

**Racine Zoological Society Report
Park and Recreation Board Meeting
August 2017**

Executive Director

- AZA inspection response developed and sent! Our accreditation hearing is Sunday, September 10 at 3:30 pm.
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Preparation started for the 2018 budget
- Creating the 2018 special event schedule
- Working on marketing and public relations plans
- Media appearances

Membership

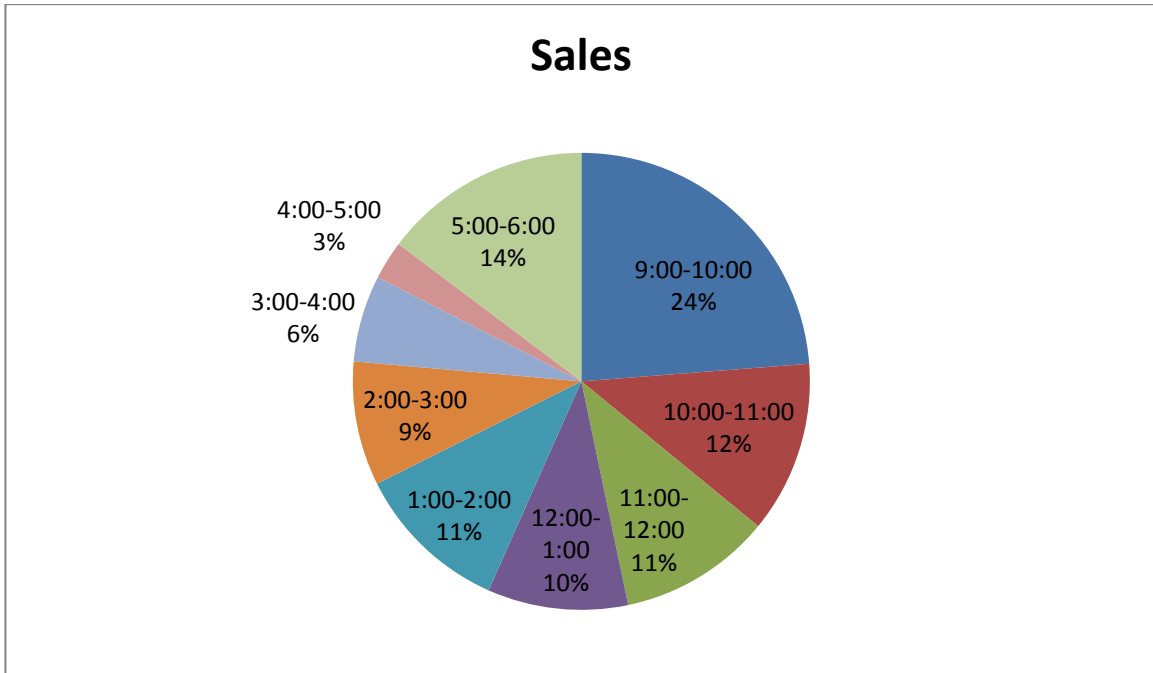
- Total memberships households = 2,053

