

**Racine Zoological Society Report
Park and Recreation Board Meeting
May 2017**

Executive Director

- AZA inspection preparation daily!
- Submitted several grants and sponsorship packages
- Created the tasks list for exhibit needs and animal moves in 2017
- Presented at several service organizations
- Evaluating all current vendors

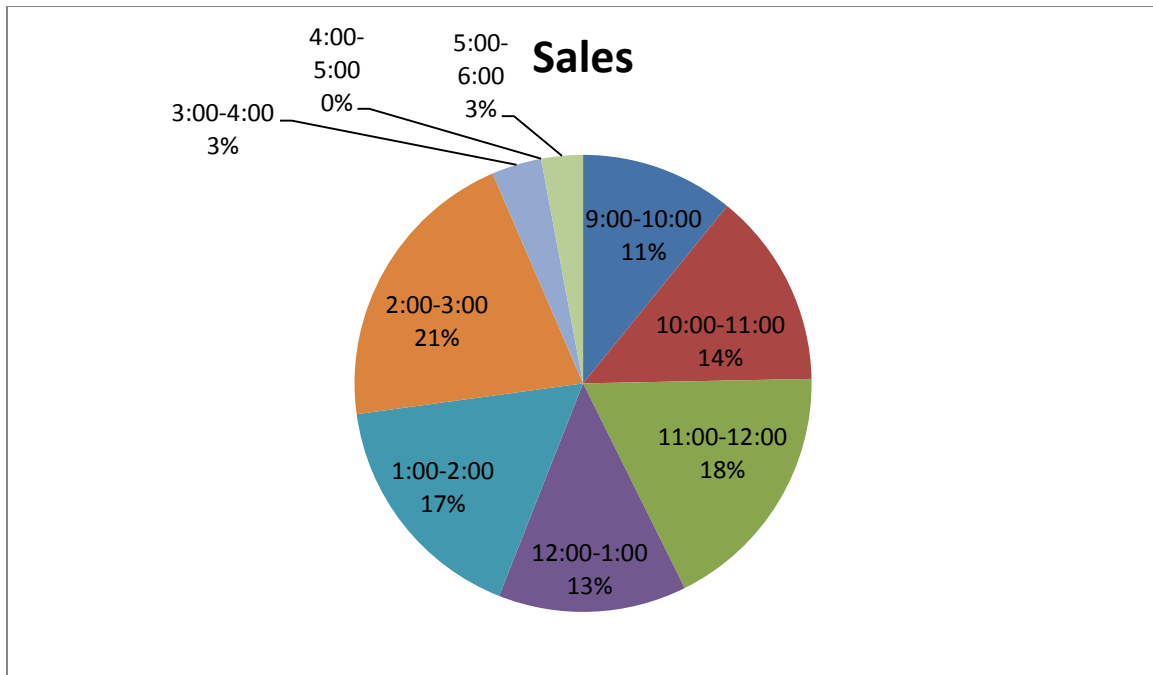
Membership

- Total memberships households = 2,039

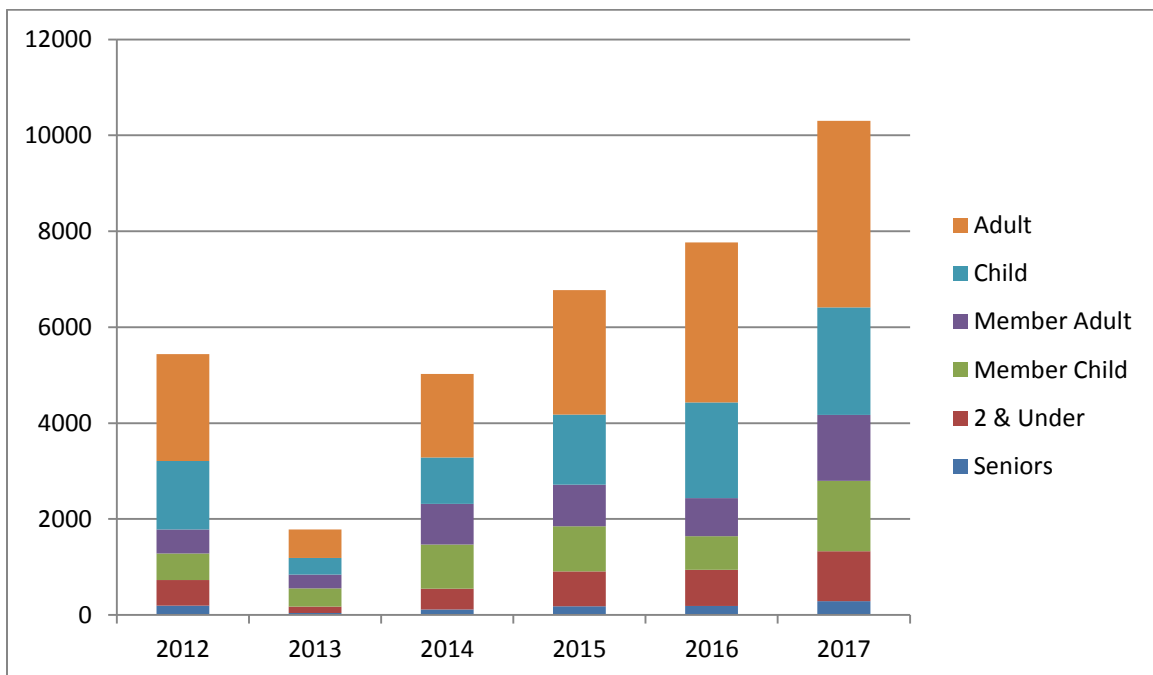
Attendance for April 2017

	April 2016	April 2017	Variance	Percent change
Adults	3339	3893	554	16%
Children	1992	2241	249	13%
Member Adults	792	1373	581	73%
Member Children	704	1465	761	108%
Child 2 and under	753	1041	288	38%
Seniors	188	291	103	55%
Education	101	372	271	268%
Events	355	593	238	67%
Total	8224	11269	3045	37%

