

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on September 2021**

Executive Director

- Very busy with increased guests coming through the gate
- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning

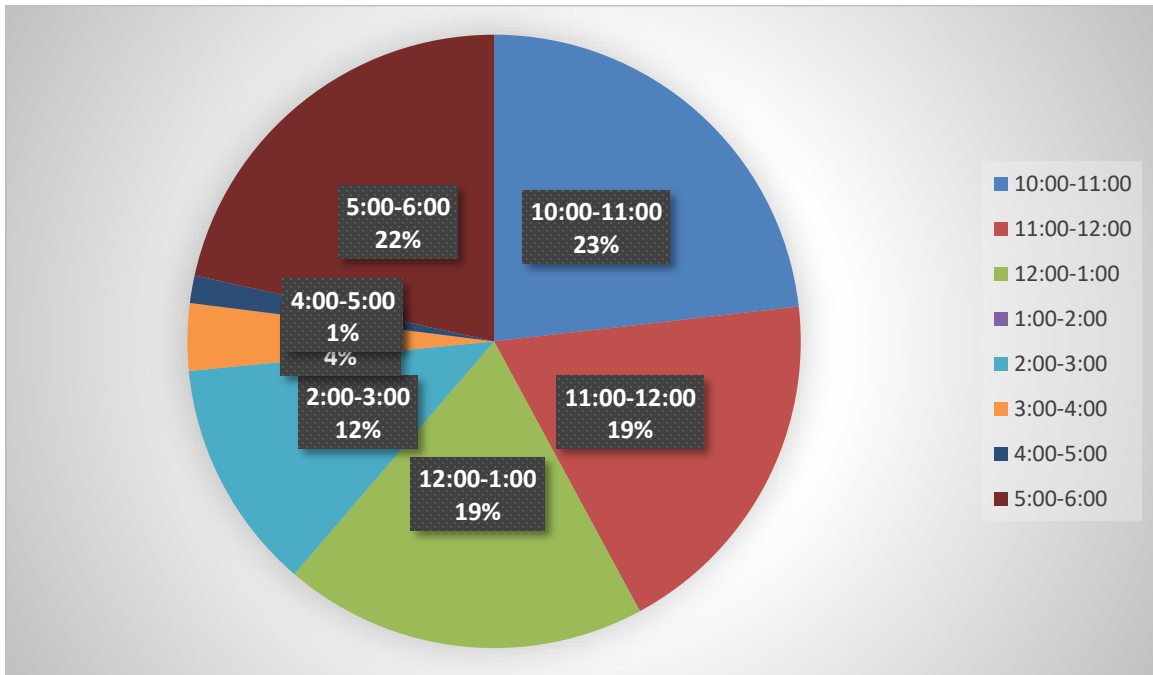
Membership

- Total memberships households = **2,780**

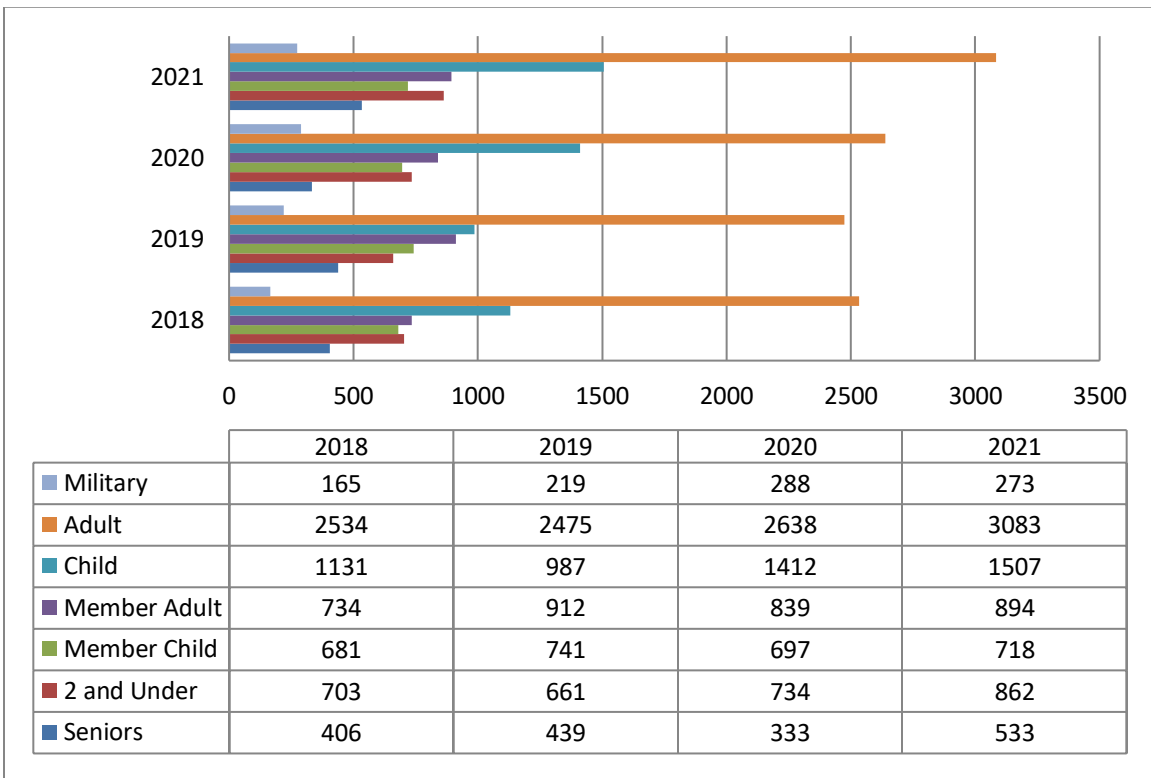
Attendance for September 2021

	September 2020	September 2021	Variance	Percent change
Adults	2638	3083	445	17%
Children	1412	1507	95	7%
Member Adults	839	894	55	7%
Member Children	697	718	21	3%
Child 2 and under	734	862	128	17%
Seniors	333	533	200	60%
Military	288	273	-15	-5%
Education	77	-	-	-
Events	894	1741	847	95%
Total	7912	9611	1699	21%

September 2021 Attendance by hour



September Monthly Attendance 2018-2021



September Member Municipality

53402- 533

53108- 122

53406- 320

53405- 124

53126- 35

53177- 55

53404- 60

53139 - 18

Milwaukee - 44

Kenosha – 151

Illinois - 150

September Non-Member Municipality

53403- 222

53177- 44

53402- 1022

53406- 224

53126- 111

53405- 519

53185- 33

53404- 411

Illinois - 485

Milwaukee - 891

Kenosha – 790

Other - 1506

Operations

- Lots of places are having shipping delays
- Items that I can get in stock are selling great
- Experiencing staffing shortages
- Get Staffing and Schedule ready for Halloween Glow

Animal Care

• Veterinary Updates

