

**Racine Zoological Society
Park and Recreation Board Meeting
reporting on June 2025**

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

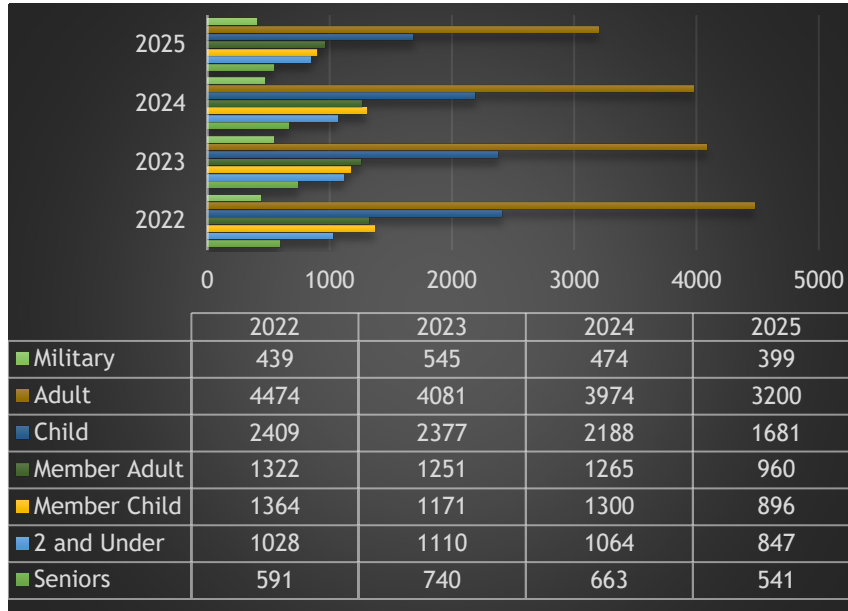
- Total memberships households = **2144**

Attendance for June 2025

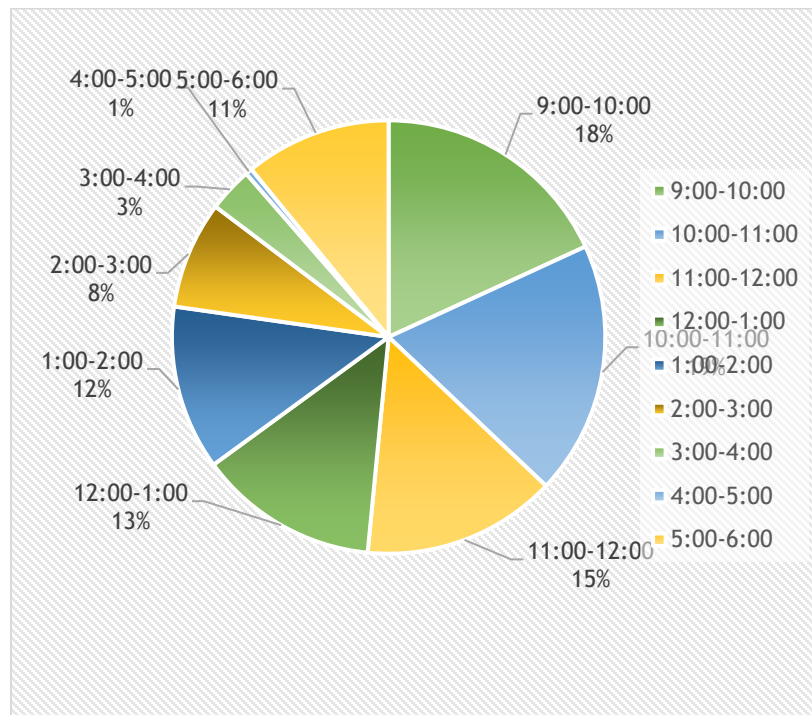
June Attendance 2024 – 2025

	June 2024	June 2025	Variance	Percent change
Adults	3974	3200	-774	-19.48%
Children	2188	1681	-507	-23.17%
Member Adults	1265	960	-305	-24.11%
Member Children	1300	896	-404	-31.08%
Child 2 and under	1064	847	-217	-20.39%
Seniors	663	541	-122	-18.4%
Military	474	399	-75	-15.82%
Education	2315	2180	-135	-5.83%
Events	1858	1311	-547	-29.44%
Total	15101	12015	-3086	-20.44%

June Admissions Attendance 2022-2025



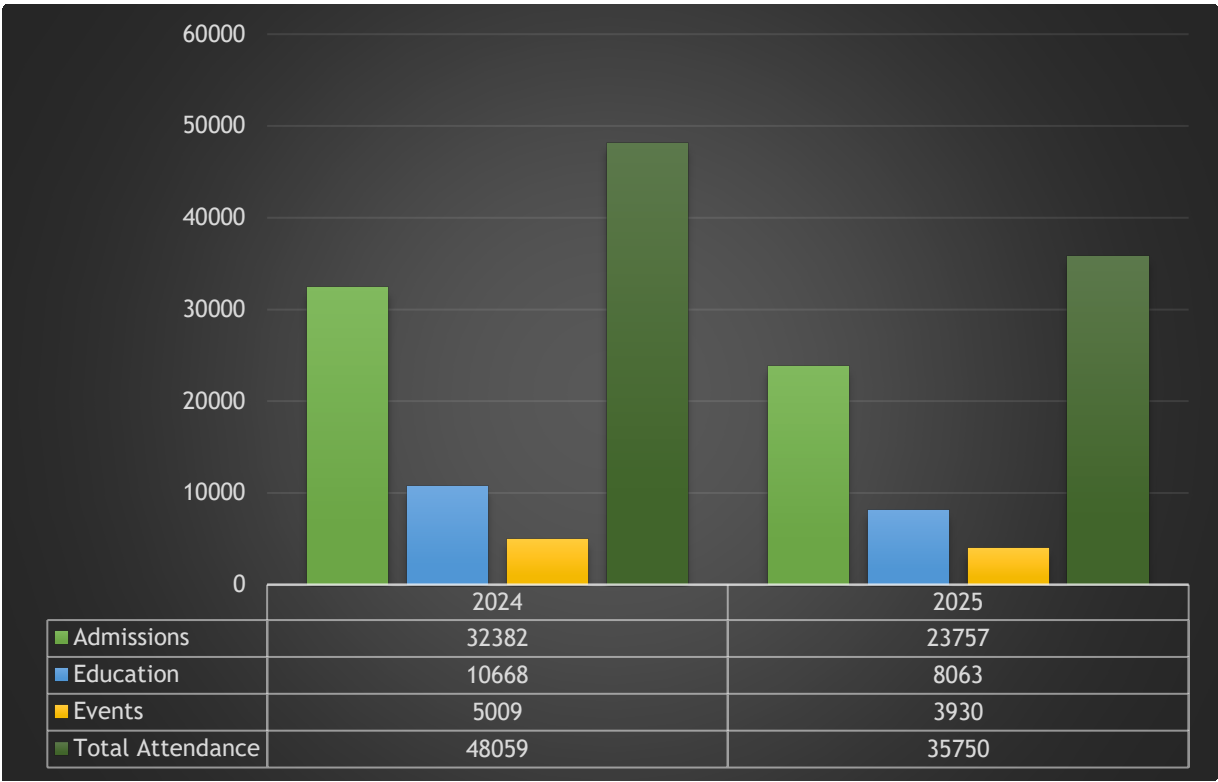
June 2025 Attendance by Hour



Education - 9:00AM – 10:00AM
 General Admissions – 10:00AM – 4:00PM
 Events – 5:00PM – 6:00 PM

YEAR TO DATE Attendance 2024-2025

	YTD 2024	YTD 2025	Variance	Percent Change
Admissions	32382	23757	-8625	-26.64%
Education	10668	8063	-2605	-24.42%
Events	5009	3930	-1079	-21.54%
Total Attendance	48059	35750	-12309	-25.61%



June 2025 Municipality

Racine County	Guests
53105	123
53108	20
53126	124
53139	35
53167	5
53177	105
53182	100
53185	58
53402	1278
53403	443
53404	285
53405	563
53406	583
Total	3722

Other Municipalities	Guests
Kenosha	1312
Milwaukee	719
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	688
Illinois	1849
Other States (Excludes WI & IL)	549
Outside US	33
Total	5150

	GUESTS
Racine County	3722
Other Municipalities	5150
Events & Education (Not Collected)	3143
Data Not Collected (Admissions)	0
June Total	12015

Operations

- Guest comparison to last year is down but we are finding this with our counterparts across the country
- All schools are out for summer, and we are now fully staffed
- Both operations and facilities have 6 people from Custom Employment Solutions that will be working at the Zoo from mid-June until mid-August on Tuesdays and Thursday. They are here through the Division of Vocational Rehabilitation (DVR)
- Lots of events in the last week of June, extremely busy
- Preparing for events in July including Animal Crackers Concert Series, Cigar Dinner, Margarita Fest and Christmas in July

Animal Care

- **Veterinary Updates**

- 1.0 Fossa, Kirindy, monitoring for age related issues
- 0.1 Amur Tiger, Changbai is recovering well. Pleural effusion is not likely to resolve long-term, but she is improving overall!
- 1.0 Dom. Ferret Linguini is on digestive meds for possible kidney issues.
- 1.0 Hartmann's Mountain Zebra foal, has been introduced to exhibit with 1.1 Promise and Obi
- African Penguin colony is being treated for Aspergillosis

- **Collection Changes**

- 0.2 Red Kangaroos, Gigi and Winnie arrived into quarantine 6-11-25
- 30.30 Madagascar Hissing Cockroaches arrived into quarantine 6-20-25.
- 3.1 Meerkat arrived into quarantine on 6-5-25.
- Incoming animals without set dates:
 - 1.0 White handed Gibbon (spring), "Christopher" as enclosure-mate for 0.1 Robin from Birmingham Zoo

- **Staffing/Training**

- Summer staff are hired for the season and to replace other staff that have left to go to other AZA facilities

- **Other Updates**

- Continuing (0.1), penguin acupuncture session, 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 and Inti
- Continuing frequent hoof work and training with 1.1 Hartmann's Mountain Zebra, 1.0 Masai giraffe, 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.
- 0.1 penguin chick sexed as female

Conservation Education

Program Title	# of Programs	Interactions	Touchpoints (Reach)	Notes
On-Campus Programs				
Animal Program	11	552	614	
Slumber Safari	1	14	14	
Preschool	3	35	35	
Behind-the-Scenes Encounter	1	11	11	
Wildlife Explorers	0	0	0	
Globes	0	0	0	
Scout Program	0	0	0	
Off-Campus Programs				
Animal Program	9	521	531	
ZAP (After School Program)	2	51	57	
COZI	2	15	15	
Senior Safari	0	0	0	
Birthday Parties				
On-Campus	4	135	135	
Off-Campus	1	18	18	
AmeriCorps Program				
On-Campus	0	0	0	
Off-Campus	0	0	0	
Zoo Camp				
Spring Break	0	0	0	
Summer	8	86	86	*Half day camps; 2024 equivalent would be 5 camps, 53 campers (reflected below)
Daily Programs				
Creature Feature	30	482	601	
Wildlife Theater	58	600	847	
Other Events*	7	263	325	
Subtotal	137	2783	3289	
Volunteer Guest Engagement	4	168	196	
TOTAL	141	2951	3485	

Compared to 2024						
Programs	2025 Number	2025 Participants	2024 Number	2024 Participants	% Variance Number	% Variance Participants
On-Campus Programs	16	674	19	819	-16%	-18%
Off-Campus Programs	13	603	5	438	160%	38%
Birthday Parties	5	153	5	165	0%	-7%
AmeriCorps Programs	0	0	0	0	0%	0%
Zoo Camp	5	53	8	98	-38%	-46%
Daily Programs	88	1448	87	1991	1%	-27%
Other Events	7	325	5	335	40%	-3%
Volunteer Guest Engagement	4	196	0	0	100%	100%
Total	138	3452	129	3846	7%	-10%

*Other Events	
Date	Event & Attendance (if applicable)
6.3.25	AF attended the final Party for the Planet meeting
6.7.25	CS gave a presentation at Breakfast with Giraffes
6.9.25	Transition Volunteers
6.11.25	LCS Volunteers
6.14.25	Volunteer Camp Training
	Penguin Zoorific Saturday
6.21.25	Giraffe Zoorific Saturday
6.23.25	Volunteer Camp Training
6.27.25	Seasonal Keeper Orientation
6.28.25	Rhino Zoorific Saturday

Grants and Proposals	
Title	Update
AmeriCorps	AF attended new grant meeting; BR updated budget
	Working on what the plan is for 2025-2026
ZAP	Grant ended; programs completed; curriculum completed; report submitted; grant received for 25-26
COZI	Grant ended; programs completed; working on grant report & final application
Party for the Planet	Event portion ended; evaluation & grant report turned in; Martins and monarchs ongoing
ACE Vanishing Kingdom	Evaluation ongoing; Beth working on contacting sign design company

Facilities

- Replaced two doors on primates
- Change out two solenoids on the misters
- Fixed rhino shift doors
- Cleared all the dirt from the north end to use at the mountain project
- Replaced freezer in grill
- Fence repair work is completed just need to finish with new scrim
- Finished set up of Dewey's yard
- Hung banners on Main Street and the amphitheater for the Animal Crackers concert series sponsors
- General maintenance throughout the entire zoo on various projects
- Special event set up and take down
- Working on Tur Mountain