Attendance for July 2017

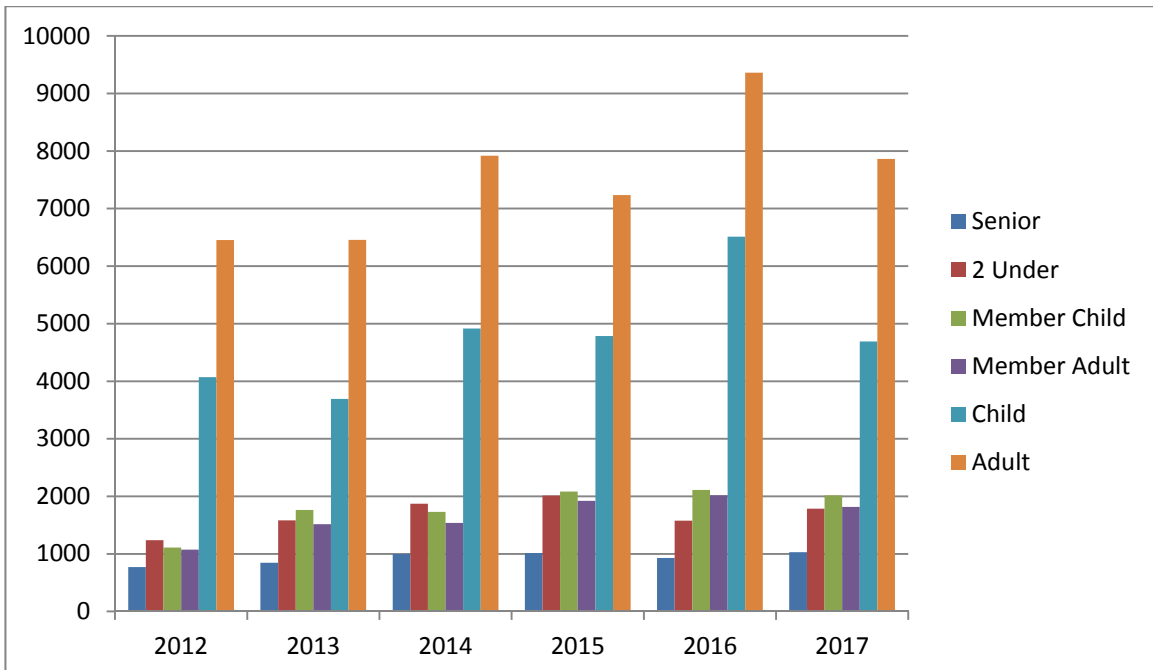
	July 2016	July 2017	Variance	Percent change
Adults	9361	7863	1498	-16
Children	6512	4690	1822	-28
Member Adults	2019	1817	202	-10
Member Children	2111	2016	95	-5
Child 2 and under	1577	1787	20	13
Seniors	930	1031	101	11
Education	1186	1767	581	49
Events	6032	8406	2374	39
Total	29728	29377	351	-1

In spite of the slight percentage change in attendance, all revenue goals were met! Lots of out of town guests.

