

**Racine Zoological Society
Park and Recreation Board Meeting
March 2019 (reporting on February 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Investigating a new festival with an outside vendor for fall

Membership

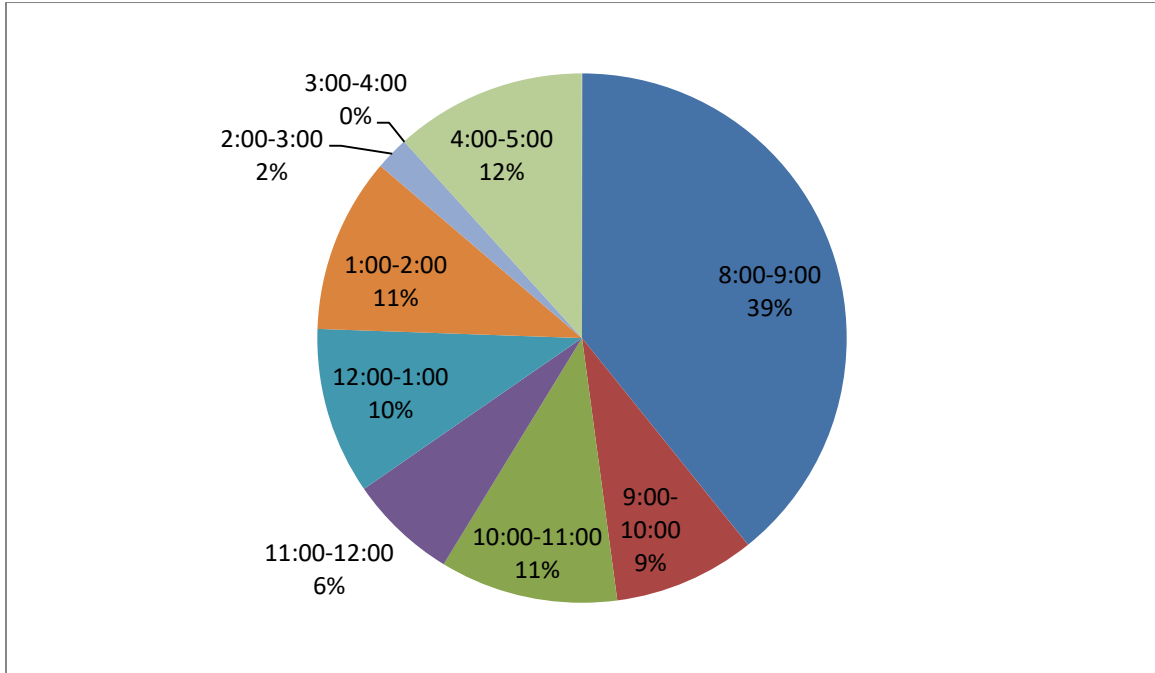
- Total memberships households = 2,052

Attendance for February 2019

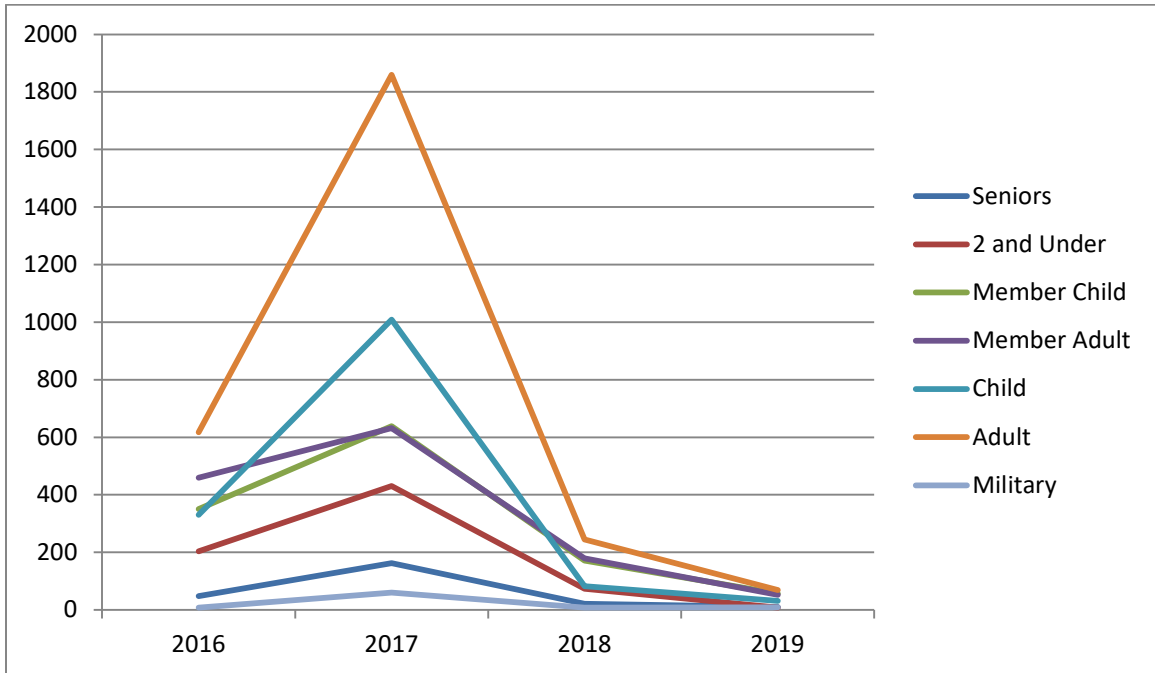
	February 2018	2019	Variance	Percent change
Adults	245	69	-176	-72
Children	82	31	-51	-62
Member Adults	179	52	-127	-71
Member Children	172	57	-115	-67
Child 2 and under	74	8	-66	-89
Seniors	21	10	-11	-52
Military	8	9	1	12.5
Education	348	263	-64	-24
Events	60	69	9	15
Total	1189	589	600	-50

** the weather was terrible in February, cold, rain, snow.....

February 2019 Attendance By Hour



February Monthly Attendance 2016-2019



February Member Municipality

53405	38
53404	46
53402	25

February Non-Member Municipality

53144	4
53140	20
53142	30
53405	106
53404	139
53402	181
53108	16
Illinois	7
Other	9

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

- Contacted Vendors for New items
- Designed and Received Notecards and Napkins to sell
- Received Product that Beth ordered in Florida

Animal Care

- Animal info/moves:
 - Armadillo cleared quarantine, started planning for program training
 - Continuation of groundhog training for programs
 - Budgies cleared quarantine, added to aviary group
 - African penguin chick: started weaning chick onto taking fish from keepers. Going well. Gender results came back; gender reveal facebook post planned for March 11.
 - Working on Bald eagle permits

- Vet exams:
 - Skins, male lion, began a new medicine trial (urine acidifier)
- Deaths:
 - N/A
- Staff