- 1.0 Spider monkey eye biopsy followed next day by emergency enucleation surgery; healing well
- 1.0 Masai giraffe monitored and treated after consuming foreign body
- 0.1 African penguin ongoing monitoring and exams for progressing arthritis due to old age
- 1.0 African penguin 2021 chick initial assessment for severe spinal abnormality
- 1.0 Andean bear sedation exam and recheck/biopsy for skin cancer
- 1.0 Bearded dragon recheck for jaw issues
- 0.1 Leopard gecko ongoing diet changes and monitoring due to weight loss
- 1.0 Laughing kookaburra assessment and beak trim
- 2.0 Long-tailed chinchilla annual exams
- 1.0 Sudan plated lizard annual exam
- 1.0 Prehensile-tailed skink annual exam
- 0.1 Tenrec annual exam
- 1.0 Meerkat sedation recheck exam
- Continue 0.1 eastern black rhino progesterone analysis; did voluntary ultrasound

• Collection Changes

- 0.0.1 Eastern tiger salamander deaccessioned
- 0.1 Eastern tiger salamander passed away

• Other Updates

- First successful voluntary injection with 1.0 Andean bear
- Working with 0.1 Amur tiger on voluntary blood draw and weight; successful weight
- Working with 1.0 Fossa on voluntary injections
- Working with 2.0 Masai giraffe and 1.1 Hartmann's mountain zebra on voluntary hoofwork
- Working on setup for voluntary xrays with primates
- Some seasonal animal moves have begun

