

**Racine Zoological Society  
Park and Recreation Board Meeting  
April 2018 (reporting on March 2018)**

**Executive Director**

- Submitted several grants and sponsorship packages for Animal Crackers and education programming
- Evaluating all current vendors
- Meetings started on strategic planning
- Media blitz for Eggstravaganza! Made all four TV stations and newspapers in the area!

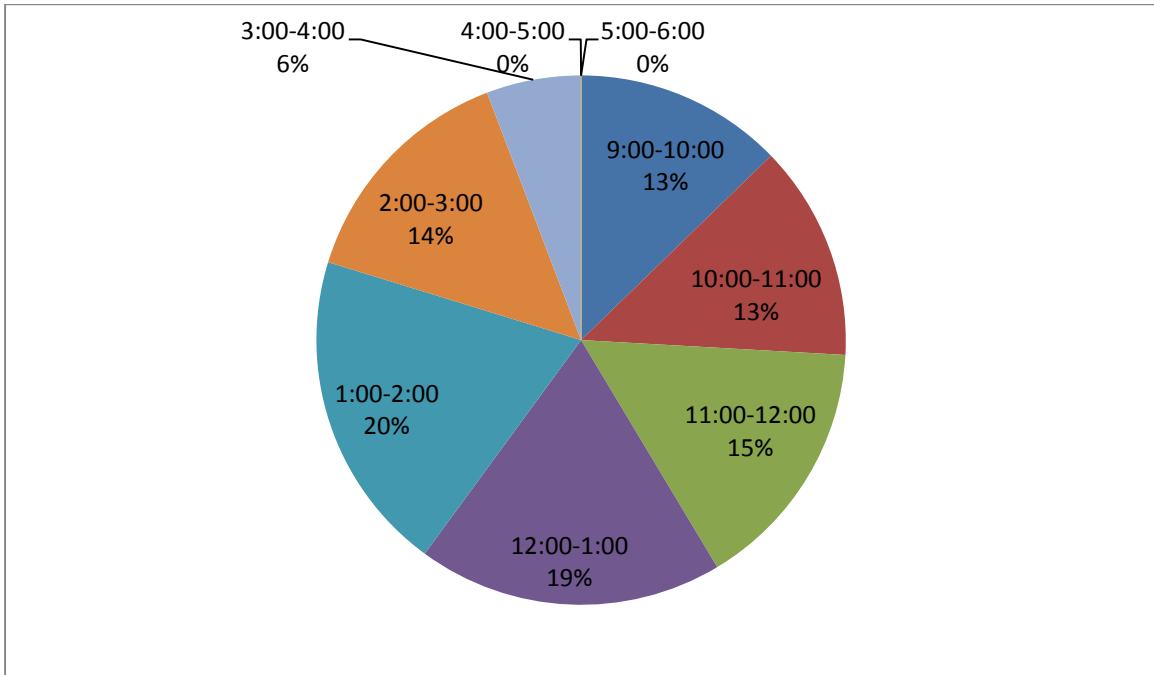
**Membership**

- Total memberships households = 2,111

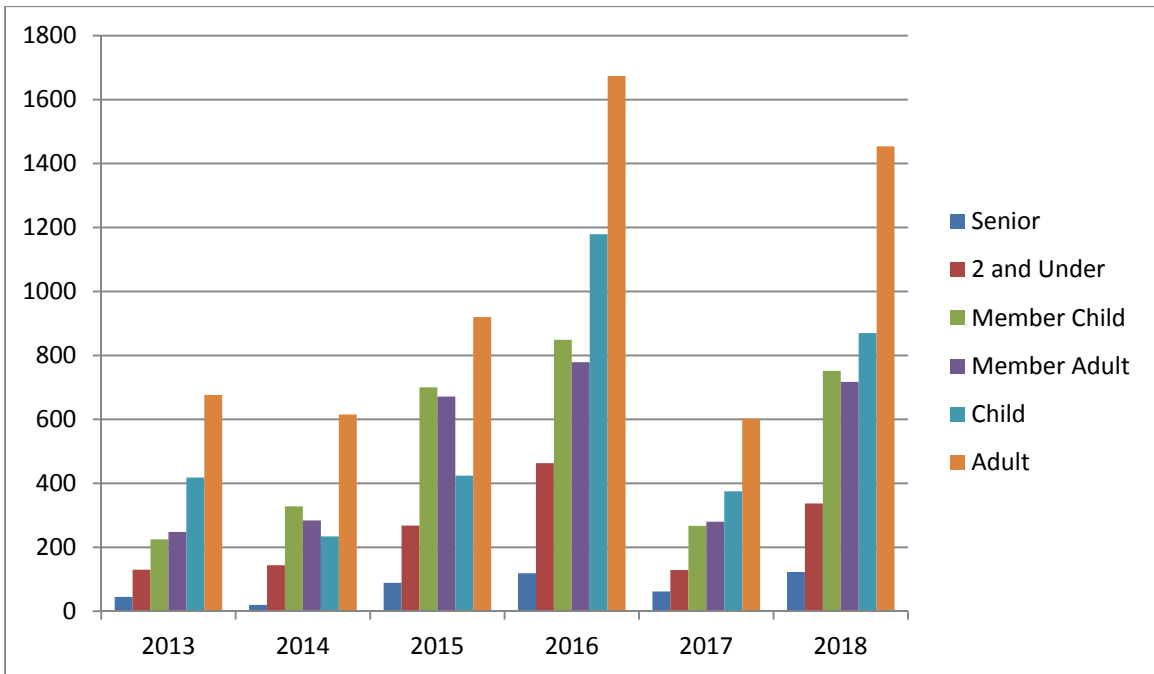
**Attendance for March 2018**

	<b>March 2017</b>	<b>March 2018</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	571	991	<b>420</b>	<b>74%</b>
<b>Children</b>	375	660	<b>285</b>	<b>76%</b>
<b>Member Adults</b>	280	547	<b>267</b>	<b>95%</b>
<b>Member Children</b>	267	544	<b>277</b>	<b>104%</b>
<b>Child 2 and under</b>	129	96	<b>33</b>	<b>-26%</b>
<b>Seniors</b>	62	84	<b>22</b>	<b>35%</b>
<b>Military</b>	31	35	<b>4</b>	<b>13%</b>
<b>Education</b>	257	331	<b>74</b>	<b>29%</b>
<b>Events</b>	40	60	<b>20</b>	<b>50%</b>
<b>Total</b>	2012	4643	<b>2631</b>	<b>131%</b>

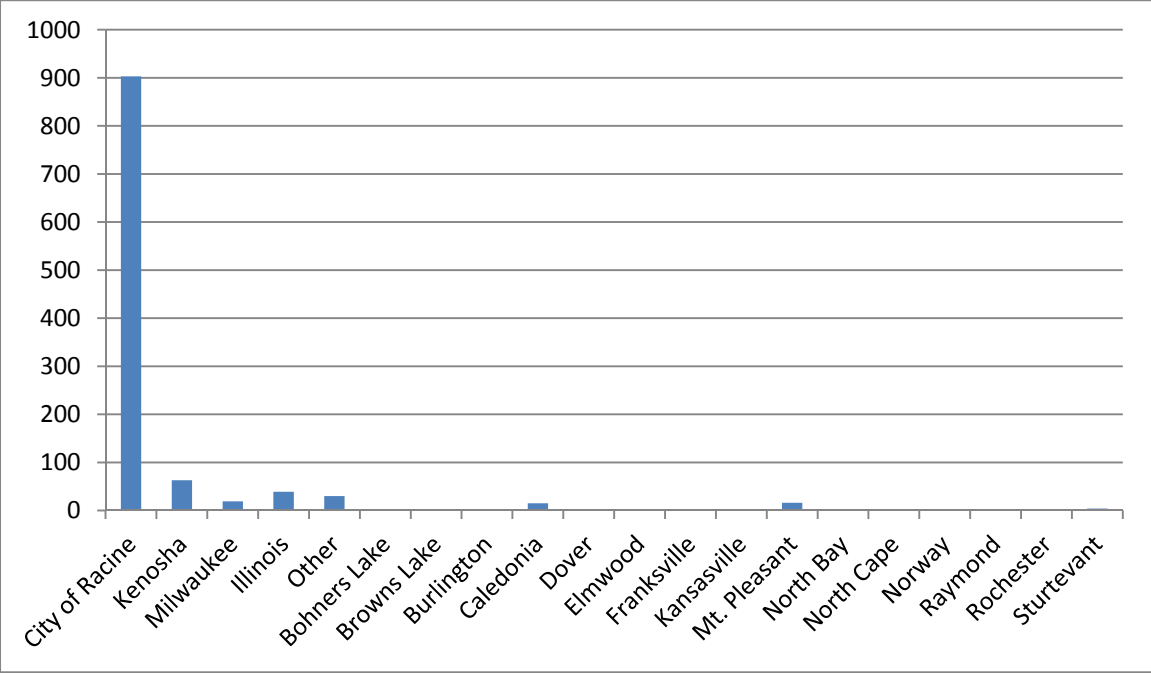
## March Attendance By Hour



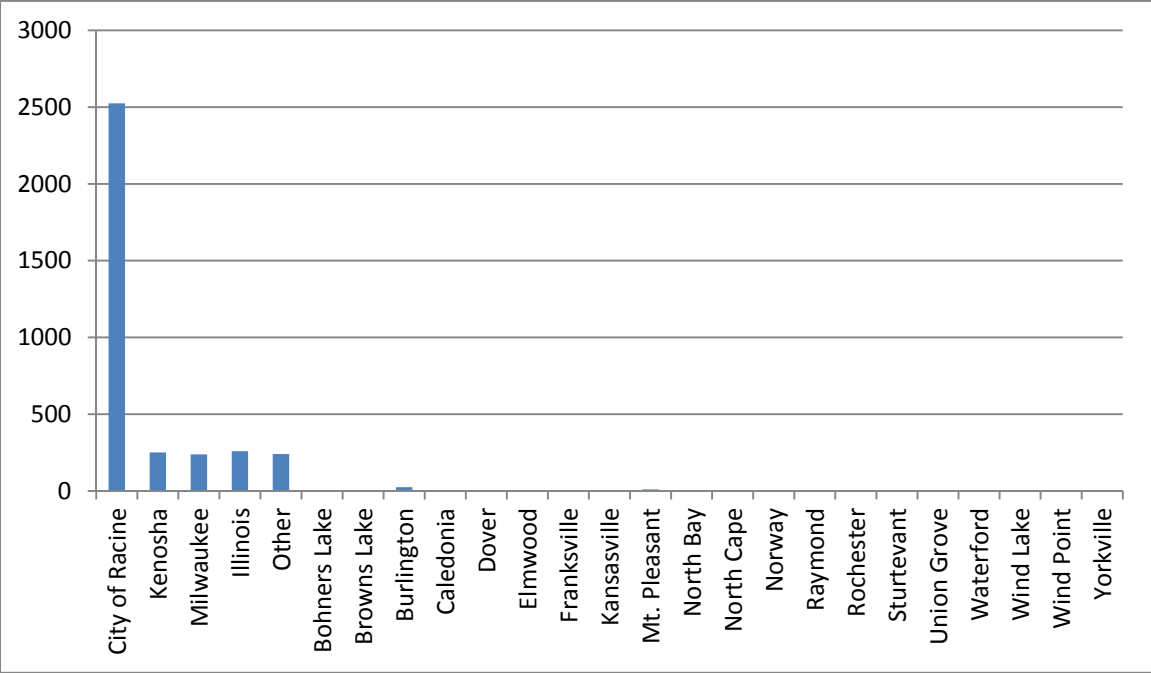
## March Monthly Attendance 2013-2018



## March Member Municipality



## March Non-Member Municipality



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

- Ordered and received new product
- Contacted Vendors for New items
- Arranged and executed Active Shooter Training
- Arranged CPR, Fire Extinguisher Training

### **Animal Care**

- Animals:
  - New fennec fox arrived, entered quarantine
- Vet exams:
  - 2 Tiger exams
  - 12 penguin exams
  - 4 meerkat exams
  - Fossa exam
  - Tokay Gecko had surgery to repair prolapsed colon
- Deaths:
  - N/A
- Animal moves:
  - Moved bearded dragon, degus, salamander, rabbits
- Staff
  - The animal keepers made lots of animal art with the animals to be sold at winos for rhinos and at the Chicago flower & garden show
  - Keepers prepared and placed Easter-themed enrichment for the Eggstravaganza event
  - Animal Care had a CAC meeting with Beth; the zoo bought us lunch-Thank you!
- Miscellaneous
  - New pest control company-Wil-Kil started treating and inspecting various areas of the zoo
  - Winos for Rhinos event, keeper Sam presented for the night
  - Active Shooter Training, most of the AC staff attended
  - Hired pt ck keeper replacement
  - Hired 4 seasonal keepers (after many interviews)
  - Keepers assisted with media coverage on March 31st

## Education:

- **Educational Programs**

- Onsite Programs – 4
    - Reached 85 people
  - Offsite Programs - 6
    - Reached 475 people
  - Wildlife Explorers - 7
    - Reached 130 people
  - Field Trips – 1
    - Reached 111 People
- Totals: Reached 684 people

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
  - 3/4 - 13/120 spots – 10.8%
  - K/1 - 17/180 spots – 9.4%
  - 2/3 - 21/180 spots – 11.6%
  - 4/5 - 11/180 spots – 6.1%
  - 6/7 - 5/120 spots – 4.2%

- **Events**

- Mar 1 – Speaker at Milwaukee Lutheran Teachers Conference
- Mar 3 – Animal Ambassadors for Winos for Rhinos
- Mar 6 – Provided Programs at EnglishFest
- Mar 7 – Met with RUSD Liaison for future of Wildlife Explorers
- Mar 14-18 – Transport animals, meet and greets, and three daily programs at Chicago Flower and Garden Show
- Mar 17 – Animal booth at Racine EcoFest
- Mar 22 – Burlington High School Career Day
- Mar 22 – GREEN Meeting
- Mar 24 – Brought Rabbit and Sand Boa on Fox 6 News
- Mar 24 – Hosted Make-A-Wish Gift Lunch
- Mar 27 – Participated in Active Shooter Training
- Mar 30 – Rabbit, green tree python, and desert tortoise on CBS 58 and Fox 6 news
- Mar 31 – Eggstravaganza – Staffing, animal programs, crafts, games

- **Grants**

- Submitted Grant to Rotary Club with Executive Director
- Submitted Letter of Intent to ANDIS Foundation – Asked for full proposal
- Submitted Letter of Intent to Racine Community Foundation
- Submitted Grant to Kenosha Community Foundation
- Submitting Grant to Brewer's Foundation

### Upcoming

- Currently hiring and onboarding part time staff, camp counselors, and spring and summer interns

### **Comparison to March 2017- programs and participants**

<b>Participants</b>	2017	2018	Variance
On Site	95	20	-78.9%
Off Site	691	475	+31.3%
BTS	8	0	-100.0%
Birthday Party	48	65	+35.4%
Preschool	-	0	-

<b>Programs</b>	2017	2018	Variance
On Site	6	1	-8.3%
Off Site	6	6	0%
BTS	3	0	-100.0%
Birthday Party	2	3	+50.0%
Preschool	-	0	-

### **Facilities:**

- Started demo on old members window in disco center
- Installed new window at disco center
- Had floor drain installed in old member window space
- Daily janitorial duties
- Weekly preventative maintenance
- Set up and tear down of special events
- Work orders (e.g. repair rope in walkabout creek, fix blown out rhino hose.)
- Replaced hose on roll up reel in garage
- Had new water supply for sprinkler system on roof of main building installed
- Had new electric outlet installed for same sprinkler system
- Fountain was installed on main pond for season
- Replaced rack and pinion and tie rod ends on golf cart
- Put new sockets on dump truck so break lights work
- Hired 2 new people for facilities

### **Resource Development**

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

### **Public Relations/Social Media**

- E-blast: Zoo News - March 9th: Cigar Dinner Evite- 15th: Think Spring - 23rd: Wildlife Mag - 23rd
- Active Instagram Posts, Facebook Postings and Photo uploads, Tweets
- Press Release: Preschool Sponsorship, Chicago flower show, Eggstarvaganza, Wild 5k
- Media Relations: Racine & Me, CH 12, Fox 6, Journal Times
- Updated website homepage articles, sliders, several event pages, built new pages and product pages for events
- Created Ad: Wind Point Mag, Belle City Mag, Bargain Hunter, DRC, Union Grove
- Social Media Posts: Facebook, Twitter, Instagram, youtube

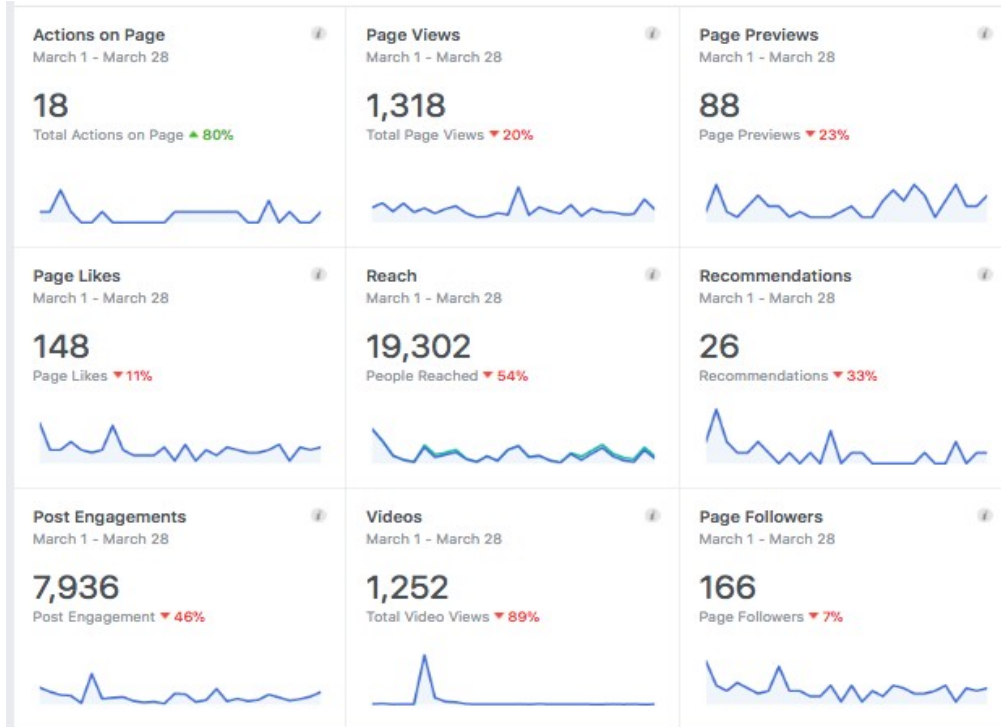
### **Miscellaneous Marketing/PR activities**

- Created event posters, tickets, flyer's - Eggstravaganza, Mother's Day, Racine Nature Club, Preschool, Zoorific Saturday's, Egg map, wild 5k, Updated all posters/fliers for 2018
- Givinggrid.com - Zoo spring appeal
- Update/Created: Animal CrackersArtist, Cigar dinner, Mother's Day, Wild 5k, Father's Day, Wine Stein & Dine, Roar and Pour, World Wine Wednesday, Animals & Artisans, Member night, Member Mondays, Tea with Turs, Car show, Whiskers & Whiskey web pages.
- Logo Design - Tea with the Turs
- Attended Operations/Leadership Meetings, Marketing/Events Meeting
- Finalized Zoo Debut Look
- Racine County Eye - April Ad wild5k
- Bargain Hunter: Wild 5k & Mother's Day Ad for April
- Shepherd Express: City Guide ad for Wine Stein and Dine - Animals Crackers in progress
- Posted events on free advertising event sites: Journal Times, Kenosha News, Eventbrite, FB, Travel Wisconsin, WhoFish, Carpe Diem - Milwaukee, Racine County Eye

# Racine Zoo-Digital Metrics

March 2018

Facebook Data:



Published	Post	Type	Targeting	Reach	Engagement	Promote
03/30/2018 12:20 pm	We are so Excited for tomorrow's wonderful Egg-Stravaganza!	📄	🌐	118	4 3	<a href="#">Boost Post</a>
03/23/2018 4:42 pm	Calling All Heroes! We need your help - Without you, there is no hero!	🔗	🌐	4.3K	319 99	<a href="#">Boost Post</a>
03/17/2018 11:50 am	Come visit the Racine Zoo and Stein's Garden & Home exhibit!	📄	🌐	1.6K	116 20	<a href="#">Boost Post</a>
03/15/2018 7:15 pm	The Racine Zoo and Stein's Garden & Home have partnered!	📄	🌐	1.4K	21 31	<a href="#">Boost Post</a>
03/14/2018 2:38 pm	Excited for Spring? Come visit the Racine Zoo at our beautiful Spring event!	📄	🌐	2.8K	385 107	<a href="#">Boost Post</a>
03/14/2018 12:02 pm	FREE EVENT!!! EcoFest Racine - Saturday, March 17, 2018!	📄	🌐	2K	39 38	<a href="#">Boost Post</a>
03/12/2018 10:34 am	HOW AWESOME!! 3x your impact! Amazon is tripling the donation!	🔗	🌐	1.8K	27 25	<a href="#">Boost Post</a>
03/09/2018 2:21 pm	What a lovely day, Diamond and Nora certainly took advantage!	📄	🌐	2K	104 99	<a href="#">Boost Post</a>
03/06/2018 11:26 am	Max is checking out his Cake-Thanks, keepers, you rock!	📄	🌐	2.3K	195 196	<a href="#">Boost Post</a>
03/06/2018 11:22 am	Happy Birthday!	📄	🌐	1.6K	226 52	<a href="#">Boost Post</a>
03/06/2018 10:16 am	There are five different species of Rhinos, but with increasing numbers!	🔗	🌐	2.9K	165 34	<a href="#">View Promotion</a>
03/02/2018 1:19 pm	DID YOU KNOW!? The lion was once found throughout Africa!	📄	🌐	3.6K	119 96	<a href="#">Boost Post</a>
03/02/2018 10:14 am	Happy Friday Facebook. \$2 Admission Day - ALL DAY! Kids!	📄	🌐	2.3K	28 34	<a href="#">Boost Post</a>

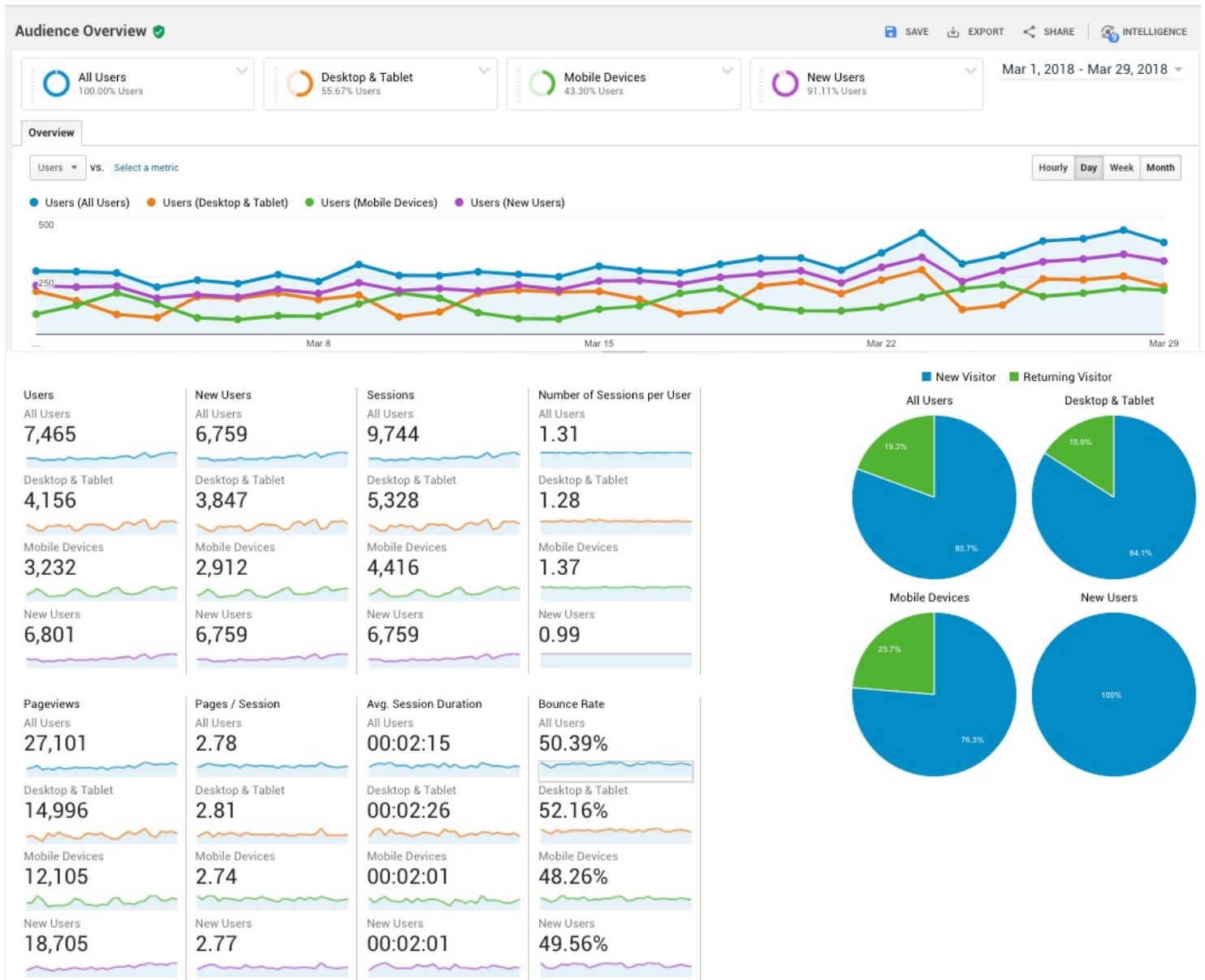


## Twitter:

### 28 day summary with change over previous period



## Google Analytics:



Social Media	Month	Variance vs Previous
Facebook page likes	45	18,449 vs 18,404
Twitter followers	2,535 vs 2,536	4,593 impressions
Twitter profile views	207	6.4% (up)
Instagram followers	690 vs 655	96 posts

E Newsletters / Emails	Month	Lifetime
Database Members	3,845	NA
Blast: 03/09/18 03/15/18 03/23/18 03/23/18	1) 24.5 % Open Rate - 1,102 2) 20.6% Open Rate - 928 3) 21.2% Open Rate - 950 4) 18.9% Open Rate - 623	NA

