

**Racine Zoological Society  
Park and Recreation Board Meeting  
February 2019 (reporting on January 2019)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- New year planning, seeking out sponsors and partners for programs and events

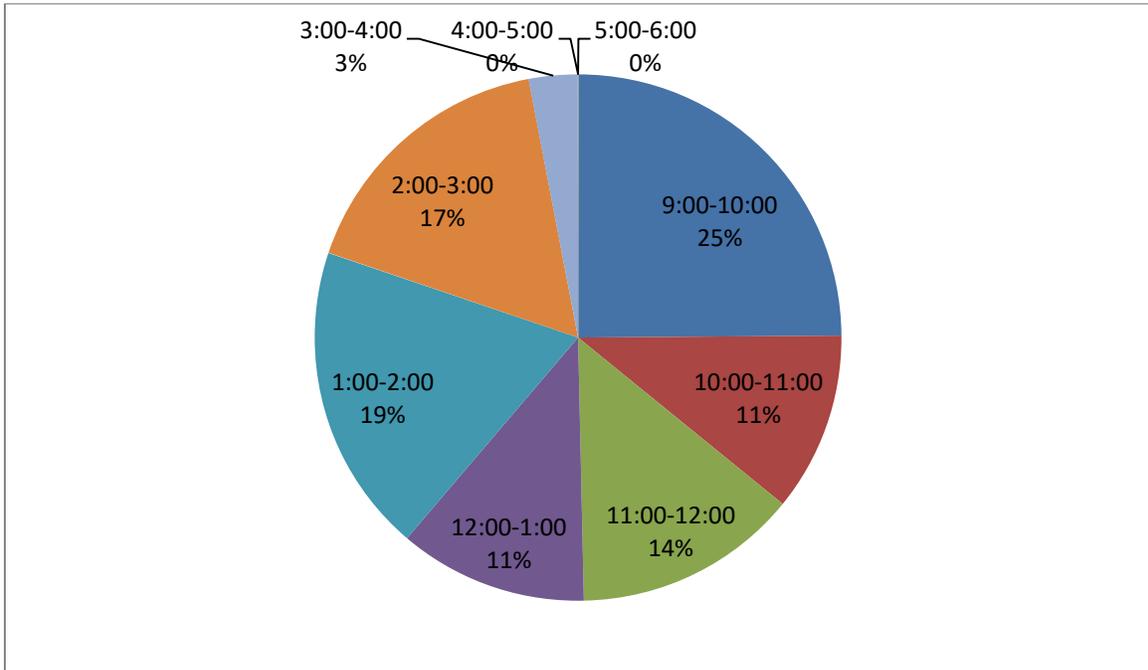
**Membership**

- Total memberships households = 2,072

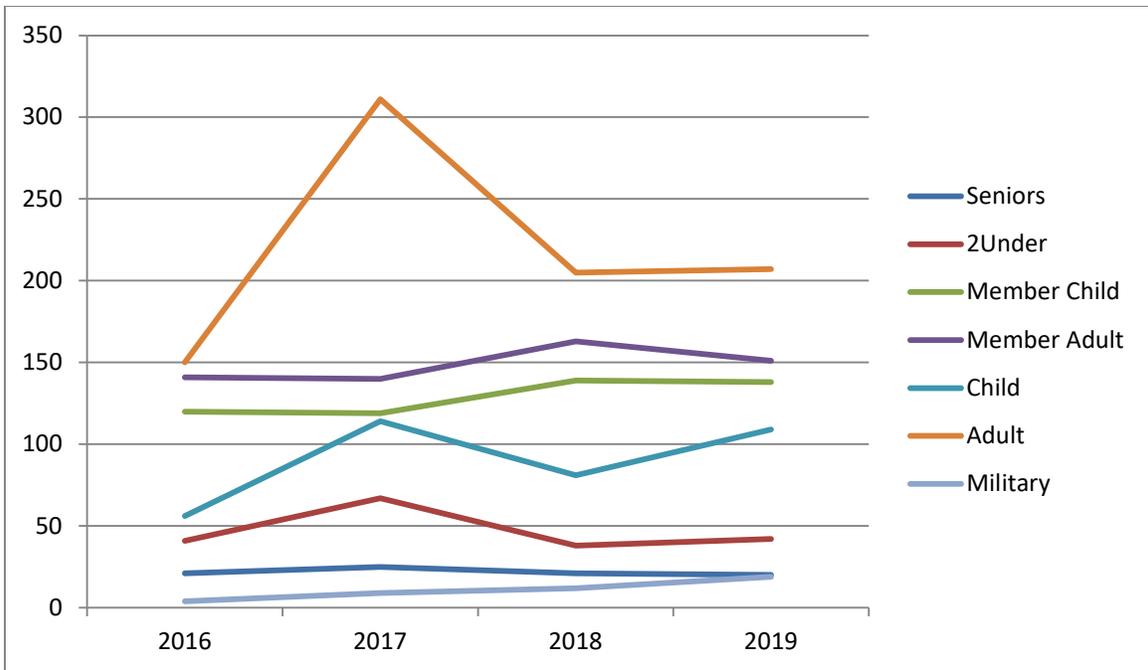
**Attendance for January 2019**

	<b>January 2018</b>	<b>January 2019</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	21	20	-1	-5%
<b>Children</b>	38	42	4	11%
<b>Member Adults</b>	139	138	-1	-1%
<b>Member Children</b>	163	151	-12	-7%
<b>Child 2 and under</b>	81	109	28	-35%
<b>Seniors</b>	205	207	2	1%
<b>Military</b>	12	19	7	58%
<b>Education</b>	420	178	-242	-58%
<b>Events</b>	0	0	0	0%
<b>Total</b>	1079	864	-215	-20%

## January 2019 Attendance By Hour



## January Monthly Attendance 2016-2019



## January Member Municipality

53144	1
53140	
53142	
53405	206
53404	38
53402	26
53108	3
Illinois	9
Other	6

## January Non-Member Municipality

53144	3
53140	2
53142	1
53405	208
53404	12
53402	15
53108	4
Illinois	26
Other	11

## **Admissions, Gift Shop, Grill, Watering Hole, Train (Operations)**

- Contacted vendors for new items for the gift shop
- Reached out for new Penny Machine
- Started work on 2020 Calendar and more Notecards
- Organized basement
- Finished year end reports
- Working on totes to get rid of plastic bags

## **Animal Care**

- Animal info/moves:
  - Sunny was retrained for use on groundhog's day event (success!) and also for future use in Education programs
  - Acquired a 6 banded armadillo, it is currently in quarantine
  - Acquired 90 peacock cichlids for discovery tank
  - Red eyed tree frog and hermit crabs cleared quarantine (Hermit crabs for program use)
  - Penguin chick hatched January 1; keepers monitoring weight, intake, parental care, etc
  - Moved all animals inside except for the 1.1 Tur for a few days due to severe negative temperatures
- Vet exams:
  - Lexi the lynx-multiple exams for rechecks and treatment
  - Skins the lion-exam due to blood in urine
  - Abby, Yellow crowned amazon-biannual exam due to arthritis issues
  - Wilbur, Wallaroo-exam for biopsy of suspicious gum lesion
  - Pigs-biannual exams/blood value rechecks
- Deaths:
  - N/A
- Staff
  - Hired a keeper assistant
- Miscellaneous
  - Multiple press releases and media appearances by various animal care staff (Journal times, Racine & me, tv stations on grounds, etc.)

