

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

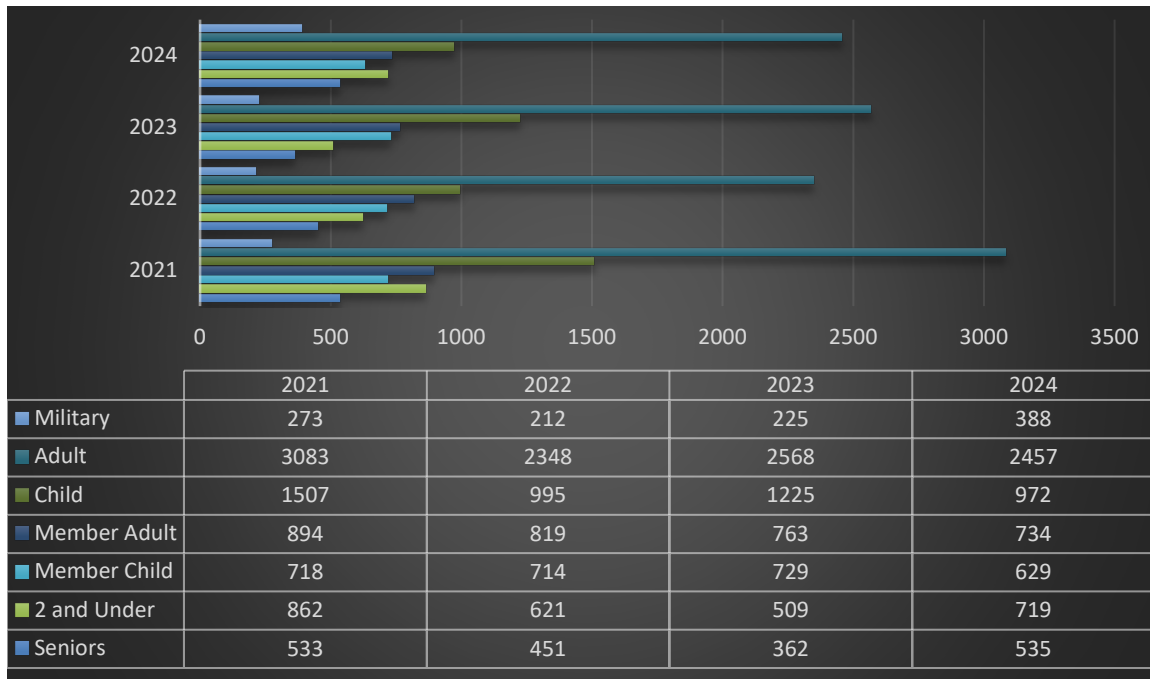
- Total memberships households = **2,243**