Education

- **Educational Programs**

- Onsite Programs – 2
 - Reached 128 people
- Offsite Programs – 4
 - Reached 29 people
- Onsite Birthdays –9
 - Reached 272 people
- Offsite Birthdays – 1
 - Reached 30 people
- Virtual Programs - 1
 - Reached 27 people
- Preschool Programs – 6
 - Reached 66 people
- BTS Encounters – 2
 - Reached 12 people

- **Total: Reached 564 people**

- **Other Events**

- September 4 – Coordinated and ran Reptile and Amphibian Awareness Day
- September 9 – Participated in ACE for Wildlife Operations Committee Meeting
- September 11 – Ran beach clean-up in partnership with AmeriCorps National Day of Service and Alliance for the Great Lakes Adopt-a-Beach events
- September 11 – Assisted in and brought animal greeters to Zoo Debut
- September 27 – Brought animal for CBS 58 media appearance
- September 29 – Brought animal for Racine and Me media appearance

- **Grants and Proposals**

- Received 2021-22 AmeriCorps Grant and funding at national level
- Submitted grant proposal for Zoo and Aquarium Hazard Preparedness Capacity Building Funding through AZA
- Received large grant award from Advancing Conservation through Empathy for Wildlife Network
- Working on proposals to Racine Community Foundation, AmeriCorps, State of Wisconsin Workforce Development, United Way, ACE for Wildlife Network, Association of Zoos and Aquariums and the Institute for Museum and Library Studies to be submitted in October and November

Comparison to September 2021 - programs and participants

Participants	2020	2021	Variance
On Site	40	128	+220.0%
Off Site	140	29	-79.3%
BTS	0	12	+100.0%
Birthday Party	92	302	+228.3%
Preschool	88	66	-25.0%
AmeriCorps	0	0	+0.0%
Virtual Programs	50	27	-46.0%

Programs	2020	2021	Variance
On Site	3	2	-33.3%
Off Site	3	4	+33.3%
BTS	0	2	+100.0%
Birthday Party	3	10	+233.3%
Preschool	4	6	+50.0%
AmeriCorps	0	0	+0.0%
Virtual Programs	3	1	-33.3%

Facilities

- Set up and tear down all special events
- Reached out to Brett from metro security about issue with radios
- Preventative maintenance
- Received and unloaded new train and cars
- Roofers finished punch list items for penguin roof work with new sky light installed
- Installed 2 new circuits for drive thru lights
- Traditions set up for drive thru lights
- Temporary fence installed by facilities for drive thru lights
- Maintenance requests e.g. repair limits on rhino door, hose repair, etc.
- VIS fabricated and installed access panel on ceiling of Gibbon exhibit
- VIS welded new stops on tiger shift door
- 2 new doors installed in bear building
- Met with Greene glass for quote to re-caulk lion viewing window
- Met with Bohm electric to get quote for electric circuits above old bear exhibit
- Telephone line in jungle grill repaired
- Got quote for new concrete in wildlife theater
- Daily janitorial duties
- General grounds upkeep,.....mowing, whipping, trash, etc.
- Had all brush removed from fence line next to neighbor west of admin. Building
- Rhino floor repairs made
- Radios are all swapped over to digital format
- Pressure washed wildlife theater
- Installed new circulator pump for boiler in penguin building



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | SEPTEMBER 2021

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
9/2	Music at the Zoo - 1 day away	13.9	0.6
9/3	E-News	10.0	0.6
9/4	Wildlife Matters - September	15.6	1.9
9/9	Zoo Debut auction open	14.6	3.4
9/10	Breakfast with the Animals reminder	13.5	0.2
9/11	Zoo Debut auction reminder	13.8	2.3
9/14	Halloween Glow announcement	19.4	0.7
9/15	Old Fashioned Cocktail Night reminder	15.2	0.3
9/17	E-News	14.4	1.0
9/18	Zoo Brew - 1 week away	12.8	0.2
9/22	Zoo Brew reminder	14.0	0.2
9/24	Halloween Glow - 1 week away	14.8	0.3
9/25	Old Fashioned Cocktail Night - 1 week away	13.6	0.3
9/27	Boo at the Zoo - Save the date	15.2	0.3
9/28	Halloween - 1 month away	14.0	0.1
9/30	Halloween Glow - 1 day away	13.4	1.1

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
8,368	15.2%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
5,018	20.2%	2.0%

- NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "**".