Staff Activity Report

Marketing | June 2025

E-Blasts

mailchimp.com

<input type="checkbox"/>	Racine Zoo News: June 28 Regular email Send date on Sat, Jun 28, 05:00 PM	Sent Sat, Jun 28, 05:00 PM	Entire Zoo Database 11,370 recipients	30.4% Opens	1.8% Clicks
<input type="checkbox"/>	Racine Zoo Update: Chronicles at the Zoo Regular email Send date on Wed, Jun 25, 11:00 AM	Sent Wed, Jun 25, 11:00 AM	Entire Zoo Database 11,297 recipients	27.9% Opens	0.5% Clicks
<input type="checkbox"/>	Racine Zoo Update: Music at the Zoo 3 Regular email Send date on Sat, Jun 21, 11:00 PM	Sent Sat, Jun 21, 11:00 PM	Entire Zoo Database 11,244 recipients	30.6% Opens	1.6% Clicks
<input type="checkbox"/>	Racine Zoo Update: Bourbon Bottle Raffle Regular email Send date on Thu, Jun 19, 11:00 PM	Sent Thu, Jun 19, 11:00 PM	Entire Zoo Database 11,215 recipients	29.9% Opens	1.5% Clicks
<input type="checkbox"/>	Racine Zoo Update: Chronicles at the Zoo Regular email Send date on Wed, Jun 18, 11:00 PM	Sent Wed, Jun 18, 11:00 PM	Entire Zoo Database 11,222 recipients	33.5% Opens	2.3% Clicks
<input type="checkbox"/>	Racine Zoo News: June 13 Regular email Send date on Fri, Jun 13, 05:00 PM	Sent Fri, Jun 13, 05:00 PM	Entire Zoo Database 11,105 recipients	36.9% Opens	1.1% Clicks
<input type="checkbox"/>	Racine Zoo Update: Music at the Zoo Regular email Send date on Sun, Jun 08, 12:30 PM	Sent Sun, Jun 08, 12:30 PM	Entire Zoo Database 11,019 recipients	31.0% Opens	1.1% Clicks
<input type="checkbox"/>	June Wildlife Matters 2025 Regular email Send date on Sun, Jun 01, 02:00 PM	Sent Sun, Jun 01, 02:00 PM	Membership 1,718 recipients	45.9% Opens	3.9% Clicks

Entire Zoo Database

Subscribers	Open Rate	Click Rate
11,391	31.2%	1.4%

Members

Subscribers	Open Rate	Click Rate
1,775	45.9%	3.9%

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

MISCELLANEOUS PROJECTS

- See final page of report

▶ OUTSIDE ADS

- Bargain Hunter
- Happenings
- Wind Point STROLL
- Racine Theatre Guild
- Racine County Eye
- Shepherd Express

Whiskers AND Whiskey

**Friday, August 15
6 PM – 9 PM**

- Hors d'oeuvres
- 5 course dinner
- Bourbon sampling
- Silent auction
- Presentation on whiskered friends

**\$100 per ticket
*Must be 21 years or older**

VISIT RACINEZOO.ORG FOR MORE INFORMATION

**Racine Zoo Presents The 29th Annual
CAR, TRUCK, & BIKE SHOW**
**AUGUST 17, 2025
10am – 5pm**

OVER 75 AWARDS INCLUDING
★ BEST OF SHOW ★

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 AWARDED OVER 75 TROPHIES INCLUDING BEST OF SHOW AWARDS. THERE WILL BE FOOD AND BEVERAGES AVAILABLE FOR PURCHASE. STROLL AROUND SOME AMAZING VEHICLES WHILE LISTENING TO TUNES AND ENJOYING THE BEAUTIFUL LAKEFRONT. EVENT IS HELD RAIN OR SHINE.

TICKETS
\$5 PER PERSON | ZOO MEMBERS \$2 AND YOUNGER - FREE

REGISTRATION
EARLY (CLOSES 8/13) - \$20
DAY OF (CLOSES 8/17 @10AM) - \$25

TICKETS AVAILABLE AT RACINEZOO.ORG

20316 Main St.
Racine, WI 53402

262.636.9189
racinezo.org

Follow us! @racinezo

CIGAR DINNER
30TH ANNUAL AT RACINE ZOO

SIT BACK, RELAX, AND INDULGE IN A GOURMET DINNER AND PREMIUM CIGARS ALONG THE BEAUTIFUL LAKEFRONT WHILE SUPPORTING THE RACINE ZOO!

TICKETS INCLUDE: **\$125 PER PERSON**

- HORS D'OEUVRES
- ANIMAL AMBASSADOR ENCOUNTER
- GOURMET DINNER
- PACK OF PREMIUM CIGARS
- LIVE AND SILENT AUCTIONS

**THURSDAY, JULY 17
5 PM - 10 PM**

VISIT RACINEZOO.ORG FOR MORE INFORMATION

MARGARITA FEST

Saturday, July 19, 2025 | 1PM – 4PM

You bring a friend, and we'll bring the limes—it's margarita time! Cool off on a hot summer day the right way with a margarita in hand, listening to music along the beautiful lakefront. Sample amazing margaritas and grab a bite to eat!

VISIT RACINEZOO.ORG FOR MORE INFO

Saturday, July 26 | 10 AM – 5 PM

Bring all your friends and family for a festive and fun-filled day at the Zoo as we celebrate Christmas in July!

With Santa on vacation from the North Pole, the Grinch visiting, and so many others making a stop at the Zoo, it is nothing short of a Christmas miracle! We will see you at the Zoo for a jolly good time!

- Entertainment
- Crafts and games
- Cookie decorating
- Ornament decorating
- Bounce Houses
- Creature Features
- Zoo Choo rides
- and so much more!

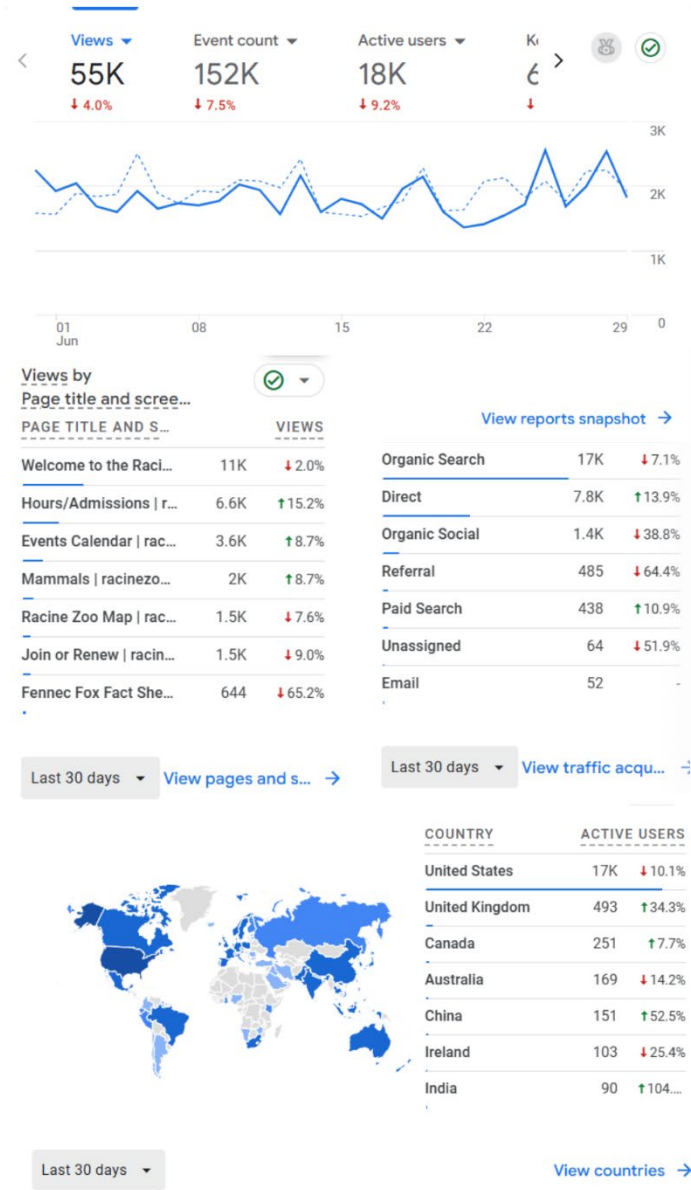
Visit racinezoo.org for more information

CHRISTMAS IN JULY

WEBSITE

raceinezoo.org

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



















































Data from Google Analytics

































FACEBOOK

Followers: 48,414

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

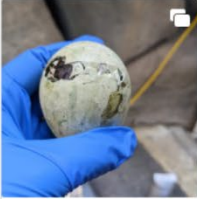
<input type="checkbox"/>	 Check out this behind-the-scenes look at a d... Video · Racine Zoo	Boost	...	Mon Jun 30, 12:37pm	  	2.8K	178	9	16
<input type="checkbox"/>	 Happy World Rhino Day! 🐘 Come visit the Z... Multi media · Racine Zoo	Boost	...	Sat Jun 28, 9:01am		5.4K	318	6	26
<input type="checkbox"/>	 The baseball days juts keep coming... Milwau... Photo · Racine Zoo	Boost	...	Fri Jun 27, 1:00pm		1.9K	14	0	3
<input type="checkbox"/>	 There is still time to get your tickets to the Ke... Photo · Racine Zoo	Boost	...	Fri Jun 27, 9:00am		3.2K	22	0	5
<input type="checkbox"/>	 Racine Zoo's staff is overjoyed to announce t... Multi media · Racine Zoo	Boost	...	Thu Jun 26, 2:17pm		62.4K	1.8K	73	125
<input type="checkbox"/>	 Christmas in July is just one month away! Hea... Photo · Racine Zoo	Boost	...	Thu Jun 26, 9:00am		3.1K	30	0	14
<input type="checkbox"/>	 We had quite the par-tee yesterday on the co... Multi media · Racine Zoo	Boost	...	Tue Jun 24, 9:00am		13.8K	122	5	0
<input type="checkbox"/>	 Just a reminder that Chronicles at the Zoo is t... Photo · Racine Zoo	Boost	...	Mon Jun 23, 9:10am		4.7K	23	3	19
<input type="checkbox"/>	 Watch Max use his dexterous lips to page thr... Video · Racine Zoo	Boost	...	Sun Jun 22, 10:47am	  	5.7K	210	10	23
<input type="checkbox"/>	 Another Zoorific Saturday... World Giraffe Day... Multi media · Racine Zoo	Boost	...	Sat Jun 21, 9:01am		11.5K	368	13	19
<input type="checkbox"/>	 June is National Zoo and Aquarium month! ... Video · Racine Zoo	Boost	...	Fri Jun 20, 9:00am	  	3.7K	121	5	13
<input type="checkbox"/>	 The 30th annual Cigar Dinner is quickly appro... Photo · Racine Zoo	Boost	...	Thu Jun 19, 9:00am		2K	12	0	1
<input type="checkbox"/>	 Chronicles at the Zoo ticket sales are ending ... Photo · Racine Zoo	Boost	...	Wed Jun 18, 9:00am		2.8K	21	1	4
<input type="checkbox"/>	 The Racine Zoo is asking for volunteers for th... Photo · Racine Zoo	Boost	...	Tue Jun 17, 1:00pm		17.8K	78	6	92
<input type="checkbox"/>	 We would like to wish Missy a very happy 29th... Multi media · Racine Zoo	Boost	...	Tue Jun 17, 9:00am		9.5K	373	41	15
<input type="checkbox"/>	 Kicking off our Animal Crackers concert series... Photo · Racine Zoo	Boost	...	Mon Jun 16, 9:00am		3.7K	22	1	14
<input type="checkbox"/>	 Happy Father's Day from the Racine Zool Cel... Photo · Racine Zoo	Boost	...	Sun Jun 15, 9:00am		3.4K	49	0	7
<input type="checkbox"/>	 Today is African Penguin Awareness Day! 🐧 ... Multi media · Racine Zoo	Boost	...	Sat Jun 14, 9:00am		3.8K	187	0	8
<input type="checkbox"/>	 The first World Roar Wine Pour Wednesday is... Multi media · Racine Zoo	Boost	...	Fri Jun 13, 9:00am		4K	36	0	4
<input type="checkbox"/>	 Looking for a Father's Day gift? We have the ... Photo · Racine Zoo	Boost	...	Thu Jun 12, 9:00am		3.2K	14	0	15
<input type="checkbox"/>	 Drumroll... introducing Timotheus, the Hartm... Multi media · Racine Zoo	Boost	...	Wed Jun 11, 9:00am		11.9K	434	15	34

STAFF ACTIVITY REPORT | MARKETING | June 2025

<input type="checkbox"/>	 Tuesday Tails : Nubian Goats Nubian Goats ar...	Multi media · Racine Zoo	Boost	...	Tue Jun 10, 9:31am		4K	113	4	9
<input type="checkbox"/>	 You do not want to miss the kick off of roarin...	Photo · Racine Zoo	Boost	...	Mon Jun 9, 9:00am		23.5K	83	2	25
<input type="checkbox"/>	 Join the Racine Zoo as the featured non-profi...	Photo · Racine Zoo	Boost	...	Sun Jun 8, 9:00am		3.6K	38	0	13
<input type="checkbox"/>	 2 Saturdays to get your tickets, 3 until the ev...	Multi media · Racine Zoo	Boost	...	Sat Jun 7, 9:00am		7.2K	37	0	32
<input type="checkbox"/>	 Creature Feature: Prehensile Tailed Porcupine...	Multi media · Racine Zoo	Boost	...	Fri Jun 6, 9:00am		3.7K	169	0	7
<input type="checkbox"/>	 Bring the whole family to enjoy a fun night of...	Photo · Racine Zoo	Boost	...	Thu Jun 5, 9:00am		2.6K	27	1	3
<input type="checkbox"/>	 Hartmann's Mountain Zebra Naming Livestre...	Text · Racine Zoo	Boost	...	Wed Jun 4, 5:42pm		0	--	--	--
<input type="checkbox"/>	 There are just two more Wednesday's until W...	Photo · Racine Zoo	Boost	...	Wed Jun 4, 1:00pm		2.3K	15	0	6
<input type="checkbox"/>	 There are just two more Wednesday's until W...	Photo · Racine Zoo	Boost	...	Wed Jun 4, 1:00pm		2.3K	15	0	6
<input type="checkbox"/>	 Today is the day, our Hartmann's Mountain z...	Multi media · Racine Zoo	Boost	...	Wed Jun 4, 8:00am		5.7K	74	1	12
<input type="checkbox"/>	 Check out our exclusive baby zebra apparel t...	Multi media · Racine Zoo	Boost	...	Tue Jun 3, 5:00pm		4.5K	77	0	8
<input type="checkbox"/>	 Milwaukee Milkmen Baseball Game	Text · Racine Zoo	Boost	...	Tue Jun 3, 9:54am		0	--	--	--
<input type="checkbox"/>	 In case you were curious with what we've bee...	Video · Racine Zoo	Boost	...	Tue Jun 3, 9:01am		5.5K	308	7	22
<input type="checkbox"/>	 While you're out on the green this week, thin...	Photo · Racine Zoo	Boost	...	Mon Jun 2, 9:00am		3.1K	36	0	12
<input type="checkbox"/>	 Hartmann's Mountain Zebra foal naming auct...	Text · Racine Zoo	Boost	...	Mon Jun 2, 8:51am		0	--	--	--
<input type="checkbox"/>	 Attention all baby zebra lovers! The baby zeb...	Multi media · Racine Zoo	Boost	...	Sun Jun 1, 5:00pm		22.6K	388	145	47

Top 5 posts of June with the largest reach, engagement, likes, and shares:

1. African Penguin chick press release
2. Baby zebra name announcement: Timotheus
3. Volunteer ask for pumpkin moving
4. Music at the Zoo
5. A Round for Rhinos day after post

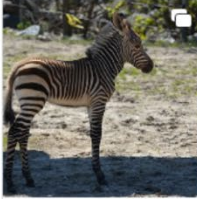


Racine Zoo's staff is overjoyed to announ...

Thu Jun 26, 12:17pm

86.2K 2.2K

120 134




Attention all baby zebra lovers! The ba...

Sun Jun 1, 3:00pm

34.6K 445

172 47



VOLUNTEERS NEEDED


The Racine Zoo is looking for volunteers for this Thursday, June 10. We need about 20-30 volunteers. We will need help with feeding and cleaning the animals. Volunteers are needed from 9:00am to 1:00pm. If you are interested, please email us at volunteers@racinezoo.org or call us at 262-781-1234. We are a 501(c)(3) non-profit organization.

The Racine Zoo is asking for volunteer...

Tue Jun 17, 11:00am

29.1K 124

10 93



MUSIC AT THE ZOO

JUNE 25, 2025

7 PM - 8 PM


GATES OPEN AT 5:30

You do not want to miss the kick off of...

Mon Jun 9, 7:00am

28.7K 88

2 25

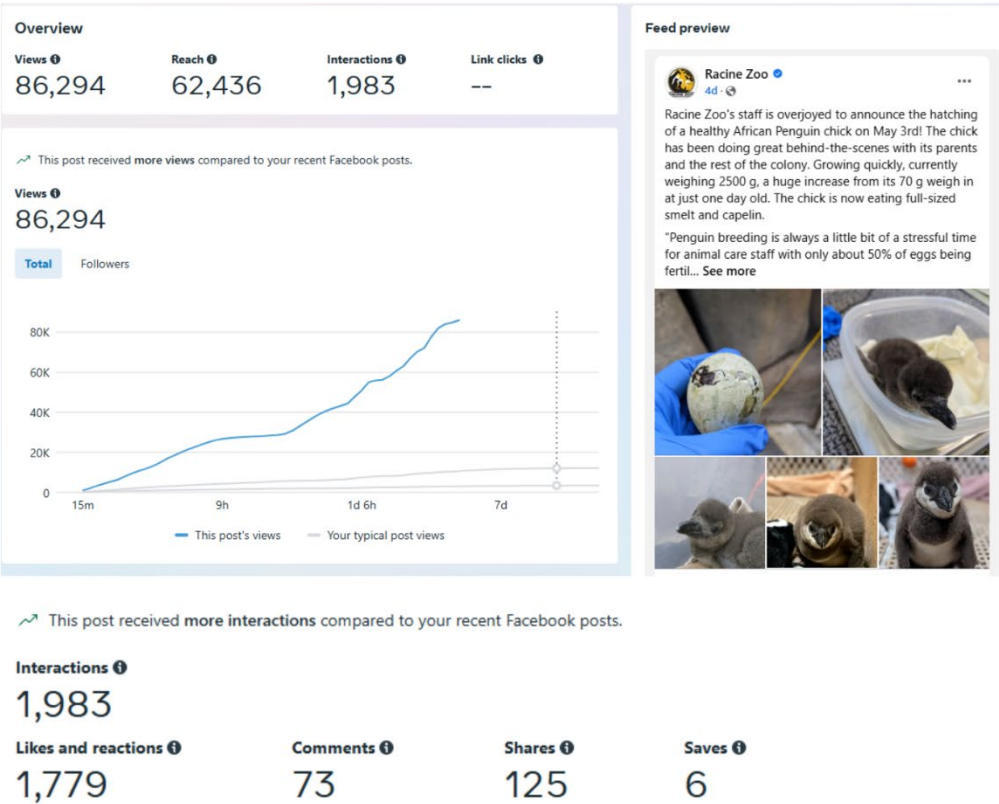


We had quite the par-tee yesterday on the.

Tue Jun 24, 7:00am

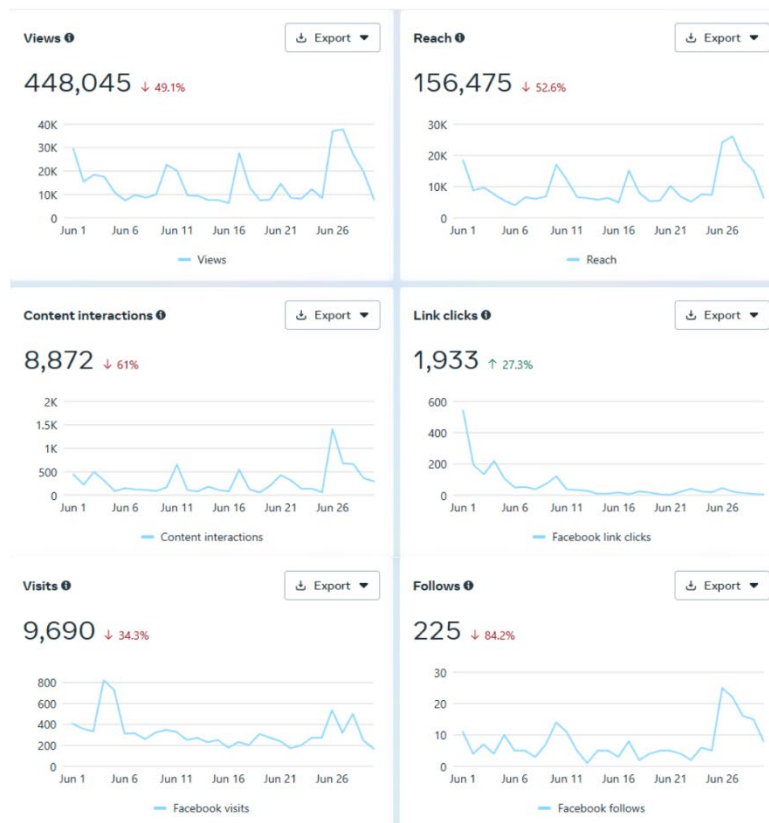
20.4K 124

5 0

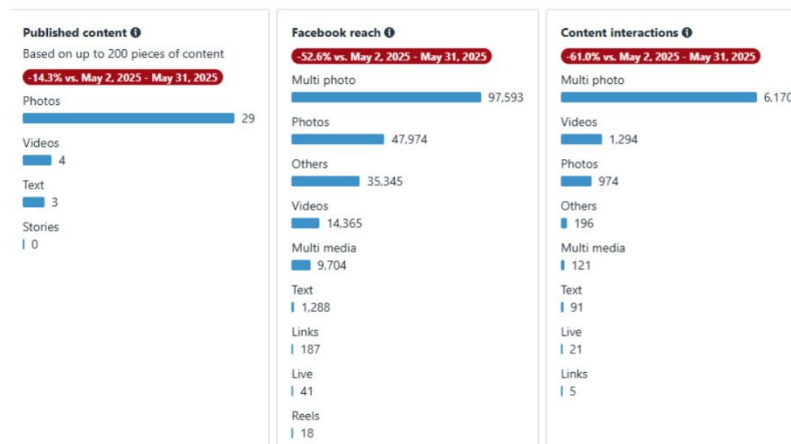


Our press release of our African Penguin chick had the most interactions on Facebook in the month of June. June was full of events, but not as much stuff as May, so this post came just at the right time and helped bring our numbers up again.

STAFF ACTIVITY REPORT | MARKETING | June 2025



This data is based on the last 30 days. Compared to last month we did not have as many big posts or announcements, which is why engagement dropped. However, our numbers are still very high and looking promising. It is always difficult when coming off such a busy month with a lot of announcements and videos being shared.



This data is based on May statistics. Even though May was an excellent month for content, it wasn't as much as in April.

▶ INSTAGRAM

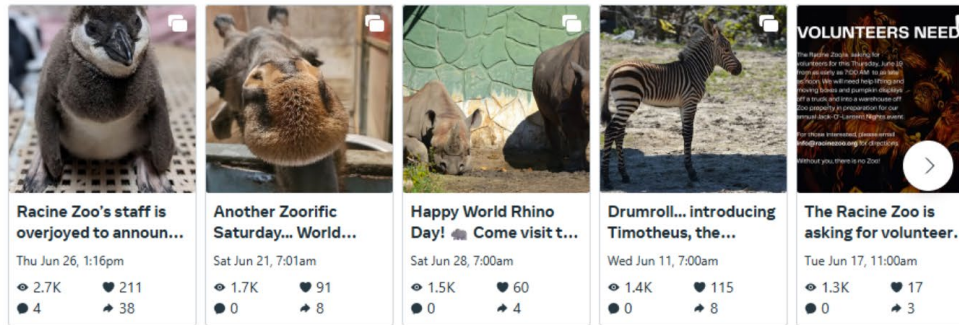
Followers: 6,351

Increased number of animal postings (videos too), posted about upcoming events, added to events tab. Increased post frequency to at least 1 a day. Scheduled at least one week in advance and to go out the same time to show consistency to our audience.

	Happy World Rhino Day! 🐘 Come visit the Zoo from...	Boost	Sat Jun 28, 9:00am	982	60	0	4	--
	There is still time to get your tickets to the Kenosha K...	Boost	Fri Jun 27, 9:05am	203	13	0	0	--
	Racine Zoo's staff is overjoyed to announce the hatch...	Boost	Thu Jun 26, 3:16pm	1.5K	211	4	38	--
	Christmas in July is just one month away! Head on ou...	Boost	Thu Jun 26, 9:00am	463	13	0	1	--
	We had quite the par-tee yesterday on the course! ...	Boost	Tue Jun 24, 9:00am	392	21	0	2	--
	Just a reminder that Chronicles at the Zoo is this wee...	Boost	Mon Jun 23, 9:10am	409	8	0	0	--
	Another Zoofic Saturday... World Giraffe Day 🦒 Co...	Boost	Sat Jun 21, 9:01am	983	91	0	8	--
	The 30th annual Cigar Dinner is quickly approaching!...	Boost	Thu Jun 19, 9:00am	303	11	0	0	--
	Chronicles at the Zoo ticket sales are ending soon! B...	Boost	Wed Jun 18, 9:00am	384	9	0	0	--
	The Racine Zoo is asking for volunteers for this Thurs...	Boost	Tue Jun 17, 1:00pm	876	17	0	3	--
	We would like to wish Missy a very happy 29th birthd...	Boost	Tue Jun 17, 9:00am	384	62	0	4	--
	Kicking off our Animal Crackers concert series is Davi...	Boost	Mon Jun 16, 9:00am	360	9	0	0	--
	Happy Father's Day from the Racine Zoo! Celebrate y...	Boost	Sun Jun 15, 9:00am	431	16	0	0	--
	Today is African Penguin Awareness Day! 🐧 Come o...	Boost	Sat Jun 14, 9:00am	656	49	0	2	--
	The first World Roar Wine Pour Wednesday is less tha...	Boost	Fri Jun 13, 9:00am	495	14	0	0	--
	Looking for a Father's Day gift? We have the perfect ...	Boost	Thu Jun 12, 9:00am	293	5	0	0	--
	Drumroll... introducing Timotheus, the Hartmann's M...	Boost	Wed Jun 11, 9:00am	840	115	0	8	--
	Tuesday Tails : Nubian Goats Nubian Goats are know...	Boost	Tue Jun 10, 9:31am	869	43	0	4	--
	You do not want to miss the kick off of roaring music ...	Boost	Mon Jun 9, 9:00am	474	15	0	2	--
	Join the Racine Zoo as the featured non-profit at the ...	Boost	Sun Jun 8, 9:01am	547	22	0	4	--
	Creature Feature: Prehensile Tailed Porcupine We hav...	Boost	Fri Jun 6, 9:00am	353	50	1	0	--
	There are just two more Wednesday's until World Ro...	Boost	Wed Jun 4, 1:00pm	276	6	0	1	--
	Today is the day: our Hartmann's Mountain zebra foa...	Boost	Wed Jun 4, 8:00am	324	37	0	1	--
	Check out our exclusive baby zebra apparel that is no...	Boost	Tue Jun 3, 5:00pm	593	51	0	2	--
	While you're out on the green this week, think about ...	Boost	Mon Jun 2, 9:00am	303	17	0	0	--
	Attention all baby zebra lovers! The baby zebra nami...	Boost	Sun Jun 1, 5:01pm	782	125	3	5	--

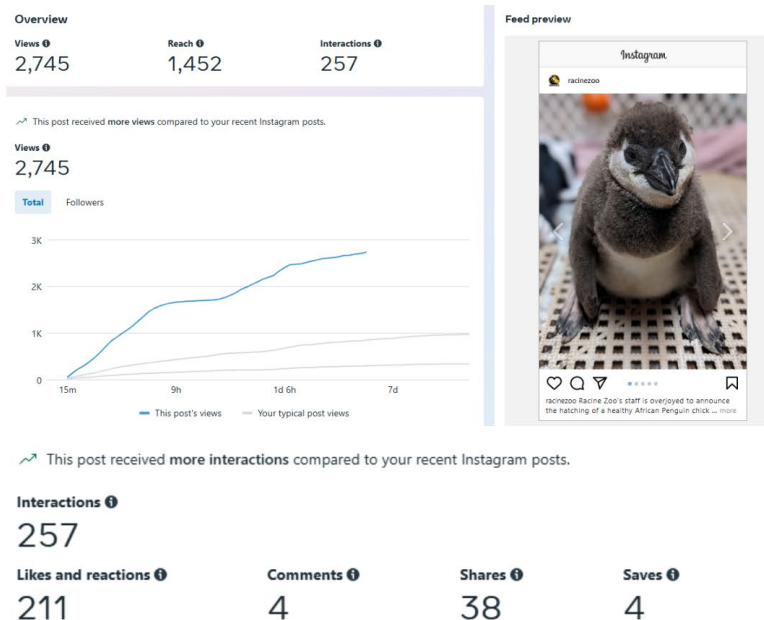
▶ INSTAGRAM

Followers: 6,351



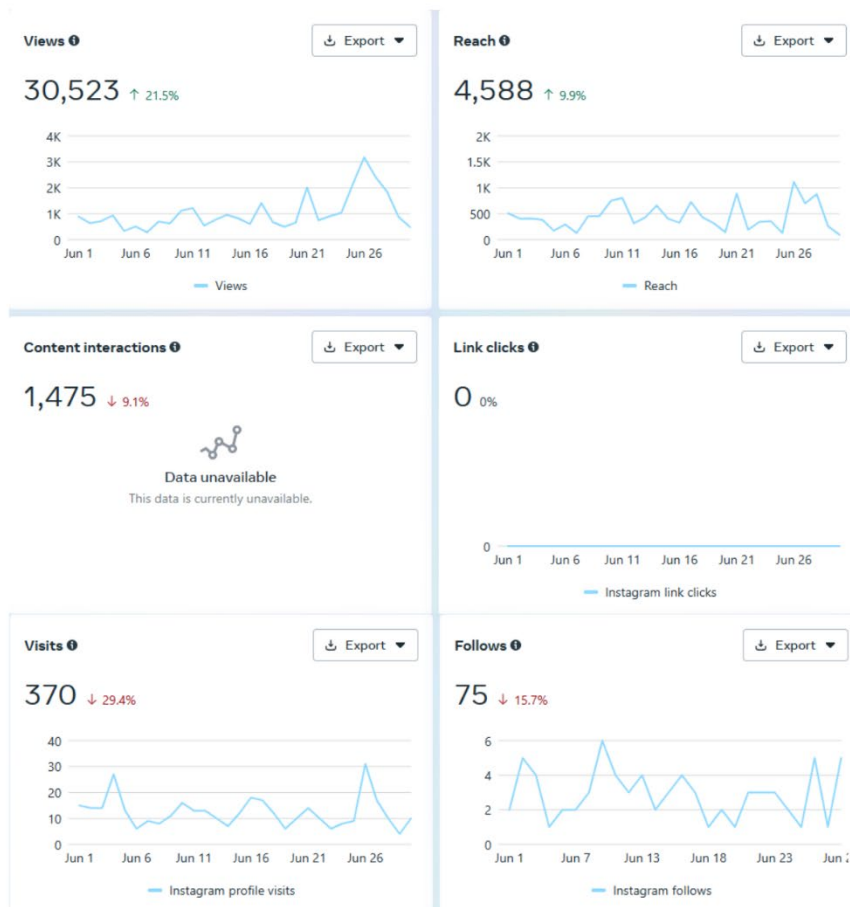
Top 5 posts of June with the largest reach, engagement, likes, and shares:

1. African Penguin chick press release
2. World Giraffe Day
3. World Rhino Day
4. Zebra name announcement, Timotheus
5. Volunteer ask for moving pumpkins



Our press release of our African Penguin chick had the most interactions on Facebook in the month of June. June was full of events, but not as much stuff as May, so this post came just at the right time and helped bring our numbers up again.

STAFF ACTIVITY REPORT | MARKETING | June 2025



This data is based on the last 30 days. We have increased our views and reach. We have gained followers, page visits, and content interactions, but compared to May, they were down slightly.



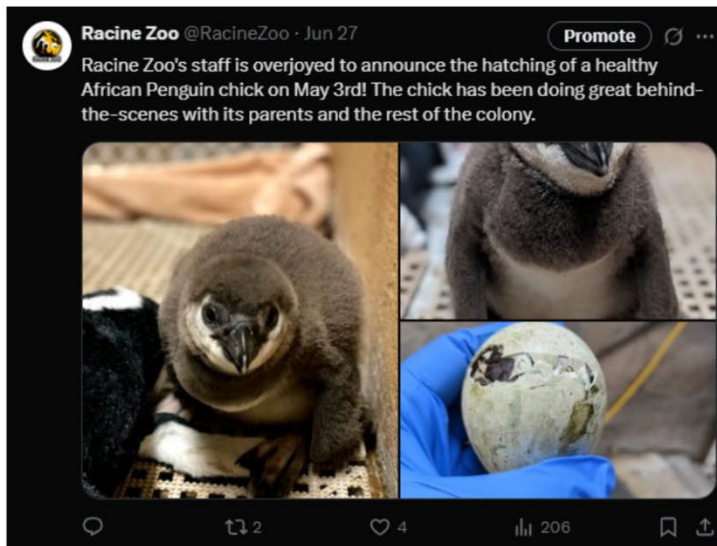
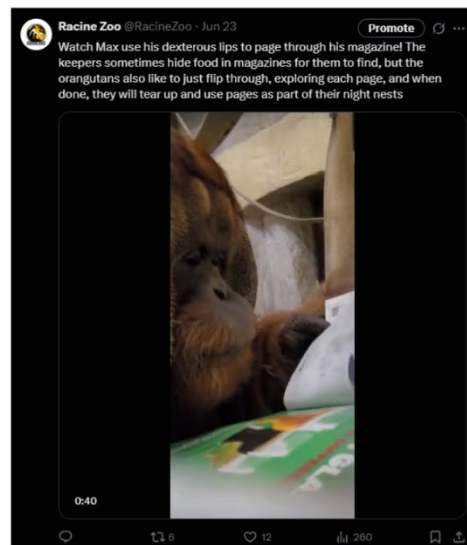
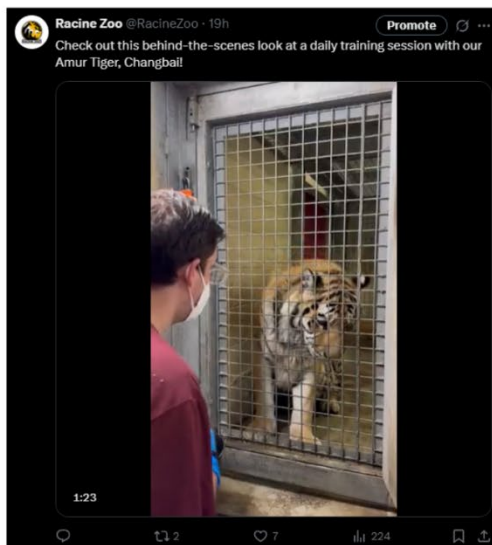
This data is based on May statistics. Even though May was an excellent month for content, it wasn't as much as in April.

► X (AKA TWITTER)

Followers: 3,286

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

Posting on this account is frequently, almost every day. The same posts from Facebook and Instagram are posted on Twitter, simplified. The analytics are different as we would have to upgrade to a premium account in order to view the entire analytics instead of just on each individual post. Our engagement is increasing when I post more animal content and when I post more in the late morning compared to afternoon.

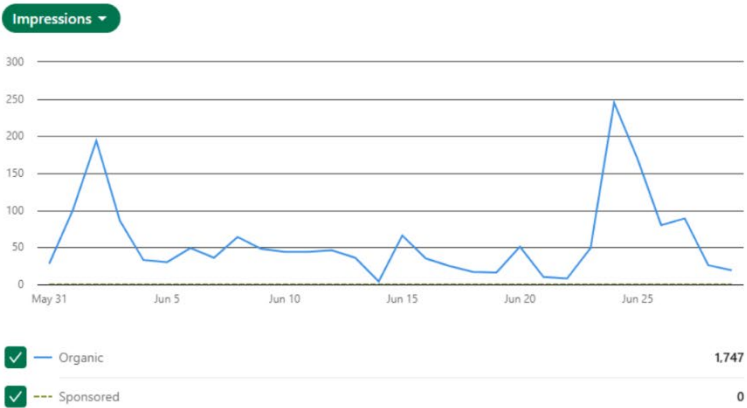


LinkedIn

Followers: 276

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)

Metrics



Highlights

Data for 5/31/2025 - 6/29/2025

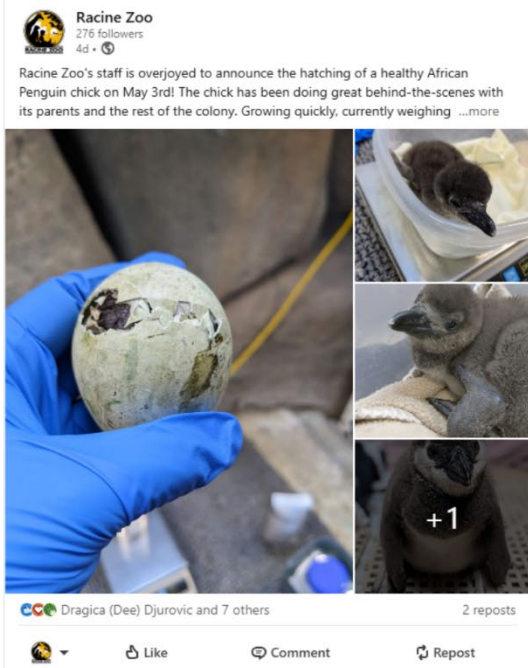
1,747	70	3	2
Impressions	Reactions	Comments	Reposts
▼14.4%	▲16.7%	▲200%	●0%

Greater Milwaukee	133 (48.2%)
Greater Chicago Area	44 (15.9%)
Greater Madison Area	6 (2.2%)
Denver Metropolitan Area	5 (1.8%)
Greater Minneapolis-St. Paul Area	5 (1.8%)
Los Angeles Metropolitan Area	3 (1.1%)
Greater Fort Collins Area	3 (1.1%)
Greater Tampa Bay Area	2 (< 1%)
Appleton-Oshkosh-Neenah Area	2 (< 1%)
Greater Seattle Area	2 (< 1%)

LinkedIn

Followers: 276

I post the same content on this platform as we do on Facebook, Instagram, and Twitter (X)



LinkedIn posts that had the most engagement during the month of June

Throughout the month of June:

- 8 E-blasts were created and sent out
- Our following on Facebook, Instagram, Twitter (X), LinkedIn, and Tik Tok increased
- Ads were created and distributed to multiple websites, magazines, newspapers, etc.
- We had many events in June that all went very well! In one week we had A Round for Rhinos, Music at the Zoo, and our first annual Chronicles at the Zoo, which was a HUGE success. We got so many compliments and raised a lot of money.
- We have many events coming up in July: Kenosha Kingfish baseball games, Milwaukee Milkmen baseball game, Breakfast with the Giraffes, Animal Crackers begins, World Roar Wine Pour Wednesday, 30th annual Cigar Dinner, Margaritafest, and Christmas in July
- Other activities we have participated in this month is multiple media appearances. We were on the news and radio multiple times throughout the month of June
- Our LinkedIn profile is showing up more often and increasing in searches
- Have been getting TONS of positive feedback from the public over our social media and events
- Distributed new posters and flyers
- Updated events pages and calendars
- New street banners were put up on Main Street
- Ordered and printed Animal Crackers playbills
- Ordered and printed Zoo Debut invites
- Wildlife Matters has been published regularly for the past 5 months and has been doing very well

Special Events

June Events

- Breakfast with Giraffes, June 7
 - Location: pavilion and north of pavilion
 - Overview: Breakfast for families
 - Attendance: 50
- WRWPW, June 18
 - Location: pavilion and north of pavilion, due to rain
 - Overview: wine and beer tasting
 - Attendance: 60
- A Round for Rhinos, June 23
 - Location: Meadowbrook GC
 - Overview: annual zoo golf tournament fundraiser
 - Attendance: 120
- Music at the Zoo Concert, June 25
 - Location: amphitheater and grass spaces and pavilion
 - Overview: concert
 - Attendance: 400
- Chronicles at the Zoo
 - Location: pavilion and north of pavilion
 - Overview: bourbon dinner and fundraiser
 - Attendance: 86

Coming up at the Zoo at a Glance:

- Animal Crackers Concert, July 9
- WRWPW, July 16
- Cigar Dinner, July 17
- Margarita Fest, July 19
- Animal Crackers Concert, July 23
- Christmas in July, July 26
- Animal Crackers, August 6
- Whiskers and Whiskey, August 15
- Car, Truck and Bike Show, August 17
- Animal Crackers, August 20
- WRWPW, August 27
- Zoo Debut, September 6