

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on May 2022**

Executive Director

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

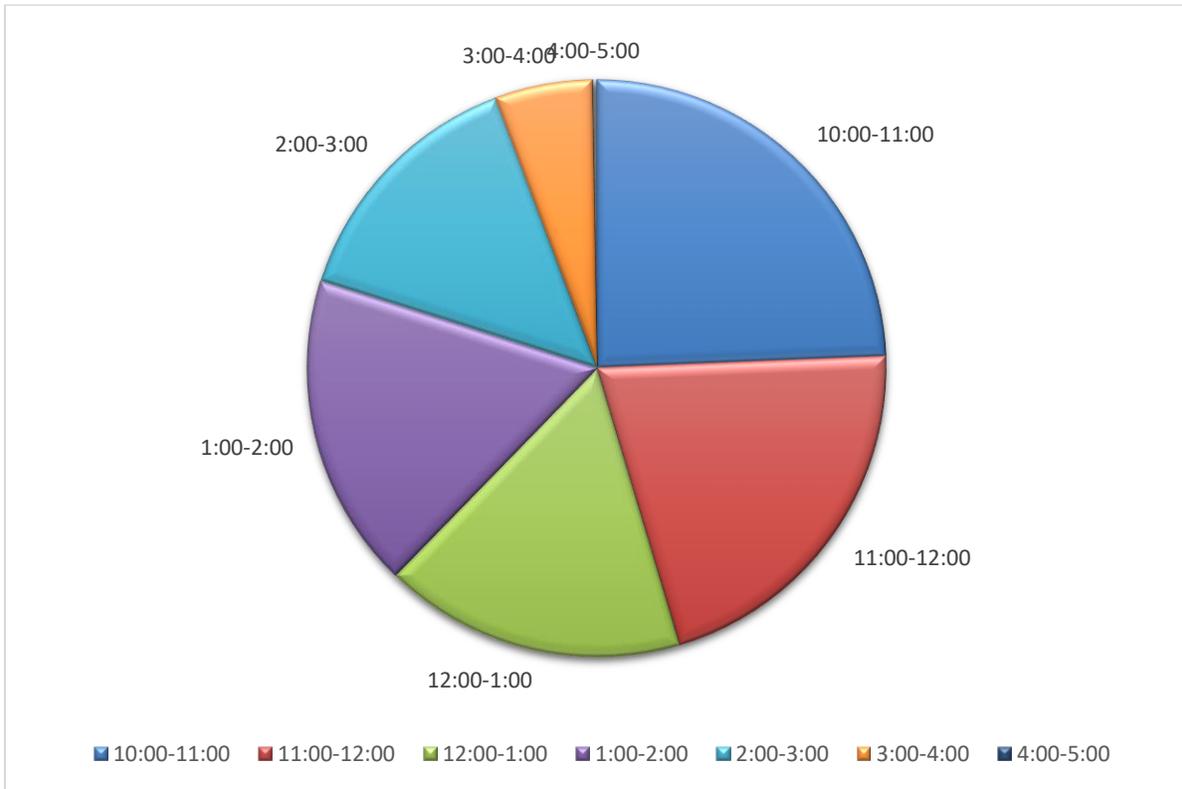
Membership

- Total memberships households = **2,572**

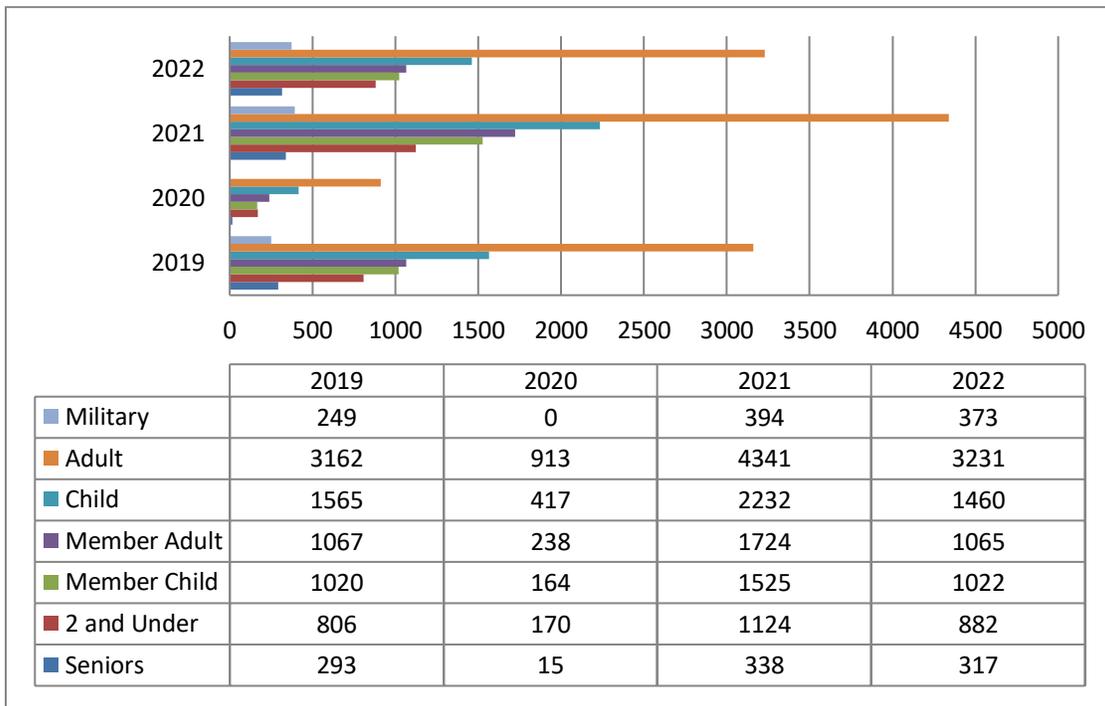
Attendance for May 2022

	May 2021	May 2022	Variance	Percent change
Adults	4341	3231	-1110	-26%
Children	2232	1460	-772	-35%
Member Adults	1724	1065	-659	-38%
Member Children	1525	1022	-503	-33%
Child 2 and under	1124	882	-242	-22%
Seniors	338	317	-21	-6%
Military	394	373	-21	-5%
Education	211	1181	970	460%
Events	734	1999	1265	172%
Total	12623	11530	-1093	-9%

May 2022 Attendance by hour



May Monthly Attendance 2019-2022



Operations

- Worked Gift Shop to help with hours
- Still trying to get new systems setup and working correctly
- Getting ready for next round of CPR training
- In talks with new company for ART team training

Animal Care

- **Veterinary Updates**
 - 2.0 Emperor tamarin pre-shipment exams
 - 1.0 Andean bear continuous monitoring, biopsy results show cranial mass not metastasizing
 - 1.1.1 Milk frogs treated for potential parasites
 - 1.0 Bearded dragon xray and recheck on jaw
 - 0.1 Eastern black rhino annual vaccination
 - 1.1 Hartmann's Mountain Zebra voluntary hoof trim sessions with farrier
 - 1.0 Fennec fox treated for lip fold pyoderma
 - 1.0 Umbrella cockatoo annual exam
 - 2.2 African penguin exams
 - 4.0 Sheep and 3.2 Goat annual exams
 - 0.1 Amazon parrot treated for eye issues, uncertain cause
 - 0.1 African penguin treated for eye injury
- **Collection Changes**
 - N/A
- **Other Updates**
 - Monitoring and adapting to avian influenza situation as it develops
 - Working on setup for voluntary xrays with primates
 - Working on voluntary cardiac ultrasound and dental xrays with 1.0 Orangutan
 - Working on voluntary injections with 0.2 African lions
 - Exploring acupuncture for some penguins and 1.0 meerkat
 - Sheering took place at farm
 - Multiple animal moves including new center unit at discovery center propped and set up

Education

Educational Programs

- Onsite Programs – 29
 - Reached 1646 people
- Offsite Programs – 8
 - Reached 683 people
- Onsite Birthdays – 11
 - Reached 378 people
- Offsite Birthdays – 1
 - Reached 30 people
- Slumber Safaris – 1
 - Reached 20 people
- Virtual Programs - 0
 - Reached 0 people
- Preschool Programs – 6
 - Reached 88 people
- Wildlife Explorers - 3
 - Reached 90 people
- BTS Encounters - 2
 - Reached 10 people
- AmeriCorps Programs - 47
 - Reached 1,570 people
- Creature Features - 11
 - Reached 250 people
- Wildlife Theater- 22
 - Reached 341 people

- **Total: Reached 5,106 people**

- **Other Events**
 - May 1 – Volunteer Training
 - May 3 – Curator attended ACE for Wildlife Steering Committee Chairs Meeting
 - May 4 – Curator attended ACE for Wildlife Meeting All Committee Chairs Meeting
 - May 5 – Staff attended ACE for Wildlife Listening Session
 - May 7 – Led Party for the Planet Tree Planting Event with Weed Out! Racine
 - May 10 – Hosted ACE for Wildlife Staff for Site Visit
 - May 13 – Staffed booth at Milwaukee Milkmen game
 - May 14 – Hosted Kangaroo Day
 - May 14 – Open interviews for AmeriCorps Program
 - May 16 - Curator attended ACE for Wildlife Steering Committee Meeting
 - May 18 – AmeriCorps End of Year Trip to the International Crane Foundation
 - May 21 – Hosted Endangered Species Day
 - May 26 – Staffed crafts and chats for Member Appreciation Night

- **Grants and Proposals**

- Received funding from Christiansen Foundation
- Received funding from United Way Equity Innovation Fund
- Received funding from Racine Zoo AmeriCorps program for three years
- Submitted proposal to ACE for Wildlife Capacity Building Grants
- Waiting on response to application from for ARPA funding through Workplace Development fund

Comparison to May 2022 - programs and participants

Participants	2021	2022	Variance
On Site	179	2,257	+116.1%
Off Site	114	683	+569.0%
BTS	0	10	+100.0%
Birthday Party	354	408	+15.3%
Preschool	121	88	-27.3%
AmeriCorps	971	1,570	+61.7%
Virtual Programs	332	90	-72.9%

Programs	2021	2022	Variance
On Site	6	63	950.0%
Off Site	4	8	+200.0%
BTS	0	2	+100.0%
Birthday Party	13	12	-7.7%
Preschool	6	6	+0.0%
AmeriCorps	32	47	+46.9%
Virtual Programs	12	3	-75.0%

Facilities

- Set up and tear down of all events
- Preventative maintenance
- Maintenance request tasks. e.g. reset limits on rhino door ..new cord end on blower etc....
- Had indoor mulch pits in indoor rhino stalls fabricated with steel tubing
- Had lion shift door to den 2 refitted so it would slide more easily
- Started dismantling pavilion to prep for install of new garage doors
- Construction started on new bear overlook building
- Started up bear waterfall
- Mowing and weed whipping of zoo grounds and exhibits
- Put clear tarp over top of outdoor aviary and closed in sides with plexi glass as preventative measure against avian bird flu
- General grounds upkeep.....e.g. garbage pickup, blowing off roads and walkways
- Put in new wood floor in small mammal building west unit
- Built new exhibit for new quad unit in disco center
- Had new concrete done at Augusta gate to widen road
- City ran fiber optic to admin building, and installed camera outside on east side of facilities
- Had 4 new shade structures installed up at wildlife theater
- Had pear trees removed down behind farm
- Built new enclosure for alpaca
- Removed all old fallen down secondary fence around bear exhibit



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | MAY 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
5/3	Brew to be Wild - 1 month	31.6	0.3
5/6*	Wildlife Matters - May	41.8	3.9
5/8	World Wine Wednesday - June	30.9	0.3
5/10	Kenosha Kingfish Announcement	33.1	0.3
5/12	Member Appreciation Night - RSVP	33.2	1.0
5/13	E-News	28.4	0.9
5/18	Music at the Zoo - 1 month	32.6	0.7
5/20	A Round for Rhinos - 1 month	30.7	0.1
5/22	Roar & Pour - 1 month	31.9	0.4
5/23	North Shore Bank Giveaway	33.5	3.7
5/25	Cigar Dinner Announcement	32.9	0.2
5/26	Zoo Debut Announcement	38.5	0.2
5/27	E-News	27.2	0.9
5/31	Summer Camp Reminder	28.2	1.1

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,268	17.3%	0.9%

MEMBERS

Subscribers	Open Rate	Click Rate
2,055	21.0%	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 2022
- Updated posters and flyers across campus
- Updated photo booth graphics
- Updated sliders on website
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Updated upcoming events flyer and web page
- Created signage for events
- Photographed events
- Set up advertising for events
- Managed summer concert series advertising campaigns
- Managed Summer Camp web pages
- Animal Crackers press release
- Put together photos and descriptions of events for TV appearances
- Created and/or reprinted signage across campus
- Promoted North Shore Bank Breakfast with the Giraffes ticket giveaway

