

**Racine Zoological Society
Park and Recreation Board Meeting
October 2018 (reporting on September 2018)**

Executive Director

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances

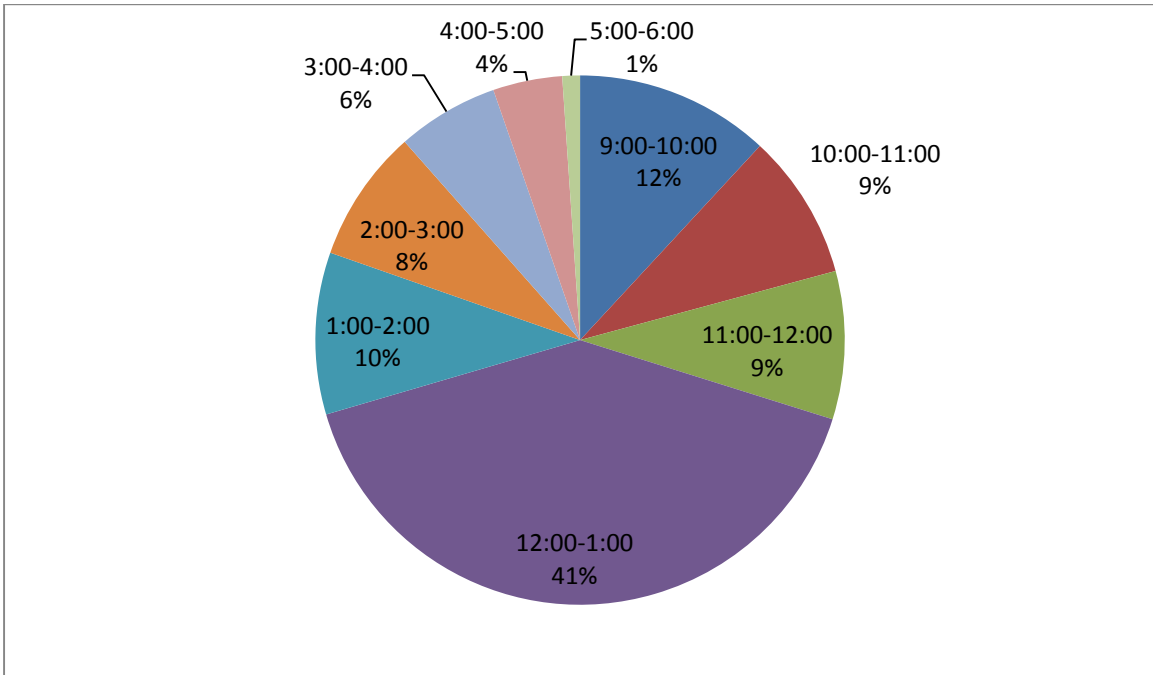
Membership

- Total memberships households = 2,024

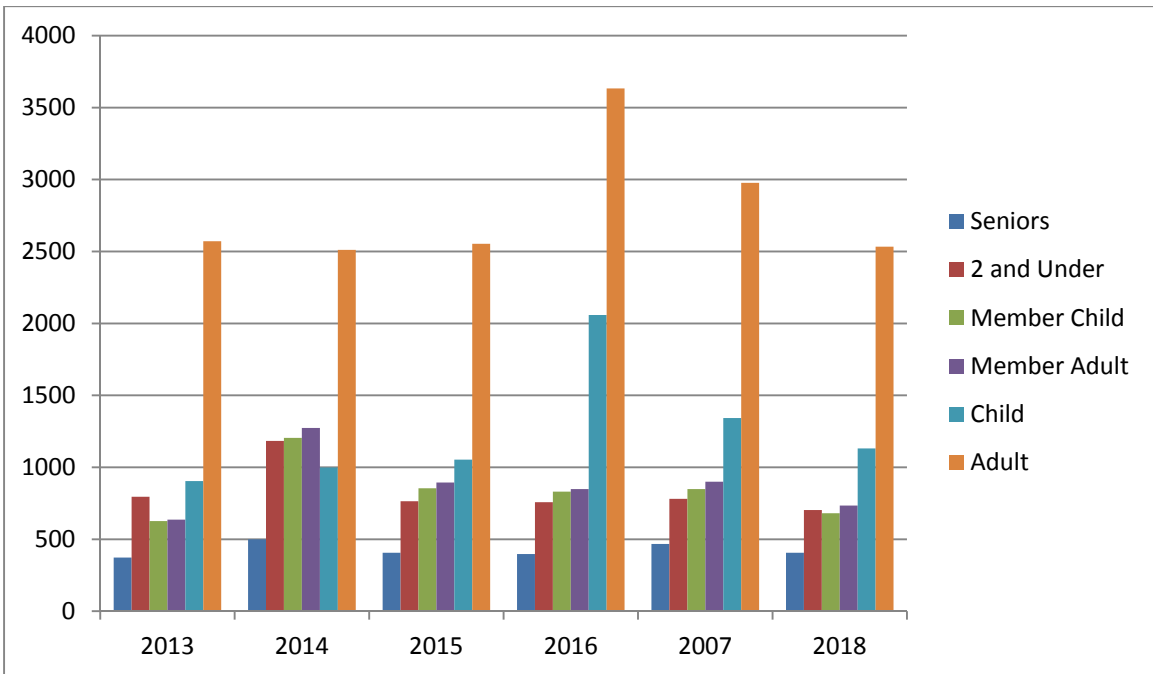
Attendance for September 2018

	September 2017	September 2018	Variance	Percent change
Adults	2977	2534	-443	15%
Children	1343	1131	-212	-16%
Member Adults	900	734	-166	-18%
Member Children	849	681	-168	-20%
Child 2 and under	781	703	-78	-10%
Seniors	467	406	-61	-13%
Military	158	165	7	4%
Education	507	660	153	30%
Events	4969	3115	-1854	-37%
Total	12941	10129	-2812	-21%

