

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on May 2025**

Executive Director

- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning
- Construction work
- Capital Campaign work

Membership

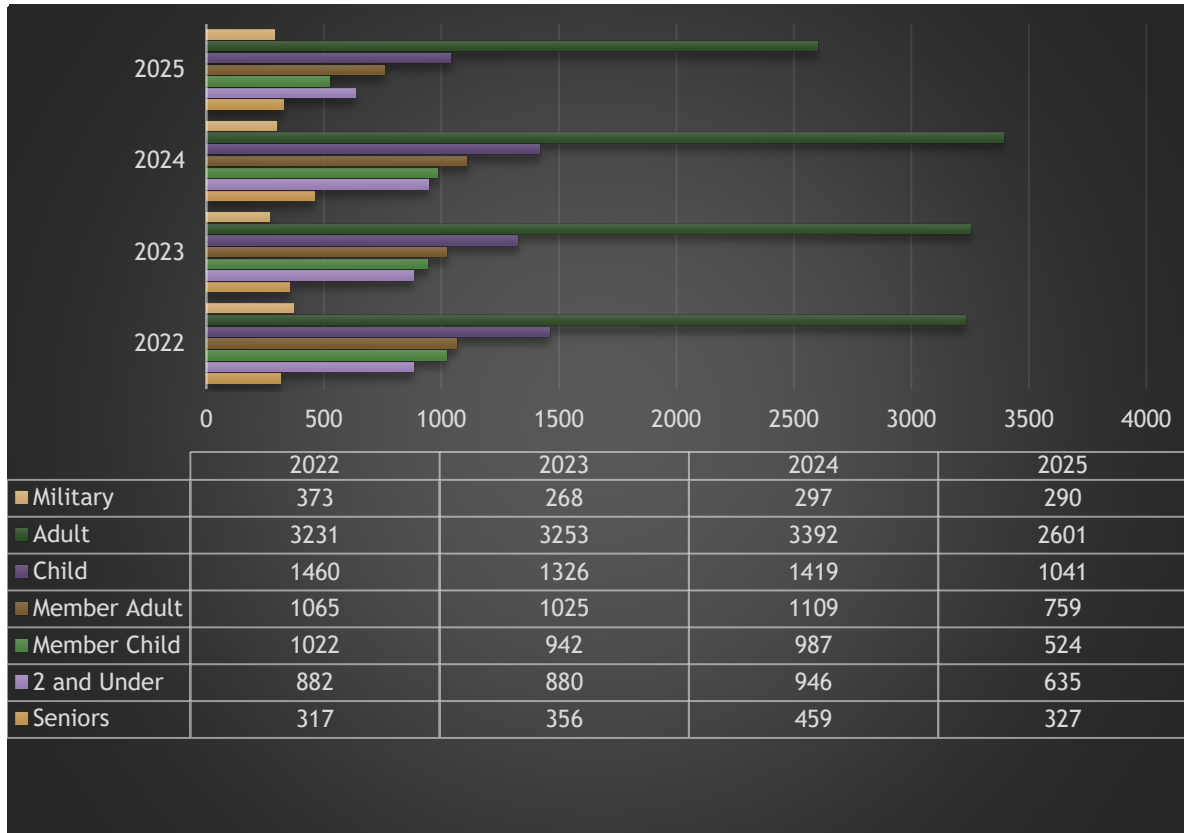
- Total memberships households = **2036**

Attendance for May 2025

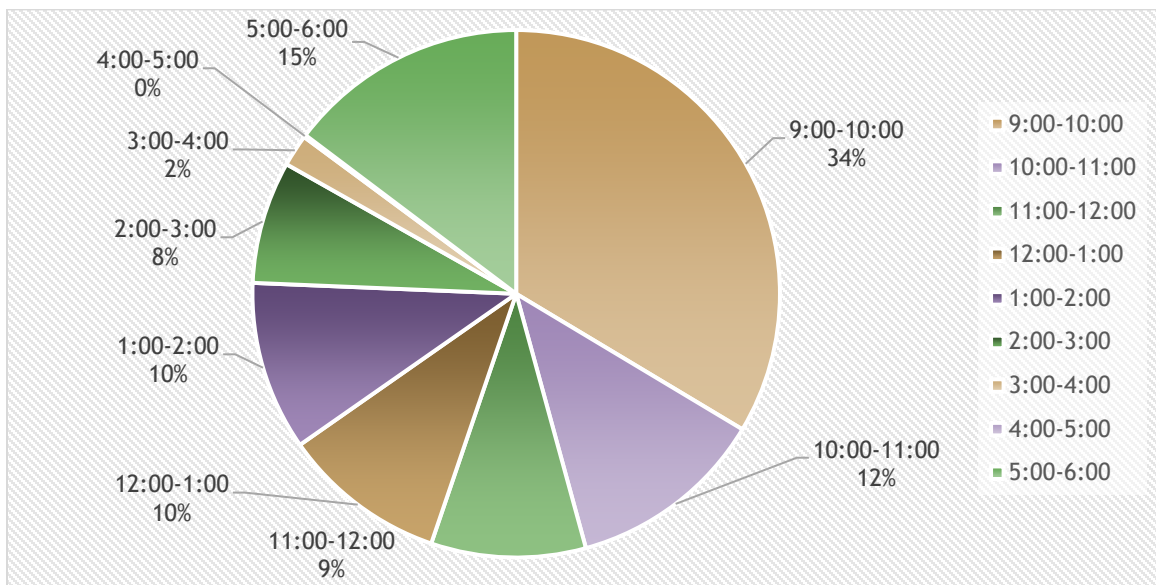
May Attendance 2024 – 2025

	May 2024	May 2025	Variance	Percent change
Adults	3392	2601	-791	-23.3%
Children	1419	1041	-378	-26.6%
Member Adults	1109	759	-350	-31.56%
Member Children	987	524	-463	-46.9%
Child 2 and under	946	635	-311	-32.88%
Seniors	459	327	-132	-28.76%
Military	297	290	-7	-2.36%
Education	5352	4015	-1337	-24.98%
Events	1860	1760	-100	-5.38%
To	15821	11952	-3869	-24.45%

May Admissions Attendance 2022-2025



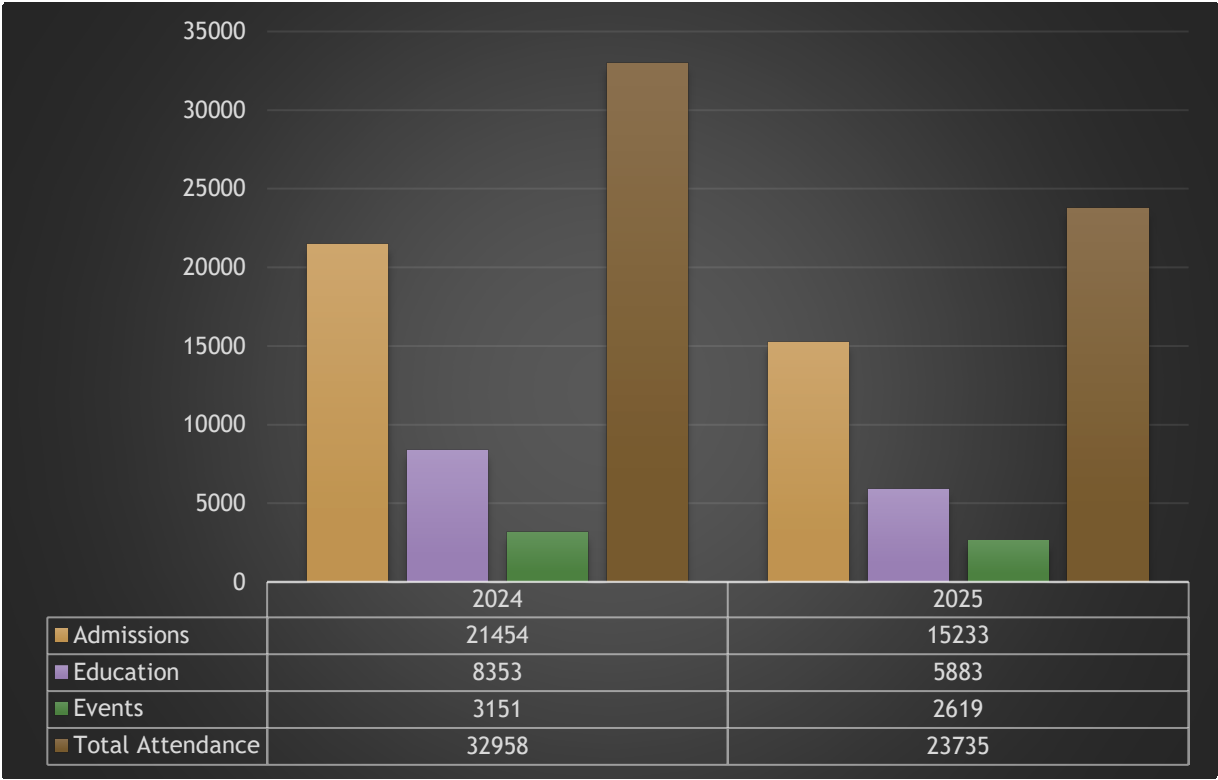
May 2025 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 4:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2024-2025

	YTD 2024	YTD 2025	Variance	Percent Change
Admissions	21454	15233	-6221	-29%
Education	8353	5883	-2470	-29.6%
Events	3151	2619	-532	-16.9%
Total Attendance	32958	23735	-9223	-28%



May 2025 Municipality

Racine County	Guests
53105	228
53108	30
53126	118
53139	66
53167	14
53177	130
53182	106
53185	90
53402	1876
53403	824
53404	520
53405	944
53406	782
Total	5728

Other Municipalities	Guests
Kenosha	2156
Milwaukee	1244
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	1266
Illinois	2792
Other States (Excludes WI & IL)	430
Outside US	26
Total	7914

	GUESTS
Racine County	5728
Other Municipalities	7914
Events & Education (Not Collected)	5775
Data Not Collected (Admissions)	4318
May Total	23735

Operations

- Guest attendance continues to decline and that is blamed both on weather and the economy, plus it does not help that our giraffe, Shaq, is not out yet.
- Mother's Day Brunch was a huge success this year and continues to grow in attendance
- Hired staff from hiring fair are working out great!
- High season is upon us!

Animal Care

- **Veterinary Updates**

- 1.0 Fossa, Kirindy, monitoring for age related issues
- 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
- 1.0 Dom. Ferret Linguini is on digestive meds for possible kidney issues.
- 1.0 Hartmann's Mountain Zebra foal is doing well and has been introduced to the exhibit with 0.1 Promise

- **Collection Changes**

- Will receive 3.1 from the SSP (3.0 from Henry Vilas, 0.1 from another location) on June 5
- 0.0.1 African Penguin chick hatched 5-3-25.
- 0.2 Red Kangaroos, Gigi and Winnie are set to arrive mid-June.
- 30.30 Madagascar Hissing Cockroaches are set to arrive mid-June.
- Incoming animals without set dates:
 - 1.0 White handed Gibbon (spring), "Christopher" as enclosure-mate for 0.1 Robin from Birmingham Zoo

- **Staffing/Training**

- Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.
- Animal Care has registered two keepers to participate in the Rhino Conference in May

- **Other Updates**

- Continuing (0.1), penguin acupuncture session, dog acupuncture (0.1)
- Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy and Inti
- Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffe, 1.1 Eastern black rhinos
- Working on setup for voluntary x-rays with primates
- Working on voluntary cardiac ultrasound 1.0 Orangutan
- Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.
- Racine Zoo has contracted (gratis) with WisCon Safety, to assist in evaluating the zoo's safety protocols and overall grounds. Will be onsite in July.

Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)
On-Campus Programs			
Animal Program	36	1984	2128
Slumber Safari	1	40	40
Preschool	6	95	97
Behind-the-Scenes Encounter	2	2	2
Wildlife Explorers	0	0	0
Globes	0	0	0
Scout Program	4	68	68
Off-Campus Programs			
Animal Program	11	490	684
ZAP (After School Program)	4	117	126
COZI	2	13	19
Senior Safari	0	0	0
Birthday Parties			
On-Campus	8	201	288
Off-Campus	0	0	0
AmeriCorps Program			
On-Campus	0	0	0
Off-Campus	0	0	0
Zoo Camp			
Spring Break	0	0	0
Summer	0	0	0
Daily Programs			
Creature Feature	12	312	430
Wildlife Theater	21	369	482
Other Events*	7	349	5579
Subtotal	114	4040	9943
Volunteer Guest Engagement	6	640	640
TOTAL	120	4680	10583

Compared to 2024						
Programs	2025 Number	2025 Participants	2024 Number	2024 Participants	% Variance Number	% Variance Participants
On-Campus Programs	49	2335	51	3261	-4%	-28%
Off-Campus Programs	17	829	8	506	113%	64%
Birthday Parties	8	288	4	192	100%	50%
AmeriCorps Programs	0	0	8	229	-100%	-100%
Zoo Camp	0	0	0	0	0%	0%
Daily Programs	33	912	35	841	-6%	8%
Other Events	7	5579	6	5654	17%	-1%
Volunteer Guest Engagement	6	640	0	0	100%	100%
Total	120	10583	112	10683	7%	-1%

*Other Events	
Date	Event & Attendance (if applicable)
5-May	Transition Volunteers
6-May	Advancing Empathy Grant Cohort attended by AF
7-May	Racine & Me attended by AF
	Party for the Planet Coaching Session attended by AF
7-May - 9-May	Wisconsin Volunteer Coordinators Association conference attended by CS
10-May	Beach Cleanup (~25 participants)
	Kangaroo Zoorific Saturday (~50 participants)
11-May	Mother's Day Brunch (~
14-May	Advancing Empathy Grant Cohort attended by AF
15-May	Starbuck School Showcase (~153 interactions)
19-May	Transition Volunteers
21-May	Party for the Planet Coaching Session attended by AF
26-May	Burlington Memorial Day Parade attended by JC & JD (~5,000 attended)
27-May	Seasonal Keeper Orientation

Grants and Proposals	
Title	Update
AmeriCorps	Closed out grant & ended members' terms
	Still communicating with Brooke and Olivia about next steps
ZAP	Programs continue; starting to wind down for the year
COZI	Programs continue
Party for the Planet	Finishing survey data this month
	Purple martin houses up; working on sound box to attract birds
ACE Vanishing Kingdom	Beth talked w/ design company
	Survey ongoing

Facilities

- Finished set up of Dewey's yard
- Added a timer to the UV lights to the inside gibbon enclosure
- Cleared fallen trees from the north end of zoo
- 12 trees damaged from the storm, cut and cleared these
- Getting multiple fences fixed due to storm
- Replacing damaged scrim on fences due to storm
- Card access being installed at Augusta gate
- Ongoing mountain work
- Card access installed at giftshop entrance, main gate and Goold gate
- Emergency key lock on Walton gate
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down
- Working on Tur Mountain



Staff Activity Report

Marketing | May 2025

E-Blasts

mailchimp.com

Racine Zoo News: May 30 Regular email Created Mon, May 19, 09:57 AM	Draft	Entire Zoo Database		
Racine Zoo Update: Margarita Fest Regular email Send date on Fri, May 30, 12:30 PM	Scheduled Fri, May 30, 12:30 PM	Entire Zoo Database		
Racine Zoo Update: Music at the Zoo Regular email Send date on Sun, May 25, 12:30 PM	Sent Sun, May 25, 12:30 PM	Entire Zoo Database 10,823 recipients	27.9% Opens	0.5% Clicks
Racine Zoo Update: Animal Crackers Regular email Send date on Wed, May 21, 12:30 PM	Sent Wed, May 21, 12:30 PM	Entire Zoo Database 10,761 recipients	29.8% Opens	0.4% Clicks
Racine Zoo News: May 16 Regular email Send date on Fri, May 16, 04:45 PM	Sent Fri, May 16, 04:45 PM	Entire Zoo Database 10,705 recipients	39.4% Opens	1.9% Clicks
Racine Zoo: A Round for Rhinos Regular email Send date on Tue, May 13, 12:30 PM	Sent Tue, May 13, 12:30 PM	Entire Zoo Database 10,657 recipients	30.3% Opens	0.4% Clicks
Racine Zoo Update: Happy Mother's Day Regular email Send date on Sun, May 11, 08:30 AM	Sent Sun, May 11, 08:30 AM	Entire Zoo Database 10,612 recipients	32.2% Opens	0.0% Clicks
Racine Zoo Update: Bloody Mary Fest Regular email Send date on Sat, May 10, 11:00 AM	Sent Sat, May 10, 11:00 AM	Entire Zoo Database 10,607 recipients	32.5% Opens	0.4% Clicks
Racine Zoo News: May 2 Regular email Send date on Fri, May 02, 04:00 PM	Sent Fri, May 02, 04:00 PM	Entire Zoo Database 10,563 recipients	38.3% Opens	1.3% Clicks
May Wildlife Matters 2025 Regular email Send date on Thu, May 01, 02:00 PM	Sent Thu, May 01, 02:00 PM	Membership 1,722 recipients	42.9% Opens	3.5% Clicks
Racine Zoo Update: Member Appreciation Night Regular email Send date on Thu, May 01, 12:30 PM	Sent Thu, May 01, 12:30 PM	Membership 1,722 recipients	43.6% Opens	2.6% Clicks

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,835	32.4%	1.3%

Members

Subscribers	Open Rate	Click Rate
1,775	43.3%	3.1%

*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers

MISCELLANEOUS PROJECTS

- See final page of report

▶ OUTSIDE ADS

- Bargain Hunter
- Wind Point STROLL
- Southern Lakes Newspaper
- Milwaukee Magazine
- Happenings Magazine
- Racine Theatre Guild
- Daily Herald Magazine
- Golf E-blast outside source

These ads were completed and published for the month of May. Other ads were completed during this month but will not be printed/published until June/July