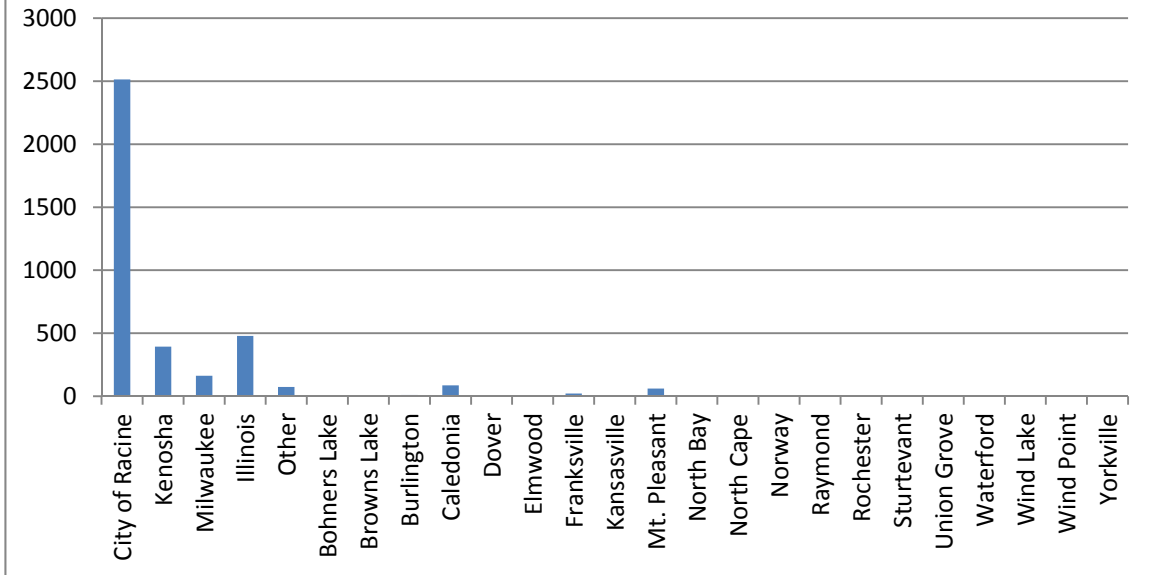
July Attendance By Hour



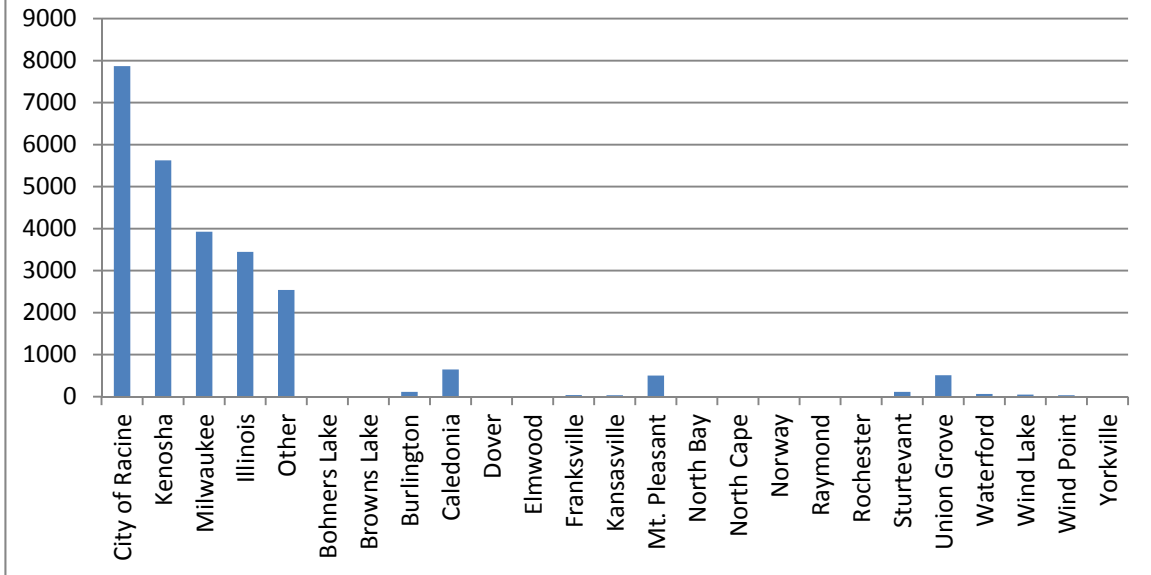
July Monthly Attendance 2012-2017



July Member Municipality



July Non-Member Municipality



Animal Care

- **Animals:**
 - Fish arrived and tank is open for guests to view. They are doing great so far.
 - Enzi made it safely to Binder Park. Facilities and animal care worked together to make the move possible.
 - Vet exams:
 - Tiger exam to check teeth
 - Penguin exams weekly to check infected preen gland
 - Tur and Arctic foxes got routine exams and vaccines
 - Continued exams on bat lesions and salamander eyes
- **Staff**
 - Keepers assisted with Jr. Zoo Keeper Camp. Campers cleaned the goat yard each morning, helped make diets, cleaned the giraffe barn, and took care of some education animals with our keepers.
 - Celebrated National Zoo Keeper week. Keepers received lots of donated lunches and other goodies. Camp kids also made cards for the keepers.
 - Keeper staff assisted with Roar and Pour and 2 wine Wednesdays this month by bringing out animal ambassadors and providing encounters with budgies, giraffes and rhinos.
 - Keeper staff also participated in multiple news tapings as well as radio shows.
 - Hired a new vet tech/registrar/keeper to fill the vacant spot. This was an internal move. A full time keeper is also leaving for another zoo, so we are filling in behind that spot as well. Lots of interviews and moving happening.