Attendance for September 2024

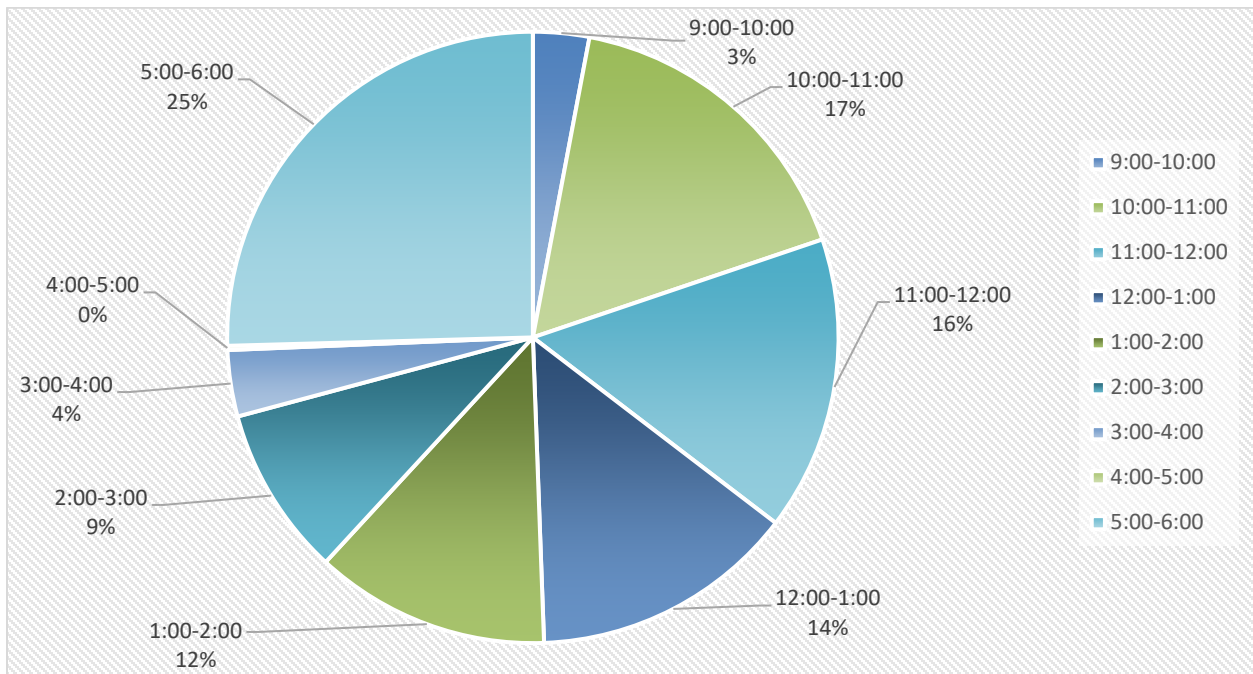
September Attendance 2023 – 2024

| | September 2023 | September 2024 | Variance | Percent change |
|-------------------|----------------|----------------|----------|----------------|
| Adults | 2568 | 2457 | -111 | -4.3% |
| Children | 1225 | 972 | -253 | -20.7% |
| Member Adults | 763 | 734 | -29 | -3.8% |
| Member Children | 729 | 629 | -100 | -13.7% |
| Child 2 and under | 509 | 719 | 210 | 41.3% |
| Seniors | 362 | 535 | 173 | 47.8% |
| Military | 225 | 388 | 163 | 72.4% |
| Education | 418 | 267 | -151 | -36.1% |
| Events | 4524 | 2286 | -2238 | -49.5% |
| Total | 11323 | 8987 | -2336 | -20.6% |

September Admissions Attendance 2021-2024



September 2024 Attendance by Hour



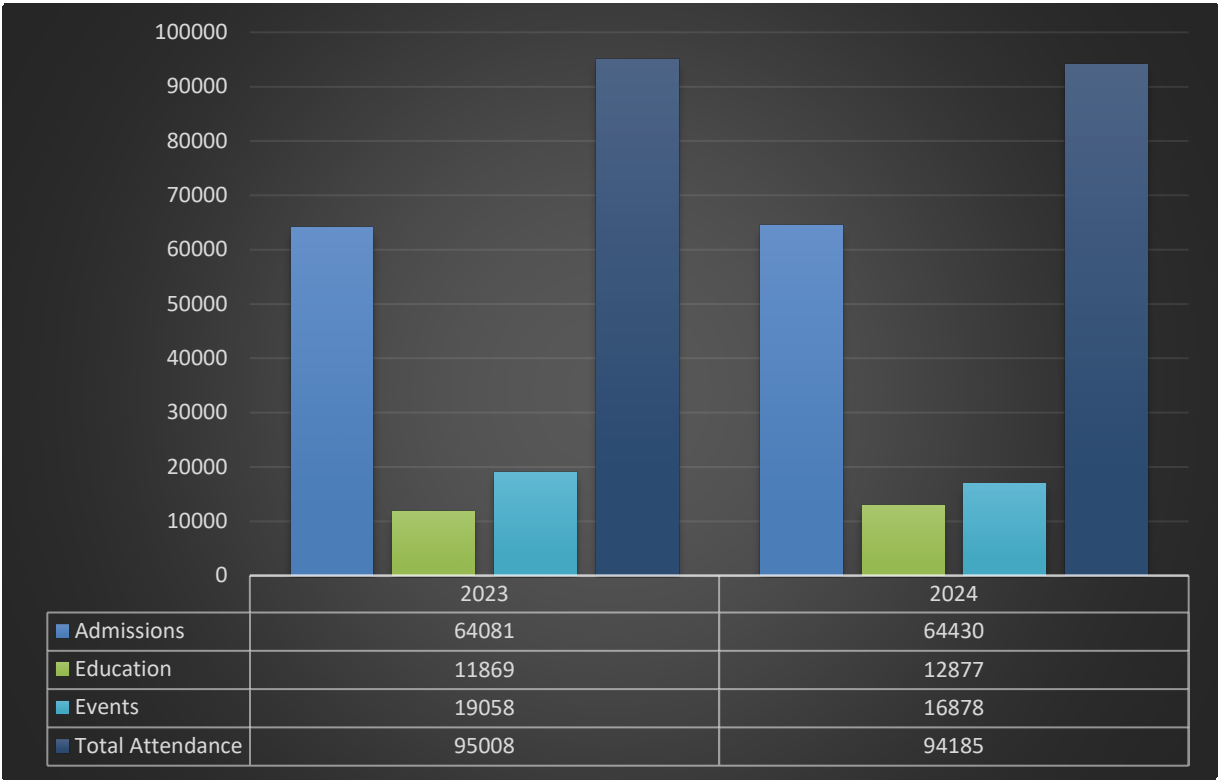
Education - 9:00AM – 10:00AM

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 | 64,081 | 64,430 | 349 | 0.5% |
| Education | 11,869 | 12,877 | 1008 | 8.5% |
| Events | 19,058 | 16,878 | -2108 | -11.4% |
| Total Attendance | 95,008 | 94,185 | -823 | -0.9% |



September 2024 Municipality

| Racine County | Guests |
|---------------|-------------|
| 53105 | 57 |
| 53108 | 12 |
| 53126 | 114 |
| 53139 | 6 |
| 53167 | 0 |
| 53177 | 50 |
| 53182 | 87 |
| 53185 | 26 |
| 53402 | 1013 |
| 53403 | 473 |
| 53404 | 241 |
| 53405 | 428 |
| 53406 | 419 |
| Total | 2926 |

| Other Municipalities | Guests |
|--|---------------|
| Kenosha | 1214 |
| Milwaukee | 659 |
| Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties) | 636 |
| Illinois | 2076 |
| Other States (Excludes WI & IL) | 499 |
| Outside US | 62 |
| Total | 5146 |

| | GUESTS |
|------------------------------------|---------------|
| Racine County | 2926 |
| Other Municipalities | 5146 |
| Events & Education (Not Collected) | 915 |
| Data Not Collected (Admissions) | 0 |
| September Total | 8987 |

Operations

- September attendance remains flat over 2023
- Lots and lots of Zoo Debut set up and activity
- Checked in and inventoried the pumpkins that arrived for JOLN
- Ordering items for sale for JOLN
- Working on staffing JOLN

Animal Care

- **Veterinary Updates**

- 1.0 Fossa Kirindy is being treated for “digestive” issues, and labored breathing. Severe osteoarthritis in spine. SSP has been notified of issues, and placement of additional animals is possible if required. Note: Pancreas treatments appear to be working. Many of the discomfort signs shown previously have resolved somewhat. Improvements are noted.
- 1.0 Sun Bear, Fong, possible spleen tumors found. Consulting with radiologists to determine official diagnosis and prognosis/treatment. Ultrasound scheduled for Oct.
- 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age. Condition continues to worsen. Weekly Quality of Life meetings scheduled.
- 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess and eye infection.
- 1.0 Masai Giraffe, Mac is being monitored and treated for lameness. Lameness is worsening. Weekly QOL meetings started. Attempting to source a replacement giraffe in the case of euthanasia.
- 0.1 Linne’s 2 toed sloth, “Missy” cloacal bleeding noted. Ultrasound/radiographs show possible mass. A hysterectomy was performed at Bristol Animal Hospital (8-13-24) to remove a large tumor on cervix. Recovered
- 1.0 African Penguin, Stevie is showing signs of inappetence. Force-fed by staff UFN. Receiving supportive medications (anti-nausea). Inappetence continues but stable.
- 0.1 Domestic Dog, Phoebe began treatment for pancreatitis symptoms.

- **Collection Changes**

- 0.4 Meerkat (Date not set, international transport)

- **Staffing/Training**

- Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- Curator of Animal Care and Conservation participated in the AZA Conference (Calgary) as well as Utica Zoo’s Accreditation hearing.
- Curator of Animal Care and Conservation has been cross-trained on Routine 2 (large cats)

- **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.
- 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.
- 1.1 Hartmann’s Mountain Zebra Promise and Obi are being introduced in preparation for possible breeding.

Conservation Education

| Program Title | # of Programs | Reach | Notes |
|-----------------------------------|---------------|-------|----------|
| On-Campus Programs | 0 | 0 | |
| Off-Campus Programs | 1 | 27 | |
| After School Program (Off-Campus) | 1 | 26 | |
| COZI Program (Off-Campus) | 0 | 0 | |
| On-Campus Birthday | 6 | 225 | Int 40 |
| Off-Campus Birthday | 0 | 0 | |
| Slumber Safari | 1 | 23 | |
| Virtual Programs | 0 | 0 | |
| Preschool Programs | 0 | 0 | |
| BTS Encounter | 3 | 15 | |
| BTS Tour | 2 | 7 | |
| Wildlife Explorers | 0 | 0 | |
| AmeriCorps | | | |
| Onsite | 0 | 0 | |
| Offsite | 0 | 0 | |
| Globes | 0 | 0 | |
| Scout Programs | 0 | 0 | |
| Senior Safari | 1 | 6 | |
| Creature Feature | 14 | 448 | Int. 327 |
| Wildlife Theater | 17 | 346 | Int. 285 |
| Zoo Camp (Spring and Summer) | 0 | 0 | |
| Subtotal | 46 | 1123 | |
| Other Events | 4 | 725 | |
| TOTAL | 50 | 1848 | |

| Compared to 2023 | | | |
|-------------------------|-------------|-------------|-----------------|
| Participants | 2024 | 2023 | Variance |
| On Campus | 0 | 73 | -100.00% |
| Off Campus | 53 | 20 | 165.00% |
| BTS | 15 | 2 | 650.00% |
| Birthday Party | 225 | 107 | 110.28% |
| Preschool | 0 | 39 | -100.00% |
| AmeriCorps | 0 | 0 | 0.00% |
| Virtual Programs | 0 | 0 | 0.00% |