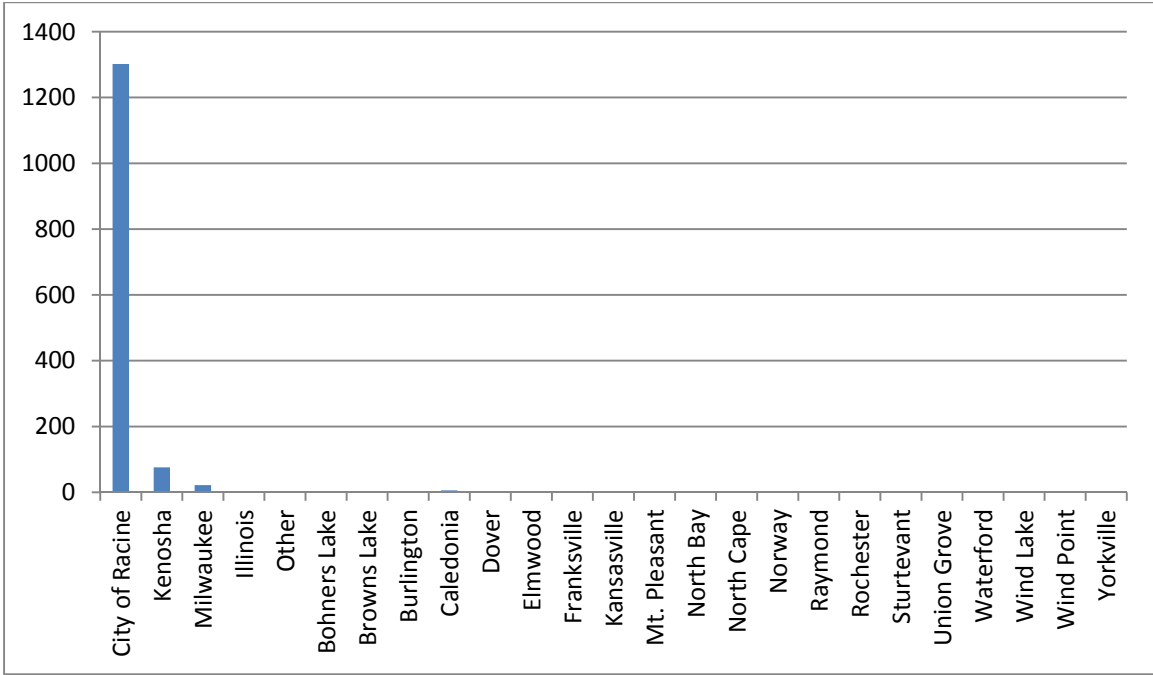
September Attendance By Hour



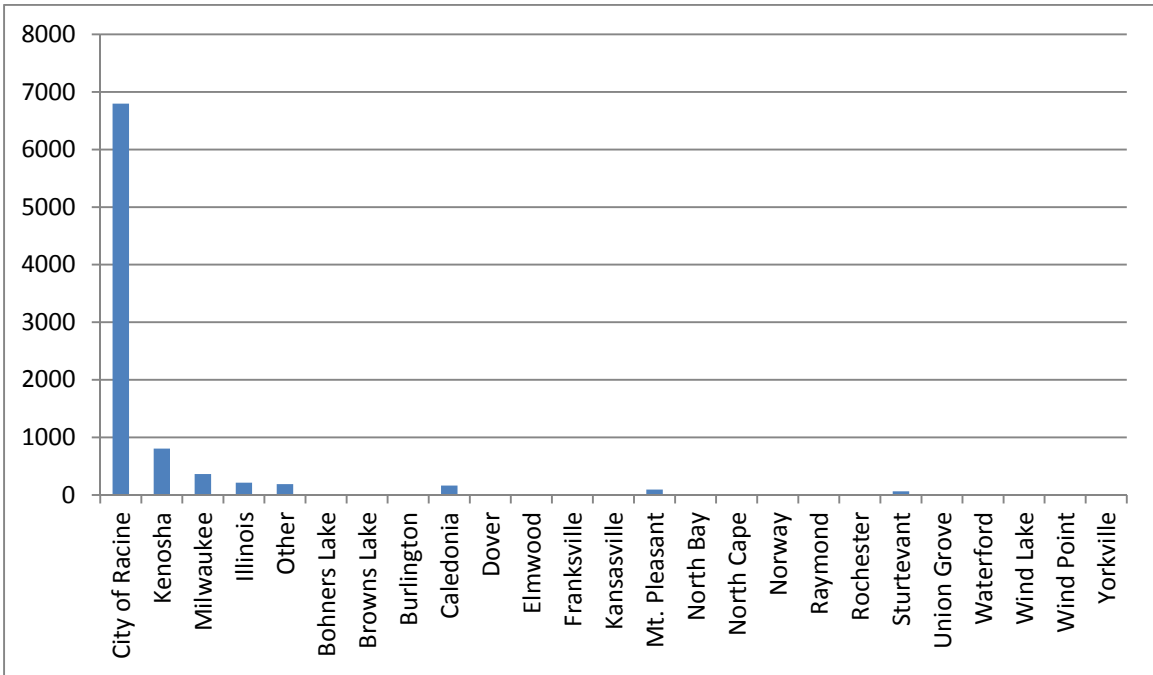
September Monthly Attendance 2013-2018



September Member Municipality



September Non-Member Municipality



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

- Ordered and received new product
- Contacted Vendors for New items
- Set up Grill and Watering Hole for Weekday closure
- Set up and worked Events
- Started planning for Budgets

