

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

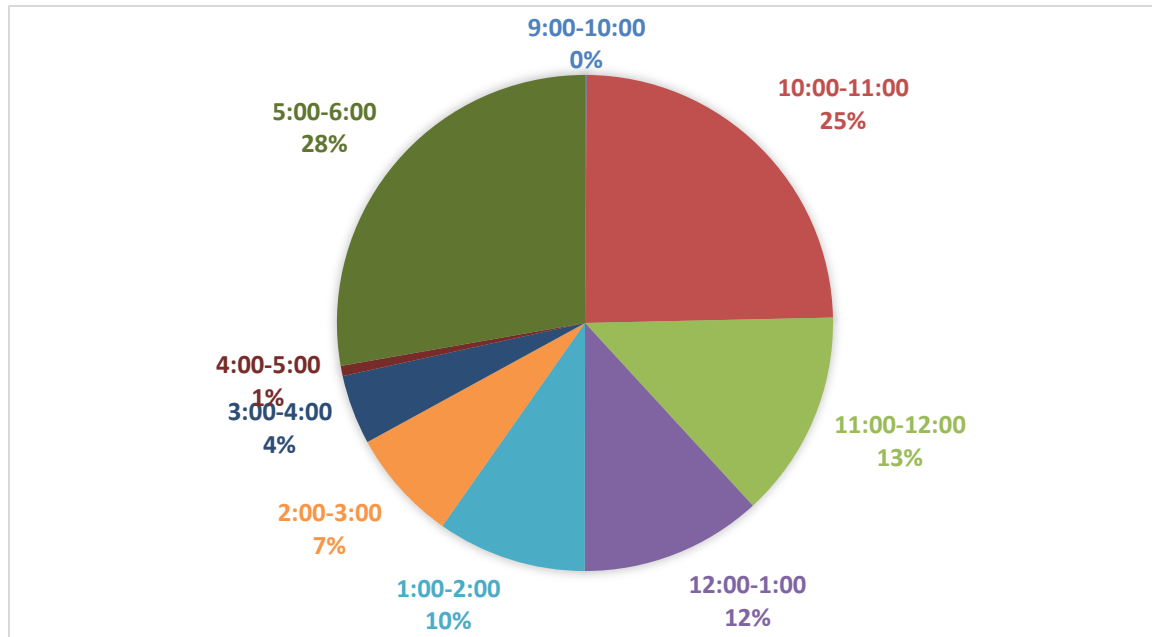
Membership

- Total memberships households = **2,645**

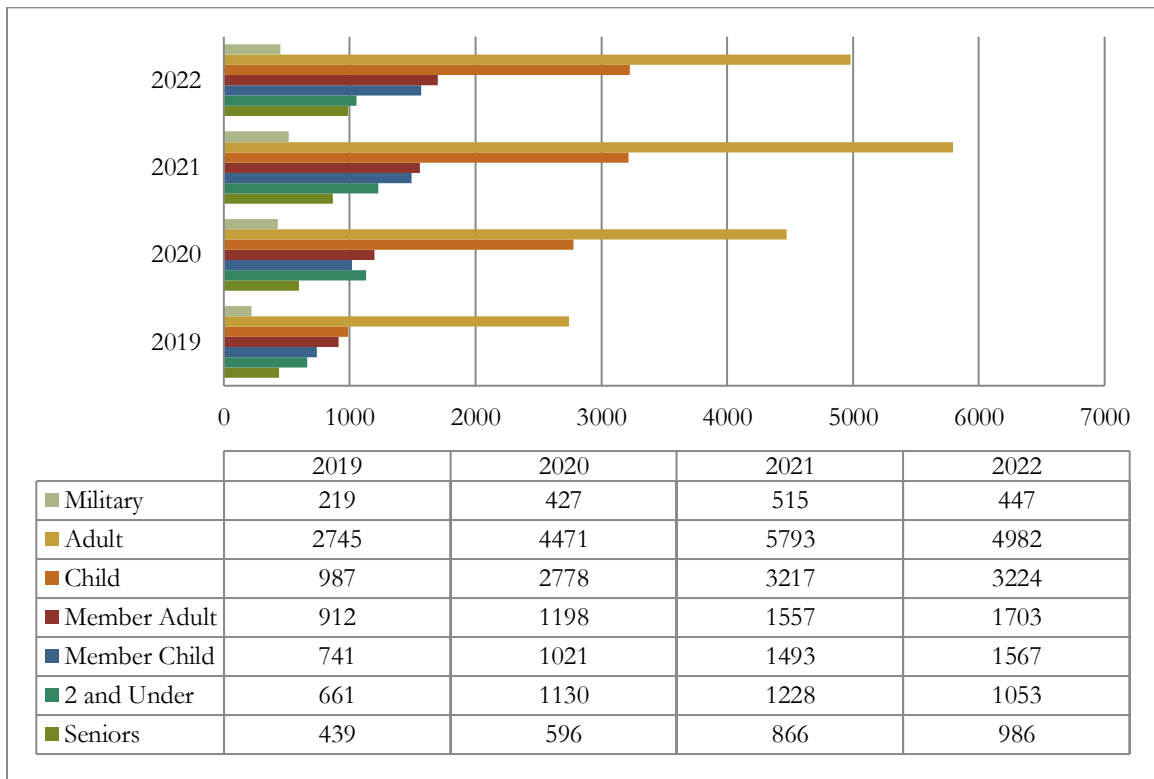
Attendance for August 2022

	August 2021	August 2022	Variance	Percent change
Adults	5793	4982	-811	-14%
Children	3217	3224	7	.2%
Member Adults	1557	1703	146	9.4%
Member Children	1493	1567	74	5%
Child 2 and under	1228	1053	-175	-14.3%
Seniors	866	986	120	13.9%
Military	515	447	-68	-13.2%
Education	0	995	995	995%
Events	4732	5751	1019	21.5%
Total	19401	20708	1307	6.7%

August 2022 Attendance by hour



August Monthly Attendance 2019-2022



August Municipality

Racine County	Guests
53105	119
53108	32
53126	123
53139	25
53158	0
53167	7
53177	174
53182	66
53185	55
53401	35
53402	1,277
53403	294
53404	241
53405	561
53406	532
53407	4
53408	1
Total	3,546

Other Municipalities	Guests
Kenosha	2,054
Milwaukee	1,337
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	506
Illinois	2,239
Other States (Excludes WI & IL)	365
WI Counties (Excludes Racine, Kenosha & Milwaukee Counties) OR States (Excludes IL)	846
Outside US	
Total	7,347

	GUESTS
Racine County	3,546
Other Municipalities	7,347
Events & Education (Not Collected)	6,746
Data Not Collected (Admissions)	3,069
AUGUST TOTAL	20,708

Operations

- Working on improving Customer Service Skills for operations team members.
- Placed an ad to hire staff for Gift Shop, Admissions & Grill as we are losing staff to folks going back to school.
- Hiring for Jack O' Lantern Nights staffing needs.
- Racine County Zip Code & Municipality Document was created in July by team member to make the data collection process quicker. There has been a 71% increase from July to August in collecting Visitor zip code or municipality at Admissions
- Continue to work with existing Vendors to stock Gift Shop.

Animal Care

- **Veterinary Updates**
 - 0.1 Goat chiropractic appointments continue
 - 0.1 White-handed gibbon treatment for potential respiratory and digestive anomalies; diet changes made
 - 0.1 Emperor tamarin treated for congestion
 - 3.1 African penguin acupuncture sessions for ambulatory/joint related issues
 - 1.0 African penguin bacterial growth inside of mouth removed
 - 9.4 African penguins brief exam due to bacterial growth, all other birds look clear
 - 0.1 African penguin sedation exam for beak trim and mobility check
 - 1.0 Hartmann's mountain zebra routine exam and hoof trim with farrier
 - 1.0 Masai giraffe began laser therapy for arthritis in legs
 - 0.1 Sheep treated for acute sudden onset lameness
 - 1.0 Fossa probiotic trial due to fecal quality
 - 0.1 Amur tiger monitored for abnormal chewing and lameness, exam likely in September
 - 0.1 Desert tortoise routine exam and xrays
 - 0.1 Western fox snake routine exam and xrays
 - 1.0 Budgie treated for broken toe
 - 1.0 Kookaburra beak trim
 - 1.0 Rabbit exam, nail trim and sani trim
 - 1.0 Fennec fox routine exam
 - 2.0 Chinchilla routine exams
- **Collection Changes**
 - 1.0 Meerkat humanely euthanized due to rapidly progressing tumor
- **Other Updates**
 - Working on setup for voluntary xrays with primates
 - Working on voluntary cardiac ultrasound 1.0 Orangutan
 - Working on voluntary injections with 0.2 African lions

Education

Educational Programs

- Onsite Programs – 6
 - Reached 369 people
- Offsite Programs – 15
 - Reached 730 people
- Onsite Birthdays – 6
 - Reached 129 people
- Offsite Birthdays – 0
 - Reached 0 people
- Slumber Safaris - 2
 - Reached 38 people
- Virtual Programs - 0
 - Reached 0 people
- Preschool Programs – 10
 - Reached 136 people
- BTS Encounters - 4
 - Reached 16 people
- Creature Features - 31
 - Reached 814 people
- Wildlife Theater- 62
 - Reached 1,810 people

- **Total: Reached 5,852 people**

- **Final Summer Camp Numbers**
 - ¾ Half Day – 72
 - K-1st, 134
 - 2nd-34d, 135
 - 4th-5th, 133
 - 6th-7th, 54
 - Overall 531 total campers
 - 2021-385, 37.9% increase!
 - (2020-207; 2019 – 328, 2018 – 289)

- **Other Events**
 - **Aug 7** – Brought animals to Zoo night at Milwaukee Milkmen
 - **Aug 13** – Hosted World Lion Day
 - **Aug 20** – Hosted Orangutan Awareness Day
 - **Aug 27** – Hosted Rhino Day
 - **Aug 29** – AmeriCorps Members for 22-23 year begin

- **Grants and Proposals**

- Submitted Proposal to Brighter Future Fund through United Way of Racine County
- 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

Comparison to August 2021 - programs and participants

Participants	2021	2022	Variance
On Site	120	369	+207.5%
Off Site	169	730	+332.0%
BTS	0	16	+100.0%
Birthday Party	277	129	-53.4%
Preschool	107	136	+27.1%
AmeriCorps	0	0	+0.0%
Virtual Programs	10	0	-100.0%

Programs	2021	2022	Variance
On Site	3	6	+200.0%
Off Site	4	15	+275.0%
BTS	0	4	+100.0%
Birthday Party	7	6	-14.3%
Preschool	6	10	+66.7%
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 | AUGUST 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
8/2	Jack-O'-Lantern Nights Announcement	32.7	0.5
8/5	E-News	29.0	0.6
8/10	Zoo Debut - 1 month away	32.0	0.2
8/11	ACJ - Tomorrow 8/12	30.9	0.5
8/13*	Wildlife Matters - August 2022	48.3	4.3
8/14	Car Show 2022 - 1 week away	37.9	0.5
8/16	Whiskers and Whiskey - 1 week away	32.3	0.2
8/17	Animal Crackers - Down to the Bone	31.7	0.8
8/19	E-News	33.5	1.7
8/24	Zoo Brew - 1 month away	35.1	0.3
8/26	Old Fashioned Cocktail Night - Announce	33.0	0.5
8/29	Zoo Debut - Last Day to RSVP	31.1	0.2
8/30	Jack-O'-Lantern Nights - 1 month away	33.5	1.4

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,644	18.5%	0.8%

MEMBERS

Subscribers	Open Rate	Click Rate
2,089	21.4%	2.1%

- 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

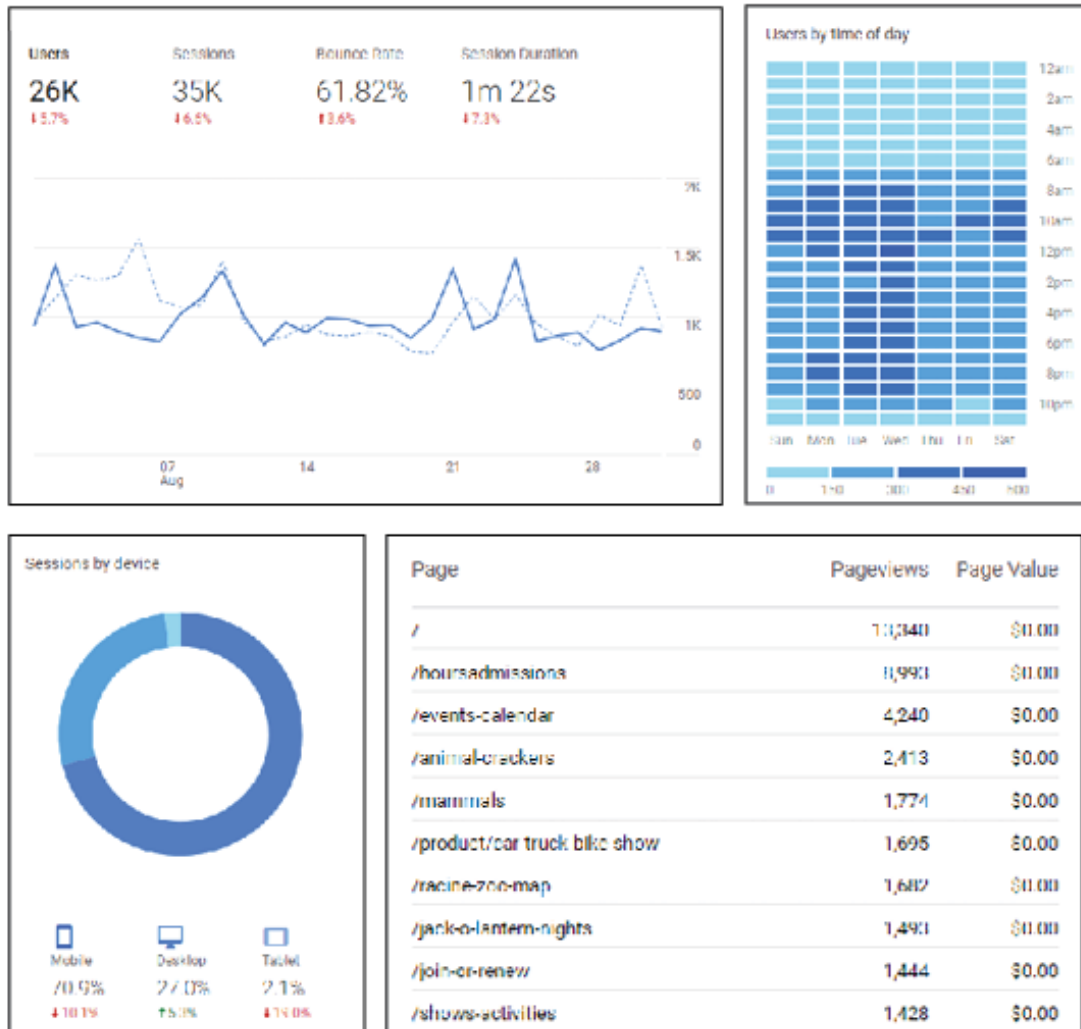
OUTSIDE ADS

- Audacy - radio
- Bargain Hunter - print
- Happenings/Smart Reader - print
- Hearst - digital
- Hulafrog - digital
- Key Milwaukee - print
- Kids Out & About - digital
- Local IQ - print
- Milwaukee Magazine - print
- Milwaukee Radio Group - radio
- Milwaukee with Kids - digital
- Racine County Eye - digital
- Shepherd Express - print/digital
- Southern Lakes - print
- SEM campaign through Travel WI - digital
- 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



**MONTHLY USERS: 26K**

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



Sessions by device

Mobile

Desktop

Tablet

70.9%

27.0%

2.1%

↓ 10.1%

↑ 5.0%

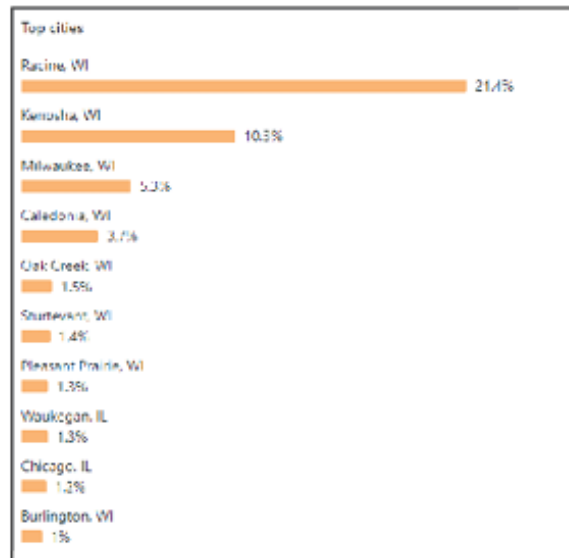
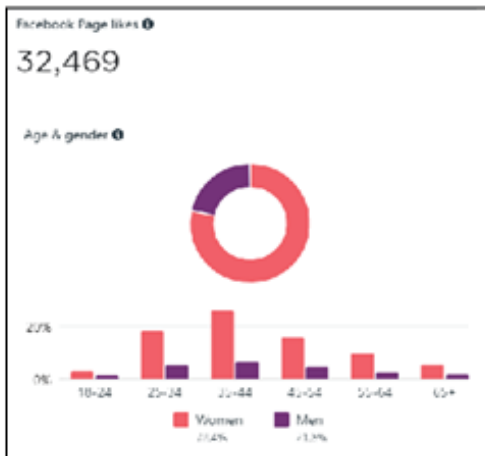
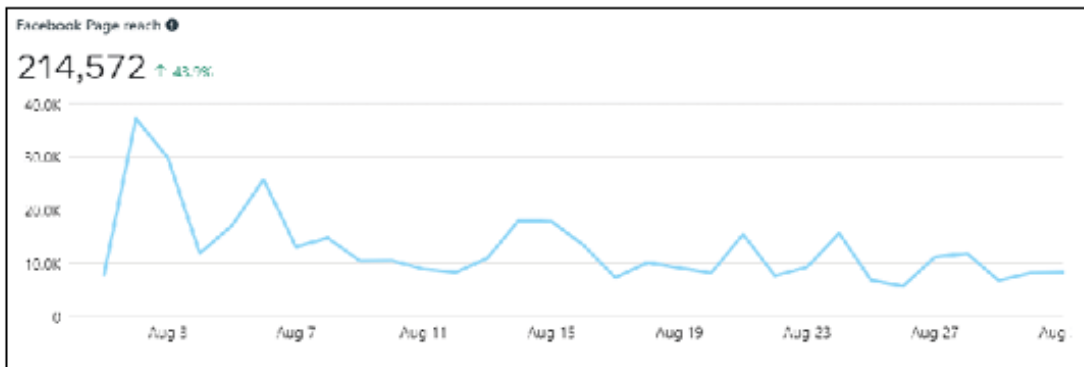
↓ 19.0%

Data from Google Analytics

FACEBOOK

TOTAL LIKES: 32,469

- Animal and promotional posts. Added event pages.



FACEBOOK AND INSTAGRAM POSTS

Recent content	Type	Reacts	Likes and reactions	Comments	Shares
 Halloween Wed Aug 31, 10:50am	Boost post	16,272	--	--	--
 Check out this awesome time-lapse... Tue Aug 30, 10:00am	Post	1,571	110	0	5
 Time-lapse of 700 logs on a jack-o'-lantern... Tue Aug 30, 10:00am	Boost post	3,036	82	1	15
 WE'RE HIRING! Looking for... Tue Aug 30, 6:21am	Post	762	15	0	17
 WE'RE HIRING! Looking for... Tue Aug 30, 6:21am	Boost post	6,547	37	3	25
 WEDNESDAY (8/31) is the last day... Mon Aug 29, 1:57am	Post	538	7	0	2
 WEDNESDAY (8/31) is the last day... Mon Aug 29, 1:55am	Boost post	2,760	23	0	9
 Time to squeeze in some summer... Sun Aug 28, 9:08am	Boost post	7,416	55	0	19
 Time to squeeze in some summer... Sun Aug 28, 9:00am	Post	451	14	2	4
 WE'RE HIRING! Looking for... Sat Aug 27, 12:05pm	Post	849	21	0	6
 WE'RE HIRING! Looking for... Sat Aug 27, 1:40 pm	Boost post	9,000	75	20	20
 Old Fashioned Cocktail Night is... Sat Aug 27, 9:14am	Post	1,178	25	0	30
 Old Fashioned Cocktail Night is... Sat Aug 27, 9:13am	Boost post	6,089	85	26	19
 Rhino merch sale! In honor... Fri Aug 26, 12:35pm	Post	597	14	0	4
 Rhino merch sale! In honor... Fri Aug 26, 12:35pm	Boost post	2,971	26	0	5
 Happy Friday! Stay cool this week... Fri Aug 26, 9:23am	Post	412	29	0	0
 Happy Friday! Stay cool this week... Fri Aug 26, 9:1am	Boost post	2,317	25	0	2
 What a great finale to our 2022... Thu Aug 25, 2:04pm	Post	340	11	0	0
 What a great finale to our 2022... Thu Aug 25, 2:02pm	Boost post	4,219	43	6	2
 Action rhinos are great swimmers... Thu Aug 25, 8:00am	Post	545	34	0	0




Staff Activity Report | Marketing | August 2022

	Asian rhinos are great swimmers... Thu Aug 25, 8:00am	Post	Boost post	2,195	31	1	4
	Old Fashioned Cocktail Night Wed Aug 24, 9:10am		Boost post	38,942			
	It's VOTING TIME for Best of Racine... Wed Aug 24, 6:16am	Post		324	10	0	0
	It's VOTING TIME for Best of Racine... Wed Aug 24, 6:37am	Post	Boost post	1,411	8	1	2
	Check out TMM News weather live... Wed Aug 24, 2:32am	Post	Boost post	12,837	315	22	7
	Who's getting excited? Over 1... Tue Aug 23, 2:03pm	Post		488	22	0	1
	Who's getting excited? Over 1... Tue Aug 23, 7:07pm	Post	Boost post	6,055	174	20	25
	TOMORROW (8/24) is the LAST... Tue Aug 23, 7:37am	Post		352	5	0	1
	TOMORROW (8/24) is the LAST... Tue Aug 23, 7:36am	Post	Boost post	4,291	35	1	6
	LAST DAY to RSVP for Whiskers... Sun Aug 21, 1:00pm	Post		340	7	0	0
	LAST DAY to RSVP for Whiskers... Sun Aug 21, 1:00pm	Post	Boost post	4,357	27	1	2
	TODAY (8/21) is our 26th annual... Sun Aug 21, 10:42am	Post		627	19	1	2
	TODAY (8/21) is our 26th annual... Sun Aug 21, 10:41am	Post	Boost post	7,540	81	10	12
	New Lil' Explorers preschool ses... Sat Aug 20, 8:24am	Post		601	47	1	0
	New Lil' Explorers preschool ses... Sat Aug 20, 8:04am	Post	Boost post	5,615	33	4	7
	Add our Car, Truck, & Bike Show... Fri Aug 19, 9:46am	Post		260	9	0	0
	Add our Car, Truck, & Bike Show... Fri Aug 19, 9:30am	Post	Boost post	6,097	55	5	19
	Visit Max and Jenny at Zoorific S... Thu Aug 18, 12:06pm	Post	Boost post	3,499	28	0	4
	Visit Max and Jenny at Zoorific S... Thu Aug 18, 12:05pm	Post		260	10	0	0
	Join us for Zoo Brew at Racine... Thu Aug 18, 8:05am	Post	Boost post	8,007	37	11	9
	Join us for Zoo Brew at Racine... Thu Aug 18, 8:04am	Post		595	23	0	4

Staff Activity Report | Marketing | August 2022

	Thank you to everyone who sto...	Post		6/1	35	0	2
	Thank you to everyone who sto...	Post	Boost post	2,719	17	0	1
	Don't miss the last Animal Crack...	Post		340	7	0	0
	Don't miss the last Animal Crack...	Post	Boost post	4,425	54	10	5
	Last day for early vehicle registr...	Post		407	17	0	1
	Last day for early vehicle registr...	Post	Boost post	3,567	23	0	5
	We can't believe it's already the...	Post		390	22	0	0
	We can't believe it's already the...	Post	Boost post	4,734	54	3	3
	Happy Birthday Robert! Now 43 yea...	Post		1,941	212	6	19
	Happy 43rd Birthday to Robbin the...	Post	Boost post	17,050	225	23	25
	Photos are in! Thank you to ev...	Post		430	17	0	0
	Photos are in! Thank you to ev...	Post	Boost post	3,438	25	1	2
	TOMORROW (8/15) is the last d...	Post	Boost post	6,273	15	0	4
	TOMORROW (8/15) is the last d...	Post		522	15	0	0
	Whiskers and Whiskey is only 2 ...	Post		413	5	0	0
	Whiskers and Whiskey is only 2 ...	Post	Boost post	3,304	12	0	3
	Come say "Hi" to the lions toda...	Post		797	10	0	0
	Come say "Hi" to the lions toda...	Post	Boost post	5,711	71	1	4
	Tonight's the night! Join us for ...	Post		354	14	1	0
	Tonight's the night! Join us for ...	Post	Boost post	3,370	13	1	3
	Let's hear you roar for zoozho ...	Post		424	12	0	0

Staff Activity Report | Marketing | August 2022

	Let's hear you roar for ZooLife ... Fri Aug 12, 8:58am	Post	Boost post	2,231	7	0	4
	Thanks SC Johnson, A Family Com... Thu Aug 11, 12:25pm	Post	Boost post	4,025	102	2	6
	Thanks SC Johnson, A Family Com... Thu Aug 11, 12:24pm	Post		454	16	0	0
	Animal Crackers Inc. @missjamie... Thu Aug 11, 2:31pm	Post		290	10	0	0
	Animal Crackers Inc. Miss Jamie... Thu Aug 11, 2:02pm	Post	Boost post	3,907	23	3	3
	Help us beautify the Zoo! We are... Wed Aug 10, 11:07am	Post		614	18	0	0
	Help us beautify the Zoo! We are... Wed Aug 10, 11:06am	Post	Boost post	4,815	37	2	19
	In search of an old hay wagon a... Tue Aug 9, 1:00pm	Post		538	12	0	0
	In search of an old hay wagon a... Tue Aug 9, 1:258pm	Post	Boost post	2,322	20	0	10
	1 week left to save \$25 on your ... Mon Aug 8, 12:55pm	Post		545	16	0	0
	1 week left to save \$25 on your ... Mon Aug 8, 12:47pm	Post	Boost post	10,010	63	12	12
	Our Zoo Brew beer festival is co... Sun Aug 7, 8:44am	Post		400	14	1	0
	Our Zoo Brew beer festival is co... Sun Aug 7, 8:33am	Post	Boost post	4,275	22	0	5
	Whiskey pairing dinner coming ... Sat Aug 6, 8:38pm	Post		809	20	0	2
	WLFH HIRING for The Watering ... Sat Aug 6, 12:36pm	Post		721	5	0	0
	WLFH HIRING for The Watering ... Sat Aug 6, 12:27pm	Post	Boost post	3,412	13	0	10
	Whiskey pairing dinner coming ... Sat Aug 6, 8:07am	Post	Boost post	4,626	13	0	3
	Snack time! 🍌 Throwback to whe... Fri Aug 5, 12:37pm	Post		915	31	0	2
	Snack time! Emperor Jamann twin... Fri Aug 5, 12:35pm	Post	Boost post	2,046	43	0	3
	More family-friendly activities h... Fri Aug 5, 8:11am	Post		419	17	0	0
	More family-friendly activities h... Fri Aug 5, 8:10am	Post	Boost post	4,227	24	4	4

Staff Activity Report | Marketing | August 2022

	 Thu Aug 4, 1:11pm	Post	Boost post	1,751	5	0	3
	 Thu Aug 4, 1:50pm	Post		51	0	2	0
	 Thu Aug 4, 12:00pm	Post		534	13	1	2
	 Thu Aug 4, 11:46am	Post	Boost post	3,751	28	9	16
	 Wed Aug 3, 11:18am	Post		781	74	0	0
	 Wed Aug 3, 11:10am	Post	Boost post	2,130	71	0	7
	 Tue Aug 2, 1:47pm		Boost post	114,016	--	--	--
	 Tue Aug 2, 1:00pm	Post		1,499	56	0	22
	 Tue Aug 2, 1:00pm	Post	Boost post	67,646	2,090	642	773
	 Tue Aug 2, 8:16am	Post		516	19	0	0
	 Tue Aug 2, 11:17am	Post	Boost post	4,700	70	1	5



Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 3,191

And 7577 in SUMMARY

Tweets
45

Tweet impressions
7,743

Photo views
2,033

Mentions
6

Top 10 followers
9

Aug 2022 • 31 days

Twitter HIGHLIGHTS

Top Tweet earned 2,561 impressions

🎉 Happy Birthday Robin! Now 43 years old, Robin the white-handed gibbon is the second oldest animal at the Zoo with only her father, Mule, surpassing her at 56. [pic.twitter.com/kgravyALWC](https://twitter.com/kgravyALWC)



43 4 47

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,950 people



Block Ragers

@BlockRagers · 60K followers

Block Ragers NFT Collection now on Opensea
<https://opensea.io/112w1p24vG>

[View profile](#)

Top mention earned 49 engagements



Brian Nizansky

@bnizansky · 1M+ · Aug 24

Good morning from the @RacineZoo
pic.twitter.com/1PQsNNT7K



4 1 43 3 24

[View Tweet](#)

Top media Tweet earned 332 impressions

Snack time!

📺 Throwback to when emperor tamarin twins, Gabriella and Glanna, were babies on their first year pic.twitter.com/mojo11027gT

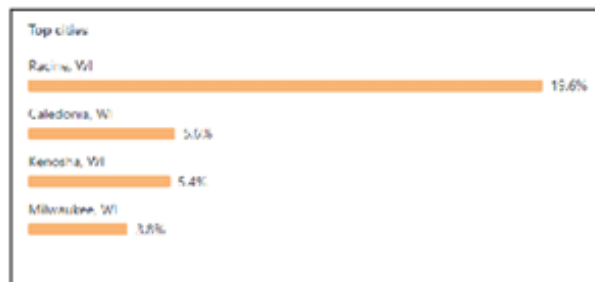
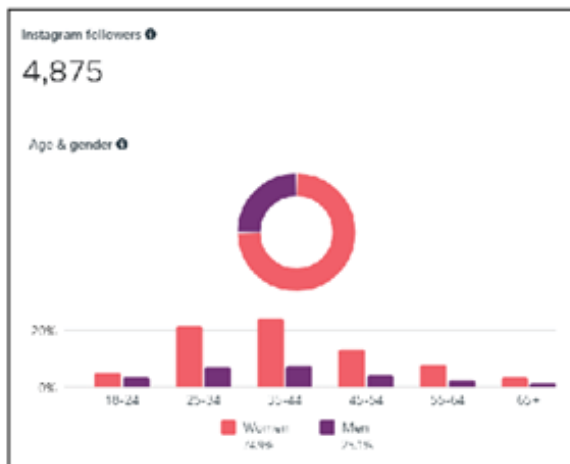
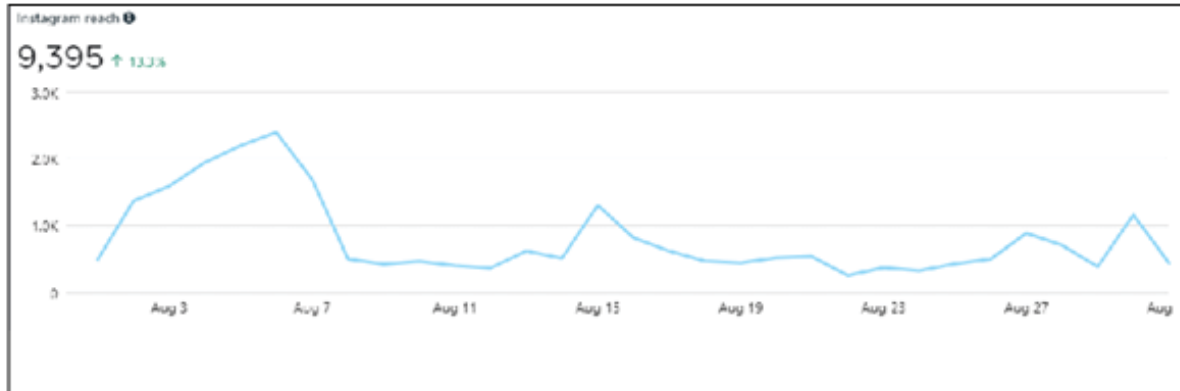