 - Seasonal animal care interviews began
 - Summer interns hired

- Miscellaneous
 - Seattle Zoo meetings for empathy program
 - Keepers made a bunch of paintings for the next few events, Chicago flower show
 - Eco-cell campaign plans moving forward to launch
 - Pest control assessment and plans for Discovery Center improvements
 - AZA Frogwatch started-Animal care & education leading
 - Multiple behind the scenes tours
 - Racine & Me taping, and other TV station media
 - Groundhog's Day facebook live post with Sunny the groundhog and zookeeper Paul
 - Planning summer changes to exhibit spaces and prepping for member appreciation night

Education

- **Educational Programs**
 - Birthdays – 5
 - Reached 130 people
 - Offsite Programs – 13
 - Reached 2,432 people
 - Onsite Programs – 2
 - Reached 40 people
 - Wildlife Explorers - 10
 - Reached 174 people
 - Preschool – 6
 - Reached 98
 - Behind the Scenes - 3
 - Reached 13
 - **Totals: Reached 2,887 people**

- **Events**
 - February 2 – Participated in Fire and Ice Festival
 - February 7 – Hosted Woodland Park Zoo staff as part of Empathy Learning Network
 - February 9-10 – Participated in Milwaukee Kid’s Expo
 - February 9 – Participated in and spoke at Animal Amore Fundraiser
 - February 11 – Hosted FrogWatch USA class
 - February 20 – Appeared on CBS 58’s Racine and Me and Tellumundo
 - February 21 – Guest Lecture at UW-Parkside
 - February 23 – Staff attended Wild Things conference
 - February 23 – Appeared on FOX 6 News
 - February 23-24 – Guest lectures at Carroll College

- **Grants and Proposals**
 - Writing Grant for Senior Programming
 - Beginning to Write Grant for full Americorps funding
 - Submitted application to Network for Good grant fund