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2021
- Updated posters and flyers across campus
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Created new projects for and helped guide Marketing interns
- Created signs for concerts and other events
- Took photos at events

OUTSIDE ADS

- Bargain Hunter - print
- Wind Point Living Magazine - print
- Travel WI SEM - digital
- Chicago Sun Times - digital
- Chicago Tribune - print/digital
- CTM Media Group - Milwaukee/Chicago Map - print
- Downtown Racine Corp - Racine Visitor Guide - print
- Happenings - print
- Hearst - digital
- Milwaukee Radio Group - radio
- Milwaukee with Kids - digital
- Shepherd Express - print/digital
- The Daily Herald - digital
- Union Grove Village Voice Newsletter - digital
- Journal Times/Kenosha News - print/digital



ZOO BREW BEER FESTIVAL

SATURDAY, SEPTEMBER 25
2PM - 6PM | RACINE ZOO

Sample nearly 100 beers and ciders while roaming the Zoo!

BUY TICKETS!



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RACINE ZOO PRESENTS

ZOO BREW BEER FESTIVAL

SATURDAY, SEPTEMBER 25, 2021
2PM - 6PM | RACINE ZOO

Sample nearly 100 beers and ciders with your own Zoo conversation. Visit the animals and roam the Zoo with a glass in hand! Food available for purchase. Must be 21 or older to attend.

BUY TICKETS AT RACINEZOO.ORG

2121 N. Main St. Racine, WI 53402 | 262.636.9199 | racinezoo.org



Halloween GLOW at Racine Zoo

AN ILLUMINATED DRIVE-THROUGH ADVENTURE!

OCTOBER 1 - 31, 2021

SUNDAY - THURSDAY | DUSK - 9PM
FRIDAY & SATURDAY | DUSK - 10PM

Enjoy an enchanting Halloween experience from the comfort of your vehicle drive through our spectacular light displays with ghostly charm perfect for guests of all ages.

\$5 PER PERSON | **FREE** FOR AGES 12 AND UNDER

CASH OR CREDIT CARD ACCEPTED AT THE GATE ONLY.
ENTER AT THE 204 00-OLD STREET GATE ENTRANCE.

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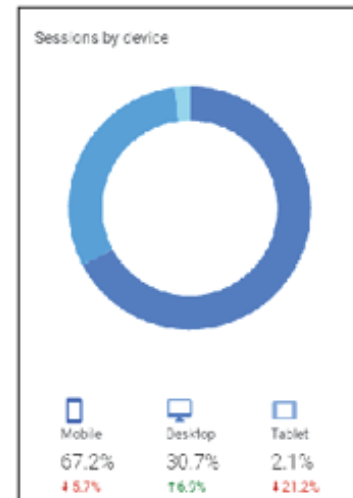
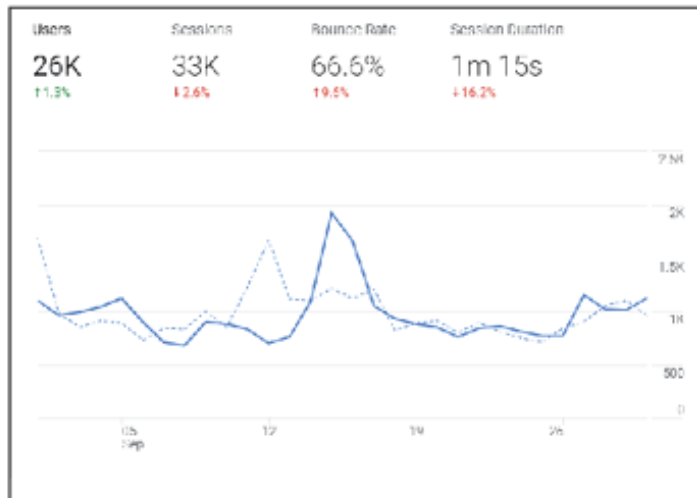
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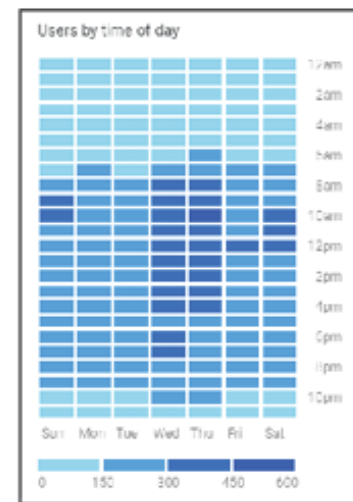
2121 N. Main St. Racine, WI 53402 | 262.636.9199 | racinezoo.org