## Education

- **Educational Programs**
  - Birthdays – 1
    - Reached 16 people
  - Offsite Programs – 2
    - Reached 190 people
  - Wildlife Explorers - 5
    - Reached 128 people
  - **Totals: Reached 334 people**
  
- **Events**
  - January 7 – Hosted Volunteer Appreciation Lunch
  - January 10 – Met with Community Center staff to discuss community outreach initiative
  - January 15 – Appeared on Tellumundo live segment
  - January 17 – Featured presenter at Girls Empowered by Math and Science (GEMS) Conference
  - January 29 – Official Launch of community outreach initiative
  
- **Grants and Proposals**
  - Completed Grant/Sponsorship Reports for:
    - Norbell Foundation
    - Conservation Nation
    - Beginning Birders
    - SC Johnson
    - Racine Community Foundation
  - Submitted application to Network for Good grant fund
  - Submitted application for IMLS Funding
  - Submitted proposal to County of Racine
  - Submitted grant to Rotary Club with Executive Director Working to plan programming for Americorps Process

## Upcoming

- Relaunch of Scout Programs
- Three new Zooriffic Saturdays next year; Bat, Kangaroo, and Lion themed
- Relaunch of behind the scenes programs
- New programming for children with special needs and children age 6-8

## Comparison January 2019 to January 2018- programs and participants

Participants	2017	2018	Variance
On Site	72	0	-100.0%
Off Site	180	190	+5.6%
BTS	2	0	-100.0%
Birthday Party	20	16	-20.0%
Preschool	74	0	-100.0%

Programs	2017	2018	Variance
On Site	3	0	-100.0%
Off Site	2	3	+50.0%
BTS	1	0	-100.0%
Birthday Party	1	1	+0.0%
Preschool	6	0	-100.0%

## Facilities

- Moving all the snow and dealing with the brutal cold
- Replaced both circuit boards for each giraffe heater
- Replaced both motors and capacitors on each giraffe heaters
- Daily janitorial duties
- Preventative maintenance
- Hauled incubator up to primates and installed a howdy door
- Had east barn drains snaked out pulled out a lot of tree roots
- Got back up fresh air heat ventilator in giraffe barn temporarily working by jumping board and installing thermostat
- Took down bulletin board in education painted that spot and put in a cabinet
- Installed more plywood panels around goat shelter
- Painted outside facilities office and bathroom
- General maintenance requests e.g. repair hose reel in ed animal , change out ballasts on light fixtures
- Had fuel injectors and tune up done on old education van
- Put new tires on the chevy pickup
- Had new hot water heater installed in walk about creek
- Installed new toilet in facilities
- City plumber installed backflow preventers so we were up to code for cross- contamination issues
- Tested all RP valves

## Resource Development

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | JANUARY 2019

## E-BLASTS

[www.MailChimp.com](http://www.MailChimp.com)

DATE	EMAIL NAME	OPENS	CLICKS
1/14	Texas Roadhouse - January Support Reminder	921	3
1/11	Wildlife Matters	754	104
1/11	Racine Zoo E-News - January 11, 2019	963	59
1/16	Animal Amore	860	69
1/18	Summer Camp Kick-Off	1,174	131
1/28	Vendor Booths - General	903	56
1/25	Racine Zoo E-News - January 25, 2019	1,152	75

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,054	18.6 %	1.4%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,750	25.6 %	2.3%

## WEBSITE

[www.racinezoo.org](http://www.racinezoo.org)

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

## OUTSIDE ADS

- Belle City Magazine
- Bargain Hunter
- Kenosha News
- Lake Geneva News
- Lake Geneva Winterfest
- Shepherd Express
- The Journal Times
- Union Grove Village Voice Newsletter
- Real Racine

## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated the Wildlife Matters monthly issue
- Created gift shop tote bag design mockups

## ▶ OUTSIDE ADS

Featured:

- Belle City Magazine
- Kenosha News
- Lake Geneva Winterfest

THE RACINE ZOO PRESENTS:



*Animal*  
**AMORE**

SATURDAY, FEBRUARY 9, 2019  
6PM - 9PM

*Dinner designed by CATERING BY DANNY*  
CHAMPAGNE | APPETIZERS | OPEN BAR | DESSERTS | WINE TASTING  
ANIMAL LOVE PRESENTATION

FOR MORE INFORMATION & TICKET PURCHASE  
VISIT [WWW.RACINEZOO.ORG](http://WWW.RACINEZOO.ORG) OR EMAIL [EVENTS@RACINEZOO.ORG](mailto:EVENTS@RACINEZOO.ORG)

\*MUST BE 21 YEARS OR OLDER TO ATTEND



2131 N. Main St.  
Racine, WI 53402

262.636.9189  
[www.racinezoo.org](http://www.racinezoo.org)

Follow us! @racinezoo  
on Facebook, Twitter, & Instagram



The Racine Zoo can help foster your child's love for nature and wildlife.

**REGISTER NOW!**  
[WWW.RACINEZOO.ORG](http://WWW.RACINEZOO.ORG)

SUMMER CAMP BEGINS: JUNE 17  
For ages 3 to 7th grade

**EARLY BIRD SALE!**  
10% discount on all camp registrations  
until February 20, 2019



FUN. FAMILY.  
**ADVENTURE!**  
AT THE RACINE ZOO

Get up close and personal with more than 75 species of animals from around the world in our many immersive exhibits right along the shores of Lake Michigan. We're open year-round!



2131 N. Main St. 262.636.9189  
Racine, WI 53402 [www.racinezoo.org](http://www.racinezoo.org)

# FACEBOOK

TOTAL LIKES: 19,795 (+106 FROM DECEMBER)

Promotional posts and animal posts.

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/31/2019 11:42 AM	No matter the weather, our zookeepers are out in the thick of			3.9K	266 190	
01/31/2019 9:30 AM	Happy International Zebra Day everyone!! 🦓 There are three			2.9K	158 122	
01/29/2019 3:00 PM	Due to frigid temperatures, the Racine Zoo will be closed to the			2.3K	81 59	
01/29/2019 10:25 AM	The primates would like to thank Bridget and Mark Kirkish for their			3K	525 104	
01/28/2019 10:01 AM	CALLING ALL BUSINESSES AND ORGANIZATIONS! Want a great			2K	57 16	
01/27/2019 6:10 PM	Due to the snowfall the Racine Zoo will be closed on Monday,			2.7K	51 83	
01/27/2019 10:00 AM	Tomorrow is the last day to support the Racine Zoo at Texas			1.9K	1 2	
01/26/2019 10:01 AM	Thank you to Erica and her coworkers at Wisconsin Steel &			3.6K	335 126	
01/25/2019 7:38 AM	Due to the extremely cold temperatures, the Racine Zoo will			2.9K	191 56	
01/24/2019 12:01 PM	We are excited for incoming birds joining our zoo family!🐦 If you'd			2.3K	122 38	
01/23/2019 9:50 AM	Treat your sweetheart to a romantic night at the Zoo! ❤️			1.2K	48 18	
01/22/2019 9:42 AM	We are very excited to announce the hatching of an endangered			9.7K	494 654	
01/21/2019 12:20 PM	Interested in learning more about frogs that call Wisconsin home?			1.9K	28 11	
01/19/2019 10:00 AM	After requesting donations of sidewalk chalk for our orangutans			72.9K	4.7K 436	
01/18/2019 12:05 PM	There might be snow forecasted for this weekend, but we're			2.9K	91 52	

Staff Activity Report | Marketing | January 2019

01/17/2019 10:00 AM	 During this chilly week of January, the first two penguin chicks born at			2.8K 	110 137 
01/16/2019 11:00 AM	 Show your special someone something unique for Valentine's			2.4K 	75 15 
01/15/2019 7:30 PM	 Eggstravaganza			2.6K 	52 32 
01/15/2019 11:30 AM	 Our Yellow-crowned Amazon, Abby, would like to thank Michael			1.8K 	137 55 
01/14/2019 11:45 AM	 Don't miss the chance to enjoy delicious food AND support the			2.3K 	21 21 
01/10/2019 9:45 AM	 While we're all putting on our wool socks, Anya, our Amur tiger, was			2.5K 	74 98 
01/07/2019 9:45 AM	 Need an easy dinner idea for tonight?  Visit Texas			2.4K 	23 22 
01/06/2019 1:43 PM	 We don't consider thirteen an unlucky number when it comes to			2.9K 	164 117 
01/05/2019 2:07 PM	 Happy National Bird Day from all of our avian friends here at the			2.4K 	66 67 
01/02/2019 12:24 PM	 Can you guess what Tavek, our West Caucasian Tur, is doing?			2.3K 	159 67 
01/02/2019 12:00 PM	 Happy New Year from the Racine Zoo! Hope you're having a great			3.9K 	117 238 



**Racine Zoo**

Published by Kristen Humphrey [?] · January 19 at 10:00 AM · 🌐

...

After requesting donations of sidewalk chalk for our orangutans recently, we've received requests to see the chalk being used! Watch Max go to town smashing, collecting, and drawing with the chalk! Thank you on behalf of Max and Jenny!



✔ **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

<b>72,881</b> People Reached	<b>5,184</b> Engagements	<a href="#" style="background-color: #4269bc; color: white; padding: 5px 10px; border-radius: 3px;">Boost Post</a>
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262
28 Comments 43 Shares

Like
 Comment
 Share

**Performance for Your Post**

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**72,881** People Reached

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**15,920** 3-Second Video Views

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**436** Reactions, Comments & Shares 👤

239 Like	187 On Post	52 On Shares
93 Love	74 On Post	19 On Shares
6 Haha	4 On Post	2 On Shares
2 Wow	2 On Post	0 On Shares
53 Comments	31 On Post	22 On Shares
43 Shares	43 On Post	0 On Shares

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**4,748** Post Clicks

1,435 Clicks to Play <span style="font-size: 0.8em;">👤</span>	0 Link Clicks <span style="font-size: 0.8em;">👤</span>	3,313 Other Clicks <span style="font-size: 0.8em;">👤</span>
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**NEGATIVE FEEDBACK**

15 Hide Post	49 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

## TWITTER

TOTAL FOLLOWERS: 2,588 (+16 FROM DECEMBER)

- 17 tweets
- 16.1k tweet impressions
- 403 profile visits
- 12 mentions

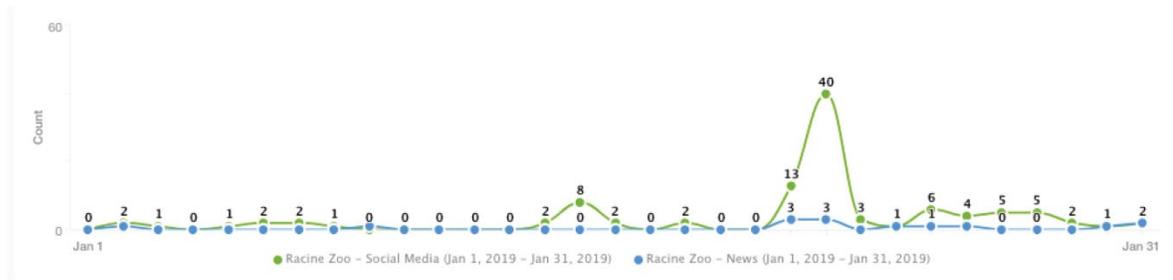
## INSTAGRAM

TOTAL FOLLOWERS: 1,046 954

- 15 posts
- 1,031 likes

## MELTWATER

- Media Exposure (News Articles and Social Media): 141
- Top Sources for Articles: The Journal Times Online, Fox6now.com, Wisconsin Patch.com, Wisn.com, The City Sentinel, and WAOW - News Line 9