Upcoming

- Relaunch of Scout Programs (March)
- Relaunch of behind the scenes programs
- New programming for children with special needs and children age 6-8

Comparison to February 2018 - programs and participants

Participants	2018	2019	Variance
On Site	6	40	+566.7%
Off Site	638	2,434	+281.5%
BTS	4	13	+225.0%
Birthday Party	90	130	+44.4%
Preschool	64	98	+53.1%

Programs	2018	2019	Variance
On Site	1	2	+100.0%
Off Site	7	13	+85.7%
BTS	2	3	+50.0%
Birthday Party	1	5	+400.0%
Preschool	6	6	+0.0%

Facilities

- Snow and ice removal
- Daily janitorial
- Event set up and tear down
- Preventative maintenance
- Work orders
- Getting new quote for admission window replacement
- Redid shelving in facilities
- Started clearing out trailer to get ready to build shelves for special events
- Modified animal holding units to accommodate armadillo
- Received preliminary drawings from bukacek construction for eagle exhibit
- Made modifications to tamarin exhibit and small howdy cage for baby tamarin
- Accepted bid for new a/c in jungle grill
- Gave Gary Maier from metal world dimensions for new donated ramp and platform for LOG dumpster

Resource Development

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



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | FEBRUARY 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
2/4	Wine, Stein, & Dine Vendors	1,125	28
2/8	Racine Zoo E-News - February 8, 2019	925	72
2/10	Amazon Smile - Valentine's Day	1,035	14
2/12	Wildlife Matters February 2019	747	106
2/22	Racine Zoo E-News - February 22, 2019	902	74
2/25	Wine, Stein, & Dine Vendor Reminder	1,119	15

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,043	18.5 %	1.4%

MEMBERS

Subscribers	Open Rate	Click Rate
3,744	25.5 %	2.3%

WEBSITE

www.racinezoo.org

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

OUTSIDE ADS

- Belle City Magazine
- Bargain Hunter
- Lake Geneva News
- Professional Sports Publications
- Union Grove Village Voice Newsletter

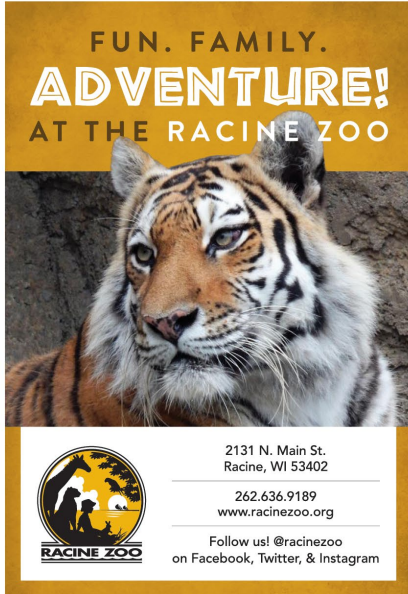
MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Changed business hours on various websites
- Set up Animal Crackers Single Ticket sale on website and posted on social media
- Set up Summer Camp discount on website, created sale flyers, and posted on social media
- Designed glassware for World Wine Wednesday and Rour & Pour events
- Set up and started Kung Fu Panda AZA campaign


▶ OUTSIDE ADS


Featured:

- Professional Sports Publications
- Kenosha News
- Union Grove Village Voice Newsletter



**FUN. FAMILY.
ADVENTURE!
AT THE RACINE ZOO**



 2131 N. Main St.
Racine, WI 53402

262.636.9189
www.racinezoo.org

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DID YOU KNOW...

the Racine Zoo offers unique programs for your boy scout's badges with live animals!

VISIT OUR WEBSITE AT
RACINE.ZOO.ORG
TO LEARN MORE!




The Racine Zoo can help foster your child's love for nature and wildlife.

REGISTER NOW!
WWW.RACINEZOO.ORG

SUMMER CAMP BEGINS:
JUNE 17
For ages 3 to 7th grade




Wines For Rhinos



**SATURDAY
MARCH 2, 2019
6PM - 9PM**

FIVE-COURSE DINNER
ANIMAL ENCOUNTERS
ANIMAL PRESENTATIONS
SILENT AUCTION

*MUST BE 21 YEARS OR OLDER TO ATTEND

FOR MORE INFORMATION & TICKET PURCHASE
VISIT WWW.RACINEZOO.ORG



WILD 5K
RUN/WALK



**SATURDAY, MAY 11, 2019
7AM - 9AM**

REGISTER ONLINE!
WWW.RACINEZOO.ORG



**REGISTER NOW
FOR SUMMER CAMP!**

WWW.RACINEZOO.ORG
SUMMER CAMP BEGINS: JUNE 17
For ages 3 to 7th grade



EGGSTRAVAGANZA
AT THE RACINE ZOO



**SATURDAY
APRIL 20, 2019
9AM - 4:30PM**

BRING YOUR BASKET!

INCLUDED with regular Zoo Admission!



 2131 N. Main St.
Racine, WI 53402

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www.racinezoo.org

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Mother's Day
BRUNCH






**SUNDAY, MAY 12, 2019
11AM - 12:30PM**

















































Visit www.racinezoo.org for tickets & more information

FACEBOOK

TOTAL LIKES: 19,899 (+104 FROM JANUARY)


Promotional posts and animal posts.

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares f 						
Published	Post	Type	Targeting	Reach f	Engagement	Promote
02/28/2019 10:38 AM	 LAST DAY of our Animal Crackers SINGLE TICKET SALE!			1.6K ■	14 12	
02/27/2019 9:44 AM	 As a thank you to customers, enjoy sales and specials at			849 ■	15 17	
02/26/2019 9:22 AM	 Africa's lion populations are in crisis. Over the last 50 years, the			2.2K ■	34 33	
02/25/2019 10:11 AM	 Businesses and organizations – Don't forget to sign up to			2K ■	68 17	
02/20/2019 11:24 AM	 Although rhino horn has been banned for 25 years as a			1.6K ■	15 15	
02/18/2019 6:26 PM	 We love visiting HALO every month and spending time with the			3.2K ■	302 44	■
02/18/2019 10:16 AM	 We are looking for some eggcellent businesses and			1.5K ■	16 13	
02/16/2019 10:00 AM	 Nick Colonne is flying up the charts with his 2018 release,			1.6K ■	11 13	
02/14/2019 11:00 AM	 Share these valentines to show how wild you are about your			1.6K ■	110 39	■
02/13/2019 3:00 PM	 Valentine's Day is tomorrow and it's the perfect day to snuggle with			2.1K ■	89 51	■
02/13/2019 9:25 AM	 Daydreaming of some warmer weather? We are, too! Only 1			1.4K ■	23 13	
02/12/2019 10:25 AM	 A century of poaching and habitat destruction have decimated the			1.3K ■	6 8	
02/10/2019 11:00 AM	 Will you be our Valentine? ❤️ Shop at			782 ■	3 6	
02/09/2019 3:00 PM	 A big thanks to the DeRango "The Pizza King" & Steakhouse			1.5K ■	22 14	
02/09/2019 10:57 AM	 Come join us this weekend at the Milwaukee Kids Expo at State			2.4K ■	165 88	■

02/06/2019 10:02 AM		Our Norco Aviary birds are staying nice and warm in their			1.7K 	44 35	 
02/05/2019 2:00 PM		Be informed and #BuyInformed. Help the Racine Zoo, WildAid,			1.4K 	32 15	 
02/05/2019 9:21 AM		Norton, Orson, and Elmer were excited to usher in the Year Of			2.5K 	124 90	 
02/04/2019 3:00 PM		There was actually something to celebrate during the Polar Vortex			3K 	253 108	 
02/04/2019 10:00 AM		Businesses/organizations: sign up to participate in Wine, Stein, &			2.4K 	52 30	 
02/02/2019 2:00 PM		Help make a difference for wild orangutans this Valentine's Day			5.7K 	173 146	 
02/02/2019 9:28 AM		The prediction is in and our groundhog, Sunny, did not see			8.2K 	597 485	 
02/02/2019 9:03 AM		Groundhog Day!			14.5K 	814 207	 

Racine Zoo was live.
Published by Chelsea Kueker Locke [?] · February 2 · 🌐





Groundhog Day!







05:28

Get More Likes, Comments and Shares
Boost this post for \$2,000 to reach up to 540,000 people.

14,475 People Reached **1,021** Engagements [Boost Post](#)


    65 17 Comments 23 Shares



 Like  Comment  Share 

Performance for Your Post




14,475 People Reached

3,982 3-Second Video Views

207 Reactions, Comments & Shares 

122  Like	56 On Post	66 On Shares
29  Love	19 On Post	10 On Shares
33 Comments	18 On Post	15 On Shares
23 Shares	23 On Post	0 On Shares

814 Post Clicks

150 Clicks to Play 	0 Link Clicks 	664 Other Clicks 
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NEGATIVE FEEDBACK

5 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

February Events:

- Saturday, February 9: **Animal Amore**
 - **Location:** Vanishing Kingdom
 - **Time:** 6-9pm
 - **Event Overview:** Animal Amore
 - **Attendance:** 70



Tasks completed:

- Relocated all alcohol from basement of grill and watering to hole to event cage if facilities garage.
- Created all centerpieces for the year. Labeled and organized all event totes.
- Contacting local bars and restaurants regarding special events this year to get them to register.
- Reserved all tents and rentals from General Rental.
- Reserved port-o-lets, atm's, etc... for large zoo events for 2019.
- Preparing for Winos for Rhinos and Eggstravaganza.
- Consultations with companies for picnics.
- Consultations with Brides regarding weddings.

Coming up at the Zoo at a Glance:

- Saturday, March 2: **Winos for Rhinos** 6pm-9pm
- March 20-March 24: **Chicago Flower Show**
- Saturday, April 20: **Eggstravaganza** 9am-4:30pm
- Saturday, April 27: **Zooriffic Saturday-Party for the planet** 9am-4:30pm
- Saturday, May 11: **Wild 5k Run/walk** 7am-9am
- Saturday, May 11: **Zooriffic Saturday International Kangaroo Care Awareness Day** 9am-6pm
- Sunday, May 12: **Mother's Day Brunch** 11am-12:30pm
- Saturday, May 18: **Zooriffic Saturday Endangered Species Day** 9am-6pm
- Thursday, May 23: **Member Appreciation Night** 6pm-9pm
- Saturday, June 1: **Zooriffic Saturday Bat Appreciation Day** 9am-6pm
- Saturday, June 1: **Tea with Turs** 11am- 12:30pm
- Wednesday, June 5: **World Wine Wednesday** 6pm-8pm

- Friday, June 7: **Ryshkus/Gasparo Rehearsal** TBD time
- Saturday, June 8: **Ryshkus/Gasparo Wedding** 9am-5pm
- Saturday, June 8: **Bloody Mary Contest** 10am-2pm
- Sunday, June 9: **Paules Wedding** 11am-1pm
- Friday, June 14: **Wilcox Wedding** TBD time
- Sunday, June 16: **Father's Day Putt Putt Golf Tournament** 11am-2pm
- Wednesday, June 19: **Rour & Pour** 6pm-9pm
- Saturday, June 22: **Zooriffic Saturday world Giraffe Day** 9am-6pm
- Saturday, June 22: **Mandi & Paul Wedding** TBD Time
- Sunday, June 23: **Kenosha Kingfish Fundraising Game** 1:05pm game
- Saturday, June 29: **Wine, Stein & Dine** 6pm-9pm
- Saturday, July 6: **Christmas in July** 9am-4:30pm
- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- Saturday, July 13: **Macphail Reception** 12-4pm
- Sunday, July 14: **CNH Company Picnic** 11am-4pm
- Wednesday, July 17: **World Wine Wednesday** 6pm-8pm
- Thursday, July 18: **Cigar Dinner** 5pm-10pm
- Saturday, July 20: **Zooriffic Saturday Zookeeper Day** 9am-6pm
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree** 5:30pm-9:30pm
- Saturday, July 27: **International Tiger Day** 9am-6pm
- Wednesday, July 31: **Roar & Pour** 6pm-8pm
- Saturday, August 3: **Somerset Club Dinner** 6pm-10pm
- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent** 5:30pm-9:30pm
- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Wednesday, August 14: **World Wine Wednesday** 6pm-8pm
- Saturday, August 17: **Zooriffic Saturday Reptile & Amphibian Awareness Day** 9am-6pm
- Sunday, August 18: **24th Annual Car, Truck & Bike Show** 9am-4pm
- Wednesday, August 21: **Animal Crackers Concert – Nick Colionne** 5:30-9:30pm
- Saturday, August 24: **Whiskers and Whiskey** 6pm-9pm
- Wednesday, August 28: **Roar & Pour** 6pm-8pm
- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Saturday, September 14: **Brewfest 1pm-6:30pm**
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm