

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on August 2024**

Executive Director

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

Membership

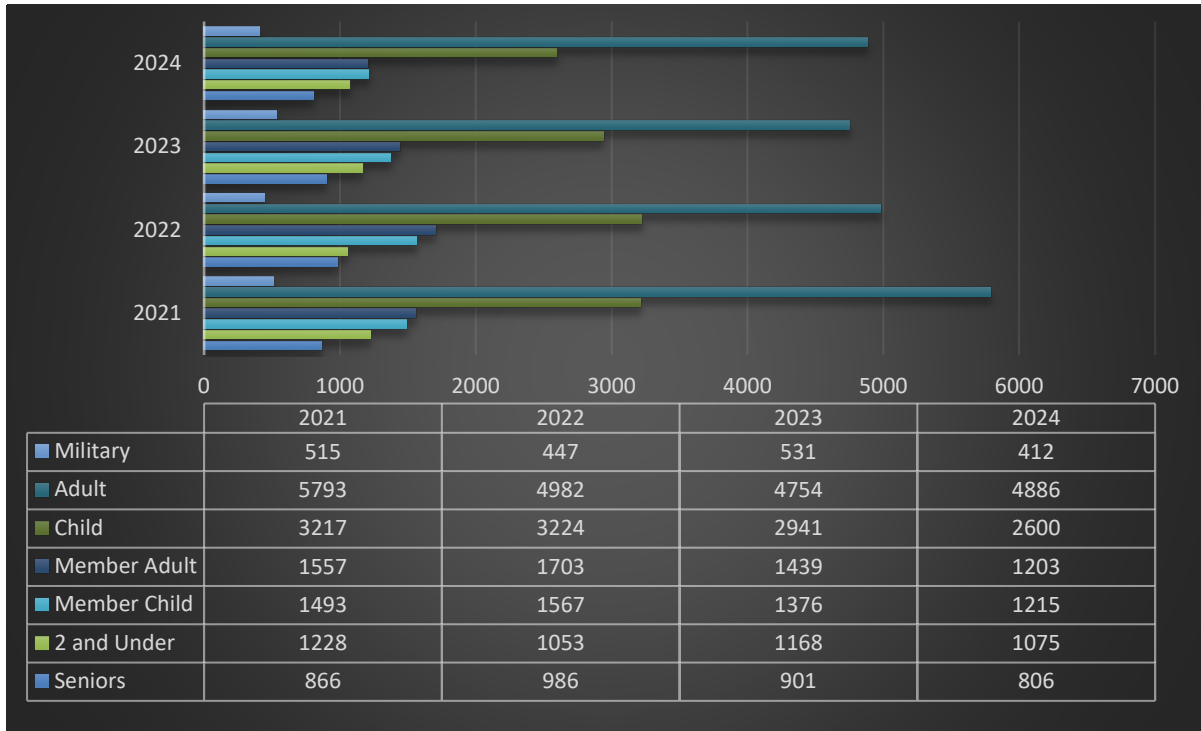
- Total memberships households = **2,259**

Attendance for August 2024

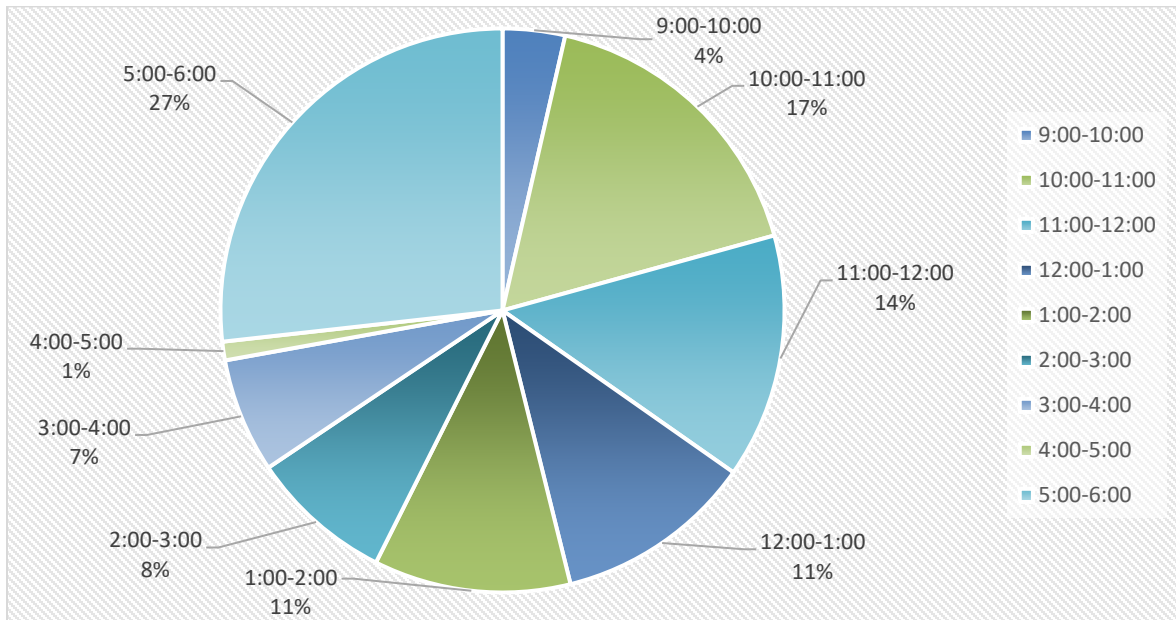
August Attendance 2023 – 2024

	August 2023	August 2024	Variance	Percent change
Adults	4754	4886	132	2.8%
Children	2941	2600	-341	-11.6%
Member Adults	1439	1203	-236	-16.4%
Member Children	1376	1215	-161	-11.7%
Child 2 and under	1168	1075	-93	-8.0%
Seniors	901	806	-95	-10.5%
Military	531	412	-119	-22.4%
Education	814	596	-218	-26.8%
Events	5558	4717	-841	-15.1%
Total	19482	17510	-1972	-10.1%

August Admissions Attendance 2021-2024



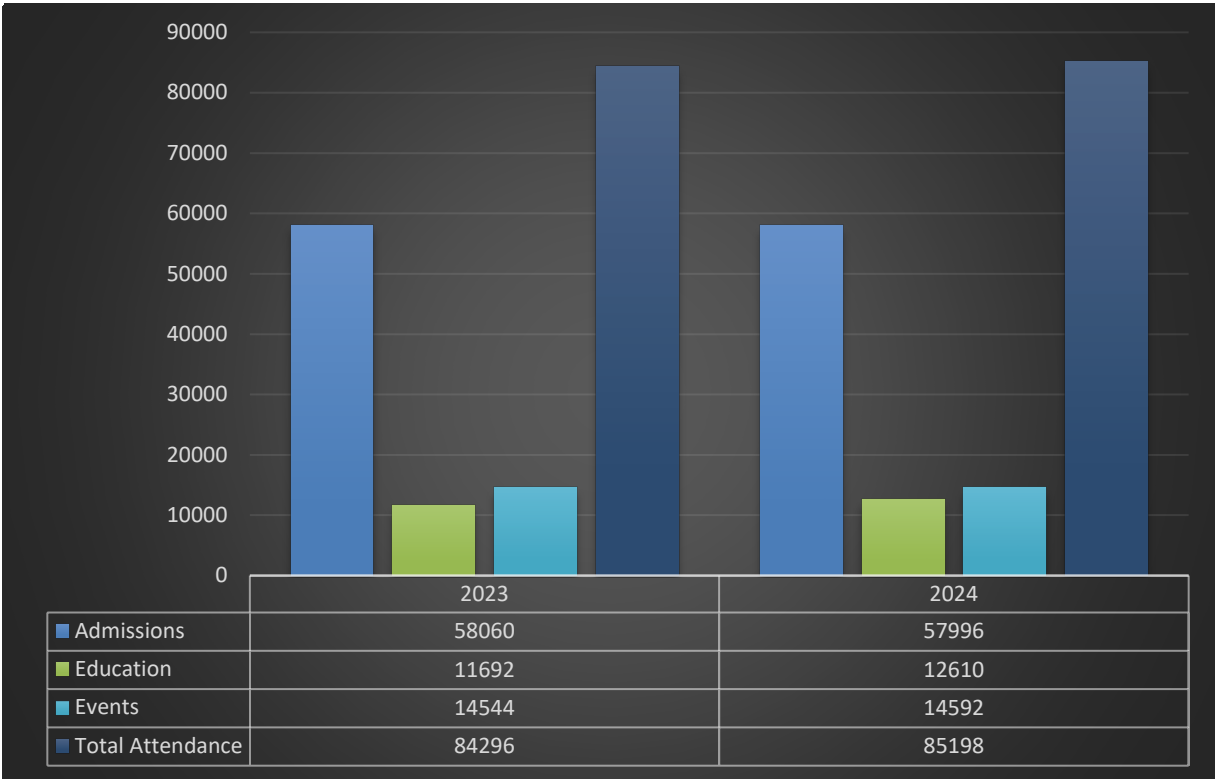
August 2024 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 5:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2023-2024

	YTD 2023	YTD 2024	Variance	Percent Change
Admissions	58060	57996	-64	-0.1%
Education	11692	12610	918	7.9%
Events	14544	14592	48	0.3%
Total Attendance	84296	85198	902	1.1%



August 2024 Municipality

Racine County	Guests
53105	130
53108	37
53126	147
53139	19
53167	6
53177	163
53182	120
53185	100
53402	1816
53403	652
53404	342
53405	811
53406	753
Total	5096

