pm
Saturday, October 6	Glow 5K Walk/Run	5pm-9pm
Saturday, October 13	Zoorific Saturday: African Penguin Day	9am-4:30pm
	Penguins & Pancakes	9am-10:30am
Saturday, October 27	Boo at the Zoo	9am-4:30pm
Saturday, November 10	Racine Holiday Parade	5:30pm-8pm
Sunday, November 11	Merry ZooMas	9am-4:30pm
	Brunch with Santa	11am-12:30pm
Saturday, November 17	Milwaukee Holiday Parade	TBD
Monday, November 26	Annual Member Meeting	7pm-8pm
Friday, November 30	Burlington Holiday Parade	5:30pm-9pm