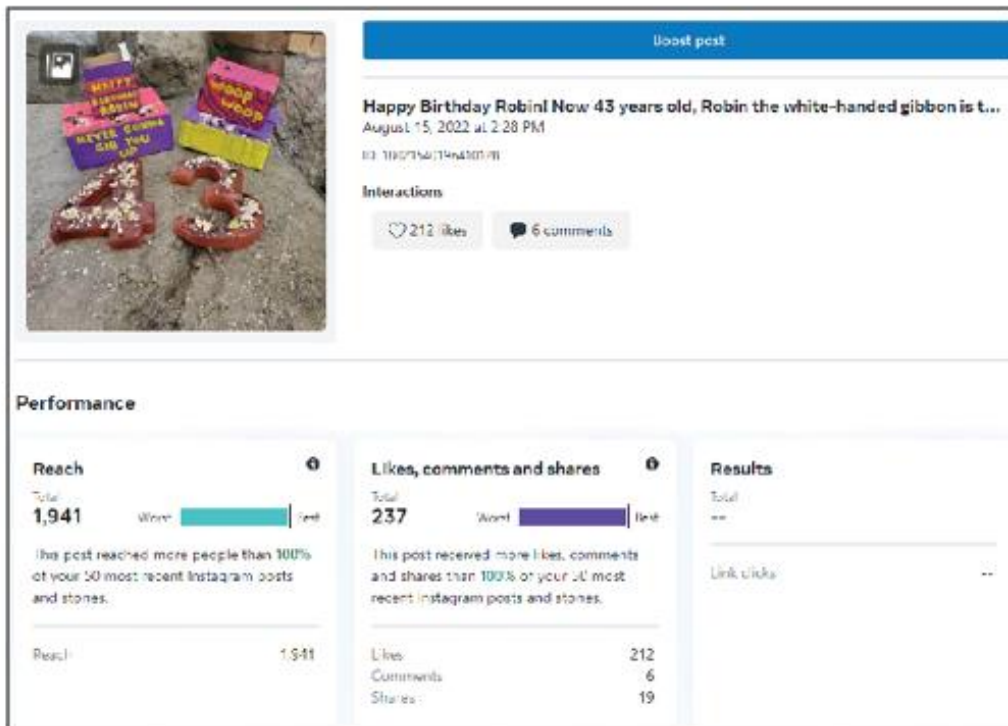
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[View tweet activity](#)

[View all Tweet activity](#)

INSTAGRAM **TOTAL FOLLOWERS: 4,876**





Well-performing Instagram post

Special Events

August Events:

- August 3 – Roar & Pour
 - Location: Walkabout
 - Event Overview: Beer Tasting
 - Attendance: 33
- August 6 – Twin Disc
 - Location: Pavilion
 - Event Overview: Picnic
 - Attendance: 300
- August 6 – Quick Silver Picnic
 - Location: Bear Backyard
 - Event Overview: Picnic
 - Attendance: 48 guests
- August 6 – Singer Reception
 - Location: Felle
 - Event Overview: Reception
 - Attendance: 12 guests
- August 7 – API picnic
 - Location: all campus
 - Event Overview: paid for employees to visit zoo
 - Attendance: 76 guests
- August 7 – Milkmen Game
 - Location: Milkmen Game
 - Event Overview: Non-Profit for game
- August 7 - Siena Catholic School picnic
 - Location: Pavilion
 - Event Overview: Picnic
 - Attendance: 101 guests
- August 8 – RAAD
 - Location: Pavilion
 - Event Overview: picnic
 - Attendance: 30
- August 10 – Animal Crackers
 - Location: North of train station and Amphitheater
 - Event Overview: Concert
 - Attendance: 1854 guests

- August 12 – Animals Crackers Jr
 - Location: North of train station and Amphitheater
 - Event Overview: Concert
 - Attendance: 122 guests
- August 13 – RCK picnic
 - Location: Pavilion and North of Pavilion
 - Event Overview: Picnic
 - Attendance: 286 guests
- August 17 – World Wine Wednesday
 - Location: Felle
 - Event Overview: Wine Tasting
 - Attendance: 93 guests
- August 19 – Bourbon Chronicles
 - Location: Pavilion
 - Event Overview: Bourbon Tasting
 - Attendance: 92 guests
- August 20 – Salter Wedding Reception
 - Location: Pavilion and north of pavilion
 - Event Overview: Reception
 - Attendance: 100 guests
- August 21 – Carshow
 - Location: Entire Campus
 - Event Overview: Car Show
 - Attendance: 2483 guests
- August 24 – Animal Crackers
 - Location: North of train station and Amphitheater
 - Event Overview: Concert
 - Attendance: 1697 guests
- August 27 – Whiskers and Whiskey
 - Location: Pavilion and north pf pavilion
 - Event Overview: Whiskey Pairing
 - Attendance: 63 guests
- August 28 – O&H Picnic
 - Location: North of train station and Amphitheater
 - Event Overview: Concert
 - Attendance: 60 guests

- August 31 – Roar & Pour
 - Location: Felle
 - Event Overview: Beer Tasting
 - Attendance: 38 guests

Coming up at the Zoo at a Glance:

- 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