#### Meltwater mentions: 25

Date	Headline	Publication	Country	Reach	Sentiment	Key Phrases	Search Name	31, 2
30-Mar-2018	EggStravaganza: The Easter Bunny	Fox6now.com	United States	356,046	Positive	video, • Event, E	Racine Zoo	
30-Mar-2018	Racine Zoo is having an "eggstravag	CBS 58 News	United States	29,074	Neutral	holiday weeker	Racine Zoo	
28-Mar-2018	Wild 5k Run/Walk at Racine Zoo May	The Journal Times Online	United States	77,189	Neutral	children ages, r	Racine Zoo	
27-Mar-2018	Racine Zoo to host Eggstravaganza I	The Journal Times Online	United States	77,189	Neutral	Racine Zoo, spe	Racine Zoo	
27-Mar-2018	Caledonia, Wind Point to be featured	The Journal Times Online	United States	77,189	Neutral	Wind Point, Cor	Racine Zoo	
25-Mar-2018	Racine & Me March 25, 2018: UW-P	CBS 58 News	United States	29,074	Neutral	web browser, W	Racine Zoo	
25-Mar-2018	Preschool classes available this sprin	MSN.com	United States	898,829	Neutral	spring, Racine z	Racine Zoo	
25-Mar-2018	Preschool classes available this sprin	Wisn.com	United States	83,747	Neutral	spring, Explorer	Racine Zoo	
25-Mar-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organ	Racine Zoo	
24-Mar-2018	The Easter Bunny visits the Racine Z	Fox6now.com	United States	356,046	Positive	video, Racine Z	Racine Zoo	
23-Mar-2018	Racine Zoo to host an egg-cellent Eg	Racine County Eye	United States	6,081	Neutral	Racine Zoo, Tar	Racine Zoo	
21-Mar-2018	For the Kids: Plenty of activities this v	Kenosha News	United States	28,504	Neutral	Family Fun Nig	Racine Zoo	
21-Mar-2018	Enjoy Kenosha: Local events March 2	Kenosha News	United States	28,504	Neutral	Enjoy Kenosha	Racine Zoo	
20-Mar-2018	Chicago Flower & Garden Show: A B	Garden with Diana	United States	-	Positive	garden, Chicag	Racine Zoo	
18-Mar-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organ	Racine Zoo	
14-Mar-2018	Chicago Flower and Garden Show kid	ChicagoNow	United States	384,423	Neutral	Chicago Flower	Racine Zoo	
13-Mar-2018	Racine Zoo Partners with Evinrude to	Wisconsin Patch.com	United States	12,107	Neutral	Li'l Explorers, pr	Racine Zoo	
12-Mar-2018	A kid's guide to the Chicago Flower a	ChicagoParent.com	United States	19,733	Positive	kids, garden, bu	Racine Zoo	
12-Mar-2018	Racine Zoo Partners with Evinrude to	The Journal Times Online	United States	77,189	Neutral	program, Racine	Racine Zoo	
12-Mar-2018	Racine Zoo partners with Evinrude to	The Journal Times Online	United States	77,189	Neutral	program, Racine	Racine Zoo	
6-Mar-2018	Artists' lineup announced for Animal	The Journal Times Online	United States	77,189	Neutral	jazz, special gu	Racine Zoo	
4-Mar-2018	How can you help? Wish list from loc	The Journal Times Online	United States	77,189	Neutral	nonprofit organ	Racine Zoo	
2-Mar-2018	Friday, March 2, 2018   Events eNew	Publicnow	United States	34,849	Neutral	gardens, urban	Racine Zoo	
2-Mar-2018	Foxconn presence creates huge char	The Business Journals	United States	3,024,559	Neutral	Mount Pleasan	Racine Zoo	
1-Mar-2018	Music galore this Saturday night	Racine County Eye	United States	6,081	Neutral	full music lineu	Racine Zoo	

## Special Events

### March Events:

- Saturday, March 3: **Winos for Rhinos**
  - **Location:** Main Building
  - **Time:** 6pm-9pm
  - **Event Overview:** 5 course meal, wine pairing and chat about each species of Rhino. Wine sales and art auction fundraisers.
  - **Attendance:** 60 SOLD OUT



- March 14<sup>th</sup> – 18<sup>th</sup> : **Chicago Flower & Garden Show**
  - **Location:** Navy Pier
  - **Time:** 10am-8pm
  - **Event Overview:** Racine Zoo partnered with Stein Home & Garden Center to promote the Zoo in Chicago area.



- Saturday, March 31: **Eggstravaganza**
  - **Location:** Entire Campus
  - **Time:** 9am-4:30pm
  - **Event Overview:** An egg-cellent event at the zoo! 6 cluck-cluck doors, cookie decorating, animal enrichment in enclosures, activities, crafts, games, bounce houses, business booths and much more!
  - **Attendance:** 1,371