Animal Care

- Animal info/moves:
 - Aviary encounter birds brought inside for the winter
 - Last grey roo cleared from treatment and clear to go in walkabout exhibit
- Vet exams:
 - West Andean bear exam
 - African lion procedure exam for knee treatments
 - Lynx exams for ongoing issue assessment and treatment
- Deaths:
 - N/A
- Staff
 - N/A
- Miscellaneous
 - Giraffe shade structures installed
 - New giraffe and rhino soft-flooring installed
 - Racine & me, sept 29th news
 - New protocols written for animal care-late policy, updated timeclock policy, overtime policy sent out.
 - Time audits scheduled for October/November.
 - Annual staff evaluations written and self evals sent out to ac dept.
 - Animal care staff department survey sent out to staff
 - Curator at annual national AZA conference last week in September
 - New hay contractor started/hired
 - Preliminary budget planning/prep for 2019

Education

- **Staffing Updates**
 - Part time Conservation Education Specialist Ryan Retzke promoted to a new full time position, Lead Conservation Education Specialist
 - Part time Conservation Education Specialist Elise Olmstead accepted position as the grant-funded Americorps Conservation Education Outreach Specialist, beginning in October

- **Educational Programs**
 - Behind the Scenes – 4
 - Reached 18
 - Onsite Birthdays – 3
 - Reached 144 people
 - Offsite Programs - 1
 - Reached 100 people
 - Offsite Birthdays – 2
 - Reached 55 people
 - Creature Features - 20
 - Reached 192 people
 - Wildlife Theaters-20
 - Reached 212 people
 - Field Trips - 5
 - Reached 544 people
 - Preschool – 6
 - Reached 88 people
 - **Totals: Reached 1,353 people**

- **Events**
 - September 5 – Brought animals to Racine and Me taping
 - September 7 – Education Manager accepted award from Nelson Institute from Environmental Studies
 - September 8 – Assisted in Zoo Debut
 - September 10 – Launch of Conservation Nation
 - September 15 – Assisted with BrewFest
 - September 16 – Coordinated annual Alliance for the Great Lakes beach clean up
 - September 20 – Onboarded fall interns
 - September 20 – Gave lecture to Sierra Club
 - September 22 – Coordinated World Rhino Day
 - September 22 – Attended Party on the Pavement
 - September 23 – Attended AZA Program Evaluation Workshop
 - September 24-27 – Attended AZA National Conference
 - September 25 – Presented at AZA National Conference
 - September 25 – Attended RUSD PTA Vendor Fair
 - September 29 – Facilitated and Coordinated Racine County Foster Care Day at the Zoo
 - September 30 – Hosted visit from Brookfield Zoo volunteers and staff

- **Grants and Proposals**

- Submitting application to Racine Community Foundation
- Submitting application for IMLS Funding
- Submitted proposal to County of Racine
- Submitted grant to Rotary Club with Executive Director
- Submitted grant to Kenosha Community Foundation

Upcoming

- Presenting at WAEE Conference in October
- Launch of “Beginning Birders” October 2018
- Hiring new position via CDBG funds
- Wildlife Explorers starting in October

Comparison to September 2017- programs and participants

Participants	2017	2018	Variance
On Site	30	0	-100.0%
Off Site	325	100	-30.8%
BTS	15	18	+20.0%
Birthday Party	170	199	+17.1%
Preschool	-	88	-

Programs	2017	2018	Variance
On Site	6	0	-100.0%
Off Site	9	1	-88.8%
BTS	1	4	+25.0%
Birthday Party	4	5	+25.0%
Preschool	-	6	-

Facilities

- Set up and tear down special events
- Replaced pressure switches on air compressor in main building
- Grass cutting , weed whipping and general grounds maintenance
- Daily janitorial duties
- Preventative maintenance
- Built two new memorial benches
- Installed memorial bricks
- Started to fire up boilers
- Had new pulley and cable installed in lion s den 1
- Had 2 new shade structures installed in giraffe yard
- Had new rubber and epoxy coated floors installed in giraffe and rhino stalls in LOG
- Took down and put away for winter 20 x 26 tent by playground
- General Job tickets e.g. fix platform for LOG dumpster, fix timeclock, etc.....

