

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

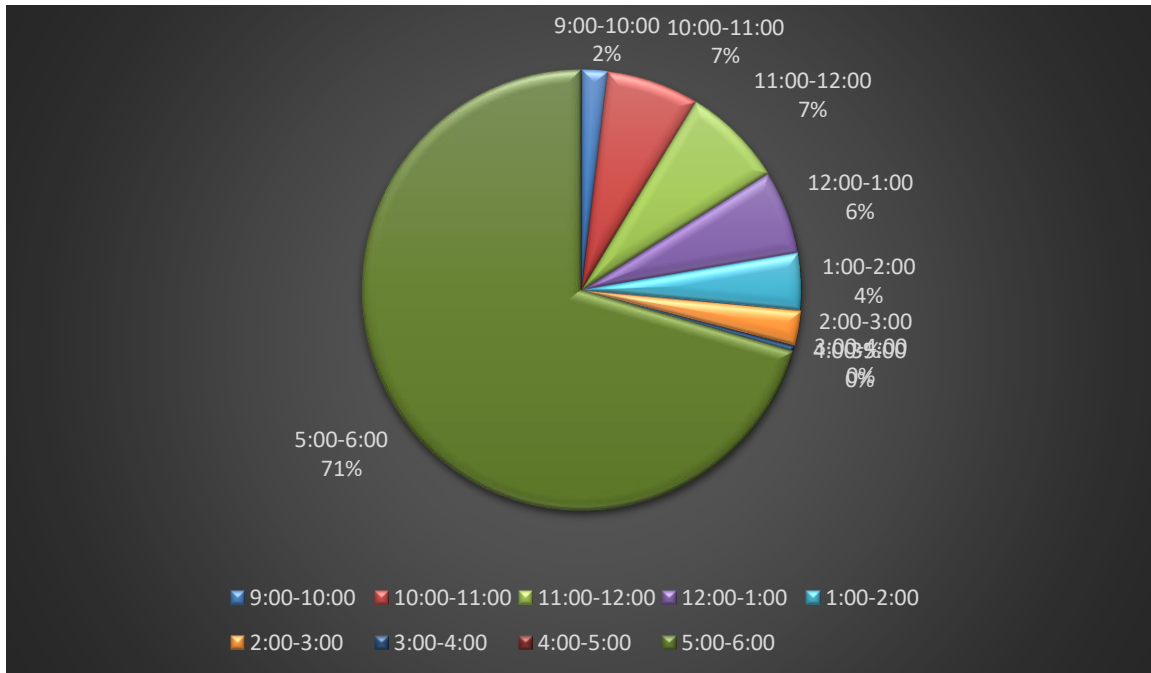
Membership

- Total memberships households = **2,434**

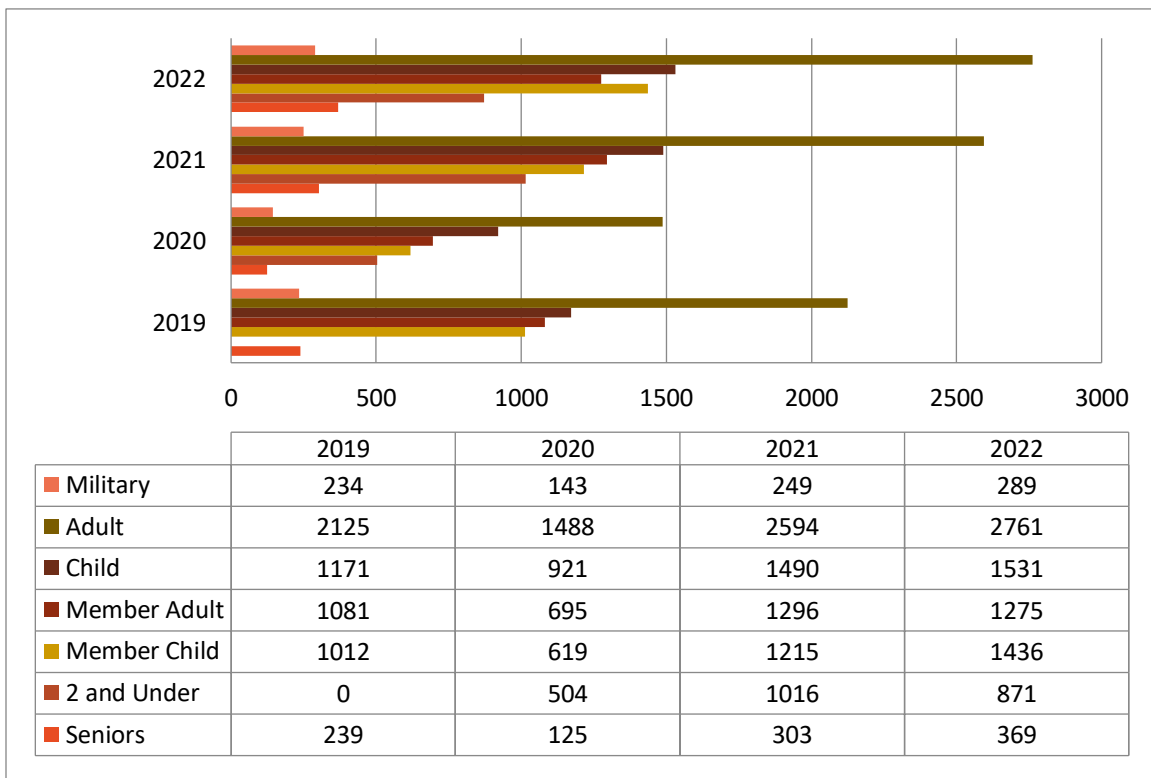
Attendance for October 2022

	October 2021	October 2022	Variance	Percent change
Adults	2594	2761	167	6.4%
Children	1490	1531	41	2.8%
Member Adults	1296	1275	-21	-1.6%
Member Children	1215	1436	221	18.2%
Child 2 and under	1016	871	-145	-14.3%
Seniors	303	369	66	21.8%
Military	249	289	40	16.1%
Education	51	1056	1005	1970.6%
Events	16927	23263	6336	37.4%
Total	25141	32851	7710	30.7%

October 2022 Attendance by hour



October Monthly Attendance 2019-2022



October
Municipality

Racine County	Guests
53105	44
53108	2
53126	47
53139	15
53158	0
53167	3
53177	36
53182	75
53185	82
53401	1
53402	512
53403	21
53404	157
53405	266
53406	306
53407	6
53408	0
Total	1,573

Other Municipalities	Guests
Kenosha	531
Milwaukee	470
Wisconsin (Excludes Racine, Kenosha & Milwaukee Counties)	399
Illinois	746
Other States (Excludes WI & IL)	229
Outside US	
Total	2,375

	GUESTS
Racine County	1,573
Other Municipalities	2,375
Events & Education (Not Collected)	24,319
Data Not Collected (Admissions)	4,584
OCTOBER TOTAL	32,851

Operations

- Going through the existing stock and purging excess product in inventory through sales and promotions
- Inventory reduced significantly so we can bring in new product in 2023
- Jack O' Lantern Nights had over 20,000 guests on campus and that helped sales in the gift shop and the grill
- Revenue in gift shop was triple compared to 2021, due to implemented strategies
- Purged inventory in the grill too so we do not need to worry about expiration dates and all product was consumed for the year with no remaining frozen or perishable products left
- Attending the Smokey Mountain Gift Shop show in November

Animal Care

- **Staffing Updates**
 - Several staff moved on to other opportunities, welcomed a new primary giraffe/zebra keeper, and a new part time animal care specialist
- **Veterinary Updates**
 - 0.1 Prehensile tailed porcupine monitored for loose tooth, teeth came out, and regrowth
 - 0.1 Emperor tamarin treated for tooth swelling/possible tooth abscess
 - 0.1 Domestic dog monitored for limping and lipomas; orthopedic consultation soon
 - 0.1 Hartmann's mountain zebra light sedation trials for transport began
 - 0.1 African penguin sedated beak trim
 - 1.0 African penguin treated for respiratory abnormalities
 - 0.1 African spurred tortoise sedation exam
 - 0.1 Desert tortoise exam under light sedation and blood draw attempt
 - 1.0 Ornate box turtle beak trim
 - 1.0 Fennec fox treated for lameness
 - 1.0 Blanding's turtle annual exam
 - 2.2 Spider monkey visual exam
 - 2.0 Green tree python annual exams
 - 0.1 Hedgehog annual exam
- **Collection Changes**
 - 0.0.2 Alligators moved back to owning institution
 - 0.0.1 Corn snake brought to zoo
- **Other Updates**
 - Continuing goat chiropractor sessions (0.1), penguin acupuncture sessions (3.1), giraffe laser sessions (1.0)
 - Continuing frequent blood draw/injection sessions across collection, focused heavily on 0.2 lions, 0.1 tiger, 1.0 giraffe
 - Many seasonal animal moves took place
 - Working on setup for voluntary xrays with primates
 - Working on voluntary cardiac ultrasound 1.0 Orangutan

Education

Educational Programs

- Onsite Programs – 4
 - Reached 115 people
- Offsite Programs – 22
 - Reached 834 people
- Onsite Birthdays – 3
 - Reached 80 people
- Offsite Birthdays – 6
 - Reached 193 people
- Slumber Safaris - 0
 - Reached 0 people
- Virtual Programs - 2
 - Reached 55 people
- Preschool Programs – 9
 - Reached 152 people
- BTS Encounters - 2
 - Reached 10 people
- Wildlife Explorers - 12
 - Reached 297 people
- AmeriCorps Programs – 21 Onsite, 22 offsite
 - Reached 807 people

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

- **Other Events**
 - **Oct 9** – Hosted volunteer program training
 - **Oct 11 and 12** – Guest lecture for Carroll University
 - **Oct 13** – Multiple staff attended empathy network mid-year meeting
 - **Oct 18** – Attended round 3 capacity-building empathy grant kick-off interview
 - **Oct 21** – Hosted students for Walden Middle School's Make-a-Difference Day
 - **Oct 21** – Staff attended Empathy Program Advisory Committee Meeting at Milwaukee Zoo
 - **Oct 23** – Hosted volunteer training
 - **Oct 23** – Brought animals to FrankenSTEIN's Festival
 - **Oct 25** – Attended round 2 capacity-building empathy grant check-in interview
 - **Oct 26** – Brought animals to Racine and Me TV shoot
 - **Oct 27** – Ran Empathy Network Steering Committee meeting
 - **Oct 27** – Attended Trunk-R-Treat event at Roosevelt Elementary School
 - **Oct 29** – Boo at the Zoo volunteer staffing, animal encounters, craft station
 - **Oct 31** – Brought animals to live CBS TV shoot

- **Grants and Proposals**

- Submitted Renewal Proposal for AmeriCorps grant
- Submitted full proposal for RCF Funding for 2022
- Received funding from ACE for Wildlife Capacity Building Grants
- Working on grants from Christiansen Foundation and United Way Equity Innovation Fund

Comparison to October 2021 - programs and participants

Participants	2021	2022	Variance
On Site	92	115	+25.0%
Off Site	840	834	-0.1%
BTS	8	10	-25.0%
Birthday Party	115	173	+33.5%
Preschool	41	152	+270.1%
AmeriCorps	555	807	+45.4%
Virtual Programs	65	55	-15.4%

Programs	2021	2022	Variance
On Site	2	4	+200.0%
Off Site	6	22	+266.7%
BTS	2	2	+0.0%
Birthday Party	4	9	+125.0%
Preschool	3	9	+300.0%
AmeriCorps	37	43	+16.2%
Virtual Programs	3	2	-33.3%

Facilities

- Special events set up and tear down
- Preventative maintenance
- Continued fence work around proposed arctic fox exhibit
- Accepted bid for arctic fox den and heated slab
- Installed new giraffe door track on west door
- New tamarin exhibit window frame installed, block walls erected and 2 doors hung
- Pavilion doors are all installed
- Accepted proposal from IRS roof to do water test on find main building leak
- Applied foam insulation and flex sealed gaps under new rhino mulch enclosure
- Water utility still searching for underground leak
- Maintenance job requests e.g. repair leaking hose, adjust door limits
- Janitorial duties
- General grounds upkeep
- Mowing and mulching
- Door installed in proposed arctic fox exhibit
- Changed out printer in photo booth
- Moved photo booth to gift store city plumber started testing RP valves
- Zebra door improvements made for hoof training
- Orangutan training portal installed
- Bought new refrigerator for LOG
- Bought new dryer for keepers



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | OCTOBER 2022

E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
10/4	Boo at the Zoo - This Month	35.1	0.4
10/7	Jack-O'-Lantern Nights - Day/Night	34.7	1.1
10/14	E-News	34.7	1.3
10/12*	Wildlife Matters - October	51.7	4.4
10/19	Boo at the Zoo - Next Weekend	35.3	0.4
10/21	Jack-O'-Lantern Nights - 2 weekends left	34.1	0.6
10/26	Boo at the Zoo - This Weekend	33.1	0.4
10/27	Jack-O'-Lantern Nights - Last Weekend	32.2	0.5
10/28	E-News	31.7	0.6

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
9,607	19.1%	0.8%

MEMBERS

Subscribers	Open Rate	Click Rate
2,045	21.6%	2.1%

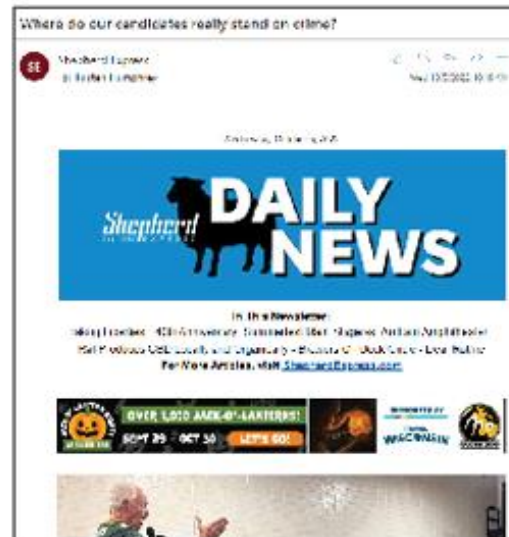
- NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "**".

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

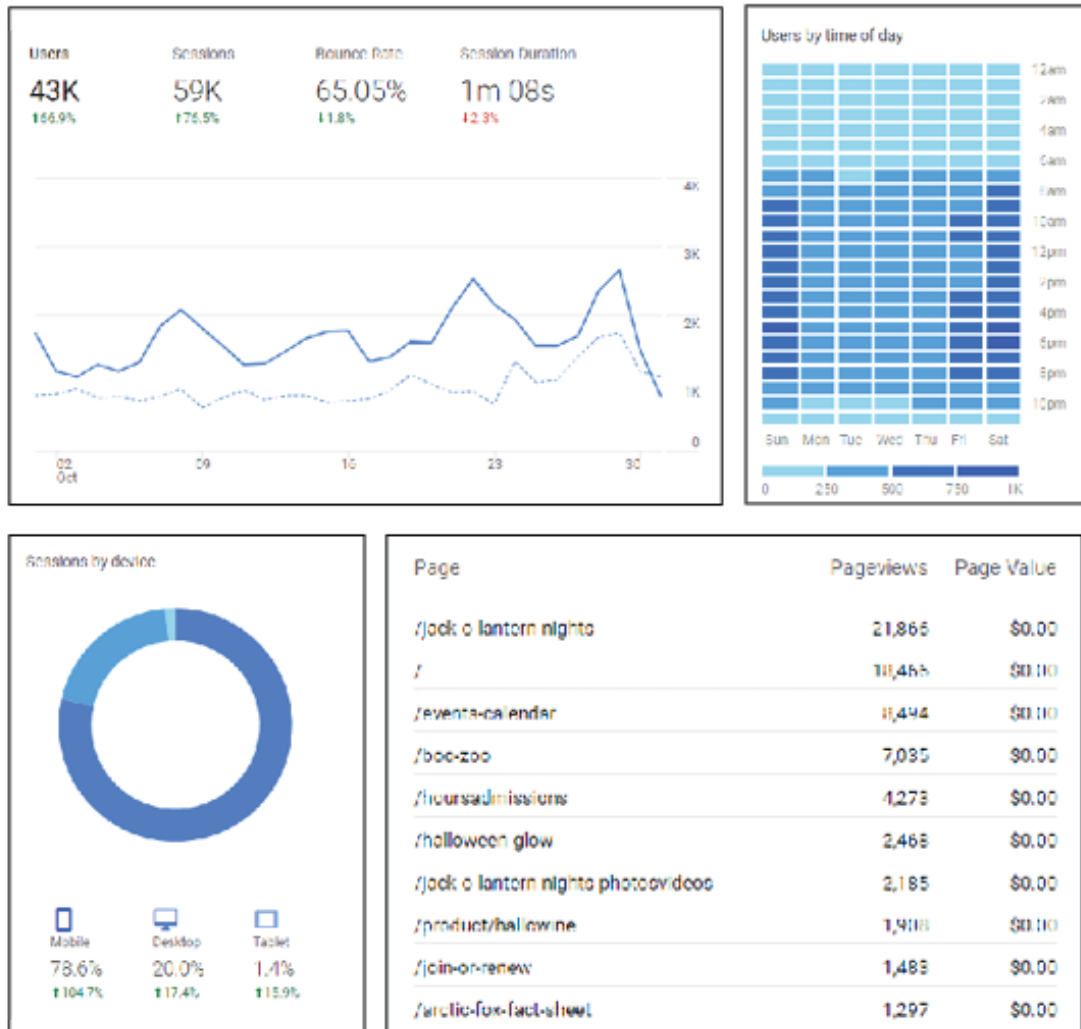
OUTSIDE ADS

- Bargain Hunter - print
- Chicago Sun Times - print
- Happenings/Smart Reader - print
- 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
- Racine Theatre Guild - print
- Wisconsin Public Radio - radio
- Your LIFE Magazine - print
- Wind Point Living Magazine - print
- Rack cards through CTM Media Group - print
- Chronicle - print
- Clear Channel Outdoor - digital
- FM 102.1 - radio
- OnMilwaukee - digital
- The Greater Valley Guide - print
- WLKG The Lake - radio



**MONTHLY USERS: 43K**

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



Sessions by device

Mobile

Desktop

Tablet

78.6%

20.0%

1.4%

↑104.7%

↑17.4%













↑15.9%















Data from Google Analytics















FACEBOOK








FOLLOWERS: 40,700

- Animal and promotional posts. Added event pages.

	<p>🎃 The results are in! We asked guests to vote on their favorite decorated space at Jack-O'-Lantern Nights and the winners are: 🏆 1st Place: CNH Industrial 🏆 2nd Place: Assisted Living Racine: The Pillars at Crystal Bay 🏆 3rd Place: Sun Realty Group Thank you to those who voted and thank you to our participants! Great job, everyone! Love the creativity!</p> <p>Mon, Oct 21</p>	Post reach 6760	Engagement 734
	<p>🎃 Happy Halloween! 🍁 Have a spooktacular day!</p> <p>Mon, Oct 21</p>	Post reach 6492	Engagement 663
	<p>🎃 Tonight (10/30) is the LAST NIGHT of Jack-O'-Lantern Nights! 🍁 A big thank you to our wonderful supporters and amazing guests that help make family-friendly events like Jack-O'-Lantern Nights possible. It's been a joy bringing a new event to Racine and getting positive feedback from the community! Thank you for your kind words and sharing your...</p> <p>Sun, Oct 30</p>	Post reach 13355	Engagement 1045
	<p>🎃 Boo at the Zoo is TODAY (10/29)! Stop by between 10am and 4pm for trick-or-treating, a visit with the animals, cookie decorating, Halloween crafts, pumpkin decorating, bounce houses, and more! We're excited to see your creative costumes! Included with Zoo admission and FREE for Zoo members and children 2 years and younger. 🎁 Learn more:...</p> <p>Sat, Oct 29</p>	Post reach 12522	Engagement 1659
	<p>🎁 We are looking for donations of holiday wrapping paper and tissue paper for our Advent-ure Calendar! We wrap pieces of the packages individually to create a new surprise every day for those participating. 🍁 If you're interested in donating any, please drop them off at the Zoo Administration Office at 200 Gould Street between 9am - 4pm Mondays ...</p> <p>Fri, Oct 28</p>	Post reach 1242	Engagement 112
	<p>WHOA! Only 3 nights left of Jack-O'-Lantern Nights?? What better time to experience (or re-experience) this magical event than Halloween weekend! Spooktacular fun tonight through Sunday night! See you there! 🍁 Plan your trip to Jack-O'-Lantern Nights! https://racinezm.org/jack-o-lantern-nights Nov - October 30 Thursdays - Sundays 6pm - 10pm \$10</p> <p>Fri, Oct 28</p>	Post reach 5934	Engagement 350
	<p>🎃 Bring your trick-or-treating bag to Boo at the Zoo THIS SATURDAY (10/29)! From 10am to 4pm, join us for outdoor trick-or-treating (while visiting the animals), spooky cookie decorating, Halloween crafts, pumpkin decorating, bounce houses, and more! Included with Zoo admission and FREE for Zoo members and children 2 years and younger. 🎁 Learn more:...</p> <p>Thu, Oct 27</p>	Post reach 11945	Engagement 791
	<p>Alinga the wallaroo and grey kangaroos Julia, Josie and Noelle enjoying some Halloween treats! Come visit them at Boo at the Zoo on Saturday (10/29) while you trick-or-treat at the Zoo! 🎁 🍁 Learn more about Boo at the Zoo: https://racinezm.org/boo-zoo</p> <p>Thu, Oct 27</p>	Post reach 3660	Engagement 102
	<p>Cold Weather Critters Lil' Explorers preschool sessions start NEXT WEEKEND! Bring your child for a fun and educational experience with crafts, live ambassador animals, and more! Sundays at 4pm or Mondays at 10am or 11:30am. 🍁 Curious Owl: November 6 & 7 🍁 Cozy Fox: November 20 & 21 🍁 Cozy Fox: December 4 & 5 🍁 Cuddly Ferret: December 1...</p> <p>Wed, Oct 26</p>	Post reach 1535	Engagement 173
	<p>Last weekend of Jack-O'-Lantern Nights at Racine Zoo!</p> <p>Wed, Oct 26</p>	Post reach 2605	Engagement 294
	<p>🍁 NEW EVENT! Join us Wednesday, November 30 from 6PM - 8PM for Jolly Old Fashioned Cocktail Night! Celebrate the holiday season with an old fashioned in hand! Sample 5 unique old fashioned, enjoy hors d'oeuvres, and meet an ambassador animal! This event will be taking place in the Vanishing Kingdom castle building, so you and your friends will...</p> <p>Tue, Oct 25</p>	Post reach 12227	Engagement 918
	<p>🎃 With Jack-O'-Lantern Nights coming to a close, it's almost time to take down the 1,000+ jack-o'-lanterns—and we could use some help! We're looking for volunteers Monday, October 31 and Tuesday, November 1 between 9am - 3:30pm to assist. 🍁 If interested, please email Special Events Manager, Chelsea, at clocks@racinezoo.org. Thanks!</p> <p>Tue, Oct 25</p>	Post reach 7994	Engagement 658