OUTSIDE ADS

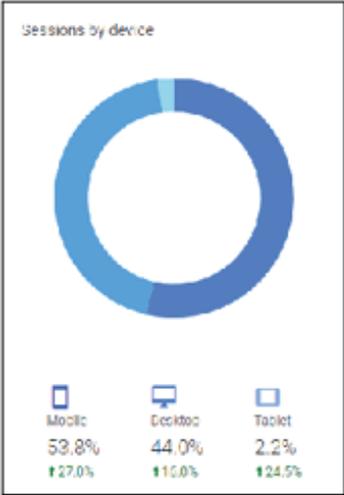
- Wind Point Living Magazine - print
- Journal Times/Kenosha News - print/digital
- Kids Out & About - digital
- Milwaukee Magazine - print
- Happenings/Smart Reader - print
- Shepherd Express - digital
- Southern Lakes - print
- Union Grove Village Voice newsletter - digital
- USA Today - print
- Chicago Sun Times - print/digital
- Hearst - digital



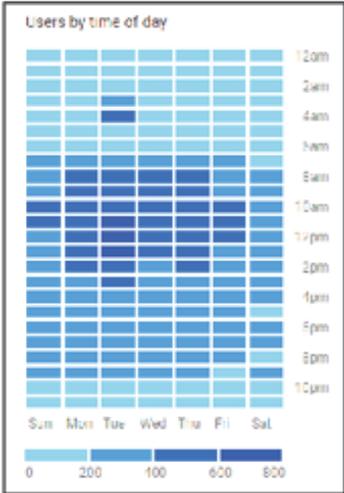
WEBSITE
racinezoo.org

MONTHLY USERS: 35K

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



Page	Pageviews	Page Value
/	14,185	\$0.00
/hoursofadmission	7,555	\$0.00
/arctic-fox-fact-sheet	7,146	\$0.00
/events-calendar	3,967	\$0.00
/join-or-renew	2,260	\$0.00
/mammals	2,079	\$0.00
/tenec fox fact sheet	2,048	\$0.00
/red-eyed-tree-frog-fact-sheet	1,819	\$0.00
/racine-zoo-map	1,075	\$0.00
/product/bloody-mary-fest	1,344	\$0.00



Data from Google Analytics

FACEBOOK

TOTAL LIKES: 31,356

- Animal and promotional posts. Added event pages.

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/15/2022 10:00 AM	Throwback to earlier this year of our two newest emperor tamarin twins.	Video	Public	1.9K	50 55	Boost post
05/13/2022 2:04 PM	ZOO MEMBERS: Get your RSVP in for Member Appreciation Night on	Image	Public	3.8K	33 14	Boost post
05/12/2022 10:10 AM	Hop on over to Zooville Saturday. Kangaroo Day THIS SATURDAY.	Image	Public	3.8K	11 35	Boost post
05/11/2022 10:00 AM	Animal Feature: Western Tufted Deer Western tufted deer are named	Image	Public	3.9K	43 49	Boost post
05/10/2022 2:00 PM	Invite your friends, grab your folding chairs, and get ready for a	Image	Public	7.8K	319 133	Boost post
05/10/2022 10:32 AM	1 MONTH AWAY! Don't miss the Kenesha Kingfish take on the	Image	Public	4.6K	46 32	Boost post
05/09/2022 3:15 PM	On-site interviews THIS SATURDAY (5/14) from 11am - 4pm	Image	Public	4.3K	28 36	Boost post
05/08/2022 2:00 PM	World Wine Wednesday is ONE MONTH away! On June 8 at 6pm,	Image	Public	4.8K	77 34	Boost post
05/08/2022 3:00 AM	Happy Mother's Day! Don't forget: FREE admission for all moms	Image	Public	3.2K	6 26	Boost post
05/07/2022 10:51 AM	The first Slumber Safari of the year is coming up next month! Join	Image	Public	5.9K	133 33	Boost post
05/06/2022 2:17 PM	Bloody Mary Fest is NEXT WEEKEND and tickets are going	Image	Public	9K	342 57	Boost post
05/05/2022 10:01 AM	Celebrate Mother's Day at the Zoo! FREE admission for all moms	Image	Public	6K	89 95	Boost post
05/05/2022 7:00 PM	Walk on the wild side at Racine's premier block tie event, Zoo Debut.	Image	Public	5.9K	94 78	Boost post
05/05/2022 10:07 AM	A Round For Rhinos golf outing is coming up next month! Enjoy a	Image	Public	3.0K	84 26	Boost post
05/04/2022 2:00 PM	New preschool sessions available for May 8 - June 20! Bring	Image	Public	8.1K	95 71	Boost post