Other Municipalities	Guests
Kenosha	1818
Milwaukee	1147
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	830
Illinois	2568
Other States (Excludes WI & IL)	684
Outside US	61
Total	7108

	GUESTS
Racine County	5096
Other Municipalities	7108
Events & Education (Not Collected)	5306
Data Not Collected (Admissions)	0
August Total	17510

Operations

- August’s attendance numbers decreased over last year, but overall we are tracking very similar to 2023
- The new POS for gift shop was installed
- Car show was great and our pop up grill was incredibly popular
- Zip code collection for admissions is going well with new POS and we are able to get a better picture of where guests are coming from

Animal Care

- **Veterinary Updates**
 - 1.0 Fossa Kirindy is being treated for “digestive” issues, and labored breathing. Severe osteoarthritis in spine. SSP has been notified of issues, and placement of additional animals is possible if required. He is being monitored for quality-of-life concerns.
 - 1.0 Lar Gibbon, Yule is being monitored and treated for body tremors and neurological issues likely associated with age.
 - 1.0 Bearded Dragon, Norbert is being treated for a jaw abscess and eye infection.
 - 1.0 Masai Giraffe, Mac is being monitored and treated for lameness.
 - 0.1 Linne’s 2 toed sloth, “Missy” cleared quarantine and is awaiting exhibit repairs before transferring to new enclosure.

- **Collection Changes**
 - 0.4 Meerkat (Date not set, international transport)

- **Staffing/Training**
 - Animal Care Staff re-started cross training on routines to continue to improve knowledge and diversity of skills across the department.

- **Other Updates**
 - Continuing (0.1), penguin acupuncture sessions, giraffe laser sessions (1.0), dog acupuncture (0.1)
 - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 Amur Tiger and 1.0 Masai giraffe. Beginning training for 1.0 Fossa, Kirindy.
 - Continuing frequent hoof work and training with 2.1 Hartmann’s Mountain Zebra, 2.0 Masai giraffes, 1.1 Eastern black rhinos
 - Working on setup for voluntary x-rays with primates
 - Working on voluntary cardiac ultrasound 1.0 Orangutan
 - Have begun formal observations of 1.0 Fossa and 1.1 Orangutan to determine exhibit use and behavioral budgets.
 - 1.1 Hartmann’s Mountain Zebra Promise and Obi are being introduced in preparation for possible breeding.

Conservation Education

Program Title	# of Programs	Reach	Notes
On-Campus Programs	2	84	Int 84
Off-Campus Programs	4	645	Int 315
After School Program (Off-Campus)	0	0	
COZI Program (Off-Campus)	0	0	
On-Campus Birthday	7	243	Int 209
Off-Campus Birthday	1	6	Int 6
Slumber Safari	1	35	Int 35
Virtual Programs	0	0	
Preschool Programs	0	0	
BTS Encounter	3	9	
BTS Tour	3	14	
Wildlife Explorers	0	0	
AmeriCorps			
Onsite	0	0	
Offsite	0	0	
Globes	0	0	
Scout Programs	1	16	Int 16
Senior Safari	0	0	
Creature Feature	31	686	Int 523
Wildlife Theater	62	1383	Int 1327
Zoo Camp (Spring and Summer)	12	168	
Subtotal	127	3289	
Other Events	2	36	
TOTAL	129	3325	

Compared to 2023

Participants	2024	2023	Variance
On Campus	84	458	-81.66%
Off Campus	645	464	39.01%
BTS	23	24	-4.17%
Birthday Party	249	183	36.07%
Preschool	0	0	0.00%
AmeriCorps	0	0	0.00%
Virtual Programs	0	0	0.00%

Programs	2024	2023	Variance
On Campus	2	11	-81.82%
Off Campus	4	10	-60.00%
BTS	6	3	100.00%
Birthday Party	8	8	0.00%
Preschool	0	0	0.00%
AmeriCorps	0	0	0.00%
Virtual Programs	0	0	0.00%

Facilities

- Finished shift tunnel for primates
- Added more hot wire and hot grass to bear exhibit
- Started planning for shut down of Discovery Center for exhibit cleaning
- Completed installation of 12 doors to north building at LOG
- Finished work on penguin filtration system
- Installed loop detector for Walton Gate
- Set up of JOLN
- Work on capital projects for electrical and iron work
- General maintenance throughout the entire zoo on various projects
- Mowing!
- Special event set up and take down



Staff Activity Report

Marketing | August 2024



E-Blasts

mailchimp.com

Date	Email Name	Open %	Click %
8/2	Zoo News: Zoorific Saturdays, final weeks of Summer Camp, and more!	26.90%	1.10%
8/9	Whiskers & Whiskey 2 Weeks Out	30.40%	0.80%
8/10	Best of Racine County Votes Needed	33.30%	2.20%
8/11	Car truck, bike show 1 week out	29.50%	0.60%
8/20	Whiskers & Whiskey Week Of	30.50%	0.50%
8/21	Best of Racine County Votes Needed 2	33.80%	1.00%
8/22	Zoo Debut	33.80%	1.80%
8/23	8/23 Zoo News: JOLN, Old Fashioned Fest, Zoorific Saturday and more!	32.20%	1.00%
8/29	OktoBEARfest 1 month out	32.40%	1.30%
8/30	Zoo News: Zoo Debut, OktoBEARfest, Old Fashioned Cocktail Night and more!	25.90%	1.00%