	Miss out on getting tickets to Halloween (starting up this Friday, October 28)? Here's your chance to snatch some! We are re-opening ticket sales until Wednesday, October 26 at noon or until sold out. 🍷 We only have a few spots left, so get yours today for a spooktacular time! https://racinezoo.org/product/halloween At the event you can sample spooky wine...	Post reach 6231	Engagement 355
	Time for an Advent-ure! Our Advent-ure Calendars are NOW ON SALE through Nov 28 (while supplies last)! Adults and kiddos alike can enjoy a new surprise every day from Dec 1 – Dec 24 with a kids', bear, wine, or (NEW!) bourbon package! Great as a gift or a treat for yourself! ✨ Order yours now: https://racinezoo.org/product/advent-ure-calendar Pickup...	Post reach 7519	Engagement 450
	You might not be thinking about it now, but it will be here before you know it—Brunch with Santa! This event sells out year after year, so save your spot early! Join us Saturday, December 3 for brunch, crafts, an ambassador animal encounter, letters to Santa, and, of course, a photo with Santa! Due to popularity, we'll have 2 seating areas to choose from: 11am –...	Post reach 1555	Engagement 170
	Grab your trick-or-treat bag and join us for Boo at the Zoo NEXT WEEKEND! Bring the family Saturday, October 29 from 10am to 4pm for outdoor trick-or-treating with the animals at the Zoo! Plus, enjoy festive activities such as spooky cookie decorating, Halloween crafts, pumpkin decorating, bounce houses, and more! Included with Zoo admission and...	Post reach 5527	Engagement 319
	The many faces of the jack-o'-lanterns! Which expression is your favorite? There are over 1,000! Is there one you saw on your visit that's not posted here that you love? Share it in the comments below! We'd love to see your favorite! ✨ Plan your trip to Jack-O'-Lantern Nights! https://racinezoo.org/jack-o-lantern-nights Now - October 30 Thursdays -...	Post reach 4569	Engagement 465
	Jolly Old Fashioned Cocktail Night	Post reach 0	Engagement --
	Do you associate autumn with the scents of apple cider or pumpkin spice? Well, Racine Zoo's resident meerkats have associated these little jack-o'-lanterns with the scent of their favorite snacks: bugs! Meerkats use their strong noses to find food and hiding it in these mini pumpkins encourages them to investigate and forage in a way that comes...	Post reach 3702	Engagement 75
	Only 2 weekends left of Jack-O'-Lantern Nights! Plus, the weather will be BEAUTIFUL this weekend. Stroll through the mesmerizing tunnel and tiptoe past the pumpkin patch in front of our haunted castle! ✨ Plan your trip to Jack-O'-Lantern Nights: https://racinezoo.org/jack-o-lantern-nights Now - October 30 Thursdays - Sundays 6pm - 10pm \$10 pa...	Post reach 13604	Engagement 1292
	★ WE'RE HIRING! ★ Full-time Facilities/Grounds Associate to start ASAP We are looking for a hardworking individual to work within our Facilities Department. This position includes benefits. Duties include but are not limited to janitorial grounds work, mowing, repairing, event setup, trash pickup, and more. The ideal candidate has a positive attitude, is...	Post reach 15476	Engagement 644
	Help us get the Zoo gardens ready for winter! We are looking for volunteers for this Friday, October 21 from 9am - 12pm. Stein's Garden & Home will be here to lead the way for the cleanup! Be sure to dress in clothes that might get dirty and bring a pair of garden gloves if you have some. ✨ If you are interested in helping, please meet at the Zoo front...	Post reach 2447	Engagement 48
	Thank you to CLIF Kid for the donation of CLIF ZBars for our Boo at the Zoo event on Saturday, October 29! We appreciate your support and can't wait for all of our trick-or-treaters to enjoy this delicious treat! CLIF Bar	Post reach 4307	Engagement 72
	Snow? Who's thinking about snow? We don't want snow YET, but we ARE thinking about our Winter Picnic in a Snow Globe! It's back again—and earlier this season! Friday, December 16, 2022 – Sunday, February 12, 2023, relax outdoors while staying cozy in one of our heated domes enjoying quality time with friends and family! An unforgettable private...	Post reach 3324	Engagement 432
	Trick...or treat! 🍬 The animals love their Halloween-themed enrichment!	Post reach 8852	Engagement 659
	Jack-O'-Lantern Nights open now through October 30!	Post reach 4324	Engagement 573