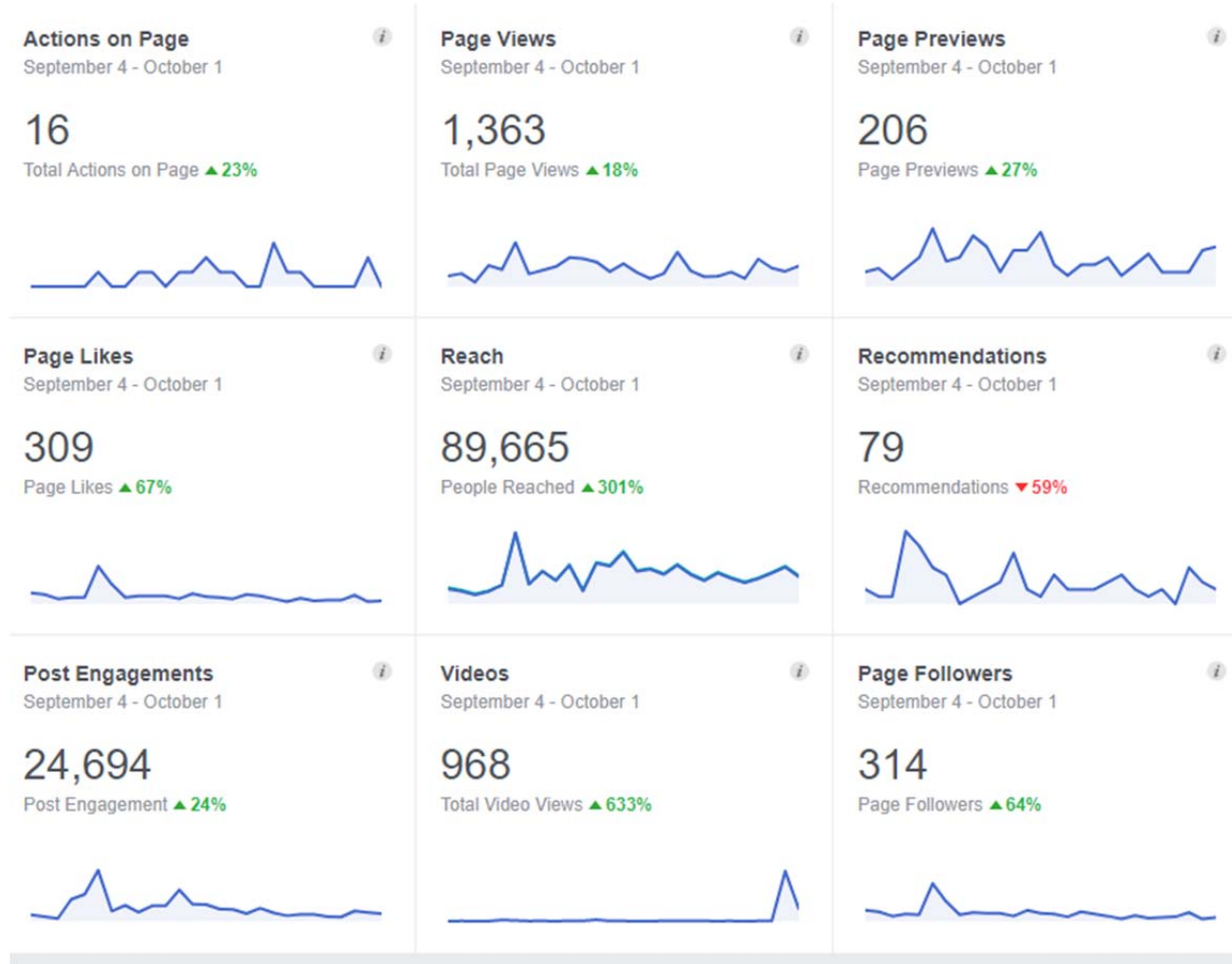
Resource Development

- 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
- 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
September 2018
Facebook Data:



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

Published	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
10/02/2018 9:03 PM	 Today we celebrated the 20th birthday of our amazing llama,			2.9K 	162 228  	Boost Post
10/01/2018 11:02 AM	 Wanted: Large capacity washing machine! Believe it or not, our			3.4K 	214 69  	Boost Post
09/30/2018 1:09 PM	 Our laughing kookaburra, Gumby, loves showing off his			2K 	153 68  	Boost Post
09/26/2018 9:05 AM	 Enrichment is a fantastic way to ensure our animals are always			1.7K 	64 49  	Boost Post
09/22/2018 2:11 PM	 These kids are having a GREAT time at World Rhino Day at the			2.4K 	103 57  	Boost Post
09/22/2018 11:43 AM	 Happy World Rhino Day! Timu and Kianga, our resident Eastern			2.6K 	61 111  	Boost Post
09/18/2018 9:24 AM	 The weather's getting a little chilly and Fall is right around the			1.9K 	68 37  	Boost Post
09/16/2018 4:30 PM	 Thank you to everyone who came out to help with our annual			2.8K 	277 138  	Boost Post
09/15/2018 8:36 AM	 The Racine Zoo will be closed today for the Great Lakes Brew			1.7K 	12 31  	Boost Post
09/14/2018 11:02 AM	 As a reminder, the Zoo will be CLOSED tomorrow, Saturday,			956 	32 10  	Boost Post
09/13/2018 6:03 PM	 There is still time to register for our Adopt-a-Beach event this			1.5K 	24 16  	Boost Post
09/13/2018 9:16 AM	 Attention Zoo Guests: The Zoo will be CLOSED on Saturday,			2.2K 	80 21  	Boost Post
09/12/2018 5:29 PM	 Look at these tiny teeth! We take our veterinary care seriously			1.8K 	142 52  	Boost Post

09/10/2018 11:18 AM		The 2018 Zoo Debut was a magical experience. We would			2K		200 64		Boost Post
09/10/2018 9:45 AM		Thank you everyone who took the time to vote for the name of			2.4K		107 122		Boost Post
09/10/2018 9:32 AM		Today is a FREE Day at the Zoo in honor of Chuck and Jennifer			14.2K		1.4K 627		Boost Post
09/09/2018 3:55 PM		Happy Grandparent's Day Aslan! Aslan's genetics run deep in			9.9K		558 516		Boost Post
09/08/2018 12:24 PM		Attention Zoo guests! The zoo will be closing at 4:00pm tonight			1.5K		6 10		Boost Post
09/05/2018 4:54 PM		The Racine Zoo welcomes you to join our free and family			1.3K		20 17		Boost Post
09/04/2018 10:19 PM		Have you ever heard a kookaburra sing? Have you ever			2.1K		137 28		Boost Post
09/03/2018 2:53 PM		The Great Lakes provide 20% of the world's surface freshwater			2.8K		134 78		Boost Post
09/01/2018 2:49 PM		Attention college students, recent grads, and anyone			1.8K		42 21		Boost Post
09/01/2018 11:12 AM		Obi, one of our Hartmann's Mountain Zebras, turned three			2.3K		60 109		Boost Post