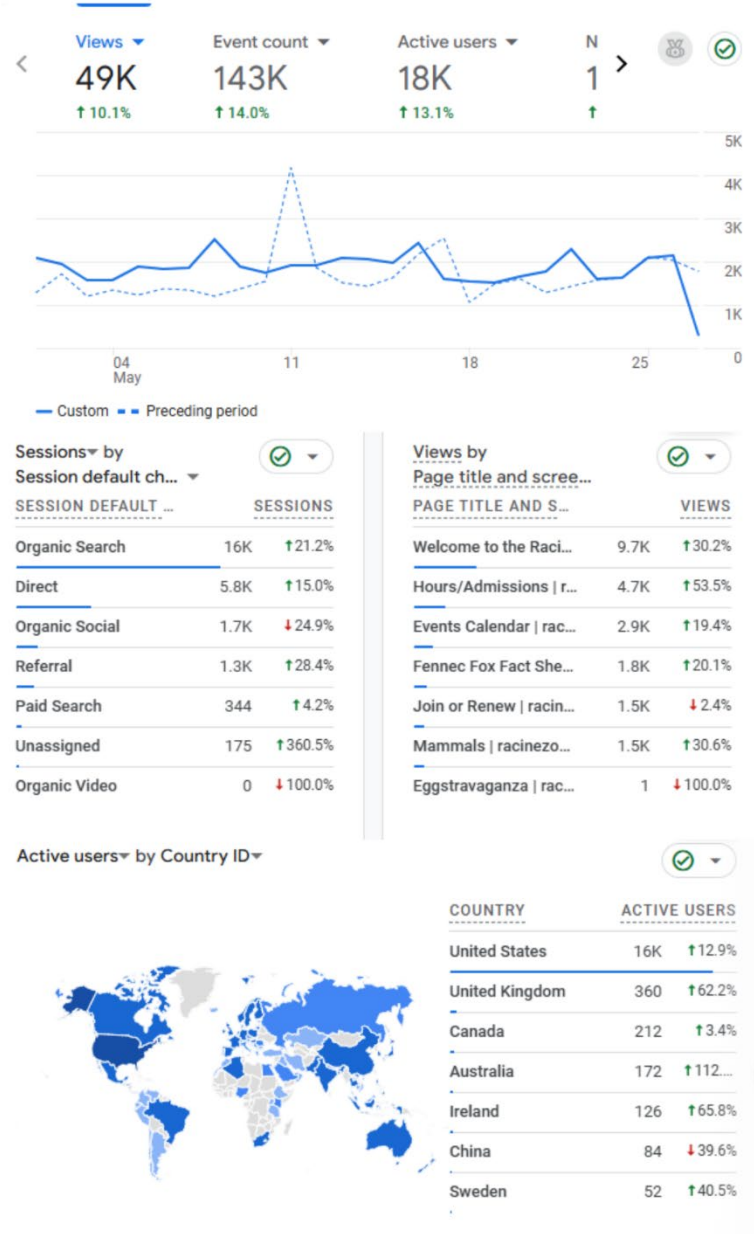
Mostly all of the other ads were some variation of the two above.



WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.
























Data from Google Analytics


















FACEBOOK

Followers: 48,284

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience. Gained almost 2,000 followers in a month


	World Roar Wine Pour Wednesdays are upon us! Rela... Photo · Racine Zoo	Boost	Thu May 1, 9:00am	5.5K	54	3
	Creature Feature : Desert Tortoise At the Zoo, we hav... Photo · Racine Zoo	Boost	Fri May 2, 9:00am	4.5K	89	3
	Chronicles at the Zoo June 28, 2025 6 PM - 9 PM Th... Photo · Racine Zoo	Boost	Sat May 3, 9:00am	3.2K	15	0
	Enrichment is a vital part in animal welfare. Our resid... Photo · Racine Zoo	Boost	Sun May 4, 9:00am	4.1K	92	1
	Who doesn't love a nice, refreshing margarita?! Satur... Photo · Racine Zoo	Boost	Mon May 5, 9:00am	4.1K	38	0
	Be sure to get your tickets, register to be a competito... Photo · Racine Zoo	Boost	Tue May 6, 9:00am	1.9K	22	1
	RSVPs for Member Appreciation Night are due tomor... Photo · Racine Zoo	Boost	Wed May 7, 10:15am	2.5K	40	1
	Summer Camp at the Racine Zoo is just around the c... Photo · Racine Zoo	Boost	Thu May 8, 9:00am	2K	21	0
	Music at the Zoo Text · Racine Zoo	Boost	Thu May 8, 12:59pm	57	--	--
	Creature Feature : Hartmann's Mountain Zebra Isn't L... Video · Racine Zoo	Boost	Fri May 9, 9:00am	85.4K	7.2K	120
	Join the Racine Zoo on this Zoorific Saturday for Kan... Photo · Racine Zoo	Boost	Sat May 10, 9:00am	5.8K	127	5
	Your Video Photo · Racine Zoo	Boost	Sat May 10, 5:00pm	34.8K	836	25
	Happy Mother's Day to all those out there! All moms ... Photo · Racine Zoo	Boost	Sun May 11, 9:00am	3.4K	54	0
	The 30th annual Cigar Dinner at the Racine Zoo will b... Photo · Racine Zoo	Boost	Mon May 12, 9:00am	2.5K	24	0
	Tuesday Tails : Hartmann's Mountain Zebra We can't ... Photo · Racine Zoo	Boost	Tue May 13, 9:00am	13.7K	416	13
	Final call for Bloody Mary Fest tickets! Ticket sales do... Photo · Racine Zoo	Boost	Wed May 14, 9:00am	4.3K	23	1
	If you have visited the Zoo recently, then you may ha... Photo · Racine Zoo	Boost	Wed May 14, 1:00pm	18.9K	628	43
	40 never looked so good...Happy Birthday Jenny! 🎂 J... Photo · Racine Zoo	Boost	Thu May 15, 9:01am	31.6K	982	117
	Due to the storm, Racine Zoo will be closed tomorro... Photo · Racine Zoo	Boost	Thu May 15, 8:48pm	38.1K	648	33
	Just a reminder: Due to the storm, Racine Zoo will be ... Photo · Racine Zoo	Boost	Fri May 16, 8:39am	54.1K	101	1
	Creature Feature: Madagascar Hissing Cockroaches T... Photo · Racine Zoo	Boost	Fri May 16, 9:01am	5K	32	0

