

**Racine Zoological Society  
Park and Recreation Board Meeting  
December 2018 (reporting on November 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Successful fundraising event on Giving Tuesday! We were part of #GivingZOOday that accredited zoos and aquariums took part in.

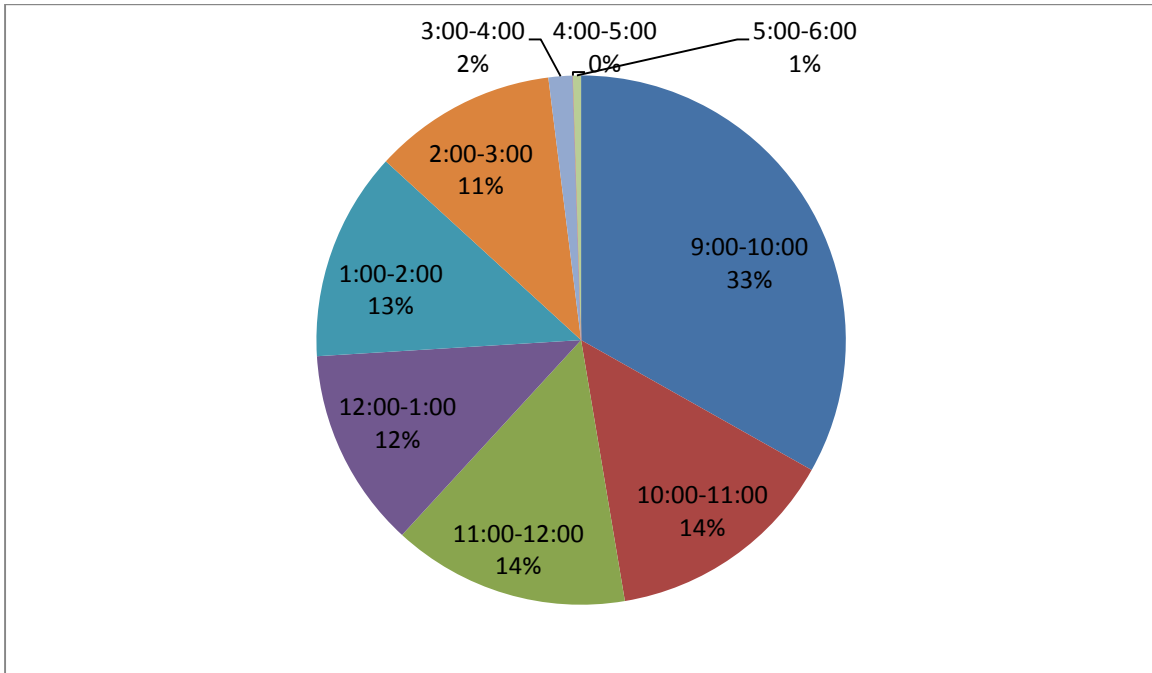
**Membership**

- Total memberships households = 2,043

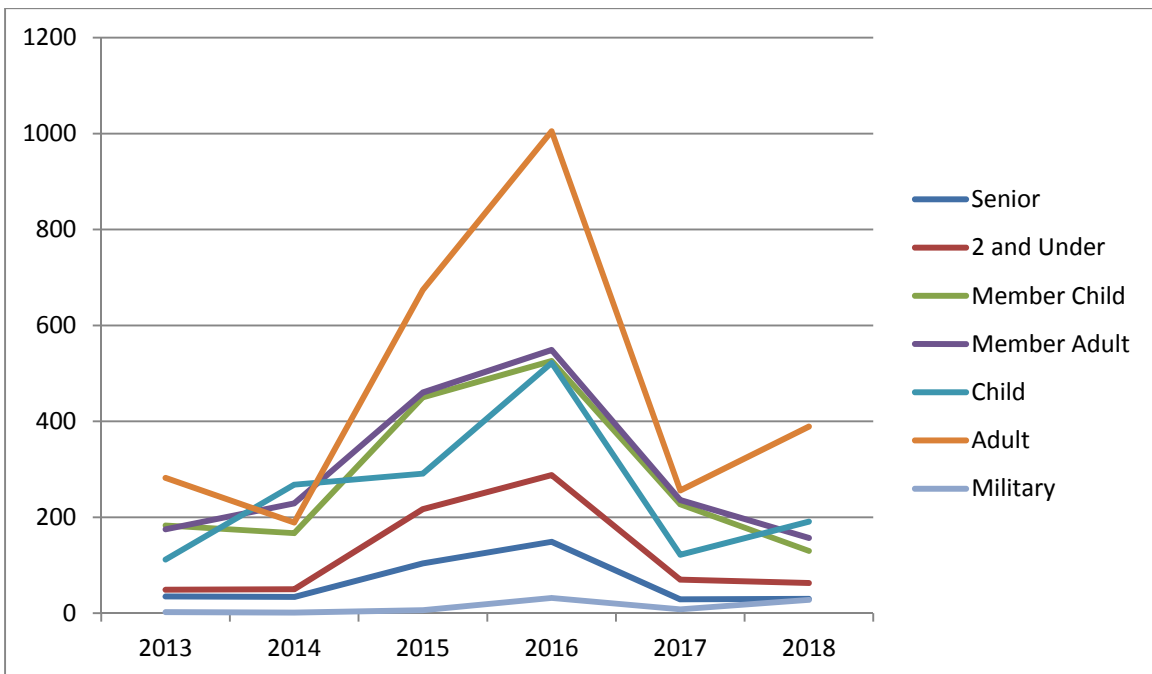
**Attendance for November 2018**

	<b>November 2017</b>	<b>November 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	256	389	133	52%
<b>Children</b>	122	191	69	57%
<b>Member Adults</b>	236	157	-79	-33%
<b>Member Children</b>	227	130	-97	-43%
<b>Child 2 and under</b>	70	63	-7	-10%
<b>Seniors</b>	29	30	1	3%
<b>Military</b>	8	28	20	250%
<b>Education</b>	666	266	-400	-60%
<b>Events</b>	146	163	17	12%
<b>Total</b>	1760	1417	-343	-19%

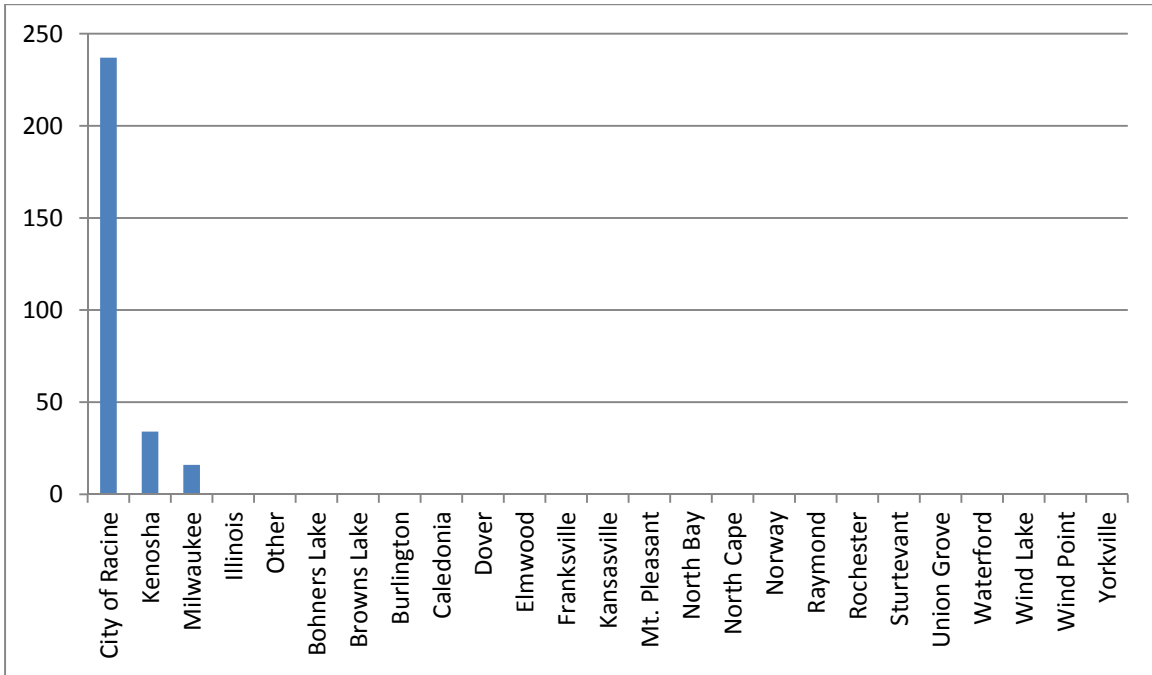
## November Attendance By Hour



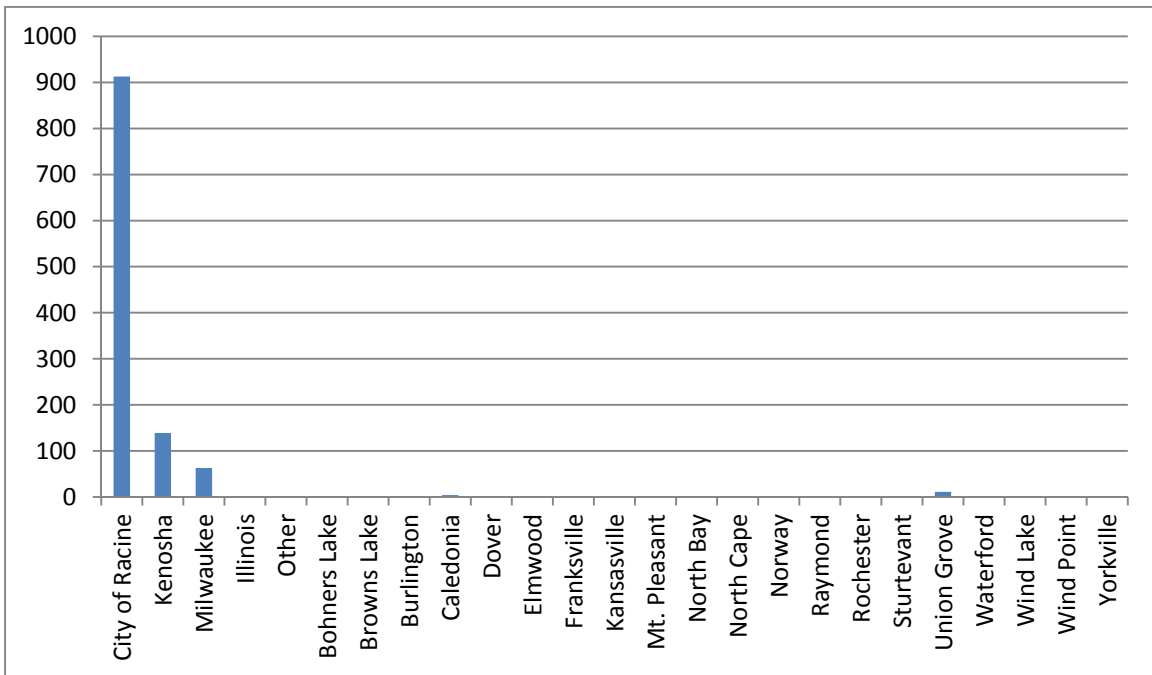
## November Monthly Attendance 2013-2018



## November Member Municipality



## November Non-Member Municipality



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

- Ordered and received new product
- Started Process for Closing Grill
- Worked on Year End Report

## **Animal Care**

- Animal info/moves:
  - 0.0.5 desert millipedes arrived
  - 0.0.1 hedgehog cleared quarantine and started training for programs
  - 0.0.3 Milk frogs cleared quarantine and went on exhibit in Discovery Center
  - Breeder budgies paired and setup in main building
  - Prep for purchasing 10 budgies and hermit crabs
  - Moved foxes in preparation for pest control treatment
- Vet exams:
  - Lynx had weekly exams for ongoing allergy/health issue. Lynx cleared to go back on exhibit.
  - Leopard gecko had weekly exams for ongoing health issue.
  - Tiger recheck exam
- Deaths:
  - N/A
- Staff
  - More staff evaluations
  - Animal Care Department time audits finished
- Miscellaneous
  - 2 Animal escape drills for AZA
  - Racine & Me show Nov 7th
  - Reindeer at the zoo for photos Nov 11<sup>th</sup>
  - Hot grass installed in the lion exhibit by west window
  - Volunteer orientation
  - Annual Board meeting Nov 26<sup>th</sup>

## Education

- **Educational Programs**

- Behind the Scenes – 5
  - Reached 18
- Onsite Birthdays – 1
  - Reached 30 people
- Offsite Programs – 5
  - Reached 1,400 people
- Conservation Nation – 2
  - Reached 40 people
- Preschool – 6
  - Reached 80 people
- Wildlife Explorers - 9
  - Reached 206 people
- Beginning Birders – 9
  - Reached 154 Students
- **Totals: Reached 1,928 people**

- **Events**

- November 3 – Attended STEM Expo with American Society of Civil Engineers
- November 7 – Appeared on Wiil Rock Radio Segments
- November 7 – Filmed Racine and Me Segments
- November 7 – Attended Root Pike WIN Annual Meeting
- November 7 – Attended Carthage College Career Fair
- November 10 – Participated in Racine Holiday Parade
- November 11 – Assisted in Merry Zoomas and Brunch with Santa events
- November 13 – Participated in SEE Your Future Expo (RUSD High school career day)
- November 15 – Attended GREEN Meeting
- November 17 – Volunteer Onboarding Session
- November 19 – Filmed Tellumundo News Segment
- November 26 – Presented at Annual Member Meeting
- November 27/29 – CDS Presentations with Walden Middle School and Rotary

- **Grants and Proposals**

- Received grant to AZA Party for the Planet Initiative
- Submitted application to Network for Good grant fund
- Submitted application for IMLS Funding
- Submitted application to Racine Community Foundation
- Submitted proposal to County of Racine
- Submitted grant to Rotary Club with Executive Director
- Began meeting with schools as part of Americorps Process

## Upcoming

- Hiring new position via CDBG funds
- Relaunch of Scout Programs
- Three new Zoorific Saturdays next year; Bat, Kangaroo, and Lion themed

## Comparison to November 2017- programs and participants

Participants	2017	2018	Variance
On Site	135	0	-100.0%
Off Site	1,342	1,400	+4.3%
BTS	6	18	+200.0%
Birthday Party	67	30	-55.2%
Preschool	-	-	-

Programs	2017	2018	Variance
On Site	3	0	-100.0%
Off Site	7	5	-28.6%
BTS	1	5	+500.0%
Birthday Party	3	1	-66.7%
Preschool	-	6	-

## Facilities

- Wrapping up the tuck point project on main building this week
- Walk through inspection with water dept. identifying possible cross contamination and other water issues not in compliance with state
- Leaf mulching which morphed into plenty of snow removal and salting
- Daily janitorial
- Preventative maintenance
- Installed hot grass in front of lion window
- Replaced motor in east barn unit heater
- Installed new shelves in fennec fox winter holding
- Put 3 coats of wax on max and jenny grill floor
- Put 3 coats of wax on main building floor
- Set up and tear down of special events and birthday parties
- Had 8 pulleys and cable installed in 4 dens on catwalk
- Had Miranda exhibit floor ground down and reapplied epoxy
- Got new plow truck
- Job orders e.g. repair lock, door limits, change light bulbs....etc
- Installed new keypad for garage door main building
- Put together and placed 3 new memorial benches
- Installed memorial bricks
- Re piped penguin shower stall water, new valve new copper
- Replaced rope in walkabout creek with river delta poles

## Resource Development

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | NOVEMBER 2018

## E-BLASTS

[www.MailChimp.com](http://www.MailChimp.com)

DATE	EMAIL NAME	OPENS	CLICKS
11/2	Racine Zoo E-News - November 2, 2018	1,073	92
11/7	Brunch with Santa & Merry Zoomas	1,158	88
11/8	Wildlife Matters November 2018	714	85
11/14	AmazonSmile - Holidays	1,128	34
11/16	Racine Zoo E-News - November 16, 2018	930	60
11/19	11/19 Annual Board Meeting - Members	877	4
11/20	#GivingZOOday Intro	869	4
11/21	Small Business Saturday	926	13
11/23	World Roar Wine Pour Wednesday & Roar & Pour Season Ticket Sale	880	10
11/25	#GivingZOOday Countdown	892	17
11/26	#GivingZOOday Countdown	908	22
11/27	#GivingZOOday	750	29
11/28	#GivingZOOday Thank You	1,143	27
11/30	Racine Zoo E-News - November 30, 2018	789	55

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,125	19.3 %	1.6%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,731	26.1 %	2.4%

## WEBSITE

[www.racinezoo.org](http://www.racinezoo.org)

Updated articles, sliders, and event pages/product pages. Built new event product pages.

## OUTSIDE ADS

- Belle City Magazine
- Bargain Hunter
- Wind Point Living Magazine
- Kenosha News

## MISCELLANEOUS PROJECTS

- Set up GivingGrid for #GivingZOOday. **Goal: \$5,000. Earned over \$6,000.**
- Edited photos for Brunch with Santa and Merry Zoomas for families who purchased them during the events.
- Updated and placed flyers and posters throughout the Zoo
- Created, printed, and cut tickets and coupons for events
- Updated and created event posters and flyers
- Updated the Wildlife Matters monthly issue

## ▶ OUTSIDE ADS

- Belle City Magazine
- Wind Point Living Magazine
- Kenosha News



**Merry Zoomas**

SUNDAY,  
**NOVEMBER 11, 2018**  
9AM - 4PM

- Creative **Arts and Crafts**
- Yummy **Snackivities**
- **Hot Cocoa and Cookies!**
- Cute **Animal Encounters**
- **Photos with reindeer!**  
Starting at 1:00 p.m.  
Sponsored by  
Landmark Credit Union



2131 N. Main St.  
Racine, WI 53402

262.636.9189  
www.racinezoo.org

Follow us! @racinezoo  
on Facebook, Twitter, & Instagram



**Brunch With Santa**

SUNDAY,  
**NOVEMBER 11, 2018**  
11AM - 12:30PM

- Delicious **Brunch**
- Fun **Crafts**
- Adorable **Animal Encounters**
- A **photo with Santa!** It will make for a wonderful holiday card!

Buy your tickets online!  
at [www.racinezoo.org](http://www.racinezoo.org)



**A.D.O.P.T.  
AN ANIMAL!  
AT THE  
RACINE ZOO**

With your donation, you can become a Zoo parent to an animal at the Racine Zoo for an entire year! By adopting an animal you are directly contributing to its health and well-being. The Racine Zoo A.D.O.P.T. Program assists in providing the best possible care for our animals. Get together with your scout group, school, or neighbors and share an animal. Some animals are so popular, they have more than one sponsor. It's as easy as one, two, three!

- 1 Select your favorite animal from the list on [www.racinezoo.org](http://www.racinezoo.org)
- 2 Fill out the form
- 3 Send in the form by email or mail



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**Giving Zoo Day™**  
in partnership with #GivingTuesday  
**Tuesday, November 27, 2018**

**SUPPORT THE RACINE ZOO!**

Go to [www.racinezoo.org](http://www.racinezoo.org) for more details



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# FACEBOOK

**TOTAL LIKES: 19,662 (+79 FROM OCTOBER)**


Promotional posts, event posts, event ad promotion, and events added.

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/28/2018 10:40 AM	First of all...THANK YOU! We love our supporters and are very	📄	🌐	1.7K	47 46	<a href="#">Boost Post</a>
11/27/2018 8:49 PM	We've achieved about 70% of our #GivingZOOday goal so far with	📄	🌐	2.1K	46 57	<a href="#">Boost Post</a>
11/27/2018 1:04 PM	We've already reached 40% of our #GivingZOOday goal! Thank	🔗	🌐	1.7K	52 27	<a href="#">Boost Post</a>
11/27/2018 10:01 AM	#GivingZOOday is TODAY! Help us reach our goal of \$5,000!	📄	🌐	1.4K	31 14	<a href="#">Boost Post</a>
11/26/2018 2:01 PM	We are so excited for next year that we wanted to set up a special	📄	🌐	1.4K	11 6	<a href="#">Boost Post</a>
11/26/2018 10:01 AM	#GivingZOOday is TOMORROW! Help us enrich the lives of the	📄	🌐	2.6K	52 45	<a href="#">Boost Post</a>
11/25/2018 10:00 AM	The countdown is on! #GivingZOOday is only 2 days	📄	🌐	2.3K	41 32	<a href="#">Boost Post</a>
11/23/2018 9:01 AM	3 days of deals starts today! 11/23 - 11/25 in our gift store! Open	📄	🌐	1.5K	24 10	<a href="#">Boost Post</a>
11/22/2018 10:02 AM	BLACK FRIDAY WINE DEALS! Use this link to get some seriously	📄	🌐	1.6K	36 10	<a href="#">Boost Post</a>
11/21/2018 2:00 PM	Small Business Day specials! 3 days only! Friday, November 23rd	📄	🌐	2.4K	115 46	<a href="#">Boost Post</a>
11/21/2018 9:54 AM	Some pictures from our Holiday Lights display! Plenty more to see,	📄	🌐	3K	242 138	<a href="#">Boost Post</a>
11/20/2018 11:44 AM	We're turning on our Holiday Lights tonight at 5pm! Bundle up	📄	🌐	7.5K	294 474	<a href="#">Boost Post</a>
11/19/2018 2:00 PM	Stay warm wrapped up in a Racine Zoo Sweatshirt Blanket	📄	🌐	2.4K	156 72	<a href="#">Boost Post</a>
11/19/2018 10:30 AM	Be the reason a little girl can have the exciting first experience of	📄	🌐	1.3K	19 18	<a href="#">Boost Post</a>
11/16/2018 11:06 AM	We are getting our Holiday Lights ready to go! Thank you to West	📄	🌐	5.7K	413 278	<a href="#">Boost Post</a>
11/15/2018 6:34 PM	This week is Orangutan Caring Week! The Racine Zoo has two	📄	🌐	3.1K	126 118	<a href="#">Boost Post</a>

11/14/2018 2:26 PM		Thank you to everyone who joined us for Brunch with Santa and			1.8K 	126 13 	<a href="#">Boost Post</a>
11/13/2018 10:21 AM		Racine Zoo shared a post.			1.9K 	35 5 	<a href="#">Boost Post</a>
11/12/2018 12:57 PM		Mark your calendars for this year's #GivingZOOday on			1.6K 	16 17 	<a href="#">Boost Post</a>
11/12/2018 12:38 PM		It's your last chance to get involved with our next volunteer			1.8K 	30 14 	<a href="#">Boost Post</a>
11/11/2018 12:00 PM		Brunch with Santa and Merry Zoomas 2018			1.2K 	87 18 	<a href="#">Boost Post</a>
11/10/2018 5:44 PM		The Racine Zoo is braving the cold tonight and participating in			3.5K 	175 140 	<a href="#">Boost Post</a>
11/09/2018 10:30 AM		Getting an early start on holiday shopping? Did you know your			1.7K 	12 12 	<a href="#">Boost Post</a>
11/08/2018 10:00 AM		Let's Throwback Thursday to 2014 to when our last set of lion			2.5K 	59 89 	<a href="#">Boost Post</a>
11/07/2018 1:06 PM		Come volunteer with us! Our next volunteer training will be on			3.7K 	152 63 	<a href="#">Boost Post</a>
11/07/2018 9:15 AM		Admission to the Racine Zoo is FREE for all veterans this Sunday.			3.4K 	58 84 	<a href="#">Boost Post</a>
11/06/2018 10:35 AM		Some little elves just tiptoed to the Zoo to give us the wonderful			3.2K 	92 63 	<a href="#">Boost Post</a>
11/05/2018 10:00 AM		We want to make your Merry Zoomas experience even more			4.1K 	167 135 	<a href="#">Boost Post</a>
11/02/2018 4:00 PM		Time is almost up to register for our final Li'l Explorers: Preschool			2.8K 	87 47 	<a href="#">Boost Post</a>
11/01/2018 1:34 PM		Doing some fall cleaning and have some summer toys to			7.6K 	877 290 	<a href="#">Boost Post</a>
11/01/2018 10:50 AM		Love the Racine Zoo? Interested in our events, programs, and			1.5K 	31 11 	<a href="#">Boost Post</a>

**Racine Zoo** is 🦋 feeling festive.  
Published by Kristen Humphrey [?] · November 20 at 11:44 AM · 🌐

We're turning on our Holiday Lights tonight at 5pm! Bundle up and come check them out! 🌟



👍 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 15,000 people.

<b>7,485</b> People Reached	<b>768</b> Engagements	<a href="#">Boost Post</a>
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👍 🦋 Madelyn Botello, Bonnie Pearson and 217 others · 6 Comments · 55 Shares

👍 Like    💬 Comment    ➦ Share    🦋

**Performance for Your Post**

**7,485** People Reached

**478** Reactions, Comments & Shares 🦋

<b>359</b> Like	<b>195</b> On Post	<b>164</b> On Shares
<b>42</b> Love	<b>21</b> On Post	<b>21</b> On Shares
<b>2</b> Wow	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Sad	<b>1</b> On Post	<b>0</b> On Shares
<b>19</b> Comments	<b>11</b> On Post	<b>8</b> On Shares
<b>55</b> Shares	<b>55</b> On Post	<b>0</b> On Shares

**294** Post Clicks

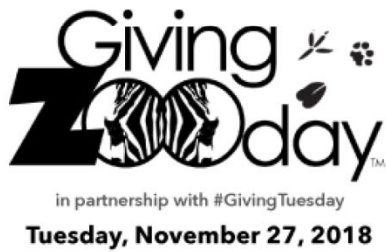
<b>41</b> Photo Views	<b>2</b> Link Clicks 🦋	<b>251</b> Other Clicks 🦋
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**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post



Example of just one of the #GivingZOOday banners posted across social media and included in e-blasts.

## TWITTER

TOTAL FOLLOWERS: 2,579

- 21 tweets
- 12.3k tweet impressions
- 467 profile visits
- 9 mentions

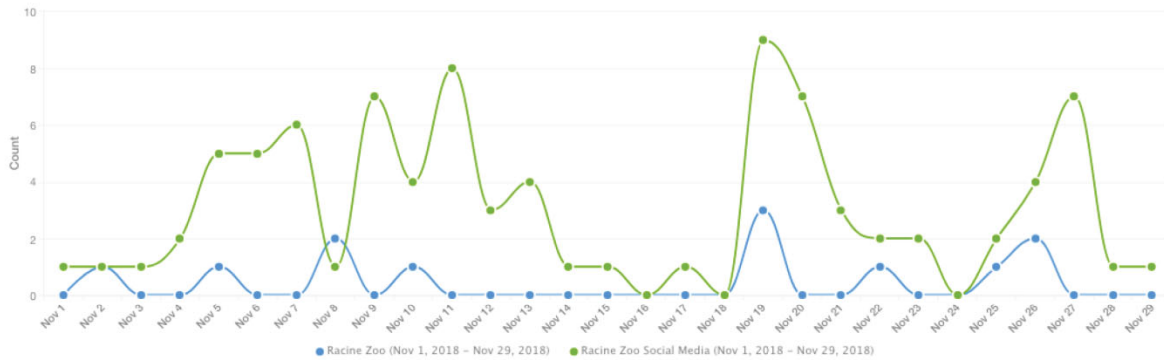
## INSTAGRAM

TOTAL FOLLOWERS: 948

- 11 posts
- 211 likes

## MELTWATER

- Media Exposure (Articles and Social Media): 101
- Top Sources for Articles: The Journal Times Online and CBS 58



Media Exposure

## **Special Events**

### **November Events:**

- Saturday, November 10: **Bauer 40<sup>th</sup> Birthday**
  - **Location:** Pavilion
  - **Time:** 1-4pm
  - **Event Overview:** 40<sup>th</sup> Birthday
  - **Attendance:** 30
  
- Saturday, November 10: **Racine Holiday Parade**
  - **Location:** Downtown Racine
  - **Time:** 4:30-8:30pm
  - **Event Overview:** Holiday Parade



- Sunday, November 12: **Merry Zoomas**
  - **Location:** Campus
  - **Time:** 9-4:30pm
  - **Event Overview:** Merry Zoomas and Reindeer
  - **Attendance:** 381



- Sunday, November 12: **Brunch with Santa**
  - **Location:** Lakeview
  - **Time:** 11-12:30pm
  - **Event Overview:** Brunch with Santa
  - **Attendance:** 67 adults, 29 Child, 18 Child < 3 = 114 total



- Monday, November 26: **Annual Member Meeting**
  - **Location:** Vanishing Kingdom
  - **Time:** 7-8:30pm
  - **Event Overview:** Annual Member Meeting
  - **Attendance:** 20

**Media October:**

- November 6: WISN 12 Live shoot – 2 segments – Merry Zoomas & Brunch with Santa
- November 7, WIILROC
- November 7, Film Racine & Me – Merry Zoomas & Brunch with Santa

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

- Saturday, February 9: **Animal Amore** 6pm-9pm
- 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** 5pm-9pm
- 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
- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- 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: **24<sup>th</sup> 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
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm