

**Racine Zoological Society Report
Park and Recreation Board Meeting
December 2016**

Executive Director

- Welcomed five new board members (and said to goodbye to five others)
- Planning 2017 for programs, events, budgets is considered a squishy final so we can take advantage of opportunities that come to us

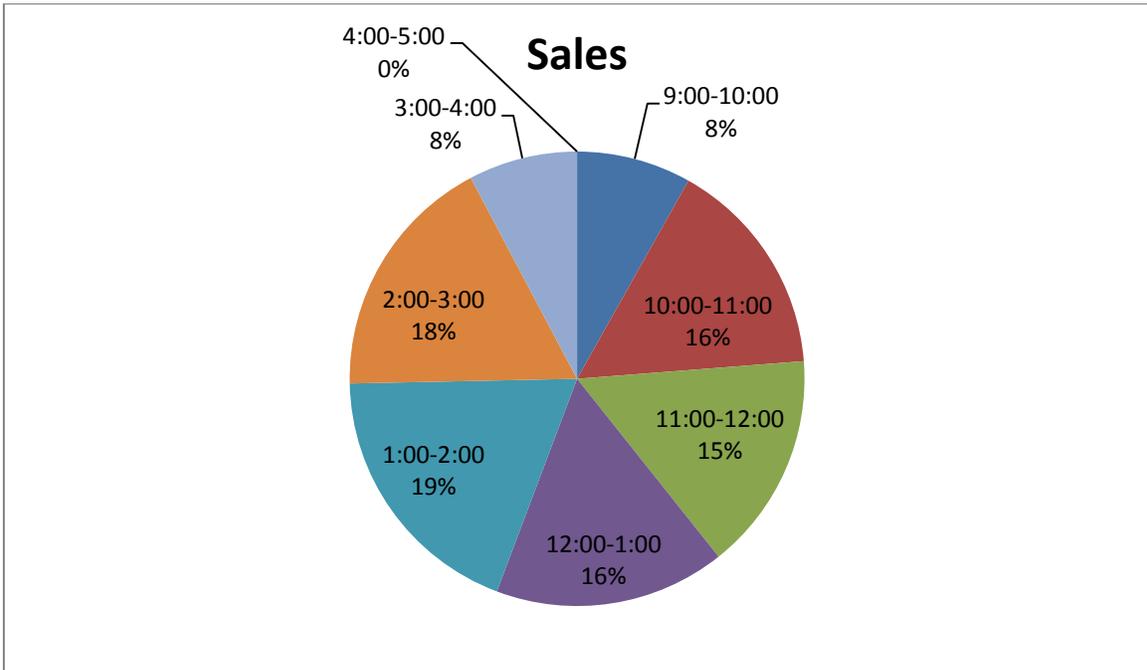
Membership

- Total memberships households = 2,020

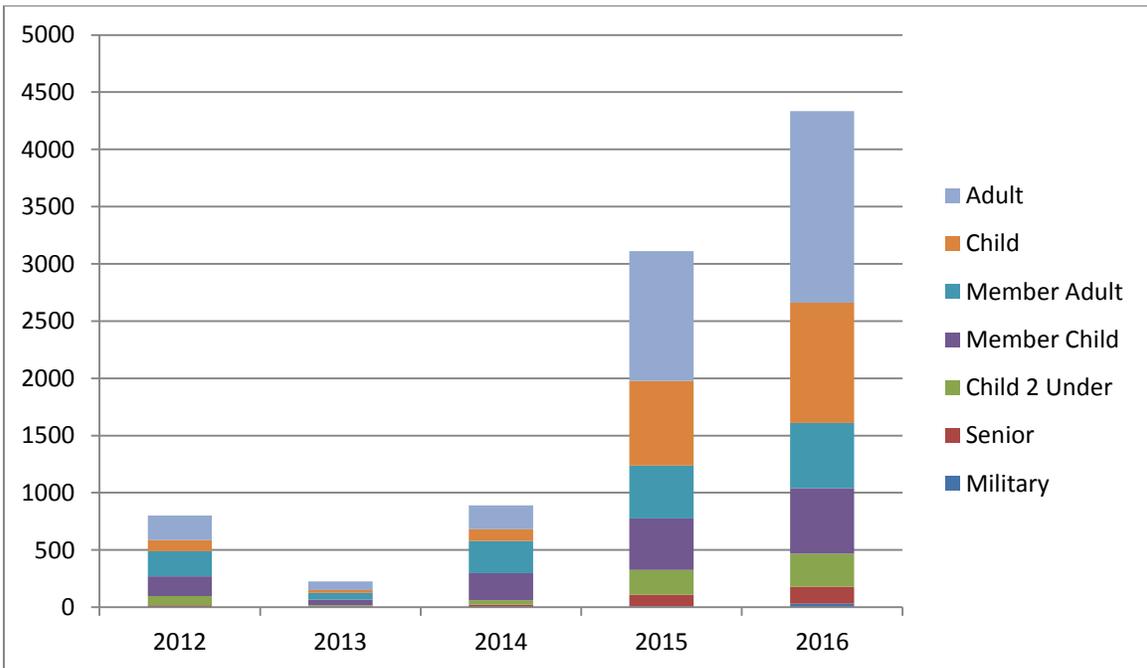
Attendance for November 2016

	November 2015	November 2016	Variance	Percent change
Adults	1134	1674	540	48%
Children	741	1050	309	42%
Member Adults	460	571	111	24%
Member Children	450	573	123	27%
Child 2 and under	217	288	71	33%
Seniors	104	147	43	41%
Military	6	32	26	433%
Education	0	345	345	NA
Events	0	163	163	NA

November 2016 Attendance by Hour



November Monthly Attendance 2012-2016



Resource Development

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

Public Relations/Social Media

- **Press release:** Kiwanis Holiday Lighting
- **Press release:** Merry Zoomas Event
- **E-blast:** Holiday Events (11/11)
- **E-blast:** Supporting The Zoo (11/21)
- **E-blast:** Zoo Giving Day (11/29)
- Active Tweets, Instagram posts, Facebook postings
- Media Relations: Marketing meeting with Amy Kroger from ESPN/ Good Karma
- Updated website homepage articles, sliders, several event pages

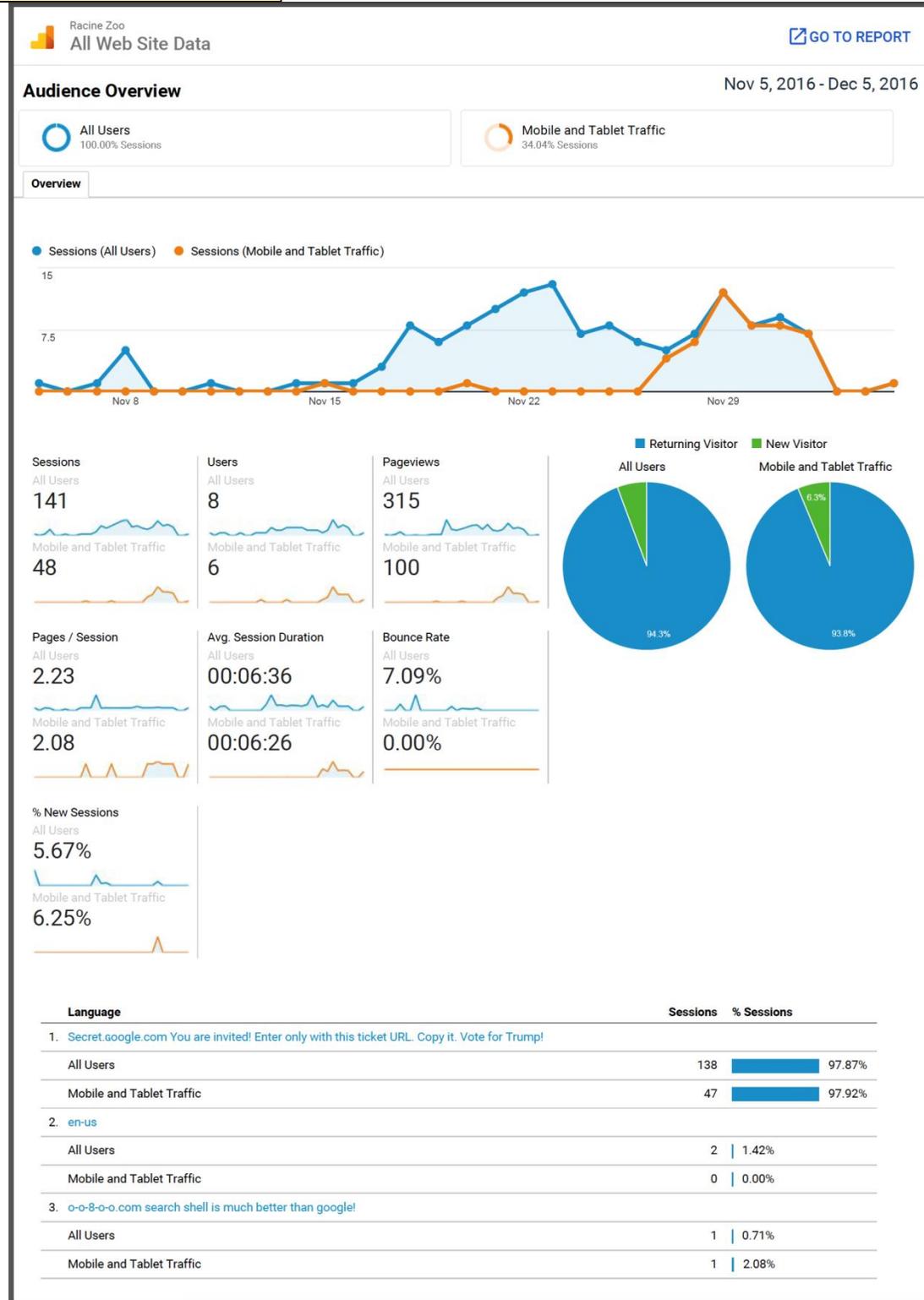
Miscellaneous Marketing/PR activities

- Created event posters and flyers for events: Merry Zoomas, Santa Brunch, Roaring Nights, Gift Baskets, Orangutan Awareness day
- Created an Ad for Union Grove Magazine
- Created an Ad for Windpoint Magazine
- Created Banner for Merry Zoomas
- Created Memorial brochure: Soon to be completed
- Updated online events calendar
- Completed event tickets: Santa brunch
- Created Merry Zoomas map
- Edited Adventure Guide Zoo Map
- Began work on Wildlife Matters
- Signed the Racine Zoo up for Amazon Smile
- Registered Zoo with Google, Edited hours of operation
- Attended Operations/Leadership Meetings, Board Member Meeting

Racine Zoo-Digital Metrics

Nov.1 –Nov.30, 2016

Website



Social Media	Month	Variance vs Previous
Facebook page likes	22	23,332
Twitter followers	2,194	2,014
Twitter profile views	116	-2%
Instagram followers	104	N/A

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	34 (new)	738
Database-Members	3,263	NA
Blast: Holiday Events	26.7% Open Rate	NA
Blast: Supporting the Zoo	23.2% Open Rate	NA
Blast: GivingZOOday	19% Open Rate	NA

Website	Month	Variance vs Previous
Avg. Daily Sessions	1,498	N/A
Avg. Page Views	4,133	N/A
Avg. Page Views/Session	2.79	N/A
% new, returning	73.5 new, 26.5% return	New users: 1,017
Avg. time on site	1:53(min.)	N/A
% from mobile devices	60.80% iOS, 38.15%Andriod	N/A
Acquisition	45.75% referral, 73% organic, 63.2% direct, 70.42% social, 1% email	N/A

Social Media	Month	Variance vs Previous
Facebook page likes	147	15,701 (lifetime)
Twitter followers	30	2,154
Twitter profile views	237	-16.5%
ZooTube subscribers	4	53
ZooTube watch time (in minutes)	536 (min.)	15,176 (lifetime)
ZooTube views	359 (min.)	22,947 (lifetime)

E-Newsletters/E-Mails	Month	Clicks	Lifetime
Database Totals-General	236 (new)	N/A	
Database-Members	3,276	N/A	NA
Blast: Sept. Upcoming Events	27.9% Open rate	4.4%	NA
Blast: Oct-Nov Upcoming Events	30.1% Open Rate	3.8%	NA
Blast: Boo at the Zoo	28.8% Open Rate	4.6%	NA
Blast: Roaring Nights	26.1% Open Rate	1.1%	NA

Animal Care

- **Animals**
 - Emperor scorpion now on exhibit and illuminated in Discovery Center
 - Sudden death of male wallaroo, Wyatt, ruptured bowel.
 - Sent male lion Hodari to Ft Wayne Children's Zoo.
 - Euthanized coati, VB, due to failing health. (degenerative discs and arthritis in hips)
 - Discovered 17 yr old kangaroo, Coing, has stage 4 mammary cancer. Has spread to lungs and lymph nodes. Will be euthanized.

Education

- **Educational Programs**
 - Onsite Programs – 4
 - Reached 17 People
 - Offsite Programs - 3
 - Reached 116 people
 - One was a Norbell Foundation grant-funded program
 - Animals of the World at Graham Public Library, Union Grove
 - Field Trips – 2
 - Reached an additional 102 people
 - Totals: Reached 235 people
- **Wildlife Explorers**
 - Wildlife Explorers continues successfully
 - Conducted 11 classes
 - Reached 240 students
- **Events**
 - **11/1 Career Discovery Solutions Presentations**
 - Completed career project with Rotary Club of Racine Founders and McKinley Middle School
 - **11/12 Racine Holiday Parade**
 - 1,000+ participants reached
 - **11/19 Orangutan Awareness Day**
 - Very windy and cold day with bulk of activities being held in Pavilion
 - Reached about 30 people
 - Possible movement of Orangutan Awareness Day to earlier part of year to reach more visitors
 - **Other Events**
 - Animal Ambassadors brought to:
 - 11/4 Zoovie
 - 11/5 ZooLaRoe
 - 11/19 Holiday Lighting Ceremony
- **ANDIS High School Internship Program**
 - Interns are interpreting on-grounds, assisting in conservation days
 - Beginning work on final projects in December

- **Other News**

- 11/12 Attended Greening Greater Racine Meeting
- 11/15 Attended Greater Racine Environmental Educators Network presentation
- 11/17 Guest speaker for the UW-Madison Undergraduate Zoological Society
- Send out grant inquiries for 2017-18 Wildlife Explorers

Upcoming

- Launching adult volunteer program (18 years and older)
- ANDIS High School Internship wrap-up
- Presenting at Carroll University in February

Facilities

- Boiler project in LOG is completed
- Had shelter built in farm for goats
- Heaters installed in new goat shelter
- Swap out of all park lights over to LED complete with the exception of 10 bollard lights
- Turned of water lines as needed for winter, blow down appropriate water lines , and shut down and drained all pumps for winter
- Continued mulching of leaves
- Work with Kiwanis coordinating set up of holiday lights thru out the zoo
- Set up and tear down of special events
- Preventative maintenance
- Work orders (i.e. change motor belt, adjust limits on shift doors, etc.....)
- Daily janitorial duties
- Front of administration building excavated soil back down to original grade to fix ground water coming into building
- Continued work on main building roof approx. 10 days of work left at the typing of this report

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

- Operations manager attended the Smokey Mt. Trade Show
- Completed Budget Forecasting
- Finished Cleaning Chumba for winter Closure
- Starting to prepare Grill for Closure in Dec and Jan
- Exceeded Admissions Monthly Goal

November Events:

- Friday, November 4 – **Zoovie “Ice Age: Collision Course”**
 - **Attendance:** 20 guests
 - **Location:** Lakeview Community Center
 - **Time:** 6-8pm
 - **Ticket Price:** \$5 members/\$10 non-members
 - **Weather:** Sunny 60°H/46°L
 - **Event Overview:** The AZA has partnered with FOX movies to provide the Zoo with kid friendly movies. The movie rental equipment came from The Party Company (blow up screen, projector, DVD player and speakers). The gymnasium of Lakeview Community Center became a “movie theater.” Guests were able to enjoy a snack table with popcorn, goldfish crackers and animal crackers. Beverage service was offered through the kitchen pass-through.

- Saturday, November 5 – **ZooLaRoe**
 - **Attendance:** 150 guests
 - **Location:** Racine Rotary West Base Camp
 - **Time:** 1-4pm
 - **Ticket Price:** Value added event
 - **Weather:** Sunny 64°H/46°L
 - **Event Overview:** The pavilion was transformed into a chic boutique with a waiting area and bar with refreshments. Knock-knock doors were utilized as dressing rooms with the addition of full length mirrors. Notorious for their buttery soft leggings 3 generous LuLaRoe consultants and the company donated a portion on their sales to the Zoo totaling \$770.

- Saturday, November 12 – **Racine Holiday Parade**
 - **Attendance:** Unknown. However, there were over 700 letters to Santa collected during the parade.
 - **Location:** Racine Rotary West Base Camp
 - **Time:** 6:30-9pm
 - **Ticket Price:** Value added event
 - **Weather:** Sunny 64°H/46°L
 - **Event Overview:** Community holiday parade and tree lighting ceremony w/ Santa Clause.

- Sunday, November 13 – **Charles Johnson Day**
 - **Attendance:** 266 guests, 218 non-member
 - **Location:** Entire Campus
 - **Time:** 9am-4:30pm
 - **Ticket Price:** Free
 - **Weather:** Sunny 61°H/42°L
 - **Event Overview:** Guests receive free admission to the Zoo in honor of Charles Johnson's birthday.

- Wednesday, November 16 – **World Wine Wednesday: Sustainability**
 - **Attendance:** 7 guests, 22 tickets sold
 - **Location:** Vanishing Kingdom
 - **Time:** 6-8pm
 - **Ticket Price:** \$30
 - **Weather:** Cloudy 54°H/47°L
 - **Event Overview:** Exclusive wine tasting event with the following:
 - **Featured Animal:** Orangutan **Region:** Malaysia **Conservation Message:** Importance of sustainability
 - **Animal Ambassadors:** Leopard Gecko, Desert Sand Boa
 - **Beverages** (admission includes 2 drink tickets)
 - **Wine Tasting:** Select vintages from sustainable vineyards:
 - **Benzinger:** Chardonnay, Cabernet
 - **Peter Yealands:** Pinot Gris, Sauvignon Blanc, Pinot Noir
 - **Von Stiehl:** Riesling
 - **Bar:** Full bar – Mixed drink \$6, wine \$4, beer \$4
 - **Appetizers:** Select crackers, cheeses, vegetables, deli platter, rolls, nuts, vegetable tray and assorted deserts
 - **Music:** Pandora *Hall and Oats Radio*

- Saturday, November 19 – **Zoorific Saturday: Orangutan Awareness Day**
 - **Attendance:** 173 guests
 - **Location:** Entire Campus
 - **Time:** 9am-4:30pm
 - **Ticket Price:** Value added event
 - **Weather:** Cloudy 39°H/26°L
 - **Event Overview:** Awareness day focused on educating guests on orangutans and the depletion of their habitat.
 - **Animal Welfare:** Tables with information, artifacts and orangutan diet.
 - **Education:** Crafts, games and snackactivities

- Saturday, November 19 – **Kiwanis Lighting Ceremony**
 - **Attendance:** 125 guests
 - **Location:** Walton Street Gate & Vanishing Kingdom
 - **Time:** 5-7pm
 - **Ticket Price:** Free
 - **Weather:** Cloudy 39°H/26°L
 - **Event Overview:** A dynamic countdown to the annual lighting of the Kiwanis holiday lights at the Zoo. Onlookers were awed listening to the angelic voices of the Case High School Choir singing carols as the impressive

- Saturday, November 26 – **Barnes & Noble Gift Wrap Day**
 - **Attendance:** TBD
 - **Location:** Barnes & Noble @ 2710 Green Bay Road
 - **Time:** 9am-9pm
 - **Weather:** Cloudy 48°H/33°L
 - **Event Overview:** All tips made for gift wrapping patrons purchases go to the Zoo. Total raised: \$100.

Networking/Professional Development Events:

- Thursday, November 10 – **LEMAN warehouse expansion celebration**
 - **Attendance:** N/A
 - **Location:** LEMAN @ 1860 Renaissance Blvd.
 - **Time:** 8:30-9:30am
 - **Overview:** Downtown business owners brainstorming on marketing Racine and local business.

- Tuesday, November 15 – **Downtown Racine Corporation Monthly Meeting**
 - **Attendance:** 32 attendees
 - **Location:** RAM
 - **Time:** 8:30-9:30am
 - **Overview:** Downtown business owners brainstorming on marketing Racine and local business.

- Tuesday, November 15 – **Young Professionals of Racine**
 - **Attendance:** CANCELLED
 - **Location:** Johnson Bank Building @ 555 Main Street
 - **Time:** 5:30-7pm
 - **Overview:** Development series with Visioning a Greater Racine

Coming up at the Zoo:

- **World Wine Wednesday—December 21, 6-8 pm**
- **Texas Roadhouse Days—December 28 and 29, 4-8 pm**
- **\$1 day—January 2, 9 am-4:30 pm**
- **Roaring Nights—January 14, 7-10 pm**
- **\$1 day—January 16, 9 am-4:30 pm**
- **\$1 day—February 2, 9am-4:30 pm**
- **Animal Amore—February 11, 7-10 pm**
- **\$1 day—February 20, 9am – 4:30 pm**
- **Winos for Rhinos—March 4, 7-10 pm**
- **Roaring Nights—April 8, 7-10pm**
- **Eggstravaganza—April 15, 9 am-4:30 pm**
- **Earth Day Beach Cleanup—April 22, 9-11am**
- **Zooriffic Saturday: Earth Day—April 22, 9 am – 4:30 pm**
- **World Wine Wednesday—April 26, 6-8 pm**