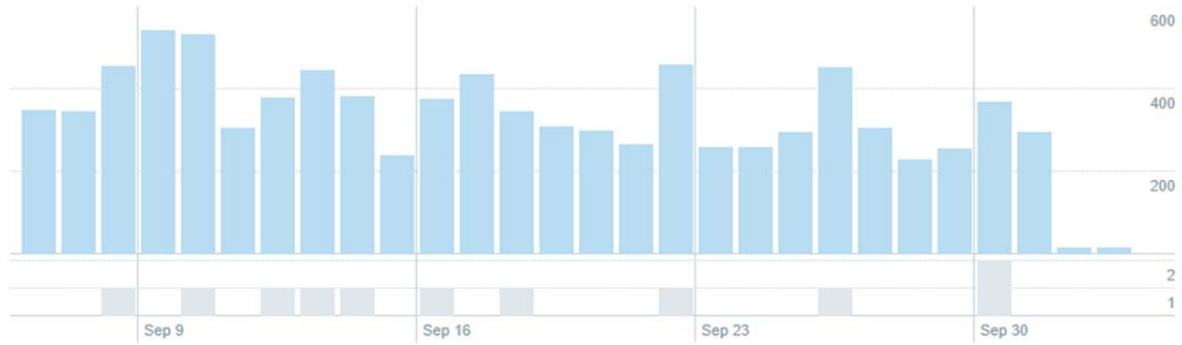
The above is a partial list of activities on the Zoo's Facebook page.






Twitter:

28 day summary with change over previous period



Your Tweets earned **9.6K impressions** over this **28 day** period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Racine Zoo @RacineZoo · Sep 30	Our laughing kookaburra, Gumby, loves showing off his flying skills as during a rehearsal with our education team. While he may look cute, these birds are agile fliers and actually hunt small rodents. These fearless... facebook.com/racinezoo/vid...		140	9	6.4%
	Racine Zoo @RacineZoo · Sep 30	Our laughing kookaburra, Gumby, loves showing off his flying skills as during a rehearsal with our education team. While he may look cute, these birds are agile fliers and actually hunt small rodents. These fearless... facebook.com/racinezoo/vid...		129	6	4.7%
	Racine Zoo @RacineZoo · Sep 26	Enrichment is a fantastic way to ensure our animals are always having fun and engaged in their surroundings. Yesterday our Hartmann's Mountain Zebras Obi and Promise played with a special treat - bubbles!		243	2	0.8%
	Racine Zoo @RacineZoo · Sep 22	These kids are having a GREAT time at World Rhino Day at the zoo! Come visit us to build a rhino themed snack, craft, and pledge your support to rhino conservation today!		266	5	1.9%
	Racine Zoo @RacineZoo · Sep 18	The weather's getting a little chilly and Fall is right around the corner! For us, that means our Boo at the Zoo event will be here soon! We're calling all businesses and organizations to join us for Trunk-Or-Treat! Decorate your vehicle,... racinezoo.org/boo-zoo-0		222	4	1.8%

The above is a partial list of activities on the Zoo's Twitter page.

Special Events

September Events:

- Saturday, September 8: **Zoo Debut**
 - **Location:** Land of the Giants, Pavilion and lawn
 - **Time:** 5pm-midnight
 - **Event Overview:** Premier fundraiser
 - **Attendance:** 300

- Saturday, September 15: **Long Necks with the Long Necks**
 - **Location:** Giraffes
 - **Time:** 1pm-2:00pm
 - **Event Overview:** Beer tasting
 - **Attendance:** 22

- Saturday, September 15: **Brewfest**
 - **Location:** Amphitheater lawn
 - **Time:** 2:00 -6:30pm
 - **Event Overview:** Beer tasting
 - **Attendance:** 3000

- Wednesday, September 19: **World Roar Wine Pour Wednesday**
 - **Location:** LOG
 - **Time:** 6:00pm-8:00pm
 - **Event Overview:** Wine/beer tasting
 - **Attendance:** 110

- Saturday, September 22: **Zooriffic Saturday: World Rhino Day**
 - **Location:** Zoo
 - **Time:** 9:00 am – 6:00 pm
 - **Event Overview:** Zooriffic event
 - **Attendance:** Zoo attendance

2018 Event Schedule

Saturday, October 13, Penguins and Pancakes, 9-10:30 am

Saturday, October 13, Zooriffic Saturday: African Penguin Awareness Day, 9 am - 4:30 pm

Saturday, October 13, Glow 5K, 5-9 pm

Saturday, October 27, Boo at the Zoo, 9 am – 4:30 pm