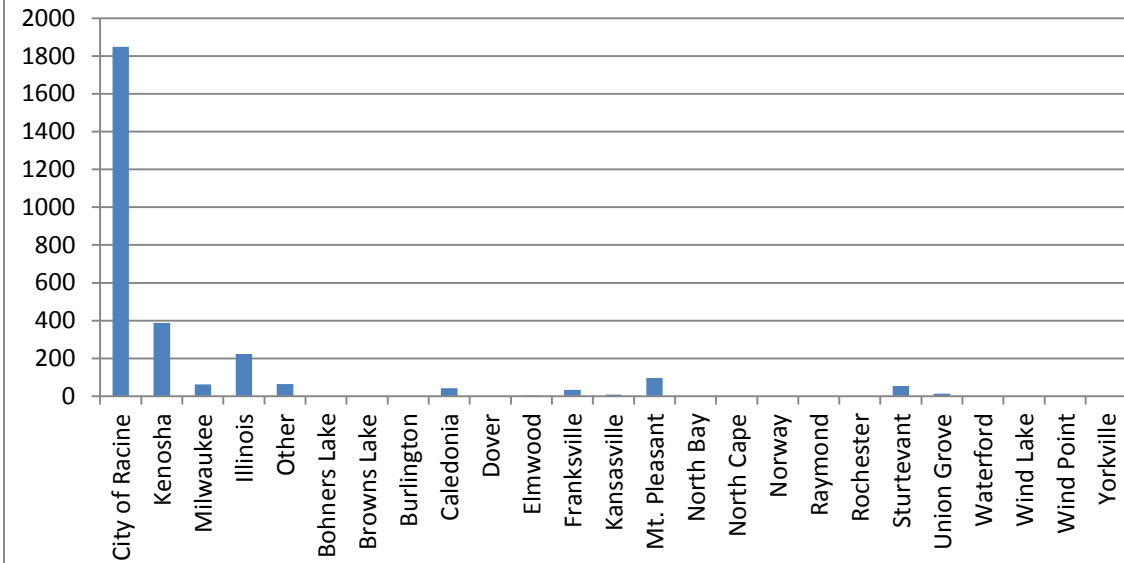
April 2017 Attendance by Hour



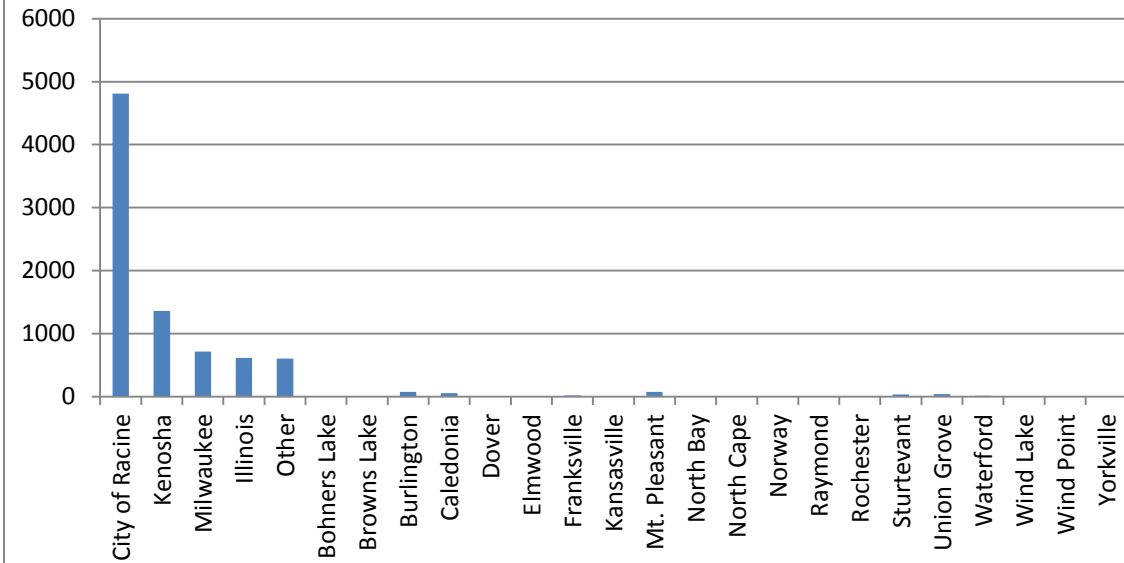
April Monthly Attendance 2012-2017



April Member Municipality



April Non-Member Municipality



Animal Care

- **Animals:**
 - Our remaining female coati was sent to Cape May Zoo on April 11.
 - Farm became open on weekends starting on Eggstravaganza.
 - Great Horned Owl is here and going thru Quarantine process.
- **Training:**
 - Armed Response Team has shooting practice with the Racine Police department on April 11th.

Education

- **Staffing Updates**
 - Hired a new part time Conservation Education Specialist, beginning in May
 - A seasonal part time in 2016, will be returning in mid-May as a seasonal part time Conservation Education Specialist
- **Educational Programs**
 - Onsite Programs – 7
 - Reached 86 people
 - Onsite Birthdays – 5
 - Reached 142 people
 - Offsite Programs - 6
 - Reached **440** people
 - Offsite Birthdays – 1
 - Reached 35 people
 - Field Trips without programs - 2
 - Reached 84 people
 - Totals: Reached 787 people
 - Daily Programs
 - 6 Creature Features, reaching 88 people
 - 11 Wildlife Theaters, reaching 137 people
- **Special Events**
 - 4/15 – Eggstravaganza
 - Reached 2,903 people
 - Crafts/Activities included Pin the Tail on the Bunny, Candy Egg Holders, Hoppin' Obstacle Course, Cookie Decorating, Cluck Cluck doors, Bunny Trail Mix
 - 4/22 – Earth Day
 - Adapt A Beach Clean Up- 20 participants and over 40 lbs of trash picked up
 - Reached 498 people
 - Crafts/Activities included Rainmakers, Recycling All Stars, Grow A Thon and Snail Snacks
- **Other Events**
 - 4/5 – Attended recording for Telemundo
 - 4/6 – Attended recording for Racine and Me
 - 4/29 – Attended Week of the Young Child Event

- 4/24 – Attended Greater Racine Environmental Educators Steering Committee Meeting
- 4/28 – Attended Robinwood Elementary High Interest Day
- 4/28- Attended Our Lady of Grace Academy Science Day
- **Projects – Ongoing and Completed**
 - Training Volunteers in various areas, including commissary, Zoo Choo, interpretation
 - Second round of training set for early May
 - Interviewing Future Interns and Volunteers
 - Summer Camp Registration is open
 - Currently at 96 of possible 760 spots occupied or 7.9% full
 - Volunteers interviews conducted
 - 56 interviewed and all accepted into program
 - Training session will be happening upcoming weeks
 - Submitted grant for High School Internship Program
 - Submitting grant for new birding initiative in collaboration with Hoy Audubon
 - Launched program to align to state library summer reading program
 - Cleaning and preparing for AZA accreditation visit

Upcoming

- Gearing up for a busy field trip season
- Implementing new signage around the zoo
- Completion and installation of United Way of Racine sponsored conservation signage

Comparison to April 2016- programs and participants

Participants	2016	2017
On Site	150	86
Off Site	75	440
BTS	0	3
Birthday Party	0	177

Programs	2016	2017
On Site	9	7
Off Site	2	6
BTS	0	1
Birthday Party	0	6

Facilities

- Concrete pad and backfill around felle pavilion completed
- Sidewalk where water main break happened is replaced
- Preventative maintenance
- Daily janitorial
- Grounds upkeep (started grass cutting and such)
- General cleanup for AZA walk thru lists

- Set up for special events that occurred during month
- New staff person started as part time janitorial
- Tamarin exhibit glass caulk repairs to stop leaking
- Replaced cracked glass in discovery center in old rattlesnake exhibit
- Replaced cracked glass in education holding exhibit
- Changed park lights from timer to dusk to dawn photo cell
- Added light to primates under stairs
- Installed new air compressor in facilities garage
- Installed TV up in chumba for menu
- Cut in two the corner bench in chumba and moved pieces into summer camp tent
- Repainted discovery center, put new tinted film on east entry door to discovery center.
- Repaired fence issues in walkabout creek
- Fence repairs were made to amphitheater fence to comply with AZA.

Admissions, Gift Shop, Grill, Chumba, Train (Operations)

- Put new product out in Gift Shop
- Cleaned, organized and opened Chumba
- Received train and opened it on weekends
- Found a new vendor for food and beverage
- Continuing work on AZA and SDS manual

Resource Development

- Submitted grant reports
- Submitted grants for operating support of the Zoo

Public Relations/Social Media

- **Press Release:** Twin Tamarins/ Eggstravaganza
- **E-blast:** What's Happening at the zoo, Happy Spring, Last Chance –April 2017
- Active Instagram posts, Facebook postings and video uploads, Tweets
- Media Relations: Meeting with Alissa Peterson from MKE Radio 106.9 – Radio Advertising to begin May and June
- Created Ad for Shepherd Express
- Contacted RTG for advertisement swap / ad for ad
- Updated website homepage articles, sliders, several event pages
- Boosted events on FB – Mom Brunch, Wild 5k, World Wine Wednesday