Entire Zoo Database

Subscribers	Open Rate	Click Rate
10,571	33%	1.3%

Members

Subscribers	Open Rate	Click Rate
1,746	39%	2.4%

*NOTE: "Members" emails are included in "Entire Zoo Database" Audience Total Numbers



MISCELLANEOUS PROJECTS

- Updated and created Event Posters
- Updated Website
- Updated Wildlife Matters
- Content creation for all platforms

▶ OUTSIDE ADS

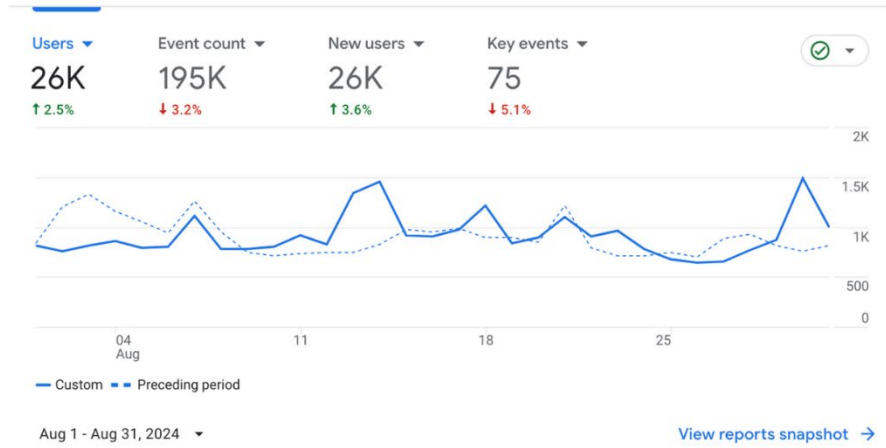
- Milwaukee Radio Group - Radio
- Racine Theatre Guild - Print
- BH Papers - Print
- Stroll Wind Point Magazine - Print
- CTM Media Group - Print
- Shepherd Express - Print
- Billboard Lake Geneva - Digital
- Happenings Magazine - Print



WEBSITE

raceinezoo.org

Updated articles, sliders and event pages. Setup and maintained ticket sales.



Views by Page title and screen

PAGE TITLE AND S...	VIEWS	Change
Welcome to the Raci...	13K	↑ 5.9%
Hours/Admissions r...	7.5K	↓ 1.6%
Events Calendar rac...	4.7K	↑ 9.7%
Animal Crackers rac...	1.9K	↓ 50.8%
Jack-O'-Lantern Nigh...	4.1K	↑ 1,115,000%
Mammals racinezo...	2K	↓ 6.6%
Racine Zoo Map rac...	1.6K	↓ 15.5%

Last 30 days | [View pages and s...](#)

Sessions by Session default ch...

SESSION DEFAULT ...	SESSIONS	Change
Organic Search	23K	↑ 3.8%
Direct	7.8K	↑ 10.9%
Organic Social	3.5K	↑ 239.4%
Referral	780	↓ 15.7%
Paid Search	536	↓ 19.5%
Paid Social	0	↓ 100.0%
Email	76	↓ 58.0%

Last 30 days | [View traffic acqu...](#)