Education

- **Educational Programs**
 - Onsite Programs
 - Reached 480 people
 - Onsite Birthdays
 - Reached 180 people
 - Offsite Programs
 - Reached 425 people
 - Behind the Scenes Programs
 - Reached 8 people
 - Slumber Safaris (One public, one for Zoo Debut winner)
 - Reached 92 people
 - Summer Camp
 - Reached 38 people

Totals: Reached 1,985 people

Daily Programs

 - 31 Creature Features and 62 Wildlife Theaters
 - 2,413 People Reached
- **Special Events**
 - 7/10 – Member Monday
 - Christmas in July
 - Activities included snowman Sand Dollars, Grinch themed fruit skewers, and reindeer games
 - 7/22 – Zookeeper Appreciation Week/World Tiger Day
 - Activities included Zookeeper obstacle course, animal matching game, zookeeper dress up, and tiger tail snackivities

- **Other Events**
 - 7/2 – Kenosha Fourth of July Parade
 - 7/4 – Racine Fourth of July Parade
 - 7/15 – Brought animals to Marni Company Picnic
 - 7/18 – Featured program at Racine Public Library
 - 7/22 – Ran BONK! Music Event
 - 7/20 & 7/27 – Assisted with Racine Concert Band performances
 - 7/29 – Participated in Oak Creek Public Library’s Hogwarts Reunion event

- **Grants**
 - Awarded grant for Animals and Artisans
 - Submitted grant for bird program – pending
 - Submitted grant for Nature Play with AZA – pending
 - Submitted grant for Racine Community Foundation
 - Completing United Way conservation signage grant
 - August – Submitting grants to Lowe’s, Target, and more

- **Projects – Ongoing and Completed**
 - Beginning to recruit high school and college interns for fall
 - Realigning of Wildlife Explorers to Next Generation Science Standards
 - New Volunteer Onboarding (October)

Upcoming

- Launch 2017 High School Internship program
- Launch of new preschool programming
- Speaking at Root River Festival (August)

Facilities:

- Had 2 new rhino doors installed in LOG
- Preventative maintenance
- Grass cutting and grounds upkeep
- Steins started volunteering their services for upkeep of main entrance flower beds
- Set up and tear down for special events, picnics and birthday parties
- Had facilities walk thru with Bill Miller, Tom Eeg, Tom Molbeck, Paul Berdick, and Bob Rafel.
- Installed new motor on Kianga’s door in LOG
- Maintenance job requests e.g. repair rake or wheelbarrow.
- Had extensive repair work completed on dump truck

Admissions, Gift Shop, Grill, Chumba, Train (Operations)

- Ordered and Put out New product
- Completed Drill Dates for 2017
- Conducted Safety Drills
- Met with New Vendors

Resource Development

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

Public Relations/Social Media

- **E-blast:** Zoo News - July 7th and July 21st
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: 95.1 WUil Rock On Air with Tom & Emily, Ch.6 News on air
- Meeting with Heritage Printing
- Partnered with Veterans View: online resource and advertising
- Scheduled 2nd meeting with Rely Local - August
- Journal Times - Ad for Animals & Artisans
- Boomerang Television: Scheduled Film Shoot for August 2nd
- Press Release: Enzi; Lion moving to Binder Park Zoo / Renovated Fish Aquarium
- Updated website homepage articles, sliders, several event pages
- Boosted events on FB – World Wine Wednesday, Roar and Pour, Whiskers & Whiskey, Pampered Chef on line popup
- Created Ad: Shepherd Express for Animal Crackers (Last one for season)
- Updated Zoo Debut Facebook page
- Sent logo for Jigsaw Puzzle
- Meeting over Phone: trendkite.com and MeltWater.com ← *Valuable resource*
- New Marketing Intern: David Leffler, UWO Student