Miscellaneous Marketing/PR activities

- Created event posters, tickets and flyers, for events: Eggstravaganza, Mother's day Brunch, Wild 5k, Zooriffic Saturday
- Wild 5 k – Medals purchased
- Created an Ad for Bell City Magazine – Wild 5 k, Mother's day brunch
- Created an Ad for Windpoint Magazine – Walking stick / 5k
- Logo design : Zoorific Saturday, Zoo Reading program, ADOPT – revised and finalized
- Animal Crackers tickets- Individual Tickets – 4
- Animal Crackers Web Pages- Purchase tickets / Season and individual

- Created/Finalized: Save The Date Mailers/postcard – Zoo Debut, Cigar Dinner, Member Appreciation Night
- Zoo Signs – Giraffe encounter, Zoo-choo, Barnyard Safari, Under construction, Animals in Outside Exhibits
- Updated online events calendar, Member Night, Mom Brunch, Wild 5k, Animal Crackers
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn
- Membership Trifold-In progress Designed United Way signs – Orangutan, African Penguin, Eastern Black Rhino
- Created banners for Real Racine web page – Mom Brunch, Wild %k, Summer Camp
- Banners for Poles – First set completed / Animal Crackers- In progress
- Posted events on free advertising event sites: Journal Times, Kenosha News, Who fish, Real Racine, Windpoint, Union grove, Burlington, FB, Shepherd Express online, The Juice

Website

Racine Zoo-Digital Metrics

April 2017

Facebook Data:

Page Summary Last 28 days ↕

Export Data 📄

Results from Apr 05, 2017 - May 02, 2017

Organic Paid

Actions on Page

April 4 - May 1

18

Total Actions on Page ▲800%



Page Views

April 4 - May 1

1,187

Total Page Views ▲71%



Page Likes

April 4 - May 1

288

Page Likes ▲28%



Reach

April 4 - May 1

31,646

People Reached ▼26%



Post Engagements

April 4 - May 1

18,533

Post Engagement ▼4%



Messages

April 4 - May 1

88%

Response Rate ▼12%



Videos

April 4 - May 1




1,522

Total Video Views ▼81%



Recent Promotions on Racine Zoo

























[+ Create New Promotion](#)

	Event Promotion Completed Mother's Day Brunch! Sunday, May 14 at 11:00am - Monday, May 15 a... Promoted by Savannah Ingram on 04/20/2017	3,359 People Reached	55 Link Clicks	\$11.00 Spent of \$11.00 Boost Again
	Event Promotion Completed Wild 5k Run/Walk Saturday, May 13, 2017, 7 AM - 9 AM Promoted by Savannah Ingram on 04/20/2017	3,283 People Reached	78 Event Responses	\$10.00 Spent of \$10.00 Boost Again
	Event Promotion Completed World Wine Wednesday Wednesday, April 26, 2017, 6 PM - 8 PM Promoted by Savannah Ingram on 04/20/2017	3,545 People Reached	53 Event Responses	\$10.00 Spent of \$10.00 Boost Again