| Programs | 2024 | 2023 | Variance |
|------------------|-------------|-------------|-----------------|
| On Campus | 0 | 3 | -100.00% |
| Off Campus | 2 | 1 | 100.00% |
| BTS | 3 | 1 | 200.00% |
| Birthday Party | 6 | 3 | 100.00% |
| Preschool | 0 | 3 | -100.00% |
| AmeriCorps | 0 | 0 | 0.00% |
| Virtual Programs | 0 | 0 | 0.00% |

| Other Events | |
|---------------------|---|
| Date | Event |
| 7-Sep | Zoo Debut - 5 animal greeters (384) |
| 11-Sep | Racine & Me - Abby and Harley |
| 15-Sep | Abby attended AZA Conference in Calgary, AB |
| 21-Sep | Beach cleanup at Zoo Beach (23) |
| 25-Sep | Wilmont HS Career Fair (256) |
| 27-Sep | OctoBEAR Fest - 2 animal greeters (62) |
| 30-Sep | Transition Volunteers |

| Grants and Proposals |
|--|
| Women United grant funded COZI again; did not receive funding for Lil' Explorers |
| Women United had a grant meeting on 9.26, attended by Cassie |
| Party for the Planet grant was submitted 9.19 |
| ZAP grant began programs this month |
| AmeriCorps onboarded 4 new members; programs start in October |

Facilities

- Finished shift tunnel for primates
- Replaced lights in primate area
- Added more hot wire and hot grass to bear exhibit by the east and west windows
- Added faucet and heater in the barn
- Discovery Center project completed
- Routed drain in frogmouth exhibit
- Replaced multiple railings in walkabout exhibit
- Maintaining JOLN
- Work on capital projects for electrical and iron work
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down



Staff Activity Report

Marketing | September 2024

E-Blasts

mailchimp.com

| Date | Email Name | Open % | Click % |
|------|---|--------|---------|
| 9/4 | Zoo Debut 2024 - Online Auction Now Open | 47.50% | 3.80% |
| 9/11 | OktoBEARfest 2 weeks out | 31.50% | 0.70% |
| 9/13 | 9/13 Zoo News: OktoBEARfest, Old Fashioned Cocktail Night, Volunteering and more! | 27.90% | 0.70% |
| 9/20 | Bulk select JOLN - 1 week away | 31.40% | 0.50% |
| 9/21 | OktoBEARfest 1 Week Out | 34.10% | 0.70% |
| 9/21 | Giraffe Birthday Party | 37.30% | 0.20% |
| 9/24 | OktoBEARfest Beer menu | 30.80% | 0.30% |
| 9/25 | Halloween 1 week out | 33.10% | 0.80% |
| 9/26 | JOLN - Opening Weekend | 30.70% | 0.50% |
| 9/26 | Boo at the Zoo 1 Month Out | 34.30% | 0.30% |
| 9/27 | 9/27 Zoo News: Jack-O'-Lantern Nights is here, Old Fashioned Cocktail Night, Volunteering & more! | 30.30% | 0.70% |
| 9/30 | Old Fashioned Cocktail Night Tickets Closing | 32.10% | 0.60% |

Entire Zoo Database

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 10,724 | 33% | .81% |

Members

| Subscribers | Open Rate | Click Rate |
|-------------|-----------|------------|
| 1,746 | 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

▶ OUTSIDE ADS

- Milwaukee Radio Group - Radio
- Racine Theatre Guild - Print
- BH Papers - Print
- Stroll Wind Point Magazine - Print
- CTM Media Group - Print
- Shepherd Express - Print
- Billboard Lake Geneva - Digital
- Happenings Magazine - Print
- Lamar Billboard
- Chronicle Illinois - Print
- Your Life! Magazing - Print
- Standard Press Fall Fun Guide - Print



WEBSITE
raceinezoo.org

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



| Views by | | | Sessions by | | |
|--------------------------|-------|----------|-----------------------|----------|-------------|
| Page title and screen... | | | Session default ch... | | |
| PAGE TITLE AND S... | VIEWS | | SESSION DEFAULT ... | SESSIONS | |
| Welcome to the Raci... | 13K | ↑ 0.6% | Organic Search | 24K | ↑ 5.6% |
| Jack-O'-Lantern Nigh... | 13K | ↑ 226.0% | Direct | 8.5K | ↑ 10.3% |
| Hours/Admissions r... | 4.6K | ↓ 39.8% | Organic Social | 5.9K | ↑ 68.4% |
| Events Calendar rac... | 5K | ↑ 6.6% | Referral | 1.6K | ↑ 118.9% |
| Mammals racinezo... | 1.4K | ↓ 30.1% | Paid Search | 473 | ↓ 9.9% |
| Racine Zoo Map rac... | 961 | ↓ 40.6% | Display | 391 | ↑ 2,343.... |
| Zoo Debut racinezo... | 1K | ↓ 28.7% | Unassigned | 75 | ↑ 27.1% |