STAFF ACTIVITY REPORT | MARKETING | May 2025


	From the bottom of our heart, thank you to each and...	Boost	Fri May 16, 4:35pm	93.6K	1.6K	50
	Bring the whole family to enjoy a fun night of bas...	Boost	Sat May 17, 9:00am	5.1K	52	1
	Your Video	Boost	Sat May 17, 3:15pm	20.5K	493	15
	Wine not go wild? 🍷 🍷 World Roar Wine Pour Wed...	Boost	Sun May 18, 9:00am	2.4K	17	0
	Despite the circumstances... we had a bloody good ti...	Boost	Mon May 19, 9:00am	26.4K	215	9
	The birthdays just keep coming at the Zoo this mont...	Boost	Tue May 20, 9:01am	10.5K	471	26
	Chronicles at the Zoo is a fundraiser for the Zoo pres...	Boost	Wed May 21, 9:01am	6K	45	3
	Chronicles At The Zoo	Boost	Wed May 21, 10:42...	11	--	--
	Tee off in support of rhinos around the world! Our rhi...	Boost	Thu May 22, 9:00am	2.2K	18	0
	Creature Feature : Dewey, African Spurred Tortoise Th...	Boost	Fri May 23, 9:01am	5.9K	155	2
	Roaring 'Happy Birthday' to our largest feline residen...	Boost	Sat May 24, 9:01am	12.8K	520	38
	This weather has us looking forward to warmer day filled with s...	Boost	Sun May 25, 9:00am	5.8K	62	6
	Veterans get in FREE to Racine Zoo this Memorial Day Thank you...	Boost	Mon May 26, 9:00am	1.4K	35	0
	Executive Director to bartender for one night and one night only...	Boost	Mon May 26, 1:15pm	8.7K	68	5
	This just in... the Chronicles at the Zoo Menu!! 🍷 Be sure to get ...	Boost	Mon May 26, 5:00pm	4.5K	33	5
	Kenosha Kingfish Baseball : July 1, 2025 🍷 Bring the whole fa...	Boost	Tue May 27, 9:00am	492	7	0
	Kenosha Kingfish Baseball Game	Boost	Tue May 27, 9:04am	0	--	--

Top 5 posts of May with the largest reach, engagement, likes, and shares:


1. Baby zebra sleeping
2. Thank you storm cleanup volunteers
3. Zoo closure post
4. Second Zoo closure post
5. Baby zebra making outdoor debut




Creature Feature : Hartmann's Mountai...
Fri May 9, 7:00am
👁 138.3K ❤️ 7.6K
👍 140 ➡ 197




From the bottom of our heart, thank you ...
Fri May 16, 2:35pm
👁 112.1K ❤️ 2.1K
👍 83 ➡ 182



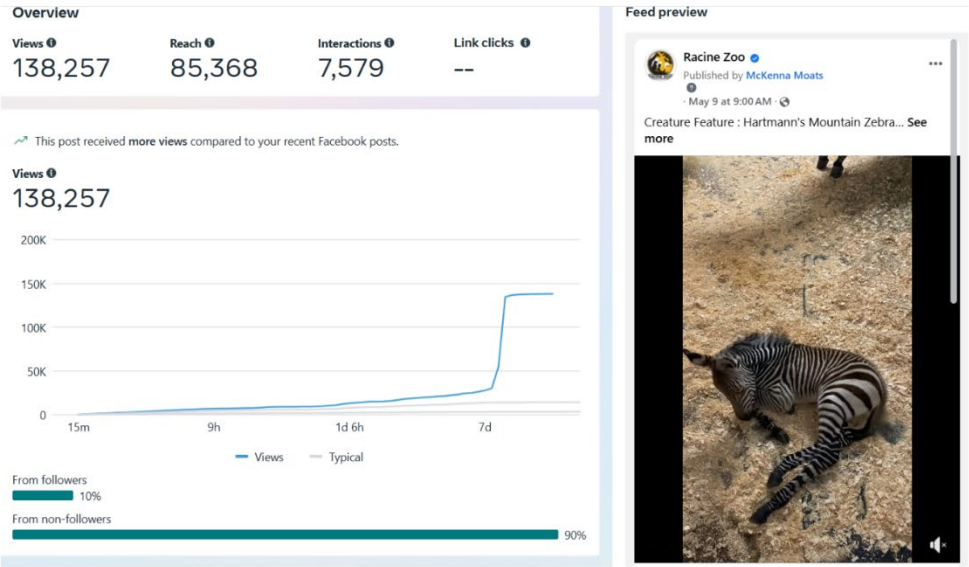
Just a reminder: Due to the storm, Racine...
Fri May 16, 6:39am
👁 58.1K ❤️ 401
👍 15 ➡ 65



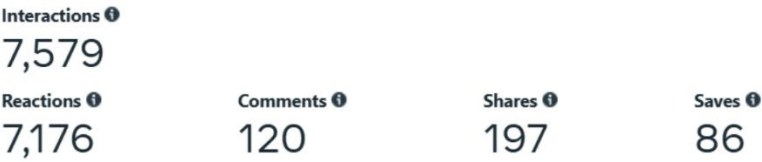
Due to the storm, Racine Zoo will be...
Thu May 15, 6:48pm
👁 55.2K ❤️ 921
👍 64 ➡ 159



Your Video
Sat May 10, 3:00pm
👁 40.4K ❤️ 1.1K
👍 58 ➡ 72

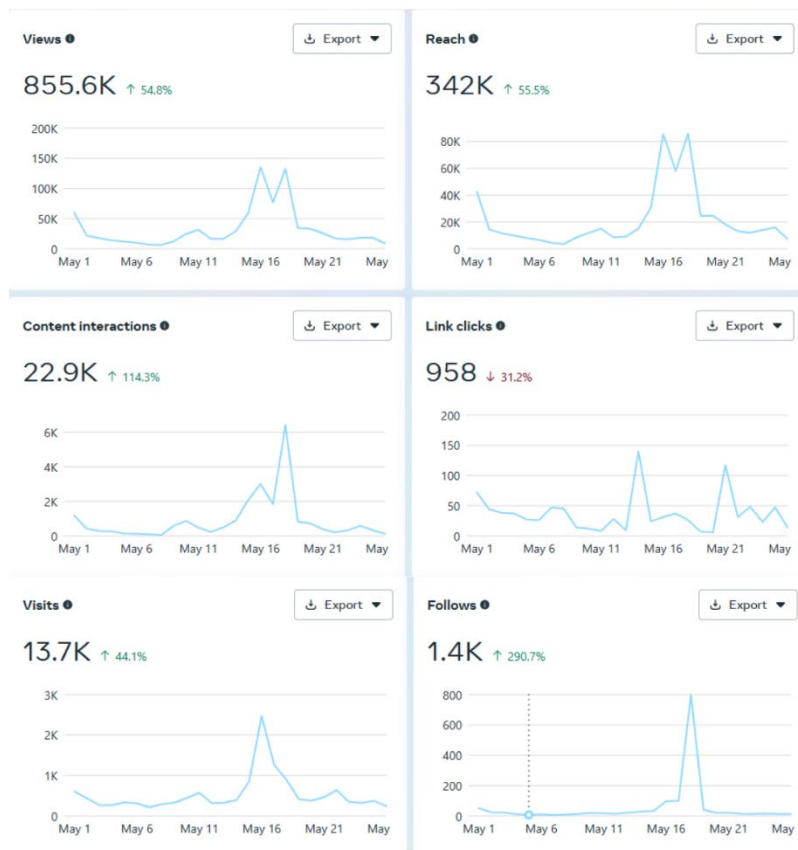


This post received **more interactions** compared to your recent Facebook posts.

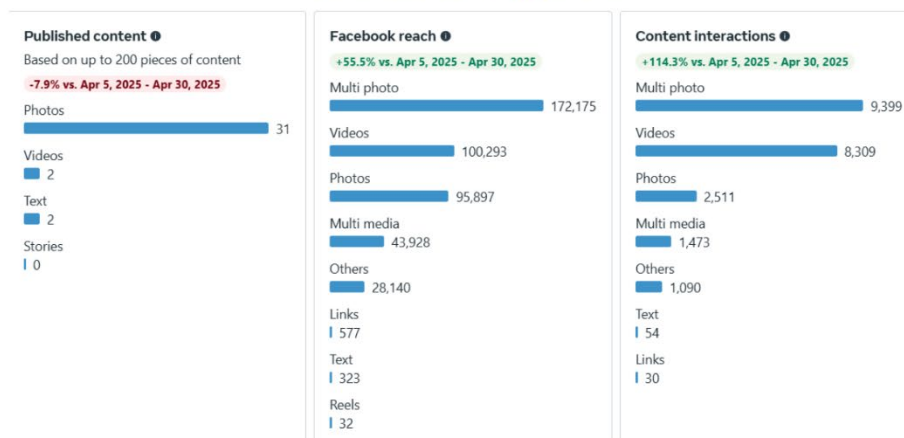


Our video of the baby zebra laying down and going to sleep had the most interactions out of all our posts during the month of May. He has stolen the hearts of many of our followers and bringing us in a lot of new followers. We will be having his naming contest the first week of June.

STAFF ACTIVITY REPORT | MARKETING | May 2025



This data is based on the last 30 days. We have increased our content interactions, site visits, follows, views, and reach. Our link clicks have decreased but they tend to fluctuate often. We had a good month with lots of engagement and a lot of exciting stuff happening this month, June may not have as much engagement.



This data is based on April statistics. This specific insight is one month behind, but compared to March, we have increased most categories exponentially.

▶ INSTAGRAM








Followers: 6,299

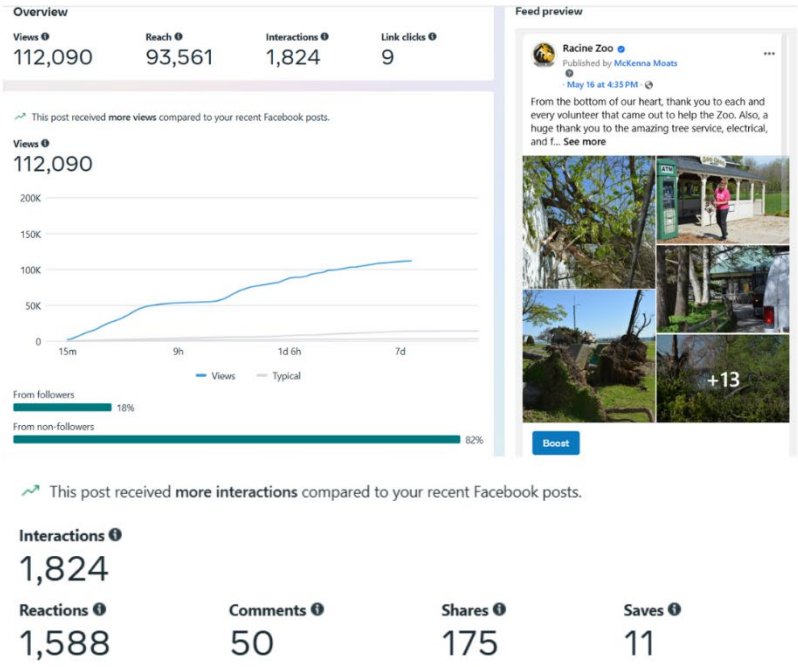
Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	World Roar Wine Pour Wednesdays are upon us! Rela...	Boost	Thu May 1, 9:00am	321	9	0
	Creature Feature : Desert Tortoise At the Zoo, we hav...	Boost	Fri May 2, 9:01am	334	15	0
	The 30th annual Cigar Dinner at the Racine Zoo will b...	Boost	Sat May 3, 9:00am	371	14	0
	Enrichment is a vital part in animal welfare. Our resid...	Boost	Sun May 4, 9:00am	557	65	0
	Who doesn't love a nice, refreshing margarita? Satur...	Boost	Mon May 5, 9:00am	275	6	0
	Be sure to get your tickets, register to be a competitio...	Boost	Tue May 6, 9:00am	250	7	0
	RSVPs for Member Appreciation Night are due tomor...	Boost	Wed May 7, 10:20am	384	21	0
	Summer Camp at the Racine Zoo is just around the c...	Boost	Thu May 8, 9:00am	312	20	0
	Creature Feature : Hartmann's Mountain Zebra Isn't L...	Boost	Fri May 9, 9:00am	1.3K	149	1
	Join the Racine Zoo on this Zoorific Saturday for Kan...	Boost	Sat May 10, 9:00am	316	35	0
	Happy Mother's Day to all those out there! All moms ...	Boost	Sun May 11, 9:00am	264	9	0
	The Racine Zoo's Chronicles at the Zoo event is prese...	Boost	Mon May 12, 9:00am	407	7	0
	Tuesday Tails : Hartmann's Mountain Zebra We can't ...	Boost	Tue May 13, 9:00am	753	121	2
	Final call for Bloody Mary Fest tickets! Ticket sales clo...	Boost	Wed May 14, 9:00am	312	6	1
	If you have visited the Zoo recently, then you may ha...	Boost	Wed May 14, 1:00pm	983	143	14
	1 design 2 painters 3 scaffolding rigs 4 car rides in on...	Boost	Wed May 14, 1:50pm	--	115	39
	This story has no text	Boost	Wed May 14, 8:47pm	299	14	--
	40 never looked so good...Happy Birthday Jenny! 🎂 J...	Boost	Thu May 15, 9:01am	770	87	4
	Due to the storm, Racine Zoo will be closed tomorro...	Boost	Thu May 15, 8:50pm	1.6K	114	5
	Just a reminder: Due to the storm, Racine Zoo will be ...	Boost	Fri May 16, 8:39am	734	33	0
	Creature Feature: Madagascar Hissing Cockroaches T...	Boost	Fri May 16, 9:01am	444	19	0
	Bring the whole family to enjoy a fun night of bas...	Boost	Sat May 17, 9:00am	445	13	0
	Wine not go wild? 🍷 World Roar Wine Pour Wed...	Boost	Sun May 18, 9:00am	293	6	0
	The birthdays just keep coming at the Zoo this mont...	Boost	Tue May 20, 9:01am	478	82	2
	Chronicles at the Zoo is a fundraiser for the Zoo pres...	Boost	Wed May 21, 9:00am	362	15	1

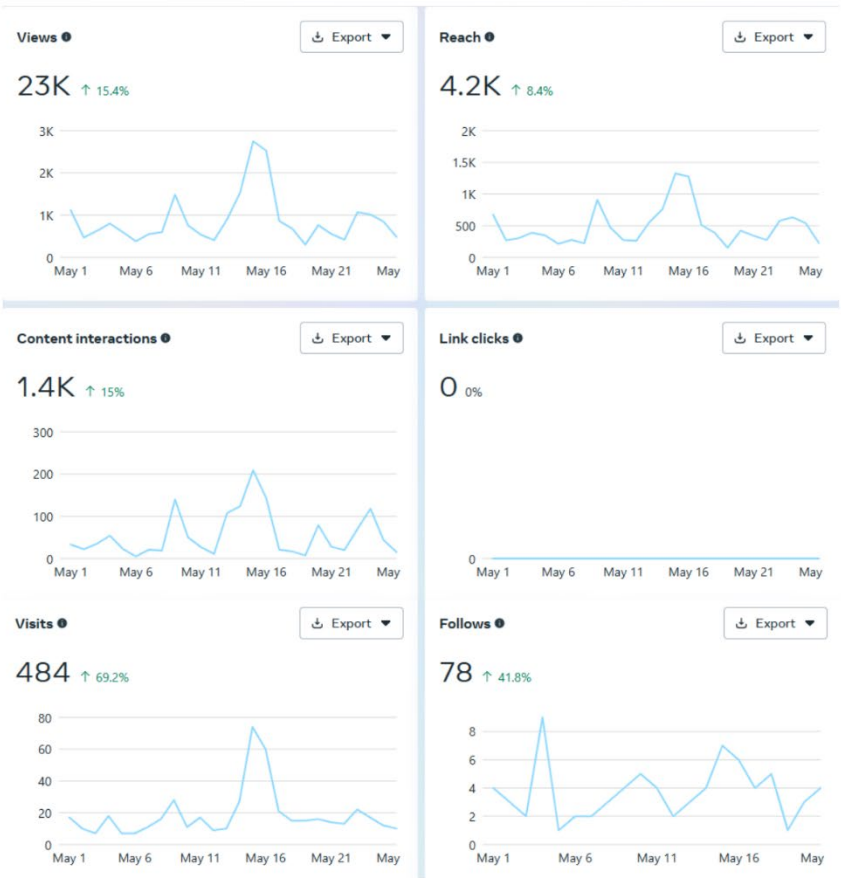
▶ INSTAGRAM

Followers: 6,205

	Tee off in support of rhinos around the world! Our rhinos are the stars of the show! 🦒🌿 #rhinos #conservation #racinezoo	Boost	Thu May 22, 9:00am	244	12	0
	Creature Feature : Dewey, African Spurred Tortoise Th... 🐢🌿 #racinezoo	Boost	Fri May 23, 9:02am	817	71	0
	Roaring 'Happy Birthday' to our largest feline residen... 🐾🎂 #racinezoo	Boost	Sat May 24, 9:01am	685	119	1
	This weather has us looking forward to warmers day filled with s... 🌞🌿 #racinezoo	Boost	Sun May 25, 9:00am	415	13	0
	Veterans get in FREE to Racine Zoo this Memorial Day Thank you... 🇺🇸🌿 #racinezoo	Boost	Mon May 26, 9:01am	168	10	0
	Executive Director to bartender for one night and one night only!... 🍸🌿 #racinezoo	Boost	Mon May 26, 1:15pm	608	21	3
	This just in... the Chronicles at the Zoo Menu!! 🍴🌿 Be sure to get ... #racinezoo	Boost	Mon May 26, 5:00pm	400	14	1



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This data is based on the last 30 days. We have increased our content interactions, site visits, follows, views, and reach.



This data is based on May statistics. This specific insight is one month behind, but compared to April, we have increased.

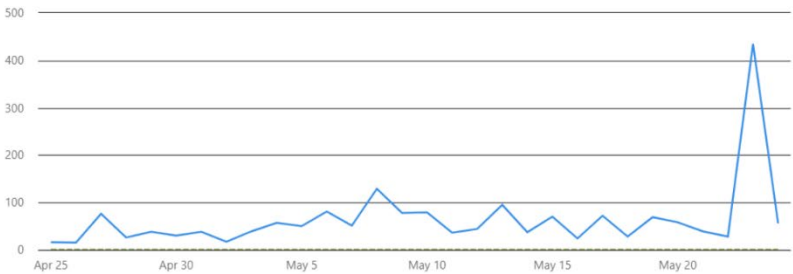
LinkedIn

Followers: 269

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)

