

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on July 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

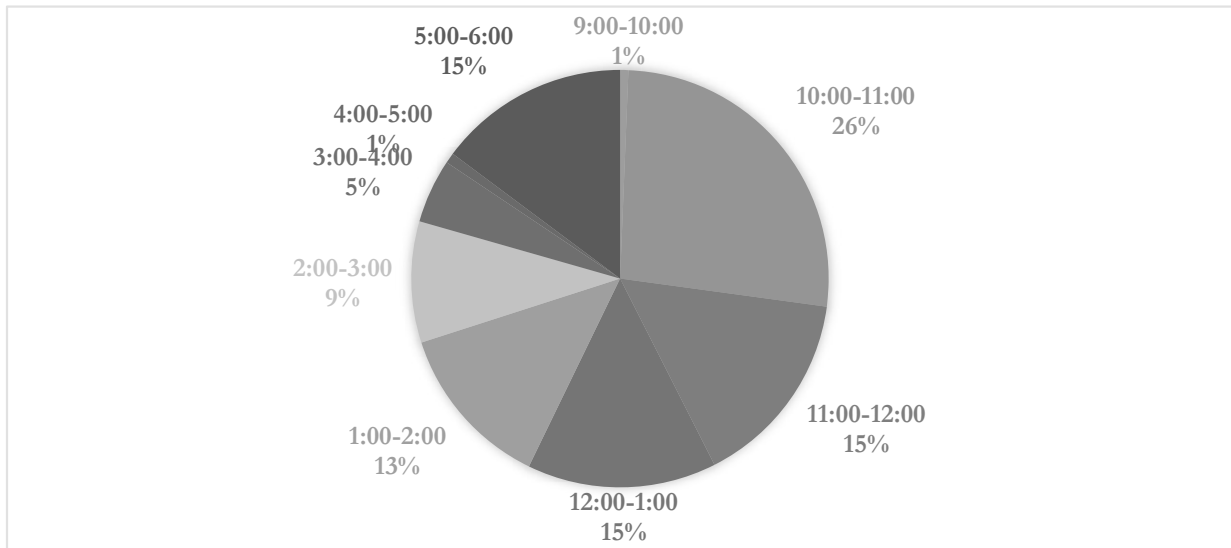
**Membership**

- Total memberships households = **2,710**

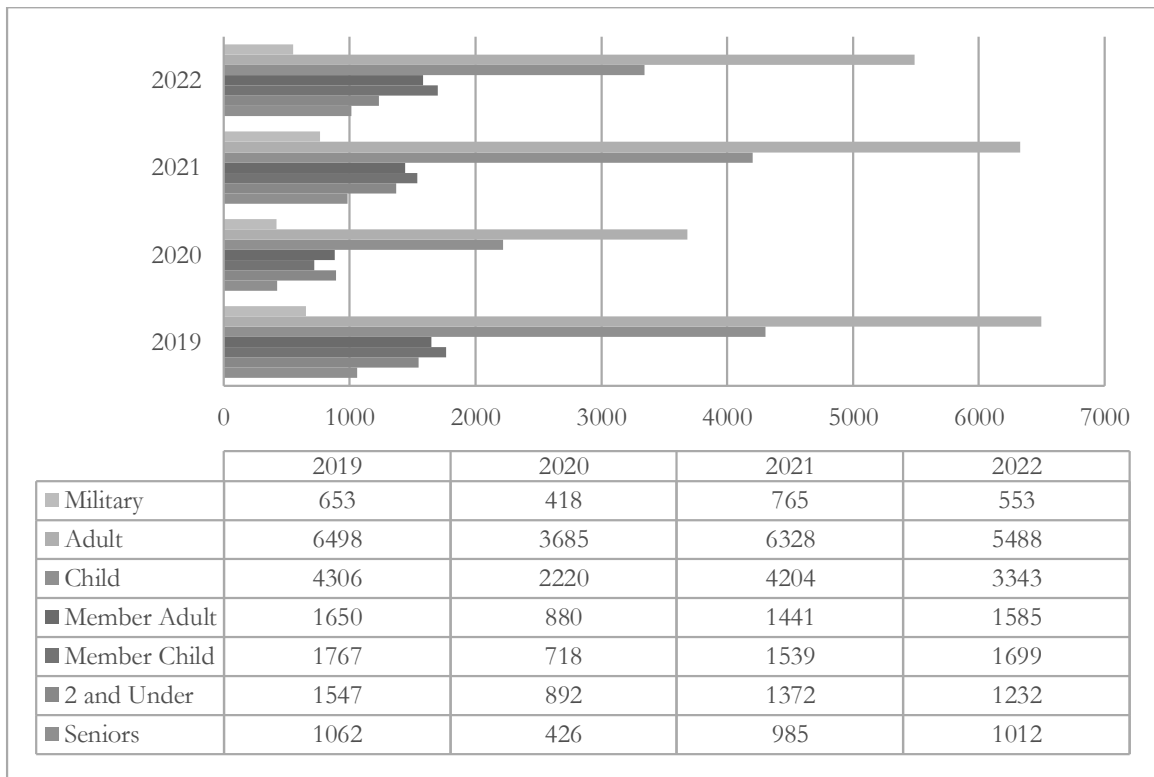
**Attendance for July 2022**

	July 2021	July 2022	Variance	Percent change
Adults	6328	5488	-840	-13%
Children	4204	3343	-861	-20%
Member Adults	1441	1585	144	10%
Member Children	1539	1699	160	10%
Child 2 and under	1372	1232	-140	-10%
Seniors	985	1012	27	3%
Military	765	553	-212	-28%
Education	N/A	1692	1692	1692%
Events	3614	2880	-734	-20%
Total	20248	19484	-764	-4%

## July 2022 Attendance by hour



## July Monthly Attendance 2019-2022



## July Municipality

<b>Racine County</b>	<b>Guests</b>
53105	60
53108	43
53126	115
53139	34
53158	0
53167	0
53177	77
53182	50
53185	19
53401	2
53402	349
53403	216
53404	108
53405	222
53406	182
53407	3
53408	15
<b>TOTAL</b>	<b>1,495</b>

<b>Other Municipalities</b>	<b>Guests</b>
Kenosha	762
Milwaukee	632
WI – Other Counties	0
Illinois	903
Other States	521
Outside US	0
<b>TOTAL</b>	<b>2,818</b>

	<b>Guests</b>
Racine County	1,495
Other Municipalities	2,818
Data Not Collected	15,171
<b>JULY TOTAL</b>	<b>19,484</b>

### **Operations**

- New Operations Manager
- Observations of staff & learning dynamics of existing team
- Working on cross training staff for all areas of operations so that they can be competent & confident in their position
- Working with staff to identify training opportunities to increase effectiveness & efficiency
- Racine County Zip Code & Municipality Document created by team member to make the data collection process quicker. This will give us a better picture of where our guests are visiting us from so our data is useful & accurate
- Working with vendors to get in needed product & determine what has already been ordered & not received
- Working with staff on how product should be received in, priced based on our cost & shipping charges paid.

## **Animal Care**

- **Veterinary Updates**

- 1.0 Orangutan successful dental xrays
- 0.1 Emperor tamarin on birth control temporarily
- 1.0 Green tree python treated for bad shed and inappetence
- 1.0 Bearded dragon recheck jaw break; healing nicely
- 1.0 Leopard gecko under observation for unexplained weight loss
- 0.1 Goat chiropractic appointment
- 1.0 Meerkat acupuncture session for leg nerve issues
- 1.0 Alpaca treated for allergic reaction, likely to grass
- 0.1 White-handed gibbon treatment for potential respiratory anomalies
- 3.1 African penguin acupuncture sessions for ambulatory/joint related issues
- 1.0 African penguin treated for eye squinting
- 1.1 Hartmann's mountain zebra routine exams and hoof trims with farrier
- 5.2.1 Emperor tamarin annual observational exams
- 1.0 Kenyan sand boa annual exam
- 0.1 Columbian red-tailed boa annual exam
- 1.0 Western screech owl routine exam
- 1.0 Yellow-crowned Amazon routine exam

- **Collection Changes**

- 0.0.3 Budgie passed away
- 0.1 Common wallaroo passed away

- **Other Updates**

- Working on setup for voluntary xrays with primates
- Successful dental xrays with 1.0 Orangutan!
- Working on voluntary cardiac ultrasound 1.0 Orangutan
- Working on voluntary injections with 0.2 African lions

## **Education**

### **Educational Programs**

- Onsite Programs – 9
  - Reached 268 people
- Offsite Programs – 17
  - Reached 999 people
- Onsite Birthdays – 8
  - Reached 222 people
- Offsite Birthdays – 3
  - Reached 84 people
- Slumber Safaris – 2
  - Reached 33 people
- Virtual Programs - 0
  - Reached 0 people
- Preschool Programs – 14
  - Reached 198 people
- BTS Encounters - 3
  - Reached 26 people
- Creature Features - 31
  - Reached 659 people
- Wildlife Theater- 62
  - Reached 1863 people
- **Total: Reached 4,352 people**
- **Other Events**
  - **July 4** – Participated in Racine 4<sup>th</sup> of July Parade
  - **July 11** – Live Animal News Appearance
  - **July 13-14** – Staff attended AmeriCorps Program Director Meetings
  - **July 15** – Animal Crackers Jr. Craft/Game station
  - **July 16** – Hosted Zookeeper Appreciation Day
  - **July 25** – CBS 58 News Appearance
  - **July 26** – Launch of round 3 Community Outreach Zoo Initiative (COZI) Program at Bethany House and HALO
  - **July 30** – Hosted Tiger Day
- **Grants and Proposals**
  - Received funding from ACE for Wildlife Capacity Building Grants
  - Working on grants from Christiansen Foundation and United Way Equity Innovation Fund; both projects launched in August
  - Received funding from Racine Zoo AmeriCorps program for three years

## Comparison to July 2022 - programs and participants

Participants	2021	2022	Variance
On Site	283	301	+6.4%
Off Site	405	999	+146.7%
BTS	12	26	+116.7%
Birthday Party	564	306	-84.3%
Preschool	0	198	+100.0%
AmeriCorps	0	0	+0.0%
Virtual Programs	32	0	-100.0%

Programs	2021	2022	Variance
On Site	10	11	+10.0%
Off Site	8	17	+112.5%
BTS	3	3	+0.0%
Birthday Party	16	11	-31.3%
Preschool	0	14	+100.0%
AmeriCorps	0	0	+0.0%
Virtual Programs	1	0	-100.0%

## Facilities

- Set up and tear down special events
- Daily janitorial
- General grounds upkeep
- Grass cutting and trimming
- Preventative maintenance
- Job requests e.g. adjust rhino limits, fix garbage disposal etc.....
- Installed memorial bricks
- Lakeshore cleaned up around pond
- Lintels were installed above doors in west barn LOG
- Gibbon door going to exhibit was replaced
- Started painting hardware for garage doors for pavilion
- Installed new faucets in both LOG bathrooms
- Fence install started on fennec fox exhibit
- Walk thru with city forester for potential tree removal
- Put new steering assembly in golf cart
- Put new deck on lawn mower
- Rebuilt carburetor on other golf cart
- Replaced pulley up in giraffe ceiling west stall
- New electrical service and panel installed in old coati building
- Replaced footrests on 2 wheel chairs for gift shop



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | JULY 2022

## E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
7/1	Slumber Safari - July	37.2	0.2
7/2	Zoo Brew Announcement	32.1	0.3
7/5	Margarita Fest - This Weekend	32.8	0.3
7/6	Animal Crackers - Roman Street	32.2	1.1
7/8	E-News	29.3	1.3
7/13	Cigar Dinner - Next Week	33.1	0.2
7/14	Animal Crackers Jr. - Tomorrow	31.9	0.6
7/18	Milwaukee Milkmen	35.6	0.4
7/20	Animal Crackers - Marion Meadows	31.5	0.6
7/22	E-News	27.5	0.7
7/25	Roar & Pour - August 3	35.6	0.4
7/27	Whiskers and Whiskey	34.9	0.2
7/29*	Wildlife Matters - July	41.7	3.0

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,645	18.1%	0.8%

## MEMBERS

Subscribers	Open Rate	Click Rate
2,051	21.1%	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
- Put together photos and descriptions of events for TV appearances



## OUTSIDE ADS

- Audacy - radio
- Bargain Hunter - print
- Happenings/Smart Reader - print
- Hearst - digital
- Hulafrog - digital
- Key Milwaukee - print
- Kids Out & About - digital
- Local 10 - print
- Milwaukee Magazine - print
- Milwaukee with Kids - digital
- Racine County Eye - digital
- Shepherd Express - print/digital
- Southern Lakes - print
- SEM campaign through Travel WI - digital
- Journal Times/Kenosha News - print/digital
- The Daily Herald - print/digital
- WTMJ 620 - radio
- Racine Theatre Guild - print
- Wisconsin Public Radio - radio
- Your LIFE Magazine - print
- Wind Point Living Magazine - print
- Rack cards through CTM Media Group - print
- Racine Concert Band - print
- Racine Symphony Orchestra - print

**RACINE ZOO SUMMER CONCERTS**

**GREAT MUSIC ALONG THE LAKEFRONT**  
DOORS OPEN: 5:30PM  
SHOWS BEGIN: 7PM

**FUN FOR THE WHOLE FAMILY!**  
DOORS OPEN: 5PM  
SHOWS BEGIN: 7PM

**BUY TICKETS AT RACINEZOO.ORG**

2024 Milwaukee Racine, WI 53408 | 262.634.6100 | racinezoo.org | @racinezoo | Facebook | Twitter | Instagram

**Animal Crackers**

**GREAT MUSIC ALONG THE LAKEFRONT**  
DOORS OPEN: 5:30PM  
SHOWS BEGIN: 7PM

**BUY TICKETS AT RACINEZOO.ORG**

2024 Milwaukee Racine, WI 53408 | 262.634.6100 | racinezoo.org | @racinezoo | Facebook | Twitter | Instagram

**Animal Crackers**

**JULY 27** **MARION MEADOWS**

**AT RACINE ZOO**

**BUY TICKETS!**

**Animal Crackers**

**JULY 13** **ROMAN STREET**

**AT RACINE ZOO**

**BUY TICKETS!**

**Animal Crackers**

**JULY 27** **MARION MEADOWS**

**AT RACINE ZOO**

**BUY TICKETS!**

**Animal Crackers**

**JULY 13** **ROMAN STREET**

**AT RACINE ZOO**

**BUY TICKETS!**

**Animal Crackers**

**RACINE ZOO**  
DOORS OPEN: 5:30PM  
SHOWS BEGIN: 7PM

**BUY TICKETS AT RACINEZOO.ORG**

2024 Milwaukee Racine, WI 53408 | 262.634.6100 | racinezoo.org | @racinezoo | Facebook | Twitter | Instagram

**Animal Crackers**

**FRIDAY, JULY 15**  
CHICAGO MONEY  
8:00 PM - 10:00 PM

**FRIDAY, AUGUST 12**  
MILWAUKEE  
8:00 PM - 10:00 PM

**BUY TICKETS AT RACINEZOO.ORG**

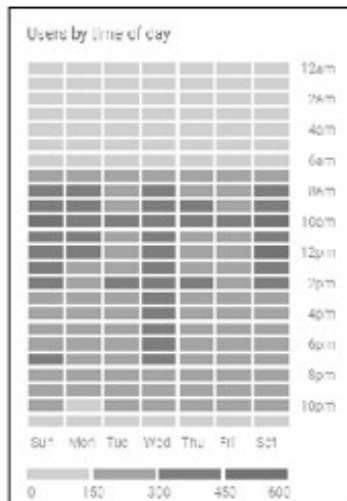
2024 Milwaukee Racine, WI 53408 | 262.634.6100 | racinezoo.org | @racinezoo | Facebook | Twitter | Instagram

**MONTHLY USERS: 27K**

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



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	81,662 % of Total: 100.00% (0.000)	69,160 % of Total: 100.00% (0.000)	00:01:16 Avg For Year: 00:01:16 (0.000)	37,309 % of Total: 100.00% (0.000)	59.16% Avg For Year: 55.11% (0.000)	45.69% Avg For Year: 43.89% (0.000)
1. /	15,789 (19.33%)	13,154 (19.02%)	00:00:12	12,751 (34.19%)	27.07%	31.98%
2. /hours/admissions	11,239 (13.76%)	9,502 (13.74%)	00:02:28	2,011 (5.39%)	79.89%	63.49%
3. /events/calendar	4,767 (5.84%)	3,451 (5.00%)	00:00:30	1,035 (2.78%)	80.14%	31.02%
4. /animal-exhibits	3,321 (4.07%)	2,839 (4.11%)	00:00:55	1,205 (3.24%)	61.24%	37.58%
5. /mammals	2,377 (2.91%)	1,547 (2.24%)	00:00:42	150 (0.40%)	68.40%	25.89%
6. /recreation-map	1,972 (2.41%)	1,411 (2.04%)	00:00:19	364 (0.98%)	86.43%	42.05%
7. /product/morganita-foot	1,899 (2.33%)	1,218 (1.76%)	00:02:55	116 (0.31%)	85.11%	72.41%
8. /jobs/career	1,826 (2.24%)	1,520 (2.19%)	00:01:12	352 (0.94%)	62.51%	42.61%
9. /shows-activities	1,540 (1.89%)	1,352 (1.95%)	00:00:32	181 (0.49%)	81.22%	42.00%
10. /animal-enclosure	1,402 (1.72%)	1,311 (1.90%)	00:00:50	96 (0.26%)	90.64%	21.10%