	Make sure your Zoo membership is up to date in time for Boo at the Zoo on Saturday, October 29! Zoo members get in for FREE and all activities are included with admission. Enjoy special members-only discounts and admission all year long with a membership! 🐾 Join or renew your membership today! https://radnezo.org/join-or-renew 🐾 Learn more about...	Post reach 11211	Engagement 781
	✅ Don't forget to vote on your favorite decorated space during your visit to Jack-O'-Lantern Nights! See the participants below: CNH Industrial Group, Northern Corporation, Assisted Living Racine, The Pillars at Crystal Bay, Shell's Husk Studio, Garden & Home Sun Realty Group, World Finance. ❤️ Thank you to these businesses for joining us for the event! 🗳️ Plan...	Post reach 9494	Engagement 780
	Take-Home Advent-Urn Calendar	Post reach 0	Engagement --
	"Aha! The treat is mine!" - Zorro the Fennec Fox	Post reach 4211	Engagement 367
	🎃 Treat your friends, family, scout group, or employees to a night out at the Zoo! We offer special ticket prices to Jack-O'-Lantern Nights for groups of 20 people or more. 20 – 40 Tickets – \$3/each 50 – 100 Tickets – \$2/each 📧 Please email info@radnezo.org to purchase Group Tickets. Group Tickets must be purchased in advance as they are not available at...	Post reach 1155	Engagement 107
	Winter Picnic in a Snow Globe	Post reach 0	Engagement --
	👻 To prep our spooky Boo at the Zoo crafts, we are looking for donations of toilet paper tubes or paper towel tubes! If you're willing to donate some, please bring them to the Zoo between 10am and 4pm. Thank you! Boo at the Zoo is coming up October 29, so we are looking to get as many rolls as we can no later than this Friday, October 14. Then, we'll...	Post reach 1476	Engagement 67
	New preschool sessions are available to sign up for! Bring your child for a fun and educational experience with crafts, live ambassador animals, and more! Cold-Weather Critters Sessions are Sundays at 1pm or Mondays at 10am to 11:30am. 🐾 Cuddly Lynx: November 6 & 7 🐾 Cuddly Owl: November 20 & 21 🐾 Cuddly Fox: December 4 & 5 🐾 Cuddly Ferrets	Post reach 1782	Engagement 103
	🎃 Be on the lookout for a market look-alike on your adventure through Jack-O'-Lantern Nights! 🗳️ Plan your trip to Jack-O'-Lantern Nights! https://radnezo.org/jack-o-lantern-nights Now - October 30 Thursdays - Sundays 6pm - 10pm \$10 per person, FREE for 2 years and younger	Post reach 1728	Engagement 264
	👻 Have your Halloween costume picked out for Boo at the Zoo yet? Bring the family Saturday, October 29 from 10am to 4pm for outdoor trick-or-treating with the animals at the Zoo! Plus, enjoy festive activities such as spooky cookie decorating, Halloween crafts, pumpkin decorating, bounce houses, and more! Included with Zoo admission and FREE to...	Post reach 5352	Engagement 214
	🐧 Happy African Penguin Awareness Day! Did you know African penguins have 70 feathers per square inch? That's a lot of feathers! However, they don't have feathers on their legs and have a featherless patch on their face (this helps to dissipate heat). African Penguins are listed as endangered due to a rapid population decline resulting from overfishing,...	Post reach 1085	Engagement 63
	The transformation of the majestic mountain during the day - to at night! Tens of glowing faces looking back at you! 🎃 Stop by tonight and check it out yourself! 🗳️ Plan your trip to Jack-O'-Lantern Nights! https://radnezo.org/jack-o-lantern-nights Now - October 30 Thursdays - Sundays 6pm - 10pm \$10 per person, FREE for 2 years and younger	Post reach 26565	Engagement 2420
	We are looking for 2 relatively new/dlightly used upright refrigerator/freezer combos to store our animal food and keep it fresh in the Land of the Giants. If anyone is willing to donate theirs, please message us or email info@radnezo.org . Thank you!	Post reach 12755	Engagement 847
	🐾 Animal Feature: Lesser Madagascar Tenrec Meet Gilly! She is often mistaken for a hedgehog at first glance. However, she is more closely related to elephants than hedgehogs! Tenrecs are nocturnal with a super strong nose for hunting. During the day, tenrecs typically find shelter in tree cavities, but our Gilly thinks the very best nap happens in her blue...	Post reach 3968	Engagement 109

	<p>🔥 We could use a few more helpers for Jack-O'-Lantern Nights! We're HIRING hardworking individuals 18 years or older to join our team for this exciting Halloween-themed event Thursdays - Sundays now - October 30! Positions open for admissions and concessions. Hiring ASAP 🟢 If interested, please email your resume to info@racinezoo.org!</p> <p>Wed, Oct 5</p>	Post reach 3840	Engagement 180
	<p>Brunch with Sents</p> <p>Tue, Oct 4</p>	Post reach 0	Engagement --
	<p>👁️ Jack-O'-Lantern Nights looks amazing at night, but it also looks awesome during the day! There are plenty of photo ops to take advantage of for a fall family photo! 📸 Learn more about Jack-O'-Lantern Nights: https://racinezoo.org/jack-o-lantern-nights</p> <p>Tue, Oct 4</p>	Post reach 22841	Engagement 3185
	<p>🎉 FLASH! CONTEST 🎉 - FREE admission to Lil' Explorers: Preschool at the Zoo Sunday 1:00pm classes! Enter your email by 8:00am Wednesday, October 5 to win! https://forms.gle/AaawUaR6YhTFxXQ8 🏆 This week the preschool Lil' Explorers visited the dusty Sahara desert. The class met Cheesa, a leopard gecko who lives at the zoo, and made a beautiful Africa...</p> <p>Mon, Oct 3</p>	Post reach 5817	Engagement 164
	<p>Thank you to everyone who came out for Old Fashioned Cocktail Night last Saturday! A beautiful autumn evening for a fun event! 🍷 Guests voted and the winners of the best old fashioned were 🏆 1st place: Man's on Main 🏆 2nd place: Bourbon Chronicles 🏆 3rd place: Yahara Bay Distillers Apple Brandy. Congrats! Thank you to all of our participants!</p> <p>Mon, Oct 3</p>	Post reach 9889	Engagement 1775
	<p>👁️ Another look-alike to find! Visit rhinos, Giraffe and Tamar during the day, then come back at night to see their jack-o'-lantern all lit up! 🎃 Plan your trip to Jack-O'-Lantern Nights: https://racinezoo.org/jack-o-lantern-nights September 29 - October 30 Thursdays - Sundays 6pm - 10pm \$10 per person, FREE for 2 years and younger</p> <p>Sat, Oct 2</p>	Post reach 4754	Engagement 127
	<p>A big thank you to the Kiwanis Holiday Lights Foundation for a generous donation and continuous support of the Racine Zoo! Don't forget to drive past the Zoo later this year to enjoy the Kiwanis holiday lights! Kiwanis Club of West Racine</p> <p>Sat, Oct 1</p>	Post reach 1031	Engagement 92

Page overview

Discovery

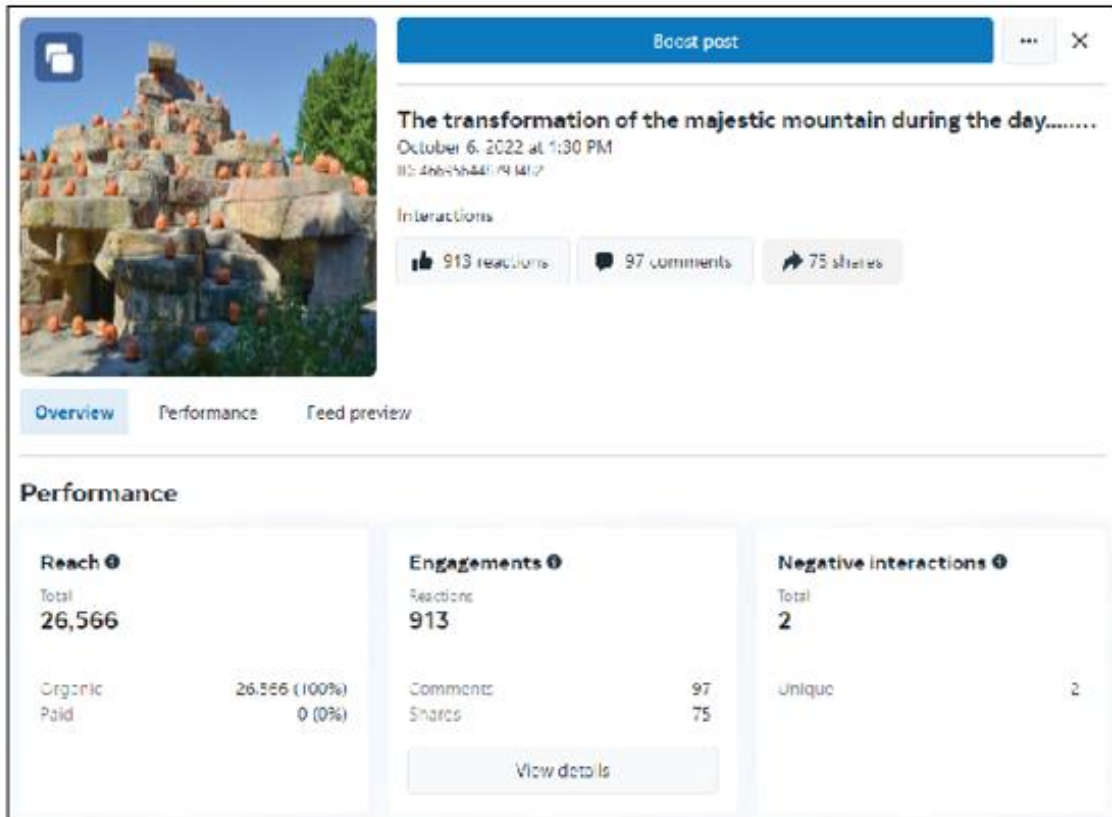
👁️ Post reach	80,731
👍 Post engagement	60,109
👍 New Page likes	275
👤 New Page Followers	412

Interactions

💬 Reactions	5,160
💬 Comments	746
🔗 Shares	894
🖼️ Photo views	34,614
🔗 Link clicks	1,417

Other

🔍 Hide all posts	8
👤 Unfollows	0



Well-performing Facebook post

TWITTER

TOTAL FOLLOWERS: 3,213

OCT 2022 QUINARTY

Tweets

42

Tweet impressions

6,401

Profile visits

1,297

Mentions

15

New followers

20

Oct 2022 - 31 days

Watch HIGHLIGHTS

Top Tweet earned 131 impressions

🎃 LAST WEEKEND coming up! What are you waiting for? These jack-o'-lanterns won't be here for long! Wind your way through over 1,000 of these glowing pieces of art. Time to get into the Halloween spirit!

@racinezoo <https://racinezoo.org/jack-o-lantern>
Now - October 30
Thursdays - Sundays | 5pm - 10pm
pic.twitter.com/a01KwSjes3



View Tweet activity

View all Tweet activity

Top Follower followed by 71.1K people



翔太郎@ホシクイ

@hosikui888 FOLLOWING

イラストレーター、キャラクターデザイナー、CGデザイナー
<https://t.co/bca30wv413> ゲーム、映画、アニメーション
PM—Shu. Iwakura@yoho.co.jp

View profile

Top mention earned 10 engagements



Marisa Woloszyn TMJ4

@MarisaWoloszyn · Oct 8

A beautiful morning at the @RacineZoo getting ready for the second weekend of Jack-O'-Lantern Nights! @tmj4
pic.twitter.com/gdshMaekQS



4.1 15.2 10.3

View Tweet

Top media Tweet earned 347 impressions

"Aha! You are no match for me, pumpkin!" Zoro the ferret fox was having some fun with Halloween enchantment and found his way to the treat inside! 🎃
pic.twitter.com/44AUz22YV

