

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

**Executive Director**

- AZA inspection went great! We are working on the few updates we need to make and response to inspection is due in a few weeks.
- Submitted several grants and sponsorship packages
- Presented at several service organizations
- Evaluating all current vendors
- Prepping for all events at the Zoo for 2017
- Working on marketing and public relations plans
- Media appearances

**Membership**

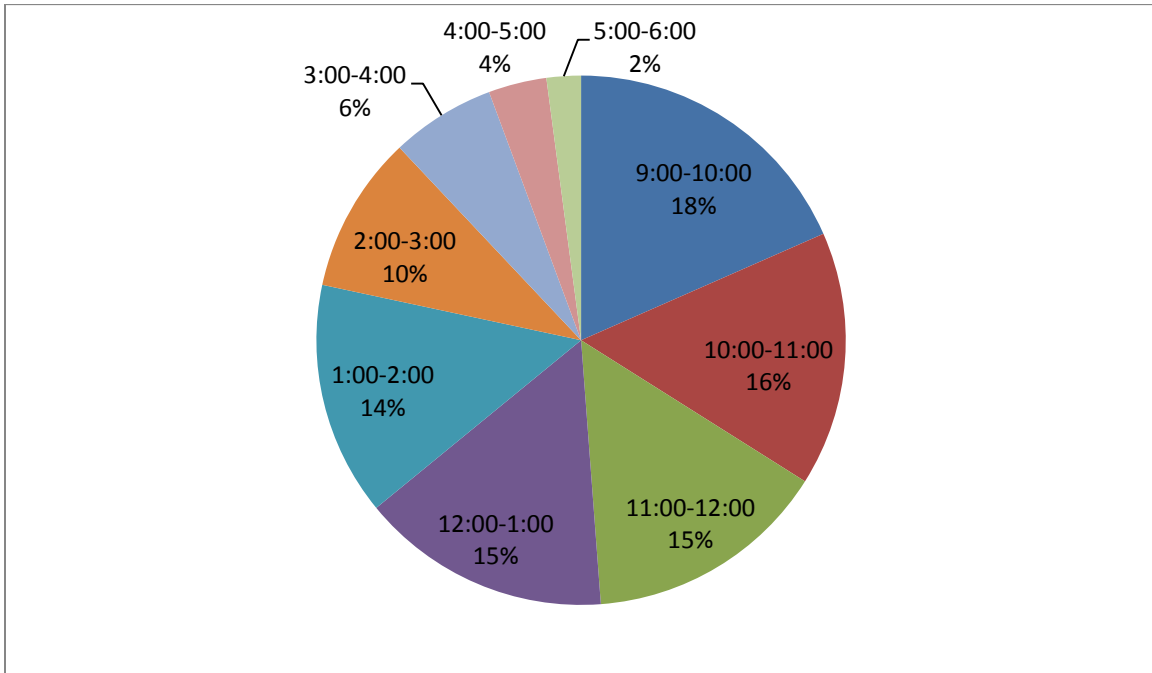
- Total memberships households = 2,030

**Attendance for June 2017**

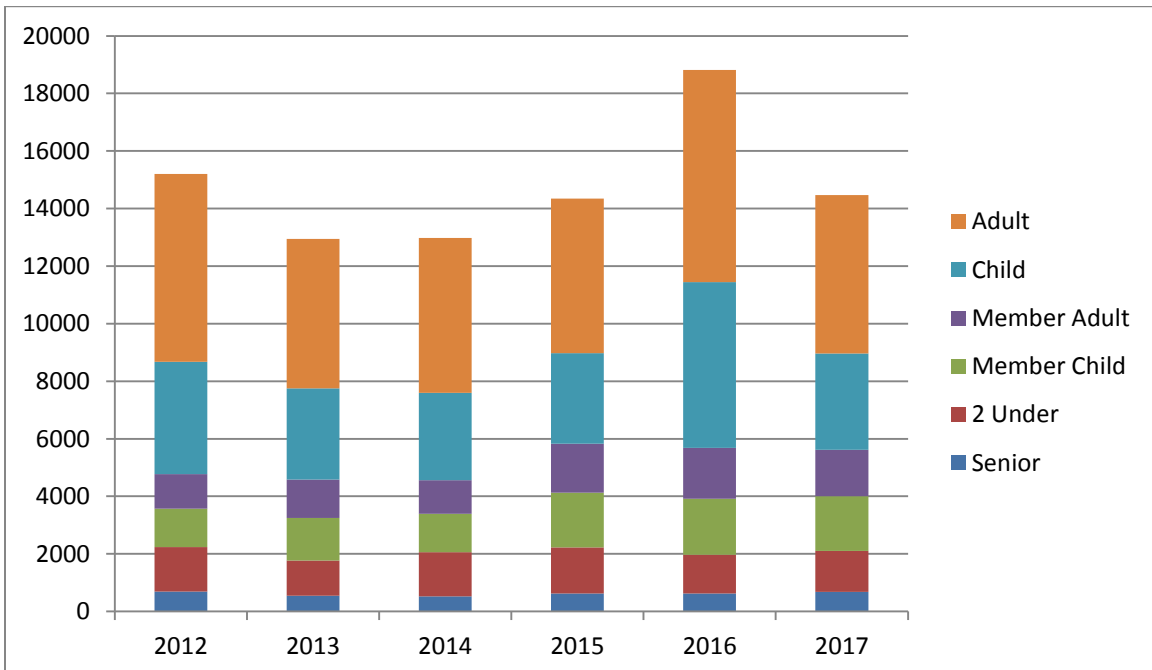
	<b>June 2016</b>	<b>June 2017</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	7370	5510	<b>1860</b>	<b>-25%</b>
<b>Children</b>	5763	3337	<b>2426</b>	<b>-42%</b>
<b>Member Adults</b>	1774	1620	<b>154</b>	<b>-9%</b>
<b>Member Children</b>	1945	1899	<b>46</b>	<b>-2%</b>
<b>Child 2 and under</b>	1338	1426	<b>88</b>	<b>7%</b>
<b>Seniors</b>	629	678	<b>49</b>	<b>8%</b>
<b>Education</b>	2913	801	<b>2112</b>	<b>-73%</b>
<b>Events</b>	382	1797	<b>1415</b>	<b>370%</b>
<b>Total</b>	22114	17068	<b>5046</b>	<b>-23%</b>

\*\* June was a weird weather month for the area and that of course, affects the Zoo attendance. We did make our revenue goals for attendance however so that was great.