Data from Google Analytics

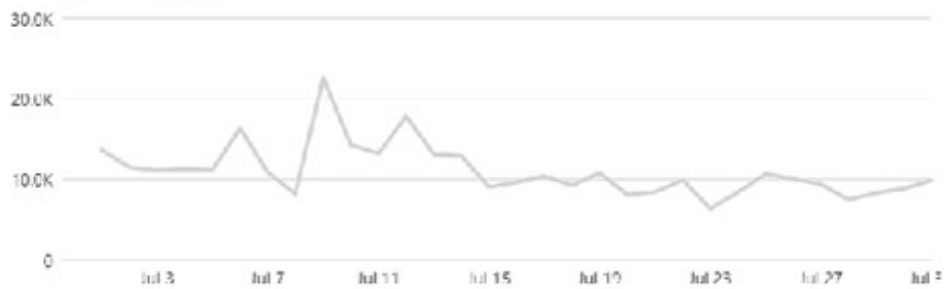
## FACEBOOK

**TOTAL LIKES: 32,063**

- Animal and promotional posts. Added event pages.

### Facebook Page reach ⓘ

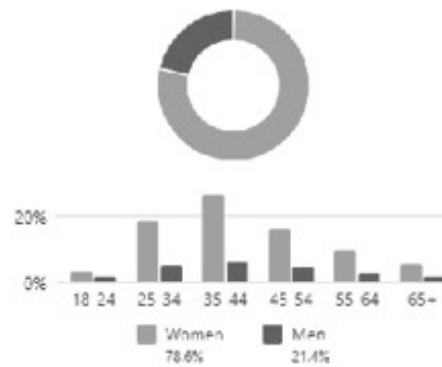
**149,115** ↓ 50.1%



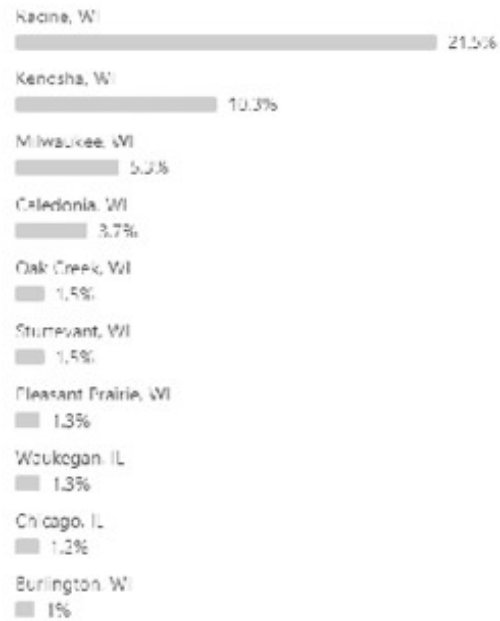
### Facebook Page likes ⓘ





















**32,063**






















#### Age & gender ⓘ






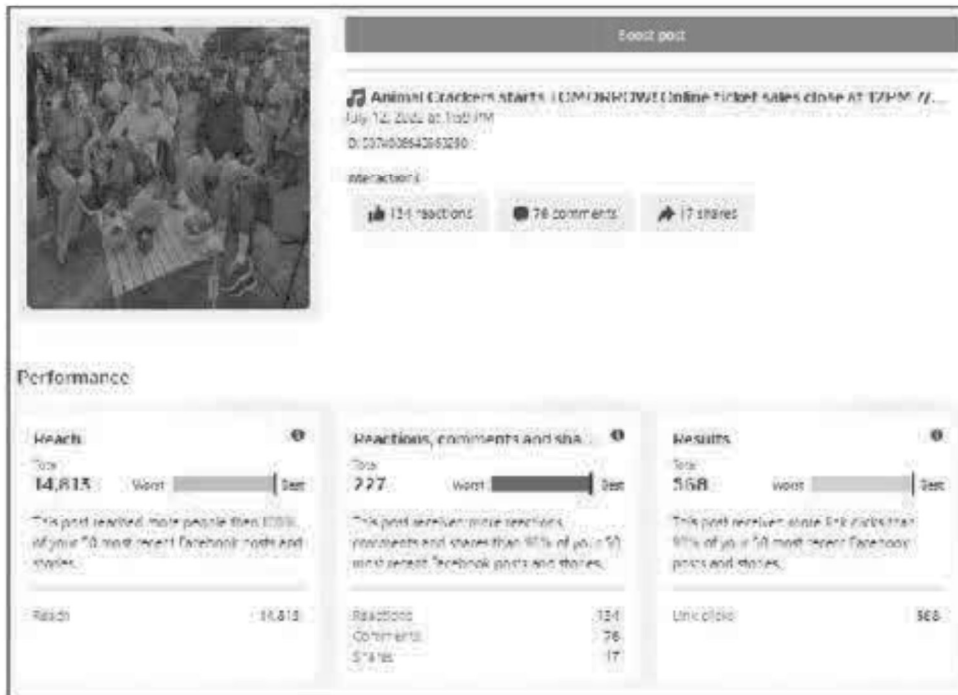
#### Top cities



Recent content	Type	Reacts	Likes and reactions	Comments	Shares
 Wine Wednesday: like a little bull... Sun Jul 24, 6:06am	Post	Boost post	7,537	10	6
 Slumber Safari: Animals of the ... Sat Jul 23, 12:11pm	Post	Boost post	5,269	14	9
 Love bringing the family to Racine ... Sat Jul 22, 9:10am	Post	Boost post	1,760	5	1
 It's #InternationalTigerDay! #Tigerr... Fri Jul 22, 12:18pm	Post	Boost post	1,507	15	4
 Smile! It's Friday @ @ Leopard g... Fri Jul 22, 7:20am	Post	Boost post	4,579	21	9
 Thank you to everyone who ca... Thu Jul 21, 11:50am	Post	Boost post	7,117	25	1
 THIS SATURDAY (7/30) is ZOON... Thu Jul 28, 9:10am	Post	Boost post	2,656	17	3
 Rinar & Ruar is only 1 WEEK AW... Wed Jul 27, 2:12pm	Post	Boost post	7,182	15	6
 Saxophonist Marion Meadows ... Tue Jul 26, 1:07pm	Post	Boost post	5,660	21	7
 Traveler Saturday: Baptists and Amp... Tue Jul 26, 10:42am	Post	Boost post	7,716	--	--
 Our babies are all grown up! Mo... Tue Jul 26, 7:18am	Post	Boost post	6,578	150	15
 Whiskers and Whiskey is about ... Mon Jul 25, 12:20pm	Post	Boost post	7,968	51	8
 The next Animal Trackers Jun or... Sun Jul 24, 8:22pm	Post	Boost post	5,462	16	5
 Happy National Zookeeper Appreci... Fri Jul 22, 9:34am	Post	Boost post	4,477	140	12
 Happy Friday! ☺ Make sure you g... Fri Jul 22, 9:18am	Post	Boost post	5,264	24	4
 Our 20th annual Car, Truck, & Bi... Thu Jul 21, 9:11am	Post	Boost post	4,120	54	15
 Zoo's Saturday World Rhino Day... Wed Jul 20, 1:12pm	Post	Boost post	1,169	--	--
 See smooth jazz styled soprano... Wed Jul 20, 8:05am	Post	Boost post	2,749	16	8
 Walk on the wild side at Racine ... Tue Jul 19, 1:00pm	Post	Boost post	10,267	72	12
 On Sunday, August 7 at 1pm, Br... Tue Jul 19, 9:22am	Post	Boost post	2,665	8	2

	Thank you to everyone who CE... Mon Jul 18, 8:15am	Post	Boost post	3,924	19	0	2
	Will a few spots left for our IIT... Sun Jul 17, 2:12pm	Post	Tweet post	3,670	17	7	4
	We are happy to share we were ... Tue Jul 19, 12:30pm	Post	Boost post	3,776	47	0	4
	Last day to RSVP for Ugar Dinner ... Sat Jul 9, 8:17am	Post	Boost post	3,119	12	0	3
	See the Chicago Honey Bear Da... Fri Jul 15, 8:01am	Post	Tweet post	3,171	18	6	7
	Learn the ins and outs of being... Thu Jul 14, 8:05am	Post	Boost post	3,512	25	1	5
	Be sure to nominate Raine Zoo fr... Wed Jul 13, 1:03pm	Post	Boost post	2,030	11	0	1
	Don't miss Chicago Honey Bear Da... Wed Jul 13, 11:25am	Post	Boost post	0	11	0	1
	Animal Crackers starts TOMOR... Tue Jul 12, 1:03pm	Post	Boost post	14,515	154	76	17
	Thank you to everyone who Jul... Tue Jul 12, 9:30am	Post	Boost post	7,528	82	11	4
	Get your RSVP in for our 27th annu... Mon Jul 11, 12:00pm	Post	Boost post	6,073	28	1	9
	Farm animals need enrichment too... Mon Jul 11, 8:00am	Post	Tweet post	7,781	146	4	6
	Join the Saturday International Un... Mon Jul 11, 7:15am		Boost post	1,511			
	Summer Camp is in full swing! ... Sun Jul 10, 2:22pm	Post	Tweet post	3,767	17	0	7
	Slumber Safari: Crazy Campout... Tue Jul 9, 8:00am	Post	Boost post	5,530	22	2	4
	Raine Zoo Day at the Museum... Fri Jul 8, 12:04pm	Post	Boost post	6,174	20	3	8
	Animal Crackers Jr. is only 1 WE... Fri Jul 8, 7:45am	Post	Boost post	3,566	15	0	7
	Animal Crackers starts NEXT We... Thu Jul 7, 8:18pm	Post	Boost post	4,048	19	0	5
	Slumber THIS SUNDAY! Don't L... Wed Jul 6, 12:10pm	Post	Boost post	3,314	13	1	3
	It's an emperor terran baby boo... Wed Jul 6, 7:14am	Post	Boost post	14,110	426	31	31
	It's almost mermaid time! Out... Tue Jul 5, 2:10pm	Post	Boost post	7,666	17	5	4

	Happy 18th birthday to Dewey – Tue Jul 5, 11:21am	Post	Boost post	7,395	219	10	11
	Thanks to everyone who joined us! – Mon Jul 4, 10:49pm	Post	Boost post	7,647	119	1	1
	Word Wine Wednesday is THIS – Mon Jul 4, 10:10pm	Post	Boost post	8,010	90	7	11
	Happy 4th of July! Stay cool and ha... Mon Jul 4, 10:08am	Post	Boost post	7,164	17	1	0
	Whiskey tasting at the Zoo, any... Tue Jul 5, 9:05am	Post	Boost post	8,111	50	1	8
	The next Summer Safari is all a... Sat Jul 2, 8:00am	Post	Boost post	8,460	22	5	9
	We're having fun preparing some ... Fri Jul 1, 11:30am	Post	Boost post	8,536	149	39	11
	Happy Indiv. 🎵 Don't forget to g... Fri Jul 1, 8:02am	Post	Boost post	8,146	57	2	10



Well-performing Facebook posts



TOTAL FOLLOWERS: 3,182

Jul 2022 QUMKAT77

Tweets  
44

Tweet impressions  
7,378

Profile visits  
2,628

Retweets  
14

New followers  
19

Jul 2022 • 31 days

TWEET-ABLE PARTS

**Top Tweet** earned 914 engagements

🎉 Happy 18th birthday to Dewey the giant African spurred tortoise! Yesterday was her official birthday and she enjoyed some fun decorations and treats from her keepers! [pic.twitter.com/gRovFr9pEG](https://pic.twitter.com/gRovFr9pEG)



👍 12 🗨 11

[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 14 engagements

**CBS 58 News**  
@CBS58-TV

@RacineZoo welcomes 2 more baby tamarins [www.cbs58.com/news/tamarins-on-pic.twitter.com/vxvJlU2AYY](https://www.cbs58.com/news/tamarins-on-pic.twitter.com/vxvJlU2AYY)



👍 2 🗨 3

[View Tweet](#)

**Top Follower** followed by 5,775 people



**CT's Beardsley Zoo**  
@CTBZoo Milwaukee

Cumtucket's ONLY Zoo! AZA-accredited #CTBZoo <https://www.cbs58.com/news/tamarins-on-pic.twitter.com/vxvJlU2AYY>

[View profile](#)

**Top media Tweet** earned 801 impressions

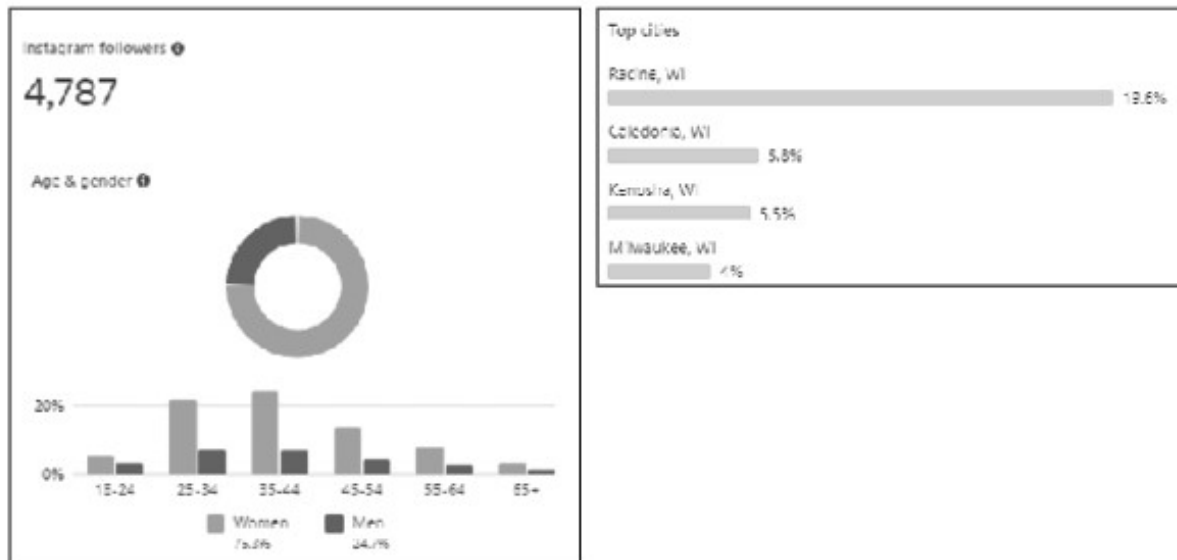
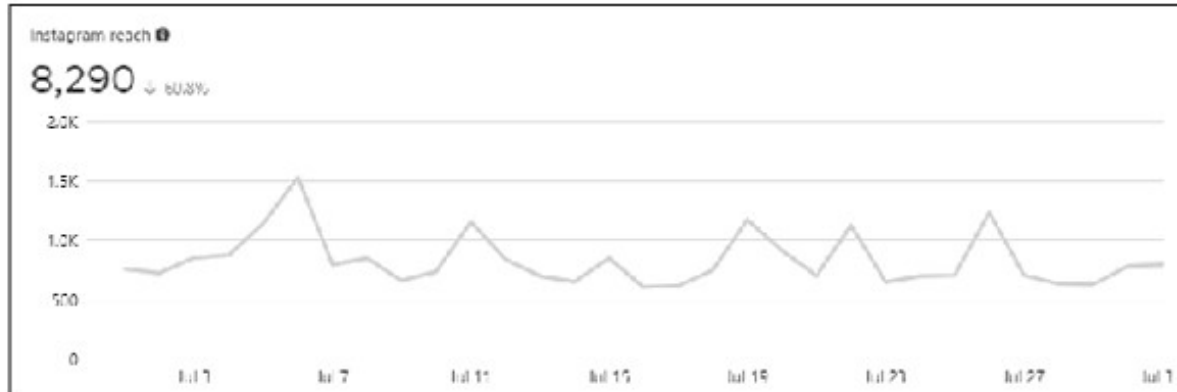
🐧 Our babies are all grown up! Nelson and Ozzy are 2 penguin chicks who hatched at our zoo last year. This summer the two went through the messily adorable process of molting a lot their baby feathers and now are full grown birds in their adult plumage! #TransformationTuesday [pic.twitter.com/VK4rwDjG9Z3](https://pic.twitter.com/VK4rwDjG9Z3)










































## ▶ INSTAGRAM







TOTAL FOLLOWERS: 4,787

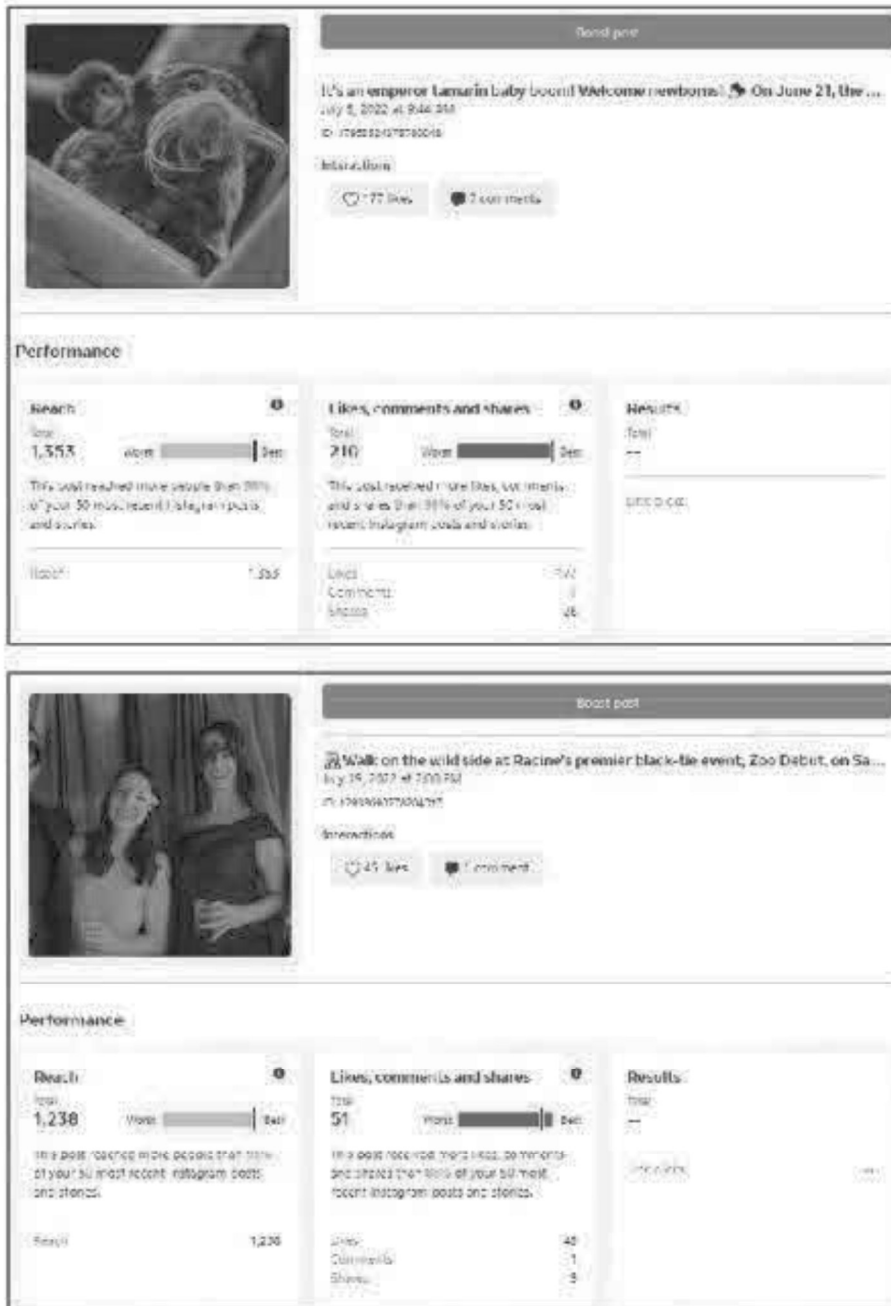


Recent content ↓	Type	Reactions ↑ 1 ↓	Likes and reactions ↑ 1 ↓	Comments ↑ 1 ↓	Shares ↑ 1 ↓
 Wine Wednesday: It's a little hold... Sun Jul 24, 8:10am	Post	515	13	0	0
 Clamber Cafe! Animals of the... Sat Jul 23, 1:25pm	Post	546	47	0	1
 Love bringing the family to Racine... Fri Jul 22, 8:10am	Post	238	6	0	0
 Tigers are one of the most threat... Fri Jul 22, 12:14pm	Post	556	12	0	0
 Small it's Friday ☺️ #Bocardi... Fri Jul 22, 7:16am	Post	419	23	0	1
 I thank you to everyone who ca... Thu Jul 21, 1:10am	Post	558	14	0	0
 IT IS SATURDAY (7/23) is Rarifi... Thu Jul 21, 2:02pm	Post	117	6	0	0
 Cooper & Pour is only 1 WEEK AW... Wed Jul 20, 8:10am	Post	521	14	1	0
 Savannahist Marion Meadows... Wed Jul 20, 1:03pm	Post	525	14	0	0
 Our babies are all grown up! Ma... Tue Jul 19, 7:50am	Post	1,714	96	1	5
 Whiskers and Whiskey is about... Mon Jul 18, 12:11pm	Post	527	16	1	0
 The next Animal Crackers Lun... Sun Jul 24, 2:20pm	Post	407	5	1	0
 Happy National Zookeeper Apprec... Fri Jul 22, 8:57am	Post	1,105	151	5	22
 Happy Friday! ☺️ Make sure you g... Fri Jul 22, 8:10am	Post	709	22	1	1
 Our 27th Annual Car, Truck, & Tr... Thu Jul 21, 12:10pm	Post	471	16	0	1
 See smooth jazz style soprano... Wed Jul 20, 8:05am	Post	510	12	1	0
 Walk on the wild side at Racine... Tue Jul 19, 12:00pm	Post	1,259	45	1	5
 On Sunday, August 7 at 1pm, br... Tue Jul 19, 9:22am	Post	117	6	0	1
 I thank you to everyone who co... Mon Jul 18, 8:18am	Post	599	18	5	5

	Still a few spots left for our Lil' E... Sun Jul 17, 8:00am	Post	303	0	0	0
	We are happy to share we were ... Sat Jul 16, 12:00pm	Post	333	7	0	0
	Last day to RSVP for Cigar Dinner ... Sat Jul 16, 8:10am	Post	219	1	0	0
	See the @chicagoohoneybeams... Fri Jul 15, 12:00pm	Post	672	20	1	4
	Learn the ins and outs of being... Thu Jul 14, 8:00am	Post	334	12	0	0
	Be sure to nominate Illinois Zoo ... Wed Jul 13, 1:00pm	Post	212	6	0	0
	The First Animal Crackers Junior ... Wed Jul 13, 11:20am	Post	352	15	2	0
	Animal Crackers starts TOMOR... Tue Jul 12, 12:15pm	Post	258	10	0	0
	Thank you to everyone who join... Tue Jul 12, 9:00am	Post	546	49	0	0
	Get your RSVP in for our 27th anniv... Mon Jul 11, 12:00pm	Post	461	18	0	0
	Pam animals need enrichment too... Mon Jul 11, 8:00am	Post	1,116	131	2	11
	Summer Camp is in full swing! ... Sun Jul 10, 8:00am	Post	467	21	0	0
	Summer Safari's Crazy Camoufa... Sat Jul 9, 8:00am	Post	446	14	2	0
	Radine Zoo Day at the @pinkemil... Fri Jul 8, 12:00pm	Post	431	8	0	0
	Animal Crackers Jr. is only 1 We... Fri Jul 8, 7:15am	Post	490	20	1	3
	Animal Crackers starts NEXT W... Thu Jul 7, 1:15pm	Post	355	13	0	0
	Starting THIS SUNDAY! Don't s... Wed Jul 6, 12:15pm	Post	379	7	0	0
	It's an emperor tamarin baby boo... Wed Jul 6, 7:44am	Post	1,157	177	7	26
	It's almost marmoset time! Our ... Tue Jul 5, 2:15pm	Post	473	15	0	0
	Happy 10th birthday to Dewey ... Tue Jul 5, 11:00am	Post	1,011	111	4	9

Staff Activity Report | Marketing | July 2022

	World Wine Wednesday is THIS ... Mon Jul 4, 12:11pm	Post	579	20	0	0
	Happy 4th of July! Gray nose and ha... Mon Jul 4, 1:02pm	Post	272	27	0	0
	Whiskey tasting at the Zoo, any... Sun Jul 3, 8:07am	Post	607	24	1	0
	The most blumber Safari is all... Sat Jul 2, 8:01am	Post	460	23	0	0
	We're having fun preparing sum... Fri Jul 1, 1:22pm	Post	711	28	0	0
	Happy Friday! 🎵 Don't forget to... Fri Jul 1, 8:05am	Post	220	16	0	0




**Boost post**

Walk on the wild side at Racine's premier black-tie event, Zoo Debut, on Sa...  
July 15, 2022 at 7:00 PM  
ID: 17560121078780048

Interact, Share

👍 45 Likes    💬 1 Comment

**Performance**

**Reach**

Total: **1,238**    Worst: **1**    Best: **260**

This post reached more people than 99% of your 50 most recent Instagram posts and stories.

Reach: **1,238**

**Likes, comments and shares**

Total: **51**    Worst: **1**    Best: **260**

This post received more likes, comments and shares than 99% of your 50 most recent Instagram posts and stories.

Likes: **45**  
Comments: **1**  
Shares: **5**

**Results**

Total: **---**

Site D: **---**

Well-performing Instagram posts

## **Special Events**

### **July Events:**

- July 2 – Crime Stoppers Concert
  - Location: Amphitheater
  - Event Overview: Concert
  - Attendance: 100
- July 6 – World Wine Wednesday
  - Location: Walkabout
  - Event Overview: Wine Tasting
  - Attendance: 82
- July 9 – Margarita Fest
  - Location: Pavilion and North of Pavilion
  - Event Overview: Margarita Fest Competition
  - Attendance: 473 guests
- July 13 – Animal Crackers
  - Location: North of train station and Amphitheater
  - Event Overview: Concert
  - Attendance: 1342 guests
- July 15 – Animal Crackers Jr
  - Location: North of train station and Amphitheater
  - Event Overview: Kids concert
  - Attendance: 92 guests
- July 16 – Bourbon Chronicles
  - Location: Pavilion
  - Event Overview: Bourbon Tasting
  - Attendance: 75 guests
- July 17 – Christ Church Picnic
  - Location: Pavilion
  - Event Overview: Picnic
  - Attendance: 172 guests
- July 21 – Cigar Dinner
  - Location: Pavilion and north of pavilion
  - Event Overview: Cigar Dinner
  - Attendance: 129

- July 27 – Animal Crackers
  - Location: North of train station and Amphitheater
  - Event Overview: Concert
  - Attendance: 60 guests

**Coming up at the Zoo at a Glance:**

- August 3 – Roar & Pour
- August 6 – Twin Disc
- August 6 – Quick Silver Picnic
- August 6 – Singer Reception
- August 7 – API picnic
- August 7 – Milkmen Game
- August 7 - Siena Catholic School picnic
- August 8 – RAAD
- 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
- September 25 – CNH Picnic
- September 29 – 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 16-February 12 – Winter Picnic in a Snowglobe