Miscellaneous Marketing/PR activities

- Created event posters, tickets, flyers, map's for events: Animals & Artisans, Car Show, Zooriffic Saturday's, Whiskers & Whiskey
- Created: Ad for Bell City Magazine – Whiskers & Whiskey
- Created: Ad for Windpoint Magazine - Whiskers & Whiskey
- DoubleTree Signage Design: Promotional Zoo Package
- Zoo Debut: Invitations, RSVP, Envelopes; sent to printer and mailed out
- Created: Play Bill for Animal Crackers Designed and printed
- Zoo Signs – Grill and Chumba Menu's
- Redesign: Zoo Debut Play Bill — In progress (waiting on sponsor ad's)
- Zoo Debut: Invitations & RSVP
- Updated online events calendar, Member Night, Animal Crackers, WWW, Whiskers & Whiskey, Car Show
- Created: Ad for Bargain Hunter - Car Show
- Promoted Zoo Keeper week: Pepi's Pub & Grill Sponsored Lunch
- Created: Ad for Lake Geneva Magazine
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Posted events on free advertising event sites: Journal Times, Kenosha News, Whofish, Real Racine, Union Grove, Burlington, FB, Shepherd Express online, The Juice, Eventbrite

Public Relations/ Marketing Intern Report

- Made daily social media posts on images taken or for events
- Created: survey with survey gizmo to distribute to the public via online
- Set up: beacons outside for the new Racine Zoo application
- Press release: New aquarium in the Discovery Center
- Distributed: Sponsorship slips to around 20 different businesses for Zoo Debut
- Emailed: Playbill advertisement for Zoo Debut information to 15 businesses
- Created/ Gave Ideas: Copy write playbill advertisement for "Follow Us" page
- Created: Snap Chat account to appeal to more of a younger age demographic
- Reached out to news station and set up segment on the "Tom and Emily Show" and working on contacting others




- Distributed: Flyers around Racine for different events
- Read reviews and created a report on what the customers are saying positive and negative about the Zoo
- Worked: Getting the correct information to get the YouTube account up and running and even contacted YouTube/Google through fax
- Conducted: Interviews of Zookeepers for "ZookeeperWeek"
- Explored: Video editing applications that will be beneficial to the Zoo
- Updated website images for the 2016 Zoo Debut
- Posted Events for car show on Event Crazy, Kenosha News, Travel Wisconsin, and Real Racine.
- Advertised: Rely Local cards that are for sale now in the gift shop

Website

Racine Zoo-Digital Metrics





Recent Promotions on Racine Zoo + Create New Promotion

Ads activity is reported in the time zone of your ad account.

Image	Event Promotion	1,522	17	\$7.16
	Finishes in 7 days	People Reached	Link Clicks	Spent of \$14.00
	Whiskers & Whiskey Saturday, August 19, 2017, 6 PM - 9 PM Promoted by Savannah Ingram on 07/25/2017			View Results
	World Wine Wednesday Completed tomorrow, 6 PM - 9 PM Promoted by Savannah Ingram on 07/25/2017	1,732	16	\$7.00 Spent of \$7.00
	HIMALAYAN RACINE ZOO 7 2131 N. MAIN Animals & Artisans Saturday, August 5, 2017, 9 AM - 6 PM Promoted by Savannah Ingram on 07/24/2017	2,282	14	\$9.91 Spent of \$15.00