Your 5 Most Recent Posts



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

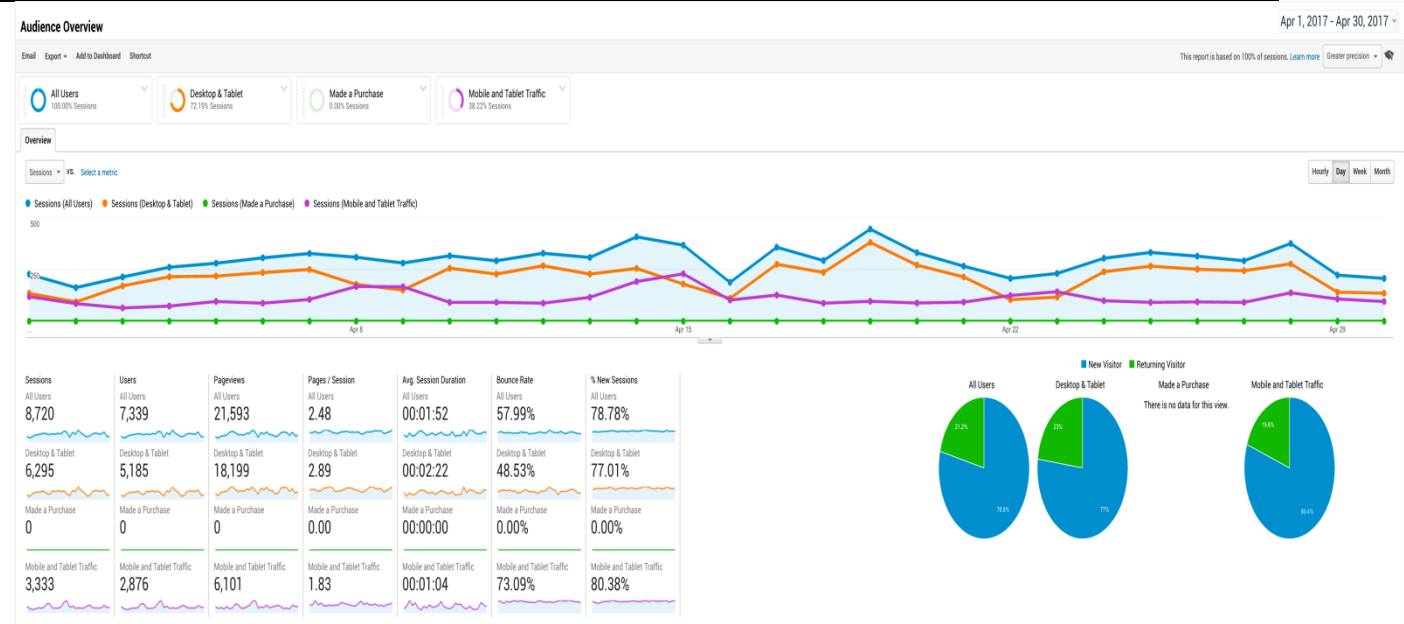
Published	Post	Type	Targeting	Reach	Engagement	Promote
05/01/2017 4:02 pm	 The Votes Are In!!! The twin tamarin babies have a name. Olivier and Pierre are t			2.9K 	128 122 	
04/26/2017 12:58 pm	 We're hiring! Apply now.			1.1K 	55 15 	
04/26/2017 12:04 pm	 Mingle with the Lions and sip wine with the Orangutans! World Wine Wednesday			1.3K 	27 14 	
04/24/2017 9:24 am	 A BIG Thank You to Ellen Orlowski for her Amazon donation to the Racine Zoo.			3.6K 	258 101 	
04/20/2017 1:32 pm	 Name the Baby Twin Tamarins			1.6K 	56 71 	

28 day summary with change over previous period



Social Media	Month	Variance vs Previous
Facebook page likes	240	16,431 vs 16,671
Twitter followers	2,363	6,283 impressions
Twitter profile views	289	24.7%
Instagram followers	33	65 posts - total

E- Newsletters/E- Mails	Month	Lifetime
Database-Members	3,845	NA
Blast: April 2017 (1) April 15 th (2) April 28 th (3)	1) 26.4% Open Rate 2) 23.5% Open Rate 3) 29.9% Open Rate	NA
Google	Rate	A



April Events:

Special Events:

- Sunday, April 2, 2017 – **Belle City Bridal Show**

- **Location:** Festival Hall
- **Time:** 11am-3pm
- **Ticket Price:** \$5



- Saturday, April 8, 2017 – **ZooLaRoe**

- **Location:** Lakeview Community Center
- **Time:** 12pm-4pm
- **Ticket Price:** FREE
- **Event Overview:** LuLaRoe clothing company donates a portion of sales to the Zoo.