Data from Google Analytics








FACEBOOK

Followers: 44,516

Animal and promotional posts. Added Event Pages

Title	Date published ↑↓	Reach ↑↓	Likes and reactions ↑↓	Comments ↑↓	Shares ↑↓
The 28th Annual Car, Truck, & Bike Show is 1 week ... Racine Zoo	Boost Sun Aug 11, 12:50pm	12.3K Reach	69 Reactions	12 Comments	27 Shares
We've got an enchanting night planned for you! Join... Racine Zoo	Boost Wed Aug 28, 9:09p...	7.3K Reach	32 Reactions	0 Comments	5 Shares
Get ready, Jack O'-Lantern Nights are coming back ... Racine Zoo	Boost Thu Aug 15, 8:21pm	5.8K Reach	124 Reactions	11 Comments	37 Shares
It's World Lion Day! Join us for a celebration at the ... Racine Zoo	Boost Sat Aug 10, 9:06am	5.5K Reach	116 Reactions	3 Comments	10 Shares
OktoBEARfest tickets are NOW on sale! Prepare you... Racine Zoo	Boost Thu Aug 29, 6:53pm	5K Reach	23 Reactions	1 Comments	12 Shares
Nothing beats sleeping under the stars at the Zoo! ... Racine Zoo	Boost Mon Aug 5, 8:31pm	4.7K Reach	35 Reactions	4 Comments	4 Shares
You're invited! Join us for Racine's premier black-tie... Racine Zoo	Boost Thu Aug 22, 4:08pm	4.6K Reach	14 Reactions	1 Comments	8 Shares
We had a great year of Breakfast with the Giraffes! ... Barina Zoo	Boost Sun Aug 25, 7:51pm	4.4K Reach	36 Reactions	0 Comments	2 Shares
Enjoy this preview of our upcoming Music at the Zo... Racine Zoo	Boost Sun Aug 11, 4:45pm	4.4K Reach	12 Reactions	0 Comments	6 Shares
Old Fashioned Cocktail Night tickets are now on sal... Racine Zoo	Boost Sat Aug 31, 2:40pm	4.4K Reach	23 Reactions	1 Comments	3 Shares
Have you voted yet today? We are honored to be no... Racine Zoo	Boost Sat Aug 10, 8:33pm	4.2K Reach	11 Reactions	9 Comments	3 Shares
The 28th Annual Car, Truck, & Bike Show is two wee... Racine Zoo	Boost Sun Aug 4, 12:15pm	3.7K Reach	21 Reactions	0 Comments	8 Shares
Calling all wine and beer connoisseurs! We've got th... Racine Zoo	Boost Tue Aug 13, 8:28pm	3.7K Reach	20 Reactions	2 Comments	4 Shares
We have one more World Roar Wine Pour Wednesda... Racine Zoo	Boost Sun Aug 4, 8:36pm	3.5K Reach	17 Reactions	0 Comments	3 Shares
We've got quite the drink and dinner menu planned ... Racine Zoo	Boost Tue Aug 20, 7:11pm	3.5K Reach	9 Reactions	0 Comments	10 Shares
Come celebrate International Orangutan Day at the ... Racine Zoo	Boost Sat Aug 17, 10:19am	3.4K Reach	78 Reactions	5 Comments	10 Shares
Get your tickets now for Whiskers & Whiskey! Indul... Racine Zoo	Boost Sun Aug 4, 5:30pm	3.3K Reach	11 Reactions	1 Comments	5 Shares
We have 3 Zoorphic Saturdays left this summer! Mar... Racine Zoo	Boost Sat Aug 3, 8:36pm	3.1K Reach	17 Reactions	0 Comments	7 Shares
Don't forget! The 28th Annual Car, Truck, & Bike Sh... Racine Zoo	Boost Sat Aug 17, 8:33pm	2.8K Reach	15 Reactions	1 Comments	12 Shares
It's almost showtime! Online ticket sales for tonight! ... Racine Zoo	Boost Wed Aug 14, 10:47...	2.8K Reach	5 Reactions	0 Comments	2 Shares
Don't wait- tickets for tonight's Animal Crackers co... Racine Zoo	Boost Wed Aug 7, 10:31am	2.8K Reach	6 Reactions	1 Comments	1 Shares
It's time to cast your vote! We are honored to be no... Racine Zoo	Boost Fri Aug 2, 3:05pm	2.6K Reach	22 Reactions	0 Comments	5 Shares
The last Zoorphic Saturday is today! Come celebrate ... Racine Zoo	Boost Sat Aug 24, 8:46am	2.4K Reach	25 Reactions	0 Comments	4 Shares
Looking for something to do next Saturday? We've ... Racine Zoo	Boost Sun Aug 18, 3:30pm	2.4K Reach	11 Reactions	1 Comments	4 Shares

STAFF ACTIVITY REPORT | MARKETING | August 2024

	Don't miss the chance to see Terrance Simien & the... Racine Zoo	Boost	Sun Aug 18, 8:10pm	2.1K Reach	9 Reactions	2 Comments	4 Shares
	It's your last chance to vote! Vote for the Racine Zo... Racine Zoo	Boost	Wed Aug 21, 5:55pm	1.7K Reach	14 Reactions	0 Comments	1 Shares
	It's your last chance to get tickets! Don't miss this ... Racine Zoo	Boost	Mon Aug 26, 10:22...	1.4K Reach	3 Reactions	0 Comments	2 Shares
	Don't miss your chance to get tickets for this Wedn... Racine Zoo	Boost	Sun Aug 25, 12:44...	1.3K Reach	8 Reactions	0 Comments	5 Shares
	There's only one hour left to buy your tickets online ... Racine Zoo	Boost	Wed Aug 21, 10:58...	1.3K Reach	7 Reactions	4 Comments	0 Shares
	The third Animal Crackers concert is this Wednesda... Racine Zoo	Boost	Sat Aug 3, 12:31pm	1.2K Reach	11 Reactions	0 Comments	1 Shares
	Racine Zoo updated their cover photo. Racine Zoo	Create ad	Thu Aug 15, 8:24pm	177 Reach	10 Likes and reactions	0 Comments	3 Shares

The 28th Annual Car, Truck, & Bike Show is 1 week away! 🎉

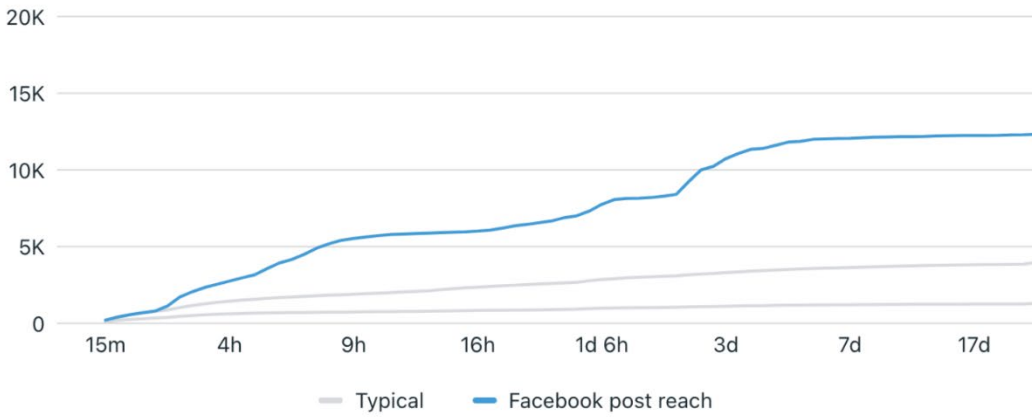
All ages are welcome to join car, truck, and motorcycle enthusiasts for a fantastic show of over 250 vehicles at Racine Zoo! We'll be awarding over 75 trophies including Best of Show awards, come see the entries for yourself. Come to the Zoo next Sunday, August 18th for \$5 admission and a great show!

It's not too late to register your own vehicle! Visit <https://racinezoo.org/product/car-truck-bike-show> to learn more.... **See more**



Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
12,343	12,799	108	20

↗ This post received **more reach** compared to your recent Facebook posts.



From followers



























From non-followers



▶ INSTAGRAM


Followers: 6,029

Title	Date published ↑↓	Reach ↕	Likes and reactions ↕	Comments ↕	Shares ↕
 Come celebrate International Orangutan Day at the ... racinezoo	Boost Sat Aug 17, 10:19am	716 Reach	45 Likes	0 Comments	2 Shares
 We had a great year of Breakfast with the Giraffes! ... racinezoo	Boost Sun Aug 25, 7:51pm	575 Reach	40 Likes	0 Comments	0 Shares
 You're invited! Join us for Racine's premier black-tie... racinezoo	Boost Thu Aug 22, 4:08pm	504 Reach	22 Likes	0 Comments	0 Shares
 Get ready, Jack O'-Lantern Nights are coming back ... racinezoo	Boost Thu Aug 15, 8:21pm	494 Reach	28 Likes	1 Comments	6 Shares
 We have one more World Roar Wine Pour Wednesda... racinezoo	Boost Sun Aug 4, 8:36pm	488 Reach	19 Likes	0 Comments	0 Shares
 Calling all wine and beer connoisseurs! We've got th... racinezoo	Boost Tue Aug 13, 8:28pm	478 Reach	22 Likes	0 Comments	1 Shares
 We've got an enchanting night planned for you! Join... racinezoo	Boost Wed Aug 28, 9:09p...	423 Reach	23 Likes	1 Comments	0 Shares
 Don't forget! The 28th Annual Car, Truck, & Bike Sh... racinezoo	Boost Sat Aug 17, 8:33pm	419 Reach	10 Likes	0 Comments	0 Shares
 It's World Lion Day! Join us for a celebration at the ... racinezoo	Boost Sat Aug 10, 9:06am	371 Reach	41 Likes	2 Comments	3 Shares
 OktoBEARfest tickets are NOW on sale! Prepare you... racinezoo	Boost Thu Aug 29, 6:53pm	352 Reach	8 Likes	0 Comments	0 Shares
 The third Animal Crackers concert is this Wednesda... racinezoo	Boost Sat Aug 3, 12:15pm	342 Reach	14 Likes	0 Comments	0 Shares
 Old Fashioned Cocktail Night tickets are now on sal... racinezoo	Boost Sat Aug 31, 2:40pm	321 Reach	15 Likes	0 Comments	1 Shares
 We've got quite the drink and dinner menu planned ... racinezoo	Boost Tue Aug 20, 7:11pm	320 Reach	16 Likes	0 Comments	0 Shares
 Have you voted yet today? We are honored to be no... racinezoo	Boost Sat Aug 10, 8:33pm	319 Reach	18 Likes	0 Comments	1 Shares
 Get ready for our upcoming Music at the Zoo band- ... racinezoo	Boost Sun Aug 11, 4:47pm	314 Reach	7 Likes	0 Comments	1 Shares
 Nothing beats sleeping under the stars at the Zoo! ... racinezoo	Boost Mon Aug 5, 8:31pm	309 Reach	17 Likes	0 Comments	2 Shares
 Don't miss the chance to see Terrance Simien & the... racinezoo	Boost Sun Aug 18, 8:10pm	308 Reach	16 Likes	1 Comments	0 Shares
 The last Zoorific Saturday is today! Come celebrate ... racinezoo	Boost Sat Aug 24, 8:46am	293 Reach	34 Likes	0 Comments	0 Shares
 We have 3 Zoorific Saturdays left this summer! Mar... racinezoo	Boost Sat Aug 3, 8:36pm	291 Reach	10 Likes	0 Comments	0 Shares
 The 28th Annual Car, Truck, & Bike Show is two wee... racinezoo	Boost Sun Aug 4, 12:15pm	286 Reach	21 Likes	1 Comments	2 Shares
 Don't miss your chance to get tickets for this Wedn... racinezoo	Boost Sun Aug 25, 12:44...	272 Reach	7 Likes	0 Comments	0 Shares
 Looking for something to do next Saturday? We've ... racinezoo	Boost Sun Aug 18, 3:30pm	267 Reach	8 Likes	0 Comments	0 Shares
 The 28th Annual Car, Truck, & Bike Show is 1 week ... racinezoo	Boost Sun Aug 11, 12:51pm	261 Reach	14 Likes	0 Comments	3 Shares
 Get your tickets now for Whiskers & Whiskey! Indul... racinezoo	Boost Sun Aug 4, 5:30pm	242 Reach	4 Likes	0 Comments	0 Shares


STAFF ACTIVITY REPORT | MARKETING | August 2024

	It's time to cast your vote! We are honored to be no... racinezoo	Boost	Fri Aug 2, 3:05pm	217 Reach	14 Likes	0 Comments	0 Shares
	It's your last chance to vote! Vote for the Racine Zo... racinezoo	Boost	Wed Aug 21, 5:55pm	196 Reach	5 Likes	0 Comments	0 Shares
	Don't wait- tickets for tonight's Animal Crackers co... racinezoo	Boost	Wed Aug 7, 10:31am	192 Reach	5 Likes	0 Comments	0 Shares
	It's almost showtime! Online ticket sales for tonight!... racinezoo	Boost	Wed Aug 14, 10:47...	191 Reach	5 Likes	0 Comments	0 Shares
	It's your last chance to get tickets! Don't miss this ... racinezoo	Boost	Mon Aug 26, 10:22...	181 Reach	4 Likes	0 Comments	0 Shares

Instagram



racinezoo



♡
💬
📌
🔖

racinezoo
Come celebrate International Orangutan Day at the Zoo! We've got a day full of activities for ...
more

Reach ⓘ 716	Impressions ⓘ 723	Interactions ⓘ 49
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 This post received more reach compared to your recent Instagram posts.

X (AKA TWITTER)

Followers: 3,317

Analytics may not be as accurate as X (Twitter) has transitioned and doesn't have an analytic platform established.

Post impressions

1,340

New followers

-

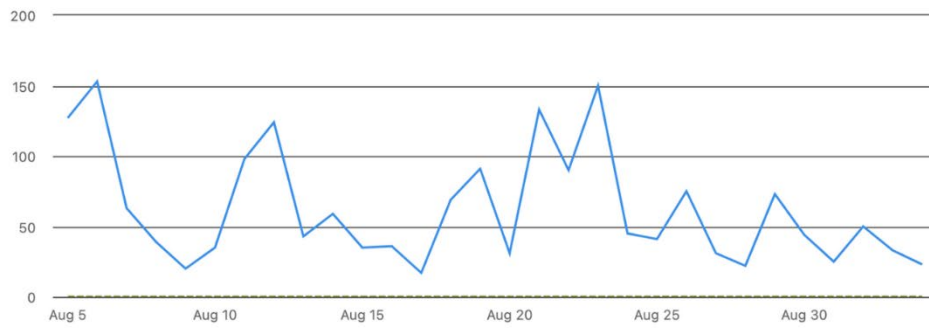
We post on this account just as much as all the other accounts and the analytics are still not working for the switch of platforms. An article was also released that many users on this platform are starting to delete their accounts as there isn't really a purpose for them on it anymore. We might want to start comparing more the the analytics on LinkedIn instead of Twitter or X, as that is the only other platform that we post on.

▶ LinkedIn

Followers: 223

Metrics

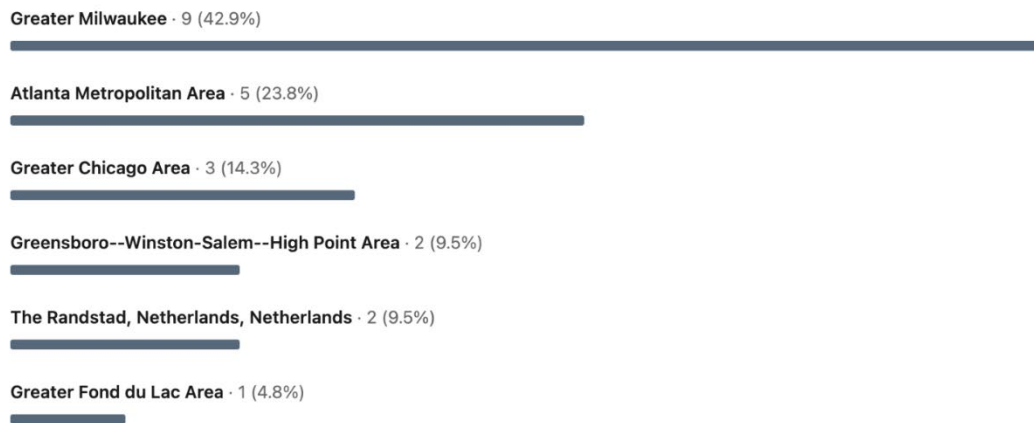
Impressions ▾



✓ Organic	1,875
✓ Sponsored	0

Visitor demographics ⓘ

Location ▾



Most Impressions Post:

You're invited! Join us for Racine's premier black-tie event, Zoo Debut, a fundraising gala.

Indulge in an open bar, gourmet dinner, live entertainment, live and silent auctions, and more! This enchanting event will be a night to remember! Funds raised will benefit essential veterinary and daily animal care, education programs, conservation efforts, and so much more. Your support is the key to our continued success of providing positive wildlife experiences for guests of all ages.

Special Guest Appearance by Green Bay Packer Legend and NFL Hall of Famer, LeRoy Butler

Appearance sponsored by Statewide Fencing, Inc.

We can't wait to celebrate with you! Get your tickets at <https://lnkd.in/gCFwXfgp>.

[#zoo](#) [#ZooAnimals](#) [#RacineZoo](#) [#WisconsinZoos](#) [#animals](#)
[#RacineWIThingsToDo](#)



7

1 repost

Post title	Audience	Impressions	Views	Clicks	CTR	Reactions
<p>You're invited! Join us for Racine's premier black-tie event, Zoo Debut, a fundraising gala. Indulge i...</p> <p>Posted by Taylor Miller</p> <p>8/22/2024</p> <p>This post doesn't qualify for boosting. ? Boost</p>	All followers	257	-	88	34.24%	7

Most Engagement Post:

(Meaning time spent clicking on the photos / interacting with the post)

We've got an enchanting night planned for you! Join us for Racine's premier black-tie event, Zoo Debut, a fundraising gala with Special Guest Appearance by Green Bay Packer Legend and NFL Hall of Famer, LeRoy Butler!

Indulge in an open bar, gourmet dinner, live entertainment, live and silent auctions, and more! This enchanting event will be a night to remember! Funds raised will benefit essential veterinary and daily animal care, education programs, conservation efforts, and so much more. Your support is the key to our continued success of providing positive wildlife experiences for guests of all ages.

Appearance sponsored by Statewide Fencing, Inc.

We can't wait to celebrate with you! Get your tickets at <https://lnkd.in/gCFwXfgp>.

[#zoo](#) [#ZooAnimals](#) [#RacineZoo](#) [#WisconsinZoos](#) [#animals](#)
[#RacineWIThingsToDo](#)



👍 3

We've got an enchanting night planned for you!
Join us for Racine's premier black-tie event, Zoo...

Posted by Taylor Miller

8/29/2024

% 3 0 0 - 58.46%

This post doesn't qualify for boosting. 🚫

Boost

Special Events

August Events

- August 7—Animal Crackers
 - Location: Amphitheater and lawn
 - Overview: concert
 - Attendance: 1500

- August 10—Breakfast with Giraffes
 - Location: Pavilion
 - Overview: Breakfast
 - Attendance: 60

- August 14—Music at the Zoo
 - Location: Amphitheater and lawn
 - Overview: concert
 - Attendance: 450

- August 18—Car, Truck and Bike Show
 - Location: Entire Zoo
 - Overview: annual car, truck and bike show
 - Attendance: 2,000

- Animal Crackers
 - Location: Amphitheater and lawn
 - Overview: concert
 - Attendance: 2,000

- Whiskers and Whiskey
 - Location: Pavilion and tent
 - Overview: annual whiskey dinner
 - Attendance: 60

- WRWPW
 - Location: LOG
 - Overview: wine and beer tasting
 - Attendance: 100

Coming up at the Zoo at a Glance:

- September 7—Zoo Debut: Enchanted Forest
- September 14—Slumber Safari
- September 26 – November 3—Jack O' Lantern Nights
- September 27—OctoBEARfest
- October 5—Old Fashioned Fest
- October 25—Hallowine
- October 26—Boo at the Zoo