Metrics

Impressions ▾



- ✓ Organic 1,911
- ✓ Sponsored 0

Highlights

Data for 4/25/2025 - 5/24/2025

1,911	62	1	2
Impressions	Reactions	Comments	Reposts
▲ 163.2%	▲ 77.1%	● 0%	● 0%

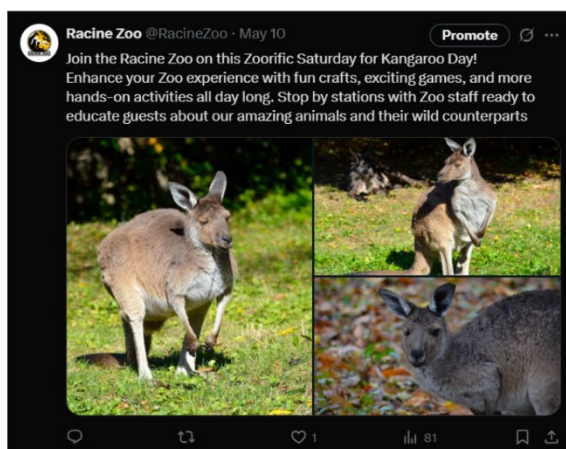
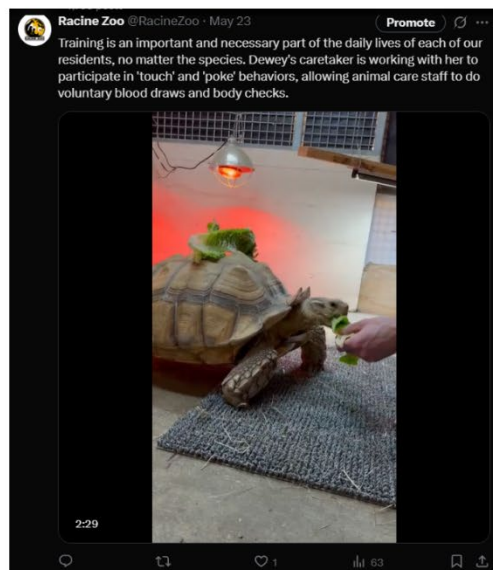
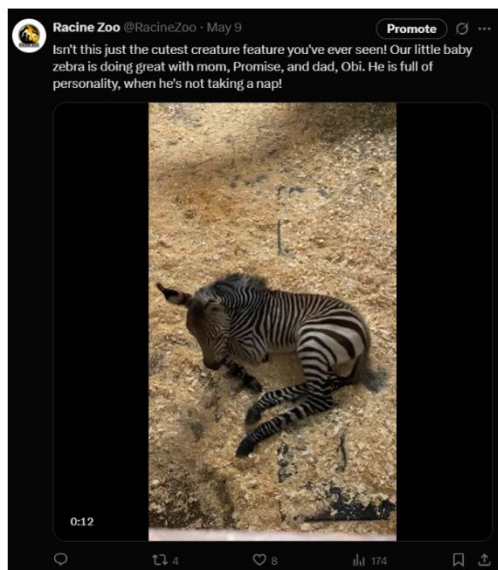
Greater Milwaukee	131 (48.7%)
Greater Chicago Area	43 (16%)
Greater Madison Area	6 (2.2%)
Greater Minneapolis-St. Paul Area	5 (1.9%)
Denver Metropolitan Area	4 (1.5%)
Greater Fort Collins Area	4 (1.5%)
Los Angeles Metropolitan Area	3 (1.1%)
Greater Tampa Bay Area	2 (< 1%)
Appleton-Oshkosh-Neenah Area	2 (< 1%)

► X (AKA TWITTER)

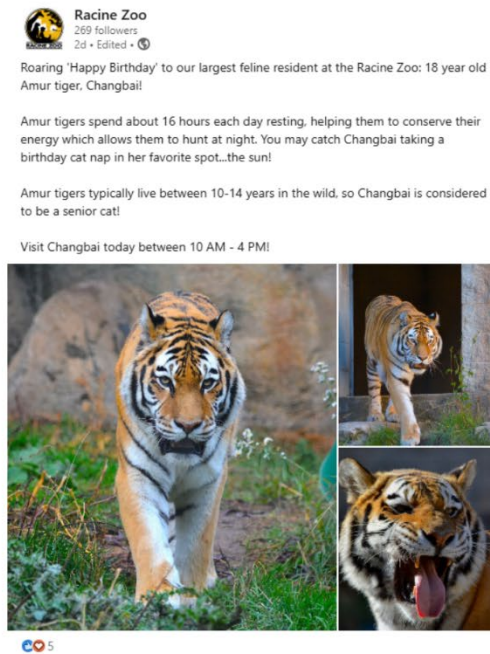
Followers: 3,282

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

Posting on this account is frequently, almost every day. The same posts from Facebook and Instagram are posted on Twitter, simplified. The analytics are different as we would have to upgrade to a premium account in order to view the entire analytics instead of just on each individual post. Our engagement is increasing when I post more animal content and when I post more in the late morning compared to afternoon.



STAFF ACTIVITY REPORT | MARKETING | May 2025



LinkedIn posts that had the most engagement during the month of May

Throughout the month of May:

- 11 e-blasts went out
- Our following on Facebook, Instagram, Twitter (X) and LinkedIn increased
- 8 different ads were created and published in the month of May- many more were created and will be published later throughout the upcoming months
- We have events coming up in June: Breakfast with Giraffes, Music at the Zoo, World Roar Wine Pour Wednesday, and more.
- Other activities we have participated in this month is multiple media appearances. We were on the news and radio multiple times throughout the month of May
- Our LinkedIn profile is showing up more often and increasing in searches
- Have been getting positive feedback from the public over our social media and events
- Worked closely with Hannah Tews, our mural artist, and completed the Vanishing Kingdom mural: gotten lots of positive feedback!
- Distributed new posters and flyers
- Updated events pages and calendars
- Printed new street banners for Main Street, going up very soon
- Created (and printing soon) Zoo Debut RSVPs and invitations
- Began Wildlife Matters again, have been successful with publications for the past few months

Special Events

May Events

- Mother's Day Brunch, May 11
 - Location: pavilion and north of pavilion
 - Overview: Brunch
 - Attendance: 140
- Bloody Mary Fest, May 17
 - Location: pavilion and north of pavilion
 - Overview: bloody mary tasting with competitors
 - Attendance: 200
- Member Appreciation Night May 22
 - Location: zoo campus
 - Overview: thank you night for members of the zoo
 - Attendance: 1200

Coming up at the Zoo at a Glance:

- Breakfast with Giraffes, June 7
- WRWPW, June 18
- A Round for Rhinos, June 23
- Music at the Zoo Concert, CTA, June 25
- Chronicles at the Zoo, June 28