

**Racine Zoological Society
Park and Recreation Board Meeting
September 2019 (reporting on August 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Lantern Festival logistics every day
- TV show taping and editing
- Prepping for Zoo Debut

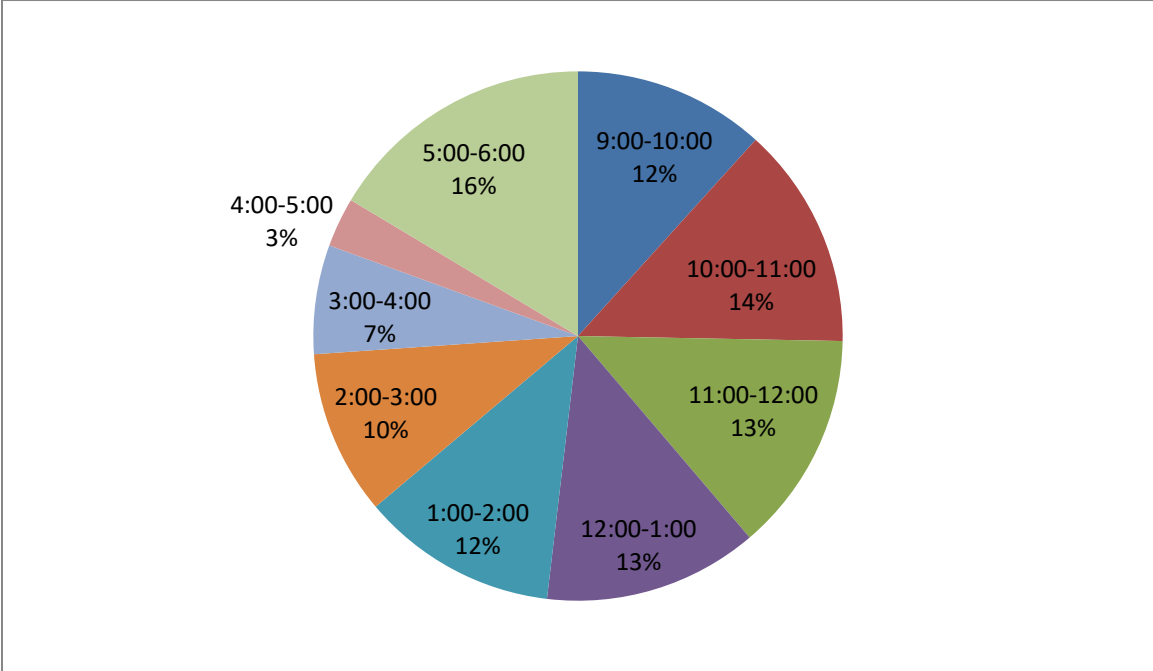
Membership

- Total memberships households = 2,176

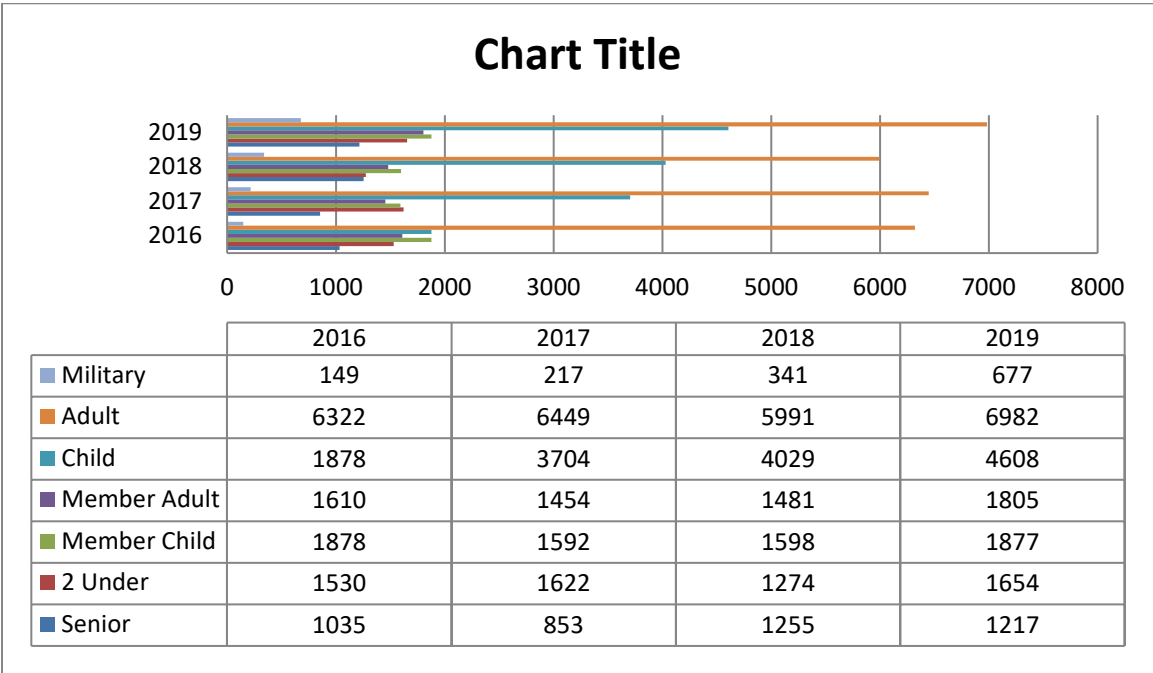
Attendance for August 2019

	August 2018	August 2019	Variance	Percent change
Adults	5991	6982	991	16.54
Children	4029	4608	579	14.37
Member Adults	1481	1805	324	21.88
Member Children	1598	1877	279	17.46
Child 2 and under	1274	1654	380	29.83
Seniors	1255	1217	-38	-3.03
Military	341	677	336	98.53
Education	840	834	-6	-.71
Events	5328	3958	1370	-25.71
Total	22137	23612	1475	6.66

August 2019 Attendance By Hour



August Monthly Attendance 2016-2019



August Member Municipality

53402 – 821

53406 – 379

53405 – 249

53404 – 224

53403 – 616

53185 -184

Other – 1358

Illinois - 0

August Non-Member Municipality

53403 - 1697

53405 – 2762

53406 – 2496

53402 – 5849

53404 - 2310

Other – 13876

Illinois - 2843

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

- Ordered and received new product
- Started vetting/ordering items for Lantern Fest
- New Shirts/Items are selling great

Animal Care

Animals/vet exams:

- Vet Exams:
 - Roscoe surgery/diagnostics appt.
 - Ongoing wallaroo exams
 - Routine snake exams
 - Ongoing penguin rechecks for various issues
 - Annual Zorro exam
 - Ambassador animal annual exams
 - Tur exams
 - Arctic fox annual exams and Luna rechecks
 - Buster annual exam
 - Staff completed 10-week serial blood draws for Timus hormone analysis
 - ongoing monitoring and new treatment for Skin's joint issues
 - Ongoing monitoring and diet modifications for new 1.2 tamarin group dynamics and consumption of foreign material
 - Goat/sheep feed, Farm and LOG water samples and hay samples sent out for trace mineral analysis

Staff:

- Ak assisted with Americorp member orientation and Members started in Animal Care
- AK-Interviews for Fall Animal Care interns
- Ak and TS assisted in accessing 2019 Program Animal Policies
- TS completed donation disposition of 1.0 Watusi to Blank Park Zoo
- Staff completed fecal team training and added a few new members
- Trained another keeper on Carnivores
- Filled one of the open Part time positions with a current seasonal.
- Keepers working on tamarin ultrasounds in new family group, continued hoof work with giraffes, new training plan for tiger shifting. Also working on crating for male tamarin group in preparation for shipments.
- Keepers assisted with Zookeeper summer camp and had kids help in animal areas. Also doing 2 weekly giraffe encounters for camp staff.
- Keepers assisted with World Wine Wednesday and Roar and pour events as needed. Staff schedules adjusted to keep animals out later. Also did a presentation for Whiskers and Whiskey.
- Keepers continued assisting in filming for the TV show, including some re-shoots due to lost footage.
- Keepers assisted with media from Journal Times and Fox 6.
- Keepers ran tables at Lion Day, Reptile/Amph and Orangutan Day this month.
- Pest control treatments of empty basement stalls, fossa exhibit, and all common areas of main building (main floor, bathrooms, breakroom)
- Aviary and Giraffe encounters doing well in profits so far this year.

Education

- **Educational Programs**

- Birthdays – 9
 - Reached 253 people
- Offsite Programs – 12
 - Reached 355 people
- Onsite Programs – 3
 - Reached 124 people
- Preschool – 6
 - Reached 66 people
- Behind the Scenes -6
 - Reached 42 people
- Behind the Scenes Encounters – 4
 - Reached 17 People
- Creature Feature –31
 - Reached 747 people
- Wildlife Theater – 62
 - Reached 601 people
- Slumber Safari – 1
 - Reached 12 people
- **Total: Reached 2,217 people**

- **Upcoming Educational Programs**

- Summer Camp Final Fill Rates:
 - 3/4 - 50/100 spots – 50.0%
 - K/1 - 108/160 spots – 64.4%
 - 2/3 – 80/160 spots – 50.0%
 - 4/5 - 54/160 spots – 33.8%
 - 6/7 - 41/80 spots – 51.3%
 - Overall – 328/660– 49.7%
 - (287 Spots were sold in the 2018 season; 279 in 2017; 227 in 2016)

- **Other Events**

- 8/3 – Participated in the Root River Environmental Education Community Center’s Root River Voyager Series
- 8/5 – Led final Member Monday of the Season
- 8/6 – Led Racine County Foster Family Day at the Zoo
- 8/6 – Led World Lion Day festivities
- 8/17 – Led Reptile and Amphibian Awareness Day Festivities
- 8/19 – Racine Zoo AmeriCorps Program Began
- 8/24 – Led Orangutan Awareness Day Festivities
- 8/24 – Participated in Hope City Church Back2School Event
- 8/25 – Participated in Root River Fest
- 8/29 – Attended Heart of Canal Street informational Meeting

- **Grants and Proposals**

- Recent Updates:
 - Received grant from ANDIS Foundation
 - Received AmeriCorps Grant from CNCS
 - Applied for funding through Potawatomi Casino’s Heart of Canal Street Campaign
- Previous, not yet resolved:
 - Submitted application to Racine County
 - Submitted Letter of Intent to American Family Insurance Dreams Foundation

- **Other Updates**

- Behind the Scenes Encounters continued on weekends through winter
- Writing and shooting TV Show “Racine Zoo to You”
- Upcoming: Hiring Stipended Interns under ILMS Grant

Comparison to August 2018 - programs and participants

Participants	2018	2019	Variance
On Site	412	124	+69.9%
Off Site	240	355	+47.9%
BTS	28	59	110.7%
Birthday Party	114	253	-121.9%
Preschool	0	66	+100.0%

Programs	2018	2019	Variance
On Site	9	3	-66.6%
Off Site	3	12	+400.0%
BTS	3	10	+233.3%
Birthday Party	5	9	+44.4%
Preschool	0	6	+100.0%

Facilities

- Prepping for the Lantern Festival
- Preventative maintenance
- Daily janitorial duties
- Cutting grass and weed whipping
- General grounds upkeep, e.g. weeding, trash removal, blow down walkways.
- Set up and tear down of special events
- Bohm electric has started electrical upgrades needed for lantern festival
- General maintenance requests e.g. change out light bulb, repair hose, etc.
- Still working on bids for eagle exhibit all in except A thru Z

Resource Development

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



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | AUGUST 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
8/1	Member Monday - 8/5	16.0%	0.2%
8/2	Slumber Safari - August 23	13.5%	0.8%
8/4	World Wine Wednesday - 8/14	12.5%	0.8%
8/5	Milwaukee Milkmen	17.1%	0.5%
8/7	Car, Truck, & Bike Show	15.3%	0.2%
8/9	Racine Zoo E-news - August 9, 2019	11.0%	0.9%
8/14	Animal Crackers: Nick Colionne	13.2%	0.4%
8/12	Zoo Debut Last Day Early Bird	13.7%	0.8%
8/14	Car Show Reminder	14.6%	0.3%
8/15	Whiskers & Whiskey - Email 2	12.5%	0.7%
8/18	Roar & Pour - August 28	12.3%	0.7%
8/20	Whiskers & Whiskey - Email 3 RSVP Reminder	12.3%	0.3%
8/21	Wildlife Matters August 2019	14.3%	2.4%
8/23	Racine Zoo E-News - August 23, 2019	11.4%	1.1%
8/28	Lantern Festival - Lanterns are Here!	20.8%	6.2%

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,595	16.5%	1.2%

MEMBERS

Subscribers	Open Rate	Click Rate
3,712	23.8%	2.1%

WEBSITE

www.racinezoo.org

MONTHLY USERS: 18K

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

OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Racine County Eye
- Frankly Green Bay
- The Badger Herald
- Shepherd Express
- Real Racine

MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Took/edited/posted photos from events
- Added World Roar Wine Pour Wednesday and Boo at the Zoo events to Facebook
- Created Zoo Debut materials
- Created Lantern Festival materials
- Managed sales of Lantern Festival season passes

OUTSIDE ADS

Featured:

- Real Racine
- Belle City Magazine
- Frankly Green Bay



Lantern Festival
AT THE
RACINE ZOO

SELECT NIGHTS
OCTOBER 1 – DECEMBER 31
2019

FOR MORE INFORMATION & TICKETS VISIT
WWW.RACINEZOO.ORG

RACINE ZOO | 2131 N. MAIN ST. | RACINE, WI 53402 | 262.636.9189

TRAVEL WISCONSIN .COM realracine



Lantern Festival
AT THE
RACINE ZOO

OCTOBER 1 – DECEMBER 31
2019

OVER 300
CUSTOM LANTERNS!

PURCHASE TICKETS AT:
RACINEZOO.ORG

RACINE ZOO | 2131 N. MAIN ST. | RACINE, WI 53402 | 262.636.9189

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Lantern Festival
AT THE
RACINE ZOO

RACINE ZOO LANTERN FESTIVAL
OCTOBER 1 – DECEMBER 31

BUY TICKETS



RACINE ZOO | 2131 N. MAIN ST. | RACINE, WI 53402 | 262.636.9189

TRAVEL WISCONSIN .COM realracine

FACEBOOK

TOTAL LIKES: 21,477 (+196 FROM JULY)

- Promotional posts and animal posts. Set up event pages.

		Reach: Organic / Paid		Post Clicks		Reactions, Comments & Shares			
Published	Post	Type	Targeting	Reach		Engagement		Promote	
08/30/2019 3:42 PM	 A peek at the Lantern Festival! ✨ 🎫 Tickets:	Video	Global	5.8K		683 193		Boost Post	
08/30/2019 2:45 PM	 ✨ More lanterns have arrived at the Zoo! They just keep getting	Video	Global	3.9K		331 147		Boost Post	
08/30/2019 10:00 AM	 It's all about BIRDS on the third episode of our new TV show,	Image	Global	2.1K		19 21		Boost Post	
08/28/2019 1:55 PM	 Are you as excited as we are?! Stay tuned... Video by: Driven	Video	Global	3.9K		196 143		Boost Post	
08/28/2019 10:14 AM	 Ticket sales close at 12PM for our last Roar & Pour tonight from 6PM	Image	Global	2.2K		26 13		Boost Post	
08/26/2019 1:48 PM	 Last Roar & Pour of the year is this Wednesday 6PM – 8PM!!	Image	Global	2.1K		26 15		Boost Post	
08/26/2019 9:02 AM	 DRIVERS NEEDED ASAP! We are requesting help with our	Video	Global	3.9K		574 75		Boost Post	
08/25/2019 10:00 AM	 Did you know that emperor tamarins are insectivore	Video	Global	2.7K		139 55		Boost Post	
08/24/2019 10:00 AM	 Stocking up for back to school? Shop at	Image	Global	1.9K		8 7		Boost Post	
08/23/2019 3:30 PM	 Join us this Saturday for Zoorific Saturday: International Orangutan	Image	Global	2.5K		37 21		Boost Post	
08/23/2019 1:00 PM	 Learn all about oceans and penguins on the third episode of	Image	Global	1.9K		17 13		Boost Post	
08/23/2019 10:00 AM	 🍺 Take a look at next week's beer selection for our last Roar & Pour	Image	Global	1.6K		17 7		Boost Post	
08/22/2019 9:17 AM	 Nick Colionne was "Keepin' It Cool" last night at Animal	Image	Global	2.6K		156 42		Boost Post	
08/21/2019 1:21 PM	 Happy World Goat Day!! Did you know there are over 200 different	Image	Global	7.7K		769 431		Boost Post	
08/21/2019 10:00 AM	 The Racine Zoo will be closing at 4:30PM today to set up for Animal	Image	Global	1.7K		17 7		Boost Post	

08/20/2019 12:04 PM	 See Nick Colonne live TOMORROW! We will have			1.3K 	11 8		
08/20/2019 9:36 AM	 TOMORROW is the LAST DAY to RSVP for Whiskers and Whiskey!			1.2K 	16 5		
08/19/2019 2:00 PM	 Another thank you goes out to Andy Jaeger for this disco light			3.7K 	181 108		Boost Post
08/19/2019 9:59 AM	 Some photos from yesterday's 24th Annual Car, Truck, & Bike			3.5K 	402 76		Boost Post
08/18/2019 11:23 AM	 Car show 2019!			2.3K 	164 23		Boost Post
08/18/2019 10:53 AM	 Make sure to stop by our Car, Truck, & Bike show from 9AM –			3.7K 	147 57		Boost Post
08/18/2019 9:23 AM	 Car show is still on!			3.1K 	317 60		Boost Post
08/17/2019 10:00 AM	 Our little hand-reared emperor tamarin baby, Bella, isn't much of			3K 	42 38		Boost Post
08/16/2019 10:00 AM	 Learn all about our Ambassador Animals on the second episode of			2.4K 	45 37		Boost Post
08/15/2019 2:00 PM	 Take a look at this year's menu for Whiskers and Whiskey! Catered			1.6K 	21 2		Boost Post
08/15/2019 10:00 AM	 A week ago today, we welcomed Pitino, the emperor tamarin, to the			3.4K 	76 123		Boost Post
08/15/2019 9:27 AM	 Join us next week for Animal Crackers Concert: Nick Colonne!			1.8K 	16 8		Boost Post
08/14/2019 7:13 PM	 World Wine Wednesday fun!			2.2K 	102 26		Boost Post
08/14/2019 4:24 PM	 Whiskey sampling, gourmet five-course dinner, silent auction, a			1.5K 	29 13		
08/14/2019 9:07 AM	 Bosco's baby's name is Bean! How cute! Bosco, the Hoffman's			4.8K 	366 181		Boost Post
08/14/2019 8:49 AM	 🍷 Ticket sales close at 12PM today for tonight's World Wine			2.2K 	48 12		Boost Post
08/13/2019 2:24 PM	 Looking for a fun, family-friendly activity this weekend? Join us all			1.3K 	11 8		
08/12/2019 10:03 AM	 ***DONATION REQUEST*** As part of the Lantern Festival, we			7.2K 	790 80		Boost Post

Staff Activity Report | Marketing | August 2019

08/12/2019 9:11 AM	 Check out this week's World Wine Wednesday wine selection! 🍷 -			2.2K 	42 9		Boost Post
08/11/2019 10:00 AM	 TOMORROW is the LAST DAY to save \$15 on Zoo Debut "Under			3.5K 	97 30		Boost Post
08/10/2019 10:00 AM	 We're so lucky to have guests and members that love to support our			4.2K 	328 140		Boost Post
08/09/2019 12:00 PM	 Don't forget to check out the first episode of our new TV show,			4K 	221 99		Boost Post
08/08/2019 10:00 AM	 Jazmin was bringin' the "Heat" last night at Animal Crackers!			3.6K 	293 53		Boost Post
08/07/2019 1:08 PM	 We will be closing at 4:30PM today to prepare for Animal			2.3K 	14 16		Boost Post
08/07/2019 10:09 AM	 Thank you Andy Jaeger for this wobble toy purchased off the			3.5K 	166 111		Boost Post
08/06/2019 4:05 PM	 According to groovejazzmusic.com, Jazmin is			1.2K 	18 10		
08/06/2019 12:20 PM	 ISO a DJ for Racine Zoo Car Show on the 18th. Please PM!!			12.8K 	1.1K 246		Boost Post
08/05/2019 1:51 PM	 ✨ Grab your tickets for our new Lantern Festival coming this fall!			6.3K 	367 198		Boost Post
08/05/2019 9:18 AM	 Members, join us tonight from 6PM – 8PM for the last Member			3.5K 	127 63		Boost Post
08/02/2019 12:49 PM	 WE HAVE OUR OWN TV SHOW! How cool is that?! We are excited			12.3K 	791 583		Boost Post
08/01/2019 12:38 PM	 Don't forget to put in your vote for BEST OF RACINE 2019! Please			1.6K 	36 9		Boost Post
08/01/2019 8:25 AM	 Coming up next week! Be sure to grab your tickets! 🎟			1.4K 	22 12		

Post Details
✕

Racine Zoo

Published by Kristen Humphrey [?] · August 2 · 🌐

WE HAVE OUR OWN TV SHOW! How cool is that?!

We are excited to announce that the Zoo will be the main attraction in a 13-episode television show that kicks off on Saturday, Aug. 10, and will air on [The M - WMLW](#) from 6:30AM to 7AM each week for 13 weeks!... [See More](#)

OUR BRAND NEW TV SHOW!

Get More Likes, Comments and Shares
Boost this post for \$2,000 to reach up to 280,000 people.

12,326
People Reached

1,374
Engagements

Boost Post

Chuck Slaughter, Elliott Grow and 195 others · 11 Comments · 92 Shares

Like

Comment

Share

Performance for Your Post

12,326 People Reached

583 Reactions, Comments & Shares ⓘ

354 Like	152 On Post	202 On Shares
69 Love	35 On Post	34 On Shares
22 Wow	12 On Post	10 On Shares
1 Angry	1 On Post	0 On Shares
43 Comments	11 On Post	32 On Shares
94 Shares	92 On Post	2 On Shares

791 Post Clicks

56 Photo Views	0 Link Clicks ⓘ	735 Other Clicks ⓘ
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NEGATIVE FEEDBACK

8 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 2,674 (+11 FROM JULY)

- 27 tweets
- 24.1k tweet impressions
- 194 profile visits
- 61 mentions

INSTAGRAM

TOTAL FOLLOWERS: 1,515 (+149 FROM JULY)

- 19 posts
- 1,536 likes
- 21 comments

August Events:

- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent**
 - **Location: Main Lawn**
 - **Time: 5:30-9:30pm**
 - **Event Overview: Concert**
 - **Attendance: 1263**



- Monday, August 12: **Milwaukee Milkmen Game**
 - **Location: Franklin**
 - **Time: 7:00pm**
 - **Event Overview: Non-Profit Night**
- Wednesday, August 14: **World Wine Wednesday**
 - **Location: Walkabout**
 - **Time: 6-8pm**
 - **Event Overview: Wine Tasting**
 - **Attendance: 66**



- Sunday, August 18: **24th Annual Car, Truck & Bike Show**
 - **Location: Entire Zoo**
 - **Time: 9am-4pm**
 - **Event Overview: Car Show**
 - **Attendance: 1117**



- **Wednesday, August 21: Animal Crackers Concert – Nick Colionne**

- **Location: Main Lawn**
- **Time: 5:30-9:30pm**
- **Event Overview: Concert**
- **Attendance: 1900**



- **Thursday, August 22: Mason Law Networking Mixer**

- **Location: Land of the Giants**
- **Time: 5pm-7pm**
- **Event Overview: Networking Mixer**
- **Attendance: 55**

- **Thursday, August 22: S.C. Johnson & Sons Corporate Dinner 6-8pm**

- **Location: Pavilion**
- **Time: 6-8pm**
- **Event Overview: Corporate Dinner**
- **Attendance: 9**

- **Saturday, August 24: Whiskers and Whiskey**

- **Location: Pavilion**
- **Time: 6pm-9pm**
- **Event Overview: Whiskey Tasting Dinner**
- **Attendance: 35**



- Wednesday, August 28: **Roar & Pour** 6pm-8pm
 - **Location: Land of the Giants**
 - **Time: 6pm-8pm**
 - **Event Overview: Beer Tasting**
 - **Attendance: 40**



Coming up at the Zoo at a Glance:

- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm
- Monday, September 30: **VIP Lantern Festival Party**
- Tuesday, October 1: **Opening Day of Lantern Festival**
- Saturday, October 5: **Old Fashioned Night** 6-9pm
- Saturday, October 26: **Boo at the Zoo** 9-4:30pm
- Wednesday, October 30: **HalloWine** 6-9pm
- Sunday, December 8: **Brunch with Santa** 11-12:30
- October 1 – December 31: **Chinese Lantern Festival**