Last 30 days

View pages and s... →

Last 30 days

View traffic acqu... →


















Data from Google Analytics



FACEBOOK

Followers: 45,570

Animal and promotional posts. Added Event Pages

| Title | | Date published ↑↓ | Reach ⓘ ↓ | Likes and reactions ⓘ ↑↓ | Comments ⓘ ↑↓ | Shares ⓘ ↑↓ |
|---|-------|----------------------|----------------|--------------------------|----------------|--------------|
|  We are officially ONE WEEK away from opening nigh... Racine Zoo | Boost | Thu Sep 19, 11:31am | 51.2K Reach | 264 Reactions | 36 Comments | 89 Shares |
|  Save the date! Boo at the Zoo is on Saturday, Octob... Racine Zoo | Boost | Wed Sep 11, 6:56pm | 49.2K Reach | 80 Reactions | 26 Comments | 55 Shares |
|  A special thank you to Anna LeGath for decorating t... Racine Zoo | Boost | Thu Sep 19, 10:50am | 45.6K Reach | 449 Reactions | 33 Comments | 16 Shares |
|  We are so close to the start of Jack-O'-Lantern Nig... Racine Zoo | Boost | Tue Sep 17, 6:28pm | 8.9K Reach | 208 Reactions | 23 Comments | 44 Shares |
|  It's finally here! Jack-O'-Lantern Nights start at 6P... Racine Zoo | Boost | Thu Sep 26, 1:52pm | 8.3K Reach | 108 Reactions | 12 Comments | 33 Shares |
|  Help us honor Chuck and Jennifer Johnson! We are ... Racine Zoo | Boost | Tue Sep 10, 5:32pm | 7.9K Reach | 118 Reactions | 12 Comments | 1 Shares |
|  There are less than 2 weeks left until Old Fashioned ... Racine Zoo | Boost | Mon Sep 23, 6:00pm | 7.5K Reach | 18 Reactions | 7 Comments | 5 Shares |
|  Today's the day! Join Racine Zoo and North Shor... Racine Zoo | Boost | Sun Sep 22, 8:15am | 7.3K Reach | 37 Reactions | 7 Comments | 7 Shares |
|  It's Sunday Funday! We are doing a \$5 special on... Racine Zoo | Boost | Sun Sep 29, 12:50... | 7K Reach | 33 Reactions | 6 Comments | 16 Shares |
|  Only two days until tickets close for OktoBEARfest! ... Racine Zoo | Boost | Tue Sep 24, 12:57pm | 6.7K Reach | 9 Reactions | 3 Comments | 3 Shares |
|  Come out to this SPOOKtacular event! Thursday-Su... Racine Zoo | Boost | Thu Sep 26, 7:23pm | 6.4K Reach | 84 Reactions | 13 Comments | 29 Shares |
|  We are only 1 month away from Halloween! 🎃 Pre... Racine Zoo | Boost | Wed Sep 25, 6:04p... | 6.2K Reach | 24 Reactions | 5 Comments | 3 Shares |
|  We are celebrating Wisconsin's classic cocktail on ... Racine Zoo | Boost | Wed Sep 18, 8:19pm | 6K Reach | 25 Reactions | 0 Comments | 5 Shares |
|  We are officially less than a month away from Boo at... Racine Zoo | Boost | Fri Sep 27, 7:17pm | 5.6K Reach | 19 Reactions | 3 Comments | 5 Shares |
|  There's still time to become a volunteer at the Zoo! ... Racine Zoo | Boost | Sat Sep 21, 6:50pm | 5.3K Reach | 18 Reactions | 3 Comments | 4 Shares |
|  Set up for Jack-O'-Lantern nights is in full swing! Ra... Racine Zoo | Boost | Wed Sep 18, 1:58pm | 5.2K Reach | 79 Reactions | 4 Comments | 4 Shares |
|  There's still time to get your tickets! Celebrate Okto... Racine Zoo | Boost | Sun Sep 15, 5:03pm | 5K Reach | 14 Reactions | 2 Comments | 4 Shares |

STAFF ACTIVITY REPORT | MARKETING | September 2024

| | | | | | | | |
|-----------------------|---|-------------------|---------------------|---------------|-----------------|---------------|--------------|
| <input type="radio"/> |  Happy OktoBEARfest! Come celebrate and enjoy a F... Racine Zoo | Boost | Sun Sep 8, 2:50pm | 4.9K Reach | 31 Reactions | 0 Comments | 5 Shares |
| <input type="radio"/> |  Our online silent auction for Zoo Debut is NOW O... Racine Zoo | Boost | Wed Sep 4, 5:18pm | 4.9K Reach | 19 Reactions | 0 Comments | 16 Shares |
| <input type="radio"/> |  Join Racine Zoo and North Shore Bank for a Giraf... Racine Zoo | Boost | Mon Sep 16, 3:21pm | 4.8K Reach | 42 Reactions | 3 Comments | 16 Shares |
| <input type="radio"/> |  There's only a few days left to get your tickets for O... Racine Zoo | Boost | Sat Sep 28, 7:44pm | 4.8K Reach | 19 Reactions | 3 Comments | 4 Shares |
| <input type="radio"/> |  Only 1 week left until OktoBEARfest! Get your ticket... Racine Zoo | Boost | Fri Sep 20, 2:26pm | 4.8K Reach | 14 Reactions | 3 Comments | 4 Shares |
| <input type="radio"/> |  Get your camping gear ready, we have one last Slu... Racine Zoo | Boost | Sun Sep 1, 10:09am | 3.9K Reach | 7 Reactions | 0 Comments | 6 Shares |
| <input type="radio"/> |  Calling all Businesses/Organizations: Sign up for a F... Racine Zoo | Boost | Sun Sep 15, 12:45pm | 3.9K Reach | 27 Reactions | 0 Comments | 6 Shares |
| <input type="radio"/> |  We've got the perfect October night planned for yo... Racine Zoo | Boost | Sun Sep 8, 8:13pm | 3.9K Reach | 19 Reactions | 3 Comments | 4 Shares |
| <input type="radio"/> |  With Jack-O'-Lantern Nights starting only two week... Racine Zoo | Boost | Thu Sep 12, 5:13pm | 3.6K Reach | 35 Reactions | 0 Comments | 7 Shares |
| <input type="radio"/> |  Old Fashioned Cocktail Night tickets close Wednesd... Racine Zoo | Boost | Mon Sep 30, 6:45pm | 3.4K Reach | 18 Reactions | 0 Comments | 7 Shares |
| <input type="radio"/> |  Did you know we have a volunteer program here at t... Racine Zoo | Boost | Sat Sep 14, 7:42pm | 3.1K Reach | 7 Reactions | 2 Comments | 5 Shares |
| <input type="radio"/> |  Check out some of the items up for grabs in our onli... Racine Zoo | Boost | Sat Sep 7, 9:45am | 2.7K Reach | 13 Reactions | 0 Comments | 3 Shares |
| <input type="radio"/> |  Happy Labor Day! We are open until 5 PM today! Enj... Racine Zoo | Boost | Mon Sep 2, 12:35pm | 2.7K Reach | 11 Reactions | 0 Comments | 1 Shares |
| <input type="radio"/> |  We are celebrating Wisconsin's classic cocktail! Get... Racine Zoo | Boost | Fri Sep 6, 9:41am | 2.6K Reach | 11 Reactions | 0 Comments | 2 Shares |
| <input type="radio"/> |  Are your bids in? Our Online Silent Aucti... Racine Zoo | Boost unavailable | Sat Sep 7, 7:50pm | 2.4K Reach | 7 Reactions | 0 Comments | 0 Shares |

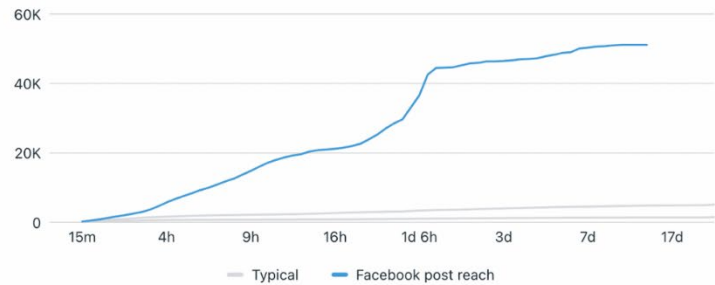
We are officially ONE WEEK away from opening night of Jack-O'-Lantern Nights at the Racine Zoo!

Come out and see the jack-o'-lanterns light up the Racine Zoo every Thursday-Sunday from 6-10PM, starting September 26th through November 3rd. Learn more at: <https://racinezoo.org/jack-o-lantern-nights>



| Reach ⓘ | Impressions ⓘ | Interactions ⓘ | Link clicks ⓘ |
|---------|---------------|----------------|---------------|
| 51,178 | 51,628 | 398 | 47 |

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





















From followers
6,286

From non-followers
45,136

▶ **INSTAGRAM**

Followers: 6,049

| | Title | | Date published ↑↓ | Reach ↑↓ | Likes and reactions ↑↓ | Comments ↑↓ | Shares ↑↓ |
|-----------------------|---|-------|----------------------|--------------|------------------------|---------------|--------------|
| <input type="radio"/> |  Happy OktoBEARfest! Come celebrate and enjoy a F... racinezoo | Boost | Sun Sep 8, 2:50pm | 658 Reach | 20 Likes | 1 Comments | 0 Shares |
| <input type="radio"/> |  Join Racine Zoo and North Shore Bank for a Giraf... racinezoo | Boost | Mon Sep 16, 3:21pm | 630 Reach | 32 Likes | 0 Comments | 1 Shares |
| <input type="radio"/> |  There's still time to get your tickets! Celebrate Okto... racinezoo | Boost | Sun Sep 15, 5:03pm | 620 Reach | 25 Likes | 1 Comments | 8 Shares |
| <input type="radio"/> |  We are celebrating Wisconsin's classic cocktail on ... racinezoo | Boost | Wed Sep 18, 8:19pm | 580 Reach | 22 Likes | 1 Comments | 1 Shares |
| <input type="radio"/> |  Save the date! Boo at the Zoo is on Saturday, Octob... racinezoo | Boost | Wed Sep 11, 7:09pm | 516 Reach | 45 Likes | 1 Comments | 15 Shares |
| <input type="radio"/> |  Help us honor Chuck and Jennifer Johnson! We are ... racinezoo | Boost | Tue Sep 10, 5:32pm | 486 Reach | 22 Likes | 1 Comments | 0 Shares |
| <input type="radio"/> |  We are so close to the start of Jack-O'-Lantern Nig... racinezoo | Boost | Tue Sep 17, 6:28pm | 466 Reach | 54 Likes | 0 Comments | 2 Shares |
| <input type="radio"/> |  It's Sunday Funday! We are doing a \$5 special on... racinezoo | Boost | Sun Sep 29, 12:50... | 398 Reach | 13 Likes | 0 Comments | 2 Shares |
| <input type="radio"/> |  We are officially less than a month away from Boo at... racinezoo | Boost | Fri Sep 27, 7:17pm | 393 Reach | 27 Likes | 1 Comments | 0 Shares |
| <input type="radio"/> |  We've got the perfect October night planned for yo... racinezoo | Boost | Sun Sep 8, 8:13pm | 377 Reach | 15 Likes | 1 Comments | 2 Shares |
| <input type="radio"/> |  It's finally here! Jack-O'-Lantern Nights start at 6P... racinezoo | Boost | Thu Sep 26, 1:52pm | 354 Reach | 33 Likes | 1 Comments | 3 Shares |
| <input type="radio"/> |  We are only 1 month away from Halloween! 🎃 Pre... racinezoo | Boost | Wed Sep 25, 6:20pm | 349 Reach | 20 Likes | 1 Comments | 1 Shares |
| <input type="radio"/> |  Calling all Businesses/Organizations: Sign up for a F... racinezoo | Boost | Sun Sep 15, 12:45pm | 349 Reach | 24 Likes | 0 Comments | 1 Shares |
| <input type="radio"/> |  There are less than 2 weeks left until Old Fashioned ... racinezoo | Boost | Mon Sep 23, 6:00pm | 343 Reach | 13 Likes | 0 Comments | 0 Shares |
| <input type="radio"/> |  There's still time to become a volunteer at the Zoo! ... racinezoo | Boost | Sat Sep 21, 6:50pm | 335 Reach | 16 Likes | 0 Comments | 0 Shares |
| <input type="radio"/> |  🎵 Our online silent auction for Zoo Debut is NOW O... racinezoo | Boost | Wed Sep 4, 5:18pm | 317 Reach | 9 Likes | 0 Comments | 1 Shares |
| <input type="radio"/> |  🎉 Today's the day! Join Racine Zoo and North Shor... racinezoo | Boost | Sun Sep 22, 8:15am | 306 Reach | 10 Likes | 0 Comments | 1 Shares |
| <input type="radio"/> |  Did you know we have a volunteer program here at t... racinezoo | Boost | Sat Sep 14, 7:42pm | 305 Reach | 8 Likes | 0 Comments | 0 Shares |

STAFF ACTIVITY REPORT | MARKETING | September 2024

| | | | | | | | | |
|--|--|---|-------------------|---------------------|--------------|-------------|---------------|-------------|
| | | With Jack-O'-Lantern Nights starting only two week... | Boost | Thu Sep 12, 5:13pm | 287 Reach | 22 Likes | 1 Comments | 0 Shares |
| | | Get your camping gear ready, we have one last Slu... | Boost | Sun Sep 1, 10:10am | 279 Reach | 9 Likes | 0 Comments | 0 Shares |
| | | Check out a few of the items up for gra... | Boost unavailable | Sat Sep 7, 9:45am | 277 Reach | 7 Likes | 0 Comments | 0 Shares |
| | | Only 1 week left until OktoBEARfest! Get your ticket... | Boost | Fri Sep 20, 2:26pm | 255 Reach | 8 Likes | 0 Comments | 0 Shares |
| | | We are celebrating Wisconsin's classic cocktail! Get... | Boost | Fri Sep 6, 9:41am | 232 Reach | 10 Likes | 1 Comments | 2 Shares |
| | | Only two days until tickets close for OktoBEARfest! ... | Boost | Tue Sep 24, 12:57pm | 230 Reach | 7 Likes | 0 Comments | 0 Shares |
| | | There's only a few days left to get your tickets for O... | Boost | Sat Sep 28, 7:44pm | 227 Reach | 15 Likes | 0 Comments | 0 Shares |
| | | Old Fashioned Cocktail Night tickets close Wednesd... | Boost | Mon Sep 30, 6:45pm | 206 Reach | 4 Likes | 0 Comments | 0 Shares |
| | | Happy Labor Day! We are open until 5 PM today! Enj... | Boost | Mon Sep 2, 12:35pm | 199 Reach | 10 Likes | 0 Comments | 0 Shares |

racinezoo Happy OktoBEARfest! Come celebrate and enjoy a Friday night at the Zoo on September 2...
more



► 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

-

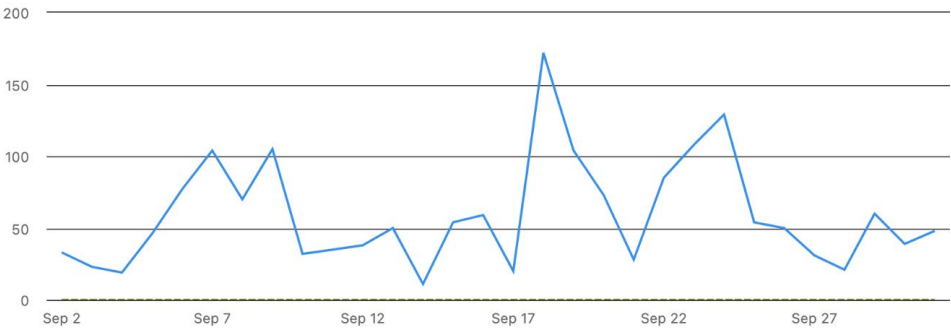
We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want 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: 229

Metrics

Impressions ▾



| | |
|-------------|-------|
| ✓ Organic | 1,778 |
| ✓ Sponsored | 0 |

Visitor demographics ⓘ

Location ▾

| | |
|--|--|
| Greater Chicago Area · 21 (63.6%) | |
| Minocqua · 5 (15.2%) | |
| Radstock, United Kingdom · 4 (12.1%) | |
| Greater Tampa Bay Area · 2 (6.1%) | |
| Greater Orlando · 2 (6.1%) | |
| Raleigh-Durham-Chapel Hill Area · 2 (6.1%) | |
| Greater Milwaukee · 1 (3%) | |
| Brookings · 1 (3%) | |

Most Impressions Post:

There's still time to become a volunteer at the Zoo! 🐾

The applications for our regular volunteer program (ages 18 and up) and our young adults volunteer program (ages 13 through 19) are open for the fall! These programs are perfect for those who are considering a future career with animals, zoos, education, or for those just looking for a fun volunteer opportunity to do in their spare time!

- ✅ Applications are due October 1st!
- 👉 To learn more about these programs visit our website: <https://lnkd.in/gt4wDzE4>

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



[There's still time to become a volunteer at the Zoo!](#)
🐾 [The applications for our regular volunteer...](#)


Posted by [Taylor Miller](#)
9/21/2024

This post doesn't qualify for boosting. ?

Boost

| | | | | | |
|-------|---------------|-----|---|---|-------|
| Image | All followers | 117 | - | 5 | 4.27% |
|-------|---------------|-----|---|---|-------|

Most Engagement Post:
(Meaning time spent clicking on the photos / interacting with the post)






Racine Zoo
229 followers
1w · 🌐

There are less than 2 weeks left until Old Fashioned Cocktail Night! Do you have your tickets yet? 🍹

Help us celebrate Wisconsin's classic cocktail! Sample old fashioned cocktails from competitors and vote for your favorite. Enjoy live music and food with your ticket. This is a night you don't want to miss!

Get your tickets here >> https://lnkd.in/gFmS_YXe

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



[There are less than 2 weeks left until Old Fashioned Cocktail Night! Do you have your ticke...](#)

Posted by [Taylor Miller](#)

9/23/2024

This post doesn't qualify for boosting. ?

Boost

| | | | | | |
|-------|---------------|----|---|----|--------|
| Image | All followers | 54 | - | 18 | 33.33% |
|-------|---------------|----|---|----|--------|

Special Events

September Events

- September 7—Zoo Debut
 - Location: Pavilion and tent
 - Overview: gala
 - Attendance: 384

- Jack O' Lantern Nights—September 26-November 3
 - Location: south half of zoo
 - Overview: pumpkin festival
 - Attendance: 1813 from 9/26-9/29

- OctoBEARfest
 - Location: pavilion and tent
 - Overview: beer tasting
 - Attendance: 60

Coming up at the Zoo at a Glance:

- October 5—Old Fashioned Fest
- October 25—Hallowine
- October 26—Boo at the Zoo
- JOLN continues through November 3
- December 7—Brunch with Santa
- December 19—Holly, Jolly, Jingle and Mingle