Media Exposure

## **Special Events**

### **January Events:**

- There were no events in January

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

- Saturday, March 2: **Winos for Rhinos** 6pm-9pm
- March 20-March 24: **Chicago Flower Show**
- Saturday, April 20: **Eggstravaganza** 9am-4:30pm
- Saturday, April 27: **Zooriffic Saturday-Party for the planet** 9am-4:30pm
- Saturday, May 11: **Wild 5k Run/walk** 7am-9am
- Saturday, May 11: **Zooriffic Saturday International Kangaroo Care Awareness Day** 9am-6pm
- Sunday, May 12: **Mother's Day Brunch** 11am-12:30pm
- Saturday, May 18: **Zooriffic Saturday Endangered Species Day** 9am-6pm
- Thursday, May 23: **Member Appreciation Night** 6pm-9pm
- Saturday, June 1: **Zooriffic Saturday Bat Appreciation Day** 9am-6pm
- Saturday, June 1: **Tea with Turs** 11am- 12:30pm
- Wednesday, June 5: **World Wine Wednesday** 6pm-8pm
- Friday, June 7: **Ryshkus/Gasparo Rehearsal** TBD time
- Saturday, June 8: **Ryshkus/Gasparo Wedding** 9am-5pm
- Saturday, June 8: **Bloody Mary Contest** 10am-2pm
- Sunday, June 9: **Paules Wedding** 11am-1pm
- Friday, June 14: **Wilcox Wedding** TBD time
- Sunday, June 16: **Father's Day Putt Putt Golf Tournament** 11am-2pm
- Wednesday, June 19: **Rour & Pour** 6pm-9pm
- Saturday, June 22: **Zooriffic Saturday world Giraffe Day** 9am-6pm
- Saturday, June 22: **Mandi & Paul Wedding** TBD Time
- Sunday, June 23: **Kenosha Kingfish Fundraising Game** 1:05pm game
- Saturday, June 29: **Wine, Stein & Dine** 6pm-9pm
- Saturday, July 6: **Christmas in July** 9am-4:30pm
- Wednesday, July 10: **Animal Crackers Concert—Chicago Tribute Anthology** 5:30-9:30pm
- Sunday, July 14: **CNH Company Picnic** 11am-4pm
- Wednesday, July 17: **World Wine Wednesday** 6pm-8pm
- Thursday, July 18: **Cigar Dinner** 5pm-10pm
- Saturday, July 20: **Zooriffic Saturday Zookeeper Day** 9am-6pm
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree** 5:30pm-9:30pm
- Saturday, July 27: **International Tiger Day** 9am-6pm
- Wednesday, July 31: **Roar & Pour** 6pm-8pm
- Saturday, August 3: **Somerset Club Dinner** 6pm-10pm
- Wednesday, August 7: **Animal Crackers Concert – Jazmin Ghent** 5:30pm-9:30pm
- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Wednesday, August 14: **World Wine Wednesday** 6pm-8pm
- Saturday, August 17: **Zooriffic Saturday Reptile & Amphibian Awareness Day** 9am-6pm
- Sunday, August 18: **24<sup>th</sup> Annual Car, Truck & Bike Show** 9am-4pm

- Wednesday, August 21: **Animal Crackers Concert – Nick Colionne** 5:30-9:30pm
- Saturday, August 24: **Whiskers and Whiskey** 6pm-9pm
- Wednesday, August 28: **Roar & Pour** 6pm-8pm
- Saturday, September 7: **Zoo Debut** 5pm-11pm
- Saturday, September 14: **Brewfest 1pm-6:30pm**
- Wednesday, September 18: **World Roar Wine Pour Wednesday** 6pm-8pm
- Thursday, September 19: **Harborfest** 3pm-8pm
- Saturday, September 28: **Schwingle/Kratz Wedding** 12pm-8pm