**MONTHLY USERS: 26K**

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



Page	Pageviews	Page Value
/	10,957	\$0.00
/hoursadmissions	5,894	\$0.00
/events-calendar	4,740	\$0.00
/halloween-glow	2,820	\$0.00
/arctic-fox-fact-sheet	2,761	\$0.00
/zoo brow	1,793	\$0.00
/music-zoo	1,370	\$0.00
/mammals	1,365	\$0.00
/product/old-fashioned-cocktail-night	1,347	\$0.00
/boo zoo	1,243	\$0.00



Data from Google Analytics



TOTAL LIKES: 28,650

- Animal and promotional posts.

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/30/2021 10:13 AM	Halloween Glow is so close we can almost reach it! (or maybe that's			35.8K	969 1.1K	Boost Post
09/28/2021 12:55 PM	Lights cover the Zoo Choo train station and wrap around the			12.6K	285 117	Boost Post
09/27/2021 3:03 PM	Thank you to those who joined us for our first ever Zoo Brew last Saturday!			5.2K	263 48	Boost Post
09/26/2021 10:00 AM	We might be partial, but we think our emperor tamarins are a big "dill"!			2.2K	91 99	Boost Post
09/25/2021 9:00 AM	PLEASE NOTE: As a friendly reminder, the Racine Zoo will be			914	2 4	Boost Post
09/24/2021 2:10 PM	Ghosts and bats have taken over the Zoo! We're ready for the spooky			3.6K	25 89	Boost Post
09/24/2021 9:57 AM	Old Fashioned Cocktail Night is NEXT WEEK Saturday, October 2 at			6.3K	130 101	Boost Post
09/23/2021 2:00 PM	PLEASE NOTE: As a friendly reminder, the Racine Zoo will be			1.7K	6 4	Boost Post
09/23/2021 10:00 AM	Zoo Brew is already THIS SATURDAY (9/25)! From 2pm - 6pm.			3.7K	70 35	Boost Post
09/22/2021 4:30 PM	CALLING ALL BARS/RESTAURANTS! Looking			2.7K	6 35	Boost Post
09/22/2021 2:01 PM	Rhinos are rapidly disappearing from the wild due to global demand for			1.6K	9 20	Boost Post
09/22/2021 10:07 AM	Pumpkins are popping up around the Zoo! One here...one			3.7K	20 47	Boost Post
09/21/2021 4:19 PM	PLEASE NOTE: The Racine Zoo will be CLOSED all day to the public for			4.9K	74 34	Boost Post
09/21/2021 10:50 AM	WE'RE HIRING! Searching for Halloween Glow and Gift Shop staff!			3.6K	29 37	Boost Post
09/20/2021 2:02 PM	Taste your way through nearly 100 beers and ciders while roaming			5.1K	108 81	Boost Post