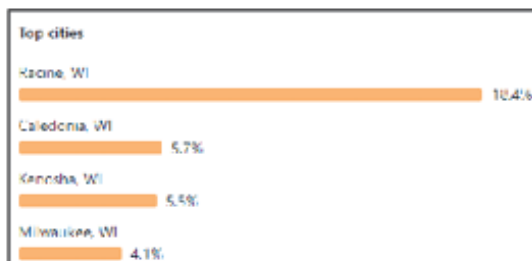
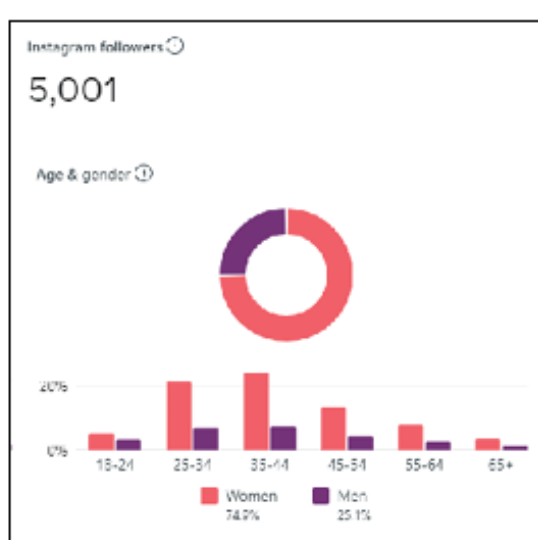
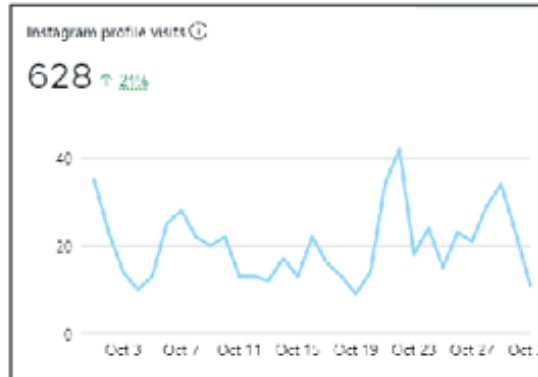


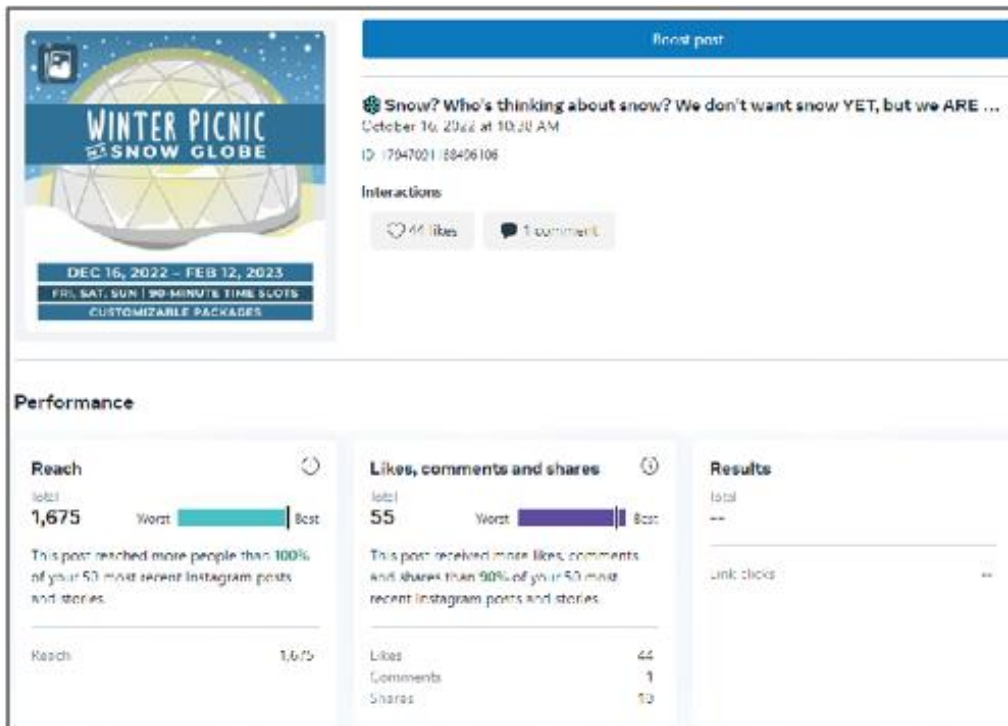
10.3

View Tweet activity

View all Tweet activity

INSTAGRAM **TOTAL FOLLOWERS: 5,001**





Well-performing Instagram post

Special Events

October Events:

- September 29 – October 30 – Jack-O-Lantern Nights
 - Location: South End of campus
 - Event Overview: Halloween Festival
 - Attendance: 23,286
- October 1 – Old Fashioned Night
 - Location: Pavilion and North of Pavilion
 - Event Overview: Old Fashioned Competition
 - Attendance: 312
- October 2 – Police Awards Ceremony
 - Location: Amphitheater and Pavilion
 - Event Overview: Police Awards
 - Attendance: 23 guests
- October 8 – Franseen Wedding
 - Location: Amphitheater
 - Event Overview: Wedding Ceremony
 - Attendance: 180 guests
- October 28 – Hallowine
 - Location: Pavilion
 - Event Overview: Wine Tasting
 - Attendance: 137 guests
- October 29 – Boo at the Zoo
 - Location: Entire Campus
 - Event Overview: Boo
 - Attendance: 4887 guests

Coming up at the Zoo at a Glance:

- November 30 – Jolly Old Fashioned
- December 3 – Brunch with Santa
- December 16-February 12 – Winter Picnic in a Snowglobe