Your 5 Most Recent Posts

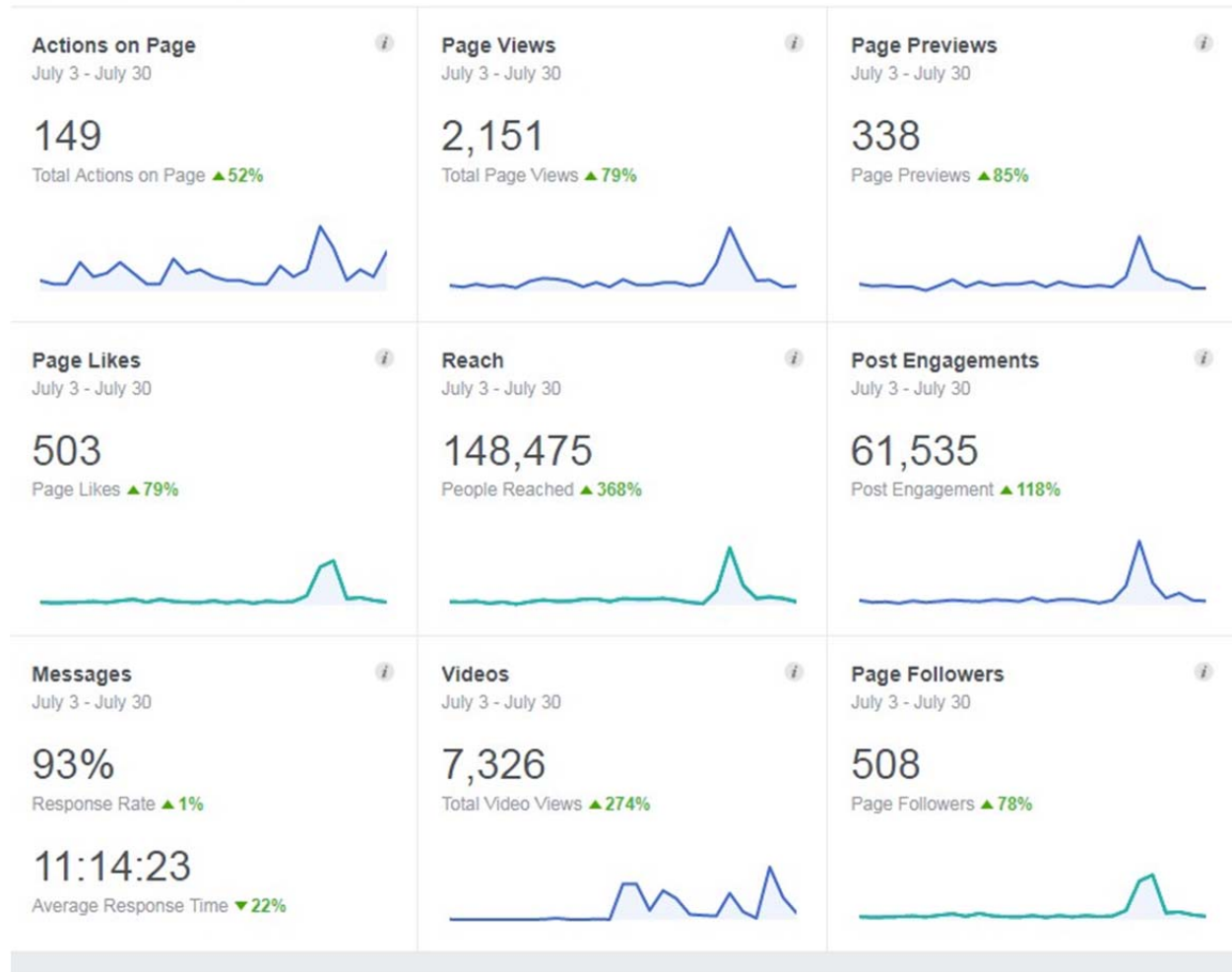
Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/31/2017 11:52 am	 The Racine Zoo is now selling Rely Local cards for a reduced rate	📄	🌐	1.9K ■	69 13	Boost Post
07/28/2017 12:14 pm	 Azizi turned 6 today! #LoveBigCats	📄	🌐	11.3K ■	521 26	Boost Post
07/28/2017 12:04 pm	 Something to Brighten up your day! Giraffe Kisses are the BEST!	📹	🌐	7.7K ■	395 260	Boost Post
07/27/2017 4:25 pm	 What? A Special Rhino Feeding? You don't want to miss this! Get y	🔗	🌐	1.8K ■	44 21	Boost Event
07/27/2017 3:10 pm	 When you stock your kitchen full of wonderful tools and supplies y	📄	🌐	1.6K ■	51 7	Boost Post

[See All Posts](#)