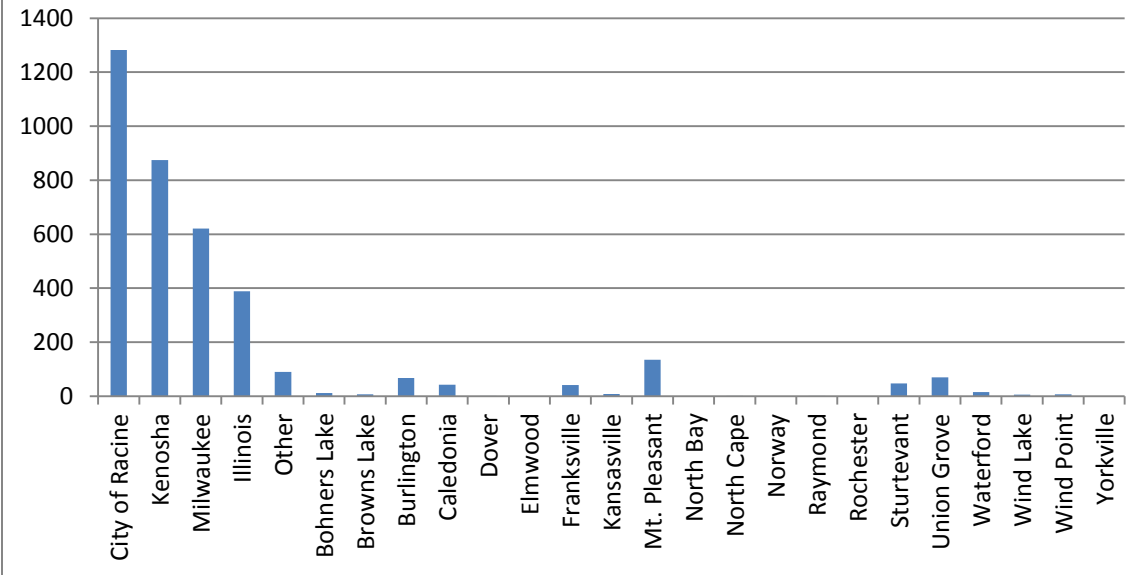
## June Attendance By Hour



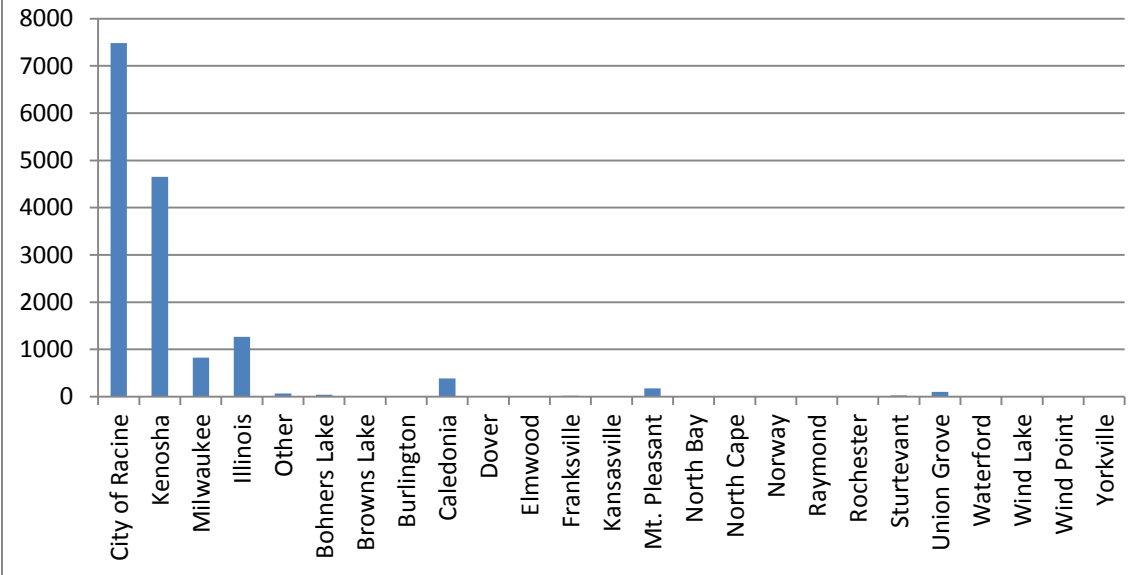
## June Monthly Attendance 2012-2017



### June Member Municipality



### June Non-Member Municipality



## Animal Care

- Animals:
  - Alvis, owl, on exhibit by gift shop.
  - Opened Norco Aviary for 7<sup>th</sup> season. A little bit of a slow start for the birds, but they are doing well with seed sticks now. We are a little under where we were last year in profits so far through June.
  - Giraffe encounters are above our profits from last year at this time.
  - Now have a new pulley in giraffe exhibit! And Giraffe Day was a huge success!
- □□□□□□ Staff:
  - Have been doing interviews for a new Vet Tech/Coordinator. Should have final decisions worked out by the end of this week.
  - Staff completed fire extinguisher training and received Hep B vaccines
  - AZA was here! Staff was working hard on projects for that in the beginning of June.

## Education

- **Educational Programs**
  - Onsite Programs – 10
    - Reached 972 people
  - Onsite Birthdays – 6
    - Reached 197 people
  - Offsite Programs - 10
    - Reached 506 people
  - Behind the Scenes Programs – 3
    - Reached 8 people
  - Field Trips without programs - 38
    - Reached 2023 people
  - Slumber Safaris – 2( 1 from Zoo Debut Auction)  
- Reached 32 people
  - Totals: Reached 1,715 people
  - Daily Programs
    - 30 Creature Features, reaching 749 people
    - 60 Wildlife Theaters, reaching 932 people
- **Special Events**
  - 6/3 – World Orangutan Day
    - Reached 303 people
    - Activities included handprint orangutans with paint, Palm Oil Shopping Spree and Jungle Animals on Parade snacktivity
  - 6/12 – Member Monday
    - Reached 100 people
    - Activities included lawn games, clothespin goldfish snacktivity, making pinwheel and butterfly magnets
  - 6/24 – World Giraffe Day
    - Reached 1,058 people
    - Activities included Giraffe Jig obstacle course, Clothing Pin giraffe, Ring around the Giraffe, and Giraffe Grahams