09/20/2021 10:00 AM	 Mark your calendars for Bco at the Zoo coming up Saturday, October 30			10K		241 222		Boost Post
09/19/2021 10:15 AM	 Get ready for a night of martini sampling madness! On Friday,			4.5K		89 55		Boost Post
09/18/2021 10:00 AM	 Trucks filled to the brim with lights and look!...a tunnel is materializing.			1.7K		182 243		Boost Post
09/17/2021 3:00 PM	 With heavy hearts, we share the passing of Anya, one of the Zoo's two			30K		2.9K 3.1K		Boost Post
09/17/2021 10:33 AM	 Smile! Fossil the Kenyan sand boa is happy to see you! Like all			3.1K		18 34		Boost Post
09/16/2021 2:30 PM	 Old Fashioned Cocktail Night is only a couple of weeks away on			6.6K		215 110		Boost Post
09/16/2021 10:00 AM	 Thank you to everyone who joined us for Zoo Debut last Saturday!			5.4K		454 54		Boost Post
09/15/2021 12:45 PM	 The Racine Zoo is looking for Volunteers and Volunteers this Fall!			6.9K		172 140		Boost Post
09/15/2021 10:00 AM	 As you may have heard...we are excited to welcome the newest			5.3K		79 267		Boost Post
09/14/2021 3:02 PM	 We are excited to bring back our Halloween Glow Drive-Through			223.9K		11K 9.9K		Boost Post
09/14/2021 10:42 AM	 There's still time to get your tickets to our huge beer festival, Zoo Brew.			3.6K		56 41		Boost Post
09/13/2021 4:31 PM	 Getting all little ghosts and goblins! Enjoy safe, outdoor trick or treating			17K		433 683		Boost Post
09/13/2021 2:28 PM	 Photos are in! A big thank you to everyone who came to enjoy our first!			5.4K		237 06		Boost Post
09/11/2021 10:34 AM	 Our 7th Debut online auction closes at 9pm (CT) TONIGHT (9/11).			1.7K		61 10		Boost Post
09/10/2021 11:15 AM	 1 WEEK AWAY! Join us for the FAST Breakfast with the Animals			3.6K		47 34		Boost Post
09/10/2021 8:07 AM	 FREE ZOO ADMISSION TODAY (9/10/21) is in honor of Chuck and			42.2K		1.5K 1.7K		Boost Post
09/09/2021 1:01 PM	 Don't forget to VOTE! We've been nominated for Best of Racine County			22K		19 29		Boost Post
09/09/2021 9:26 AM	 The Zoo Debut online silent auction is now OPEN! Check out			5K		395 85		Boost Post

09/08/2021 9:00 AM	 Racine Zoo updated their business hours.			1.7K		35 4	
09/07/2021 10:13 AM	 Thank you to Dr. Henry and the entire team at Midwest Veterinary Dental			5.9K		151 114	
09/06/2021 10:00 AM	 The vendor list is growing for our HUGE beer festival, Zoo Brew.			2.8K		30 20	
09/05/2021 10:00 AM	 Experiences the greatest hits of Tom Petty with Petty Union TONIGHT			2.6K		66 27	
09/04/2021 1:00 PM	 Help keep Lake Michigan beautiful! Join Racine Zoo staff and			3.2K		42 64	
09/04/2021 10:00 AM	 Night 2 of Music at the Zoo is tonight! Dancing Queen: An			2.8K		77 43	
09/03/2021 2:15 PM	 Happy birthday Myrtle! Myrtle, our desert tortoise, just turned 36! Our			6.5K		126 274	
09/03/2021 10:00 AM	 Music at the Zoo is finally here! Get ready for Johnny Rivers and			2.8K		23 37	
09/02/2021 2:40 PM	 Thank you to everyone who joined us for the final Animal Crackers concert			3.6K		68 36	
09/02/2021 10:00 AM	 Our Music at the Zoo concert series starts TOMORROW (9/3)! Get			2K		6 17	
09/01/2021 4:00 PM	 Looking for a LIVE BAND to perform at Zoo Brew on September			4.2K		90 35	
09/01/2021 2:10 PM	 Hop on over this weekend to ZooBrew Saturday: Reptile and			1.8K		11 10	



Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,881

SEP 2021 SUMMARY

Tweets: 40
Tweet Impressions: 10.3K

Followers: 1,854
New Followers: 6

New Retweets: 16

Sep 2021 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 260 impressions

🦘 As you may have heard...we are excited to welcome the newest member to the Zoo family. Jiembra, the 21 month old wallaroo! You can tell Jiembra apart from his exhibit mates by looking for his much darker gray fur. Be sure to visit him in Walkabout Creek! pic.twitter.com/8.iPPbAr7hX



👍 1 🗨️ 0

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 2,706 people



Cory Schoetter

@cschoetter FOLLOW @ZOO

COO of @Older - claw Artist, Developer, Musician & Writer 🎸 You Happy & Healthy? I still love DCG! 🐾
#UseOnlyGood everyday #NFTart
<https://M.Lofdi4R0Uf0rQ.9p0r0a>

Top mention earned 22 engagements

CBS 58 News
@CBS58 • Sep 10

Look who is new at the @RacineZoo! cbs58.com/news/racine-zo...
pic.twitter.com/ehz/1d1ebi



👍 2 🗨️ 1

[View Tweet](#)