05/04/2022 3:59 AM	Save your spot for Member Appreciation Night! Join us Thursday.			6.2K		100 27		Boost post
05/03/2022 2:21 PM	Only a few hours left to VOTE for Deb! One of our AMAZING education			3.6K		116 143		Boost post
05/03/2022 3:01 AM	Happy #tacuesday! 🌮 (Taco the rabbit says "hi") 🐰			4.8K		42 115		Boost post
05/02/2022 3:13 AM	Sleepy Monday 🐼 A big yawn for a tny monkey 🐼 (📺 emperor			0.2K		37 185		Boost post
05/01/2022 10:00 AM	Still need a Mother's Day gift idea? Music at the Zoo is coming up			4K		55 22		Boost post
05/20/2022 10:00 AM	Spend quality time with friends and family enjoying live music along			3.6K		81 45		Boost post
05/27/2022 2:00 PM	North Shore Bank's giveaway is underway! Hurry to enter by 6/2! See			9.2K		49 21		Boost post
05/27/2022 10:13 AM	Thank you to our amazing members that came out last night for			7.8K		414 131		Boost post
05/26/2022 2:05 PM	Rallyton at the Zen Fine Art Fair by the Racine Arts Council is coming			5.5K		52 73		boost post
05/26/2022 10:04 AM	Sleep under the stars at Racine Zoo! Slumber Safari: bird bonanza is			9.1K		243 89		Boost post
05/25/2022 2:13 PM	Don't forget to grab your tickets for the Kencha Kingfish game			9.3K		93 39		Boost post
05/25/2022 10:07 AM	Sign your child up for a summer of adventure at Racine Zoo's			5.2K		109 33		Boost post
05/24/2022 5:53 AM	We'll be having a golf PRO at A Round for Rhinos golf outing on June			2.5K		6 14		Boost post
05/23/2022 2:00 PM	Breakfast with the Giraffe on 3/11 may be sold out, but it's not too late			8.6K		348 77		boost post
05/23/2022 9:44 AM	Special 30th birthday wishes go out to Twiggy, our black-handed			5.4K		74 120		Boost post
05/22/2022 10:02 AM	Bear & Purr is 1 MONTH AWAY! Kick off summer with bear tasting at			4.8K		43 29		Boost post
05/21/2022 10:00 AM	Looking for a Cattail Cleanup Crew Wednesday, June 8 at 9am!			3.0K		15 17		Boost post
05/20/2022 2:05 PM	Time to make some summer plans! Better add our NEW Margarita			5.6K		129 00		Boost post

06/20/2022 10:06 AM	Love the Racine Zoo? VOTE for us as the "Top Place To Take Kids"			1.9K		6 12		Boost post
05/19/2022 2:00 PM	Join us for a summer evening exploring fine wines from around the			11.8K		473 118		Boost post
05/19/2022 10:07 AM	Stop by Zoorific Saturday: Endangered Species Day THIS			2.4K		7 19		Boost post
05/18/2022 10:10 AM	Music at the Zoo is officially 1 MONTHAWAY! Join us June 17 &			0K		185 66		Boost post
05/17/2022 1:21 PM	Happy Birthday! 🎂 Jenny the orangutan celebrated her 37th			19.8K		700 787		Boost post
05/16/2022 2:00 PM	Thank you to everyone who came out for Bloody Mary Fest this past			9.2K		867 194		Boost post
05/16/2022 12:42 PM	Open a window, go for a walk, and enjoy the fresh air on this bright,			4.6K		32 135		Boost post
05/11/2022 2:00 PM	HURRY—Ninth Shore Bank's giveaway is ENDING SOON! 🏆 🎁			5.9K		99 13		Boost post
05/11/2022 10:11 AM	Happy #WorldParrotDay! Did you know there are 390 different types of			1.9K		71 83		Boost post
05/10/2022 2:30 PM	Join us for our 27th annual Cigar Dinner on Thursday, July 21! From			4.4K		97 17		Boost post
05/10/2022 9:00 AM	🦅 Animal Feature: Bald Eagle us Happy Memorial Day! Here are a few			4.2K		44 64		Boost post
05/09/2022 10:05 AM	🎵 After working so hard during the school year, kids deserve some fun!			3.1K		127 141		Boost post
05/28/2022 2:33 PM	🍷 Check out the wine selection below for the June 8 World Wine			4.2K		135 15		Boost post



Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 3,136

MAY 2022 SUMMARY

Tweets: 44 | Tweet Impressions: 8,726

Profile visits: 1,766 | Mentions: 2

New followers: 106

May 2022 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,370 impressions

Open a window, go for a walk, and enjoy the fresh air on this bright, sunny Monday! ☀️
pic.twitter.com/MMtqrgLJ4X



👁️ 1 | 🗨️ 0

View Tweet activity

View all Tweet activity

Top mention earned 11 engagements

Gabriel Cappozzo
@MrCappozzo - May 29

@BPD0KM Kindergarten is so excited for their @RacineZoo field trip! #kmdolphins
pic.twitter.com/MynR2ta7r



👍 1

View Tweet

Top Follower followed by 5,054 people



Kenosha Kingfish

@KenoshaKingfish FOLLOW US!

Official Twitter of the Kenosha Kingfish Baseball Club
2015 Northwoods League Champs 🏆🇺🇸 #ForTheFish | #KingSizeFun

View profile

Top media Tweet earned 1,38 impressions

🕒 1 MONTH AWAY! Don't miss the @KenoshaKingfish take on the Rockford Devils at 6:05pm Thursday, June 9 during Racine Zoo Night! Proceeds benefit the Zoo!

🎟️ Get tickets! racinezoo.org/kenosha-kingfi | pic.twitter.com/v0lww6ZF0



Special Events

May Events:

- May 8 – Mother’s Day Brunch
 - Location: Pavilion
 - Event Overview: Beer Garden
 - Attendance: 131

- May 14 – Bloody Mary Fest
 - Location: Entire Campus
 - Event Overview: Easter Event
 - Attendance: 2975 guests

- May 26 – Member Appreciation Night
 - Location: Entire Campus
 - Event Overview: Easter Event
 - Attendance: 2975 guests

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Coming up at the Zoo at a Glance:

- June 2 - RCDEC
- June 3-5 – Art Fair
- June 3 – Bourbon Chronicles
- June 4 – Express Picnic
- June 4 – Humphreys Wedding
- June 5 – Midwest Dance Group
- June 5 – Autism Picnic
- June 8 – World Wine Wednesday
- June 9 – Kingfish Game
- June 11 – Breakfast with the Animals
- June 11 – Andis private party
- June 17 – Music at the Zoo
- June 18 – Music at the Zoo
- June 20 – Golf Tournament
- June 22 – Roar & pour
- June 25 – Light Run
- June 25 – Christ Church Picnic
- June 30 – County Meeting
- July 2 – Crime Stoppers Concert
- July 6 – World Wine Wednesday
- July 9 – Margarita Fest
- July 10 – CNH Picnic
- July 13 – Animal Crackers
- July 15 – Animal Crackers Jr
- July 16 – Bourbon Chronicles
- July 21 – Cigar Dinner

- July 27 – Animal Crackers
- July 30 – Marini Picnic
- August 3 – Roar & Pour
- August 6 – Twin Disc
- August 7 – API picnic
- August 7 – Milkmen Game
- August 7 - Siena Catholic School picnic
- August 10 – Animal Crackers
- August 12 – Animals Crackers Jr
- August 13 – RCK picnic
- August 17 – World Wine Wednesday
- August 19 – Bourbon Chronicles
- August 20 – Salter Wedding Reception
- August 21 – Carshow
- August 24 – Animal Crackers
- August 27 – Whiskers and Whiskey
- August 28 – O&H Picnic
- August 31 – Roar & Pour
- September 10 – Zoo Debut
- September 17 – Mason Heidorn Reception
- September 24 – Zoo Brew
- October 1 – October 30 – Jack-O-Lantern Nights
- October 1 – Old Fashioned Night
- October 2 – Police Awards Ceremony
- October 8 – Franseen Wedding
- October 28 – Hallowine
- October 29 – Boo at the Zoo
- November 18 – Martini Madness
- December 3 – Brunch with Santa
- December 10-February – Winter Picnic in a Snowglobe