### **Media:**

- Media for Eggstravaganza: Fox 6, CBS 58 and Racine & Me

## Accomplished Goals:

- Booked two weddings in 2019

Event	Date	Time
Saturday, April 21	<b>Zoorific Saturday: Earth Day</b> <b>March of Dimes: March 4 Babies</b>	9am-4:30pm 9am-12pm
Saturday, May 12	<b>Wild 5K Walk/Run</b> <b>Zoorific Saturday: Children's Mental Health Day</b>	7am-9am 9am-6pm
Sunday, May 13	<b>Mother's Day Brunch</b>	11am-12:30pm
Saturday, May 19	<b>Armed Forces Day: Free Admission w/ Military ID</b> <b>Zoorific Saturday: Bird Day</b>	9am-6pm 9am-6pm
Sunday, May 20	<b>Dyisha Smith College Graduation Party</b>	1pm-3pm
Thursday, May 24	<b>Member Appreciation Night</b>	6pm-9pm
Monday, May 28	<b>Yule's 52<sup>nd</sup> Birthday</b>	All Day
Saturday, June 2	<b>Johnson Keland Picnic</b>	12pm-2pm
Thursday, June 7	<b>American Red Cross Volunteer Party</b>	5pm-8pm
Saturday, June 9	<b>Tea with Turs</b>	11am-12:30pm
Wednesday, June 13	<b>World Wine Wednesday (Outside Main Building: Animal Ambassadors)</b>	6pm-8pm
Saturday, June 16	<b>Lighthouse Run</b> <b>Zoorific Saturday: Giraffe Day</b>	7am-10am 9am-6pm
Sunday, June 17	<b>Father's Day Putt-Putt Golf</b>	11am-2pm
Friday, June 22	<b>WIIL ROCK 5:01 Club</b>	5:01pm-7pm
Saturday, June 23	<b>Zoorific Saturday: Healthy People, Animals &amp; Planet</b>	9am-6pm
Wednesday, June 27	<b>Roar &amp; Pour (Discovery Center: Bats &amp; Pythons)</b>	6pm-8pm
Saturday, June 30	<b>Wine, Stein &amp; Dine</b>	6pm-9pm
Sunday, July 1	<b>Kenosha 4<sup>th</sup> Parade</b>	TBD
Wednesday, July 4	<b>Racine 4<sup>th</sup> Parade</b>	TBD
Sunday, July 8	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 11	<b>Animal Crackers: Milwaukee Jazz Orchestra</b>	5:30pm-9:30pm
Saturday, July 14	<b>Animals &amp; Artisans</b>	9am-6pm
Sunday, July 15	<b>Racine Concert Band</b>	6pm-9pm
Mon-Sat, July 16-21	<b>Zookeeper Week</b>	All Week
Wednesday, July 18	<b>World Wine Wednesday (Walkabout Creek: Aviary)</b>	6pm-8pm
Thursday, July 19	<b>Cigar Dinner</b>	5pm-10pm
Saturday, July 21	<b>Zoorific Saturday: Zookeeper Day</b> <b>Marini Manufacturing Picnic</b>	9am-6pm TBD
Sunday, July 22	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, July 25	<b>Animal Crackers: All-Star Groves</b>	5:30pm-9:30pm
Saturday, July 28	<b>South Milwaukee Parade</b> <b>Zoorific Saturday: Tiger Day</b>	11am 9am-6pm

Sunday, July 29	<b>Racine Concert Band</b>	6pm-9pm
Wednesday, August 1	<b>Roar &amp; Pour (Turs: Animal Ambassadors)</b>	6pm-8pm
Saturday, August 4	<b>Twin Disc Picnic</b>	TBD
Sunday, August 5	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 8	<b>Animal Crackers: Karrin Allyson</b>	5:30pm-9:30pm
Saturday, August 11	<b>Zoorific Saturday: Orangutan Day</b>	9am-6pm
	<b>Chad Ianson Wedding Ceremony</b>	2pm-3pm
	<b>Angie Baus Wedding Reception</b>	4pm-11pm
Sunday, August 12	<b>Racine Concert Band</b>	5:30pm-8:30pm
Wednesday, August 15	<b>World Wine Wednesday (Bears)</b>	6pm-8pm
Saturday, August 18	<b>Zoorific Saturday: Reptile &amp; Amphibian Day</b>	9am-6pm
Sunday, August 19	<b>Car, Truck and Bike Show</b>	8am-4pm
Wednesday, August 22	<b>Animal Crackers: Eric Darius &amp; Gerald Veasley</b>	5:30pm-9:30pm
Saturday, August 25	<b>Whiskers &amp; Whiskey</b>	6pm-9pm
Sunday, August 26	<b>O&amp;H Bakery Company Picnic</b>	TBD
Saturday, September 8	<b>Zoo Debut: Beastly Ball</b>	5pm-11pm
Saturday, September 15	<b>Great Lakes Brew Fest/Longnecks w/ Longnecks</b>	1pm-6:30pm
Wednesday, September 19	<b>World Roar Wine Pour Wednesday (LOG)</b>	6pm-8pm
Saturday, September 22	<b>Zoorific Saturday: Rhino Day</b>	9am-6pm
	<b>Party on the Pavement</b>	12pm-6pm
Saturday, October 6	<b>Racine Zoo &amp; American Cancer Society: Glow 5K Walk/Run</b>	5pm-9pm
Saturday, October 13	<b>Zoorific Saturday: African Penguin Day</b>	9am-4:30pm
	<b>Penguins &amp; Pancakes</b>	9am-10:30am
Saturday, October 27	<b>Boo at the Zoo</b>	9am-4:30pm
Saturday, November 10	<b>Racine Holiday Parade</b>	5:30pm-8pm
Sunday, November 11	<b>Merry ZooMas</b>	9am-4:30pm
	<b>Brunch with Santa – Session 1</b>	11am-12:30pm
	<b>Brunch with Santa – Session 2</b>	1:30pm-3pm
Saturday, November 17	<b>Milwaukee Holiday Parade</b>	TBD
Monday, November 26	<b>Annual Member Meeting</b>	7pm-8pm
Friday, November 30	<b>Burlington Holiday Parade</b>	5:30pm-9pm