- Saturday, April 15, 2017 – **Eggstravaganza**

- **Attendance:** 2,903
- **Location:** Entire Campus
- **Time:** 9am-4:30pm
- **Ticket Price:** Value added event
- **Event Overview:** Easter celebration with decorated animal enclosures, cluck-cluck doors, games, activities, snackivities, and photo with the Easter bunny.
- **Media:**
 - http://journaltimes.com/news/local/in-photos-the-racine-zoo-s-egg-stravaganza/collection_c1bd3695-4848-5187-84fe-0aff437d31b.html#1
 - http://journaltimes.com/edition/page-a/page_2c970da3-ee6b-5413-8302-3fc38dea5689.html



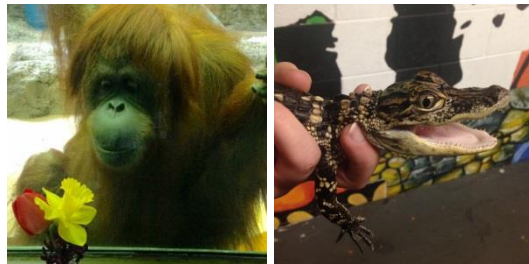
- Saturday, April 22, 2017 – **Zoorific Saturday: Earth Day**

- **Attendance:** 590
- **Location:** Entire Campus
- **Time:** 9am-4:30pm
- **Ticket Price:** Value added event
- **Event Overview:** Earth Day celebration with decorated animal enclosures, games, activities and snackivities.



- Wednesday, April 26, 2017 – **World Wine Wednesday**

- **Attendance:** 24 guests
- **Location:** Main Building
- **Time:** 6pm-8pm
- **Ticket Price:** \$30
- **Event Overview:** Wine tasting, appetizers, music, animal ambassadors and socializing.



- Saturday, April 29, 2017 – **March of Dimes: March for Babies**

- **Attendance:** 250 guests
- **Location:** Racine Rotary West Safari Base Camp
- **Time:** 9am-12pm
- **Event Overview:** Fundraising 5K for the March of Dimes.



Fundraising Event:

- November 22, 2016-April 2, 2017 – **Buffalo Wild Wings**
 - **Location:** 5880 Durand Avenue, Racine, WI
 - **Time:** 11am-12am
 - **Event Overview:** 10% of total bill (when accompanied with flyer) are donated to the zoo

Committee Meetings:

- Animal Crackers – April 4, 2017
- Zoo Debut – April 27, 2017

Booked Events:

- Cree Company Picnic – Event Date: October 7, 2017
- Marini Company Picnic – Event Date: July 17, 2017
- Twin Disc – Event Date: July 29, 2017

Accomplished Goals:

- Made Business Booth Applications
- Made Business/Vendor/Volunteer Zoo Access Form
- Made Access Badges for Vendor and Volunteers

Professional Development & Networking:

- Downtown Connections Meeting – April 18, 2017

Coming up at the Zoo at a Glance:

- **Wild 5K Run/Walk for the Animals—May 13, 7-9 am**
- **Zooriffic Saturday: International Migratory Bird Day—May 13, 9 am- 6 pm**
- **Mother's Day Brunch—May 14, 11 am-12:30 pm**
- **Zooriffic Saturday: Endangered Species Day—May 20, 9 am-6 pm**
- **Member Appreciation Night—May 25, 6-10 pm**
- **Slumber Safari—May 26 from 5pm-May 27 to 9 am**
- **Zooriffic Saturday: Orangutan Awareness Day—June 3, 9 am-6 pm**
- **Roar and Pour—June 7, 6 pm – 8 pm**
- **Member Monday: Kick off to Summer—June 12, 6 pm-8 pm**
- **Father's Day Putt Putt Golf Tournament—June 18, noon-3:00 pm**
- **Zooriffic Saturday: Giraffe Awareness Day—June 24, 9 am-6 pm**
- **World Wine Wednesday—June 28, 6 pm -8 pm**