Top media Tweet earned 279 impressions

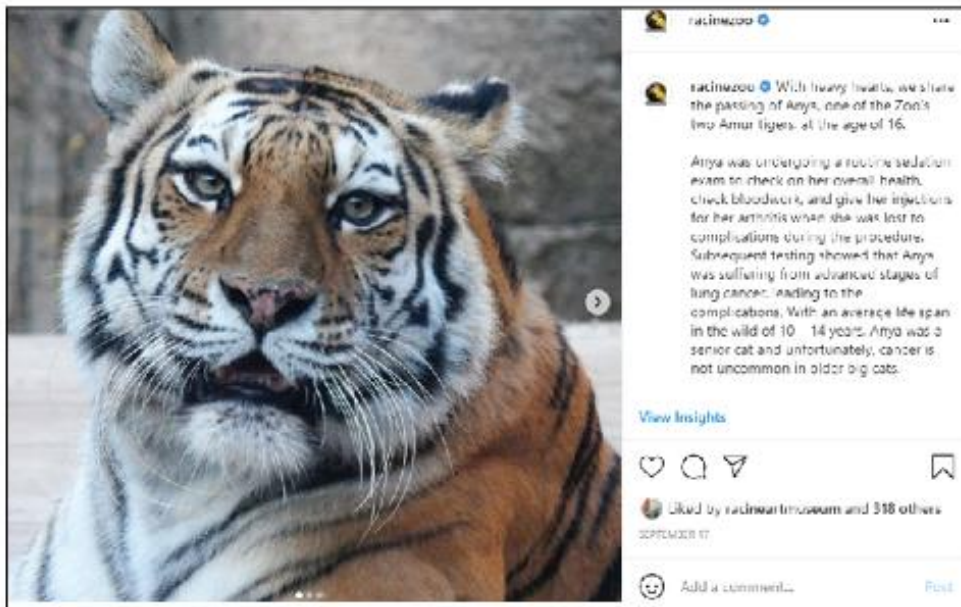
With heavy hearts, we share the passing of Anya, one of the Zoo's two Amur tigers, at the age of 16. With an average life span in the wild of 10 - 14 years, Anya was a senior cat and unfortunately, cancer is not uncommon in older big cats. She will be missed. 🐾 pic.twitter.com/2JzYiuTsQX



INSTAGRAM

TOTAL FOLLOWERS: 4,169

- 30 posts
- Accounts Reached: 7,765
- Content Interactions: 1,932
- Reach: 23.4k



Special Events

September Events:

- September 1 – Animal Crackers – 5-9pm
 - Location: Great Lawn
 - Event Overview: Concert
 - Attendance: 1300

- September 3-5 – Music at the Zoo
 - Location: Great Lawn
 - Event Overview: Concert Series
 - Attendance: 773

- September 11 – Zoo Debut
 - Location: Pavilion
 - Event Overview: Gala
 - Attendance: 207

- September 18 – Cassie Wedding 11am
 - Location: Pavilion
 - Event Overview: Wedding Ceremony
 - Attendance: 79

- September 18 – Sherman Wedding 1pm
 - Location: Bear Backyard
 - Event Overview: Wedding Ceremony
 - Attendance: 117

- September 18 – Great Northern Picnic
 - Location: Train Tract
 - Event Overview: Company Picnic
 - Attendance: 159

- September 18 – Kuhl Shower
 - Location: Felle Pavilion
 - Event Overview: Baby shower Picnic
 - Attendance: 19

- September 24 – Brittany Wedding
 - Location: Wildlife Theater and Pavilion
 - Event Overview: Wedding
 - Attendance: 84

- September 25 – Zoo Brew
 - Location: Throughout campus
 - Event Overview: Beer Fest
 - Attendance: 255

Coming up at the Zoo at a Glance:

- October 1-31 – Halloween Glow
- October 2 – Amanda Ceremony 1:30pm
- October 2 – Old Fashioned Night 6-9pm
- October 10 – Anna Wedding 10-4pm
- October 29 – Halloween 6-9pm
- October 30 – Boo at the Zoo
- October 31 – Heather Jones Wedding 11-1pm
- November 12 – Martini Madness 6-9pm
- November 19-January 2 – Wonderland of Lights
- December 4 – Brunch with Santa 11-1pm