- **Other Events**
  - 6/3 – Brought animals to Duck Derby
  - 6/5 – Participated in First Aid/CPR training
  - 6/13 – Featured speaker at record breaking summer reading program at Hedburg Public Library in Janesville
  - 6/16-6/17 – Participated in Kraut Music Fest with booth and four stageshows
  - 6/18 – Assisted with Father’s Day putt putt golf tournament
  
- **Grants**
  - Awarded grant for high school internship program
  - Awarded grant for hazard preparations
  - Submitted grant for Animals and Artisans – pending
  - Submitted grant for bird program – pending
  - Submitted grant for Nature Play with AZA – pending
  - Completing United Way conservation signage grant
  - Completed Wildlife Explorers grant report
  
- **Projects – Ongoing and Completed**
  - Summer Camp Registration is open and has started
    - Fill Rate- 3/4 year olds- 16%, K/1<sup>st</sup> grade- 25%, 2/3<sup>rd</sup> grade- 25%, 4/5<sup>th</sup> grade- 30%, 6/7<sup>th</sup> grade- 10%
  - New Volunteens have been scheduled for shifts
  - New signage in Vanishing Kingdom and Walkabout Creek
  - Touch up paint in KEC

Upcoming

- Realigning of Wildlife Explorers to Next Generation Science Standards
- Launch 2017 High School Internship program

**Comparison to June 2016- programs and participants**

<b>Participants</b>	2016	2017	Variance
On Site	800	972	+21.5%
Off Site	400	506	+26.5%
BTS	3	8	+15%
Birthday Party	200	197	-1.5%

<b>Programs</b>	2016	2017	Variance
On Site	9	10	+11%
Off Site	4	10	+150%
BTS	1	3	+200%
Birthday Party	7	6	-14%

## **Facilities:**

- Had power pedestal in middle of giraffe yard removed for animal safety
- Had pulley and rope system installed in giraffe yard
- Preventative maintenance
- Daily janitorial
- Set up and tear down of special events
- Grass cutting as needed, general grounds upkeep weeding, trash, etc.
- Break down maintenance
- Put new wheels on zebra artifact cart for education
- Had new piece of steel welded on to timu stall door to replace rotted out one per AZA inspection
- Replaced lock down on amphitheater door
- Installed 8 new animal id signs in zoo
- Had new cable run through LOG barn for camera so giraffes would not chew through
- Had new wire installed in LOG middle barn sw stall, so lights and door could be operated was broke somewhere in block wall
- Repaired east giraffe waterer
- Had to replace credit meter in water main building
- Had new floor and carpet installed in KEC
- Readjusted pulleys on Walton street gate so gap on bottom is less , per aza inspection,
- Max and jenny jungle grill A/C needed new relay, and drive belt
- Clearcom moved airphone out of front office to front desk , and shortened water tite conduit for card reader
- Had AZA committee here for week so had to do some last minute projects, some painting and shingling, and other small maintenance projects

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

- Ordered and Put out New product
- Conducted Safety Drills
- Ordered Product and Stocked First Aid Kids
- Made Safety Protocol Binders
- Organized and Completed Fire Safety and CPR Classes

## **Resource Development**

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

## **Public Relations/Social Media**

- **E-blast:** Zoo News - June 9th and June 23rd
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Media Relations: Ch 12 June 5th
- Meeting with Octothorpe -Selfie Marketing
- Meeting with "Celebrate Our Town"- 60 bags created for advertising the zoo to new community residents

- Meeting with Rely Local
- Media Relations: Ch.12 News – On Air Live at Zoo: 5:15 am & 6:15 am/ CBS 58 Aslan article
- Journal Times - Out & About,Animal Crackers article
- Press Release: World Giraffe Day
- Created 3rd Ad for Shepherd Express – AnimalCrackers
- Racine Symphony advertisement for ACPlaybill
- Updated website homepage articles, sliders, several event pages
- Boosted events on FB – Kingfish Game Night, World Wine Wednesday, Roar and Pour, Cigar Dinner
- Updated Zoo Debut Facebook page
- Real Racine Banners - Animal Crackers
- AZA- Interview/Job Description

#### **Miscellaneous Marketing/PR activities**

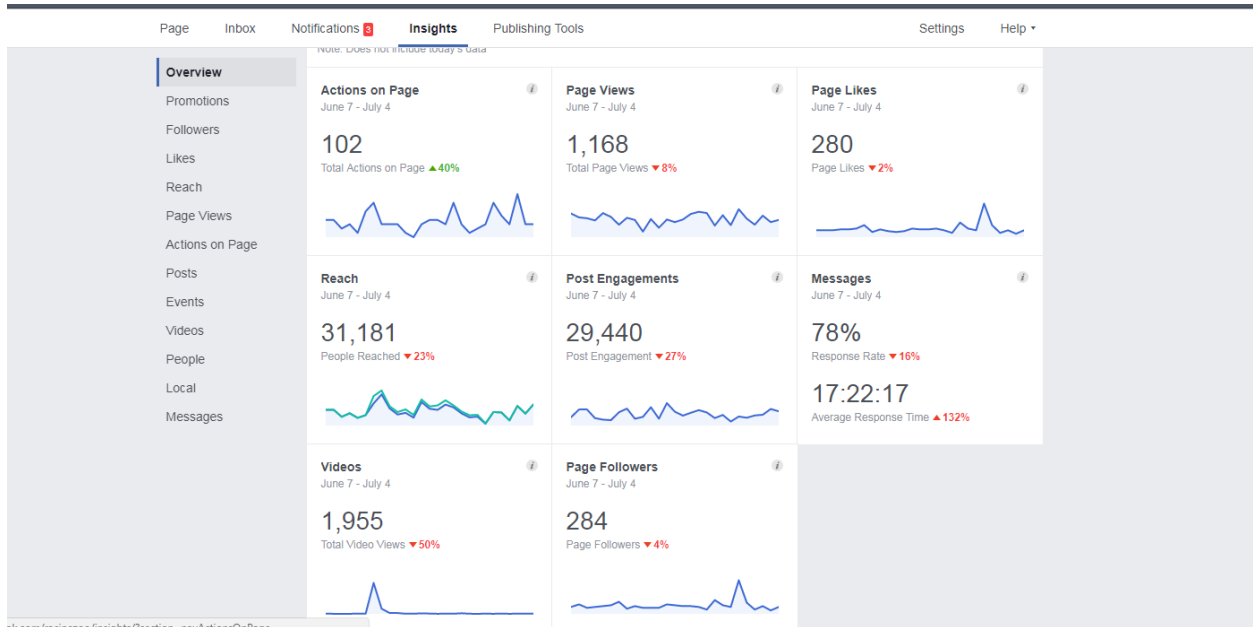
- Created event posters, tickets, flyers, map's for events: Cigar Dinner, Zooriffic Saturday's, Zoo Debut,
- Racine Mural Project - New Renovation walls for Regency Mall
- Created Ad for Bell City Magazine – Cigar Dinner
- Created an Ad for Windpoint Magazine – Cigar Dinner
- Save the Date:Whiskers & Whiskey
- Created: AC Sponsor Banners
- Zoo Signs – Giraffe Encounters
- Re-Painted Bear Statue
- Animal Crackers Play Bill- Building/Finalizing
- Zoo Debut:Invitations & RSVP
- Edited Hours & Location Web Page, Summer Camp, AC Pages
- Updated online events calendar, Member Night, Animal Crackers
- 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

## Website

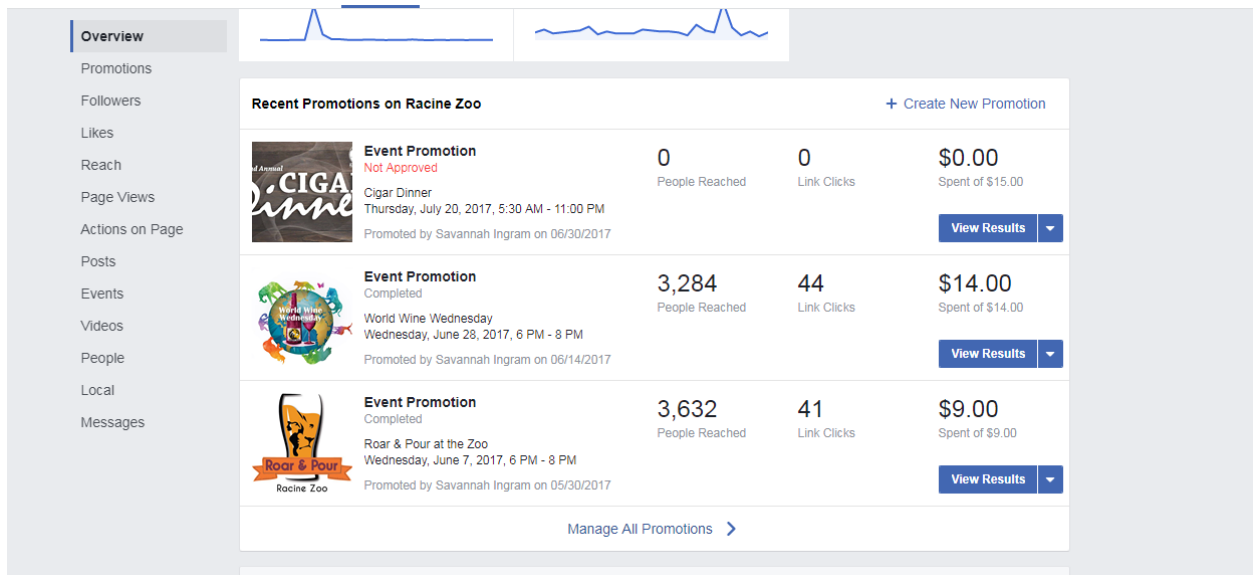
### Racine Zoo-Digital Metrics

June 2017

#### Facebook Data:



#### Facebook Post Boost:





## Twitter

**28 day summary** with change over previous period



Jul 2017 · 5 days so far...

Social Media	Month	Variance vs Previous
Facebook page likes	533	17,204 vs 16,671
Twitter followers	2,411 vs 2,363	6,289 impressions
Twitter profile views	290	28.6%
Instagram followers	394	70 posts - total

E-Newsletters/ E-Mails	Month	Lifetime
Database-Members	3,845	NA
Blast: (2) June 9th June 23rd	1) 23% Open Rate - 868 2) 21.5% Open Rate - 810	NA
Google	Rate	N/A

## June Events:

- Thursday, June 1, 2017 – **American Red Cross**
  - **Location:** Walkabout Creek
  - **Time:** 5am-9pm
  - **Attendance:** 30
  - **Event Overview:** Volunteer party for the American Red Cross
- Saturday, June 3, 2017 – **Zoorific Saturday: Orangutan Awareness Day**
  - **Location:** Entire Campus
  - **Time:** 9am-6pm
  - **Ticket Price:** Value Added
  - **Attendance:** 236
  - **Event Overview:** The education department has games, crafts and snackivities for kids. The animal care department had an orangutan info booth.
- Wednesday, June 7, 2017 – **Roar & Pour:** Boulevard Brewing Company
  - **Location:** Meerkat Manor
  - **Time:** 6pm-8pm
  - **Ticket Price:** \$30, \$40 at door
  - **Attendance:** 60
  - **Event Overview:** Beer tasting, passed apps, music and animal encounters.



- Saturday, June 10, 2017 – **PNC Mobile Learning**
  - **Location:** Zoo Choo Lawn
  - **Time:** 9am-6pm
  - **Ticket Price:** Vale Added
  - **Attendance:** 576
  - **Event Overview:** The MLA, part of the PNC Grow Up Great initiative, is a traveling exhibit that provides an opportunity for parents and caregivers to learn about the importance of early childhood education while they engage in fun activities with their kids.