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

■ Organic ■ Paid

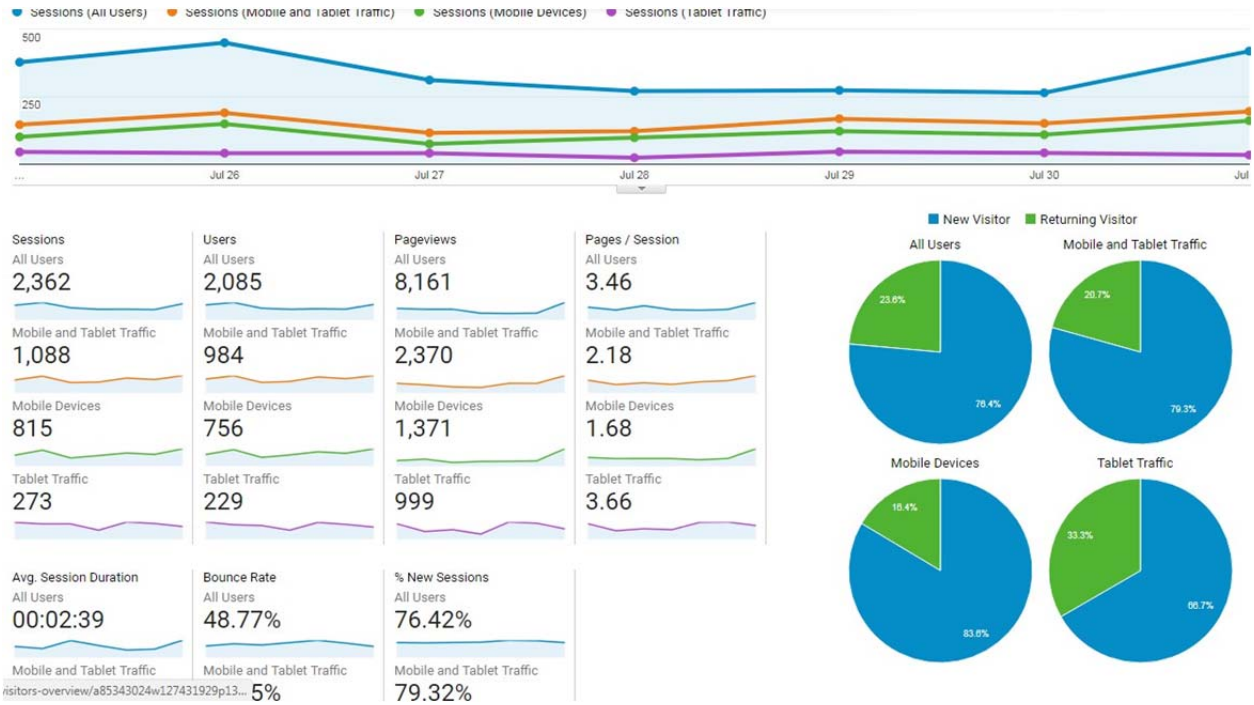


Twitter:

28 day summary with change over previous period



Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	503	17,707 vs 17,204
Twitter followers	2,427 vs 2,411	9,227 vs 6,289 impressions
Twitter profile views	328 visits	5.8%
Instagram followers	413	78 posts - total

E-Newsletters/ E-Mails	Month	Lifetime
Database-Members	3,845	NA
Blast:(2) July 7th July 21st	1) 25.7% Open Rate -963 2) 20.9% Open Rate - 783	NA

July Events:

- Sunday, July 2: **Kenosha 4th Parade**
 - **Location:** Downtown Kenosha
 - **Time:** 1pm-3pm
 - **Event Overview:** Kenosha 4th of July Parade
- Sunday, July 2: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7pm-9pm
 - **Event Overview:** A series of concerts put on by the Racine Concert Band
- Tuesday, July 4: **Racine 4th Parade**
 - **Location:** Downtown Racine
 - **Time:** 7pm-12pm
 - **Event Overview:** Racine 4th of July Parade
- Saturday, July 8: **Quick Cable Picnic**
 - **Location:** Pavilion
 - **Time:** 1pm-3pm
 - **Event Overview:** Company Picnic
- Sunday, July 9: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7pm-9pm
 - **Event Overview:** A series of concerts put on by the Racine Concert Band
- Wednesday, July 12: **Animal Crackers**
 - **Location:** Amphitheater
 - **Time:** 5:30pm-9pm
 - **Event Overview:** Jazz concert series
- Saturday, July 15: **Marini Picnic**
 - **Location:** Pavilion
 - **Time:** 1am-3pm
 - **Event Overview:** Company Picnic
- Saturday, July 15: **Roar & Pour**
 - **Location:** Land of Giants
 - **Time:** 6pm-8pm
 - **Event Overview:** Beer tasting event
- Sunday, July 16: **Ironman Triathlon**
 - **Location:** Low Road
 - **Time:** 8am-4pm
 - **Event Overview:** Triathlon
- Sunday, July 16: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7pm-9pm
 - **Event Overview:** A series of concerts put on by the Racine Concert Band
- Wednesday, July 19: **World Wine Wednesday**
 - **Location:** Walkabout Creek/Aviary
 - **Time:** 6pm-8pm
 - **Event Overview:** Wine tasting event

- Thursday, July 20: **Cigar Dinner**
 - **Location:** Pavilion
 - **Time:** 5:30pm-10pm
 - **Event Overview:** Plated dinner, cigars, music, live & silent auction.
- Saturday, July 22: **BONK!**
 - **Location:** Amphitheater
 - **Time:** 5pm-9pm
 - **Event Overview:** Artistic expression event
- Sunday, July 23: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7pm-9pm
 - **Event Overview:** A series of concerts put on by the Racine Concert Band
- Wednesday, July 26: **Animal Crackers**
 - **Location:** Amphitheater
 - **Time:** 5:30pm-9pm
 - **Event Overview:** Jazz concert series
- Thursday, July 27: **Johnson Bank Wealth Management Team**
 - **Location:** Pavilion
 - **Time:** 4pm-7pm
 - **Event Overview:** Company picnic
- Saturday, July 29: **Twin Disc Picnic**
 - **Location:** Pavilion
 - **Time:** 10am-4pm
 - **Event Overview:** Company picnic
- Sunday, July 30: **Forefront Dermatology**
 - **Location:** Pavilion
 - **Time:** 12pm-2pm
 - **Event Overview:** Company picnic
- Sunday, July 30: **Racine Concert Band**
 - **Location:** Amphitheater
 - **Time:** 7pm-9pm
 - **Event Overview:** A series of concerts put on by the Racine Concert Band

Coming up at the Zoo at a Glance:

- Wednesday, August 2: **World Wine Wednesday** 6pm-8pm
- Saturday, August 5: **Animals and Artisans** 9am-6pm
- Sunday, August 6: **Racine Concert Band** 7:30pm-9:30pm
- Wednesday, August 9: **Animal Crackers/Artist: Booker T Jones** 5:30pm-9pm
- Saturday, August 12: **Zoorific Saturday/Reptile and Amphibian Day** 9am-6pm
- Sunday, August 13: **Racine Concert Band** 7pm-9pm
- Monday, August 14: **Member Monday** 6pm-8pm
- Wednesday, August 16: **Roar and Pour** 6pm-8pm
- Saturday, August 19: **Whiskers & Whiskey** 6pm-9pm

- Sunday, August 20: **Car, Truck and Bike Show** 8am-6pm
- Wednesday, August 23: **Animal Crackers/Artist: Larry Carlton** 5:30pm-9pm
- Saturday, August 26: **Zoorific Saturday/Healthy People, Healthy Animals, Healthy Planet** 9am-6pm
- Saturday, September 9: **Zoo Debut: A Wild Affair** 5pm-12am
- Saturday, September 16: **Great Lakes Brewfest** 2pm-6:30pm
- Saturday, September 23: **Zoorific Saturday/Rhino Day** 9am-6pm
- Saturday, October 14: **Zoorific Saturday/African Penguin Day** 9am-4:30pm
- Saturday, October 28: **Boo at the Zoo** 9am-4:30pm