### **Mary Ann Kehoe's 70<sup>th</sup> Birthday**

- **Location:** Jungle Junction
  - **Time:** 10:30am-6pm
  - **Attendance:** 20
  - **Event Overview:** 70<sup>th</sup> birthday with animal presentation.
- **Monday, June 12, 2017 – Member Monday: Kick off to Summer**
    - **Location:** Entire Campus
    - **Time:** 6pm-8pm
    - **Ticket Price:** Value added event
    - **Attendance:** 200
    - **Event Overview:** The Zoo is open late for members. The education department has games, crafts and snackivities for kids.
  - **Friday, June 16, 2017 – Kemper/Morgen Rehearsal**
    - **Location:** Wildlife Theater
    - **Time:** 5pm-6pm
    - **Attendance:** 30
  - **Saturday, June 17, 2017 – Lighthouse Run**
    - **Location:** Low Road
    - **Time:** 7am-11am
    - **Attendance:** 800
    - **Event Overview:** The Lighthouse Run utilizes the low road for 5k fundraiser.

### **Kemper/Morgen Wedding Ceremony and Reception**

- **Location:** Wildlife Theater and Pavilion
- **Time:** 10am-11pm
- **Attendance:** 160
- **Event Overview:** Wedding ceremony and reception. Myrtle the Tortoise was ring bearer.



- Sunday, June 18, 2017 – **Father’s Day Putt-Putt Golf Tournament**
  - **Location:** Zoo Choo Lawn
  - **Time:** 12pm-3pm
  - **Attendance:** 50
  - **Event Overview:** 18 hole putt-putt gold tournament, bbq lunch, kids crafts, lawn games, music and raffle.



- Friday, June 23, 2017 – **Lloyd/Lipke Wedding Rehearsal**
  - **Location:** Wildlife Theater
  - **Time:** 4pm-6:30pm
  - **Attendance:** 20
- Saturday, June 24, 2017 – **Lloyd/Lipke Wedding Ceremony**
  - **Location:** Wildlife Theater
  - **Time:** 11pm-4pm
  - **Attendance:** 160
- **Zoorific Saturday: World Giraffe Day**
  - **Location:** Entire Campus
  - **Time:** 9am-6pm
  - **Attendance:** 967
  - **Event Overview:** The education department has games, crafts and snackivities for kids. The animal care department had an orangutan info booth.
- Wednesday, June 28, 2017 – **World Wine Wednesday: Spirits of Norway**
  - **Location:** Discovery Center
  - **Time:** 6pm-8pm
  - **Attendance:** 27
  - **Event Overview:** Wine tasting, passed apps, music and animal encounters.

**Media:**

- Channel 12 @ Racine Zoo – June 8, 2017

**Booked Events:**

- Leman Company Picnic – Event date: August 26, 2017

**Committee Meetings:**

- N/A

**Accomplished Goals:**

- AZA accreditation interview

### **Professional Development & Networking:**

- Duck Derby Judge – June 3, 2017

### **Coming up at the Zoo at a Glance:**

- **Kenosha Kingfish Game—July 8, 5:30 pm-9:30 pm**
- **Racine Concert Band—July 9, 7:30 pm-9 pm**
- **Member Monday: Christmas in July—July 10, 6 pm-8 pm**
- **Animal Cracker: Bria Skonberg—July 12, 5:30 pm – 9 pm**
- **Roar and Pour—July 15, 6 pm – 8 pm**
- **Racine Concert Band—July 16, 7:30 pm – 9 pm**
- **World Wine Wednesday—July 19, 6 pm-8 pm**
- **Cigar Dinner—July 20, 5:30 pm-11 pm**
- **Zooriffic Saturday: Zookeeper Day—July 22, 9 am-6 pm**
- **Racine Concert Band—July 23, 7:30 pm -9 pm**
- **Animal Crackers: Gerald Albright—July 26, 5:30 pm-9 pm**
- **Racine Concert Band—July 30, 7:30 pm-9 pm**
- **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: Zooriffic 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: Zooriffic 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: Zooriffic Saturday/Rhino Day 9am-6pm**
- **Saturday, October 14: Zooriffic Saturday/African Penguin Day 9am-4:30pm**
- **Saturday, October 28: Boo at the Zoo 9am-4:30pm**