# Racine Zoological Society Park and Recreation Board Meeting June 2019 (reporting on May 2019)

## **Executive Director**

- Submitted several grants and sponsorship packages
- Evaluating all current vendors
- Strategic planning
- TV appearances
- Prepping for fall festival
- Prepping for Animal Crackers

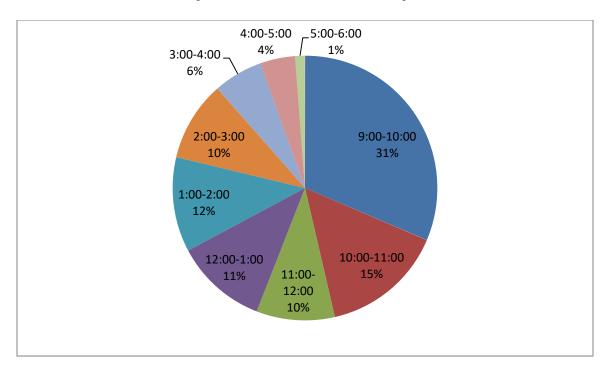
## Membership

• Total memberships households = 2,175

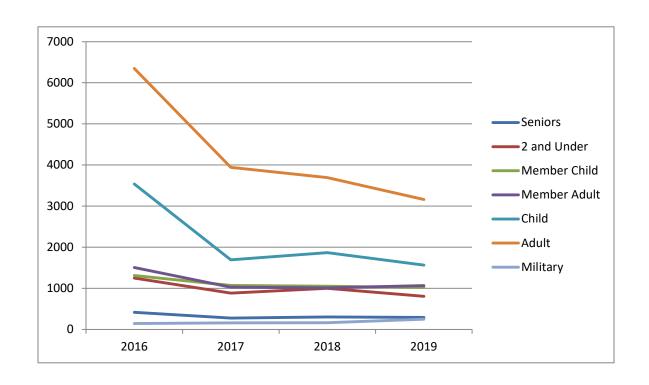
# **Attendance for May 2019**

	May 2018	May 2019	Variance	Percent change
Adults	3693	3162	-531	-14%
Children	1870	1565	-305	-16%
Member Adults	1013	1067	54	5%
Member Children	1051	1020	-31	-3%
Child 2 and under	1001	806	-195	-19%
Seniors	306	293	-13	-4%
Military	163	249	86	53%
Education	3655	2951	-704	-19%
Events	2000	505	-1495	-75%
Total	14752	11618	-3134	-21%

# **May 2019 Attendance By Hour**



# **May Monthly Attendance 2016-2019**



# **May Member Municipality**

53402 - 222

53406 - 194

53405 - 574

53404 - 227

53403 - 94

53185 - 30

Other – 623

Illinois - 123

# **May Non-Member Municipality**

53403 - 905

53405 - 2456

53406 - 750

53402 - 643

53404 - 259

Other – 1973

Illinois - 2545

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

- Started Updating Safety Protocol
- Implemented new Stocking System
- Received New Baby Items in Shop that are selling Great
- Executed Fundraiser at Hamburger Mary's \$406 for the Zoo!

#### **Animal Care**

- Animal info/moves:
  - o Lots of animal moves this month. Storks, Red Kangaroos, Pigs, Budgies, Dewey, Gigi
  - o Sheep and Camelids shorn for the summer
  - Working on dispositions of 1.0 Grey Kangaroo & 1.0 Rhino Iguana

#### Vet exams:

- o Continued bird and herp annual exams, sheep annual exams.
- Continued penguin recheck exams.
- o Fossa, D2 (penguin), Fennec fox on radar and being monitored at each rounds.

#### Deaths:

o N/A

#### Staff

- Beth and Animal Care staff working on Curator interviews. Have it narrowed down to 3 people.
- o Both full time keeper positions filled internally.
- Had to hire additional seasonals due to internal moves and one seasonal leaving.
- Summer interns starting now. 9 in total.
- Working on getting keepers trained in other areas in animal care to cover for keepers that moved on.

#### Miscellaneous

- o Assisted with volunteer orientation.
- Completed Intern orientation.
- Pest control treatment and complete redo of tamarin exhibit. Involved moving all 5 animals out of current exhibit.
- o Keepers working on spring cleaning. Getting pools and exhibits cleaned up after winter.
- Keepers ran tables at Kangaroo Day and Endangered species day this month and raised over \$100 at each event.
- o All animal Care staff assisted with Members Appreciation night.
- Aviary and goat yard both open for the season. Giraffe encounters and keeper chats also happening now.

#### **Education**

#### Educational Programs

- Birthdays 7
  - Reached 224 people
- Offsite Programs 17
  - Reached 860 people
- Onsite Programs 33
  - Reached 2185 people
- Preschool 8
  - Reached 124 people
- o Behind the Scenes 2
  - Reached 31 people
- Creature Feature 13
  - Reached 315 people
- Wildlife Theater 23
  - Reached 642 people
- Slumber Safari 1
  - Reached 40 people
- Total: Reached 4,421 people

#### • Upcoming Educational Programs

- Summer Camp Current Fill Rates:
  - 3/4 32/100 spots 32.0%
  - K/1 76/160 spots 47.5 %
  - 2/3 46/160 spots 28.8%
  - 4/5 32/160 spots 20.0%
  - 6/7 3/80 spots 37.5%
    - Overall 216/660– 32.7%

#### Other Events

- May 7-9: Attended AmeriCorps Regional Conference
- May 10 Participated in Lincoln Middle School Career Day
- May 10 Participated in Prairie School Career Day
- May 11 Coordinated Kangaroo Day
- o May 12 Assisted in Mother's Day Brunch
- May 13 Staff certification training in Project WET and Project WILD
- May 14 Full time staff Certified Merit Badge Counselor training with Boy Scouts of America
- May 18 Coordinated Endangered Species Day
- May 18 Adult volunteer training
- May 21 Attended Saber Business Alliance breakfast with Franklin Public Schools
- May 23 Coordinated craft station, mascots, and volunteers for Member Appreciation Night
- May 25 Participated in Weed Out! Racine Garlic Mustard Pull for AZA's Spring into Action campaign
- o May 28 Animals at Hamburger Mary's offsite fundraiser
- May 30 Attended AmeriCorps Formula Grant Committee Meeting

## • Grants and Proposals

- May Updates:
  - Received Grant Funding from AZA Safety Committee
  - Recieved Grant Funding for Senior Programming
  - Received Grant Funding from IMLS
  - Grant application for AmeriCorps funding recommended to board
- Previous, not yet resolved:
  - Submitted full proposal to ANDIS Foundation
  - Submitted proposal to County of Racine

#### **Upcoming**

o Relaunch of behind the scenes programs

#### Comparison to May 2018 - programs and participants

Participants	2018	2019	Variance
On Site	1311	2185	+266.7%
Off Site	220	860	+290.9%
BTS	0	31	+100.0%
Birthday Party	301	224	-34.4%
Preschool	96	124	+29.2%

Programs	2018	2019	Variance
On Site	22	33	+50.0%
Off Site	6	17	+183.3%
BTS	0	2	+100.0%
Birthday Party	9	7	-22.2%
Preschool	16	8	-50.0%

#### **Facilities**

- Trying to mow and weed whip around all the rain
- Daily janitorial duties
- General grounds upkeep, garbage and loose trash etc.
- Set up and tear down of special events
- Preventative maintenance, e.g. change furnace and ac filters
- Kianga steel plate welded on door
- East Giraffe shift door had rollers replaced was not working
- New shaft installed in large zebra stall for mechanical door, worm gears remounted to ceiling
- Patched , repaired and painted walls in tamarin exhibit
- Replaced motor for heater above tamarin exhibit
- Green glass installed new sliding admission window in gift shop
- Drawings were finished by Butterfield, Rudie and Seitz
- Joe from Sydney flooring solutions came up and repaired the rhino and giraffe floors
- Installed bamboo fence around south side of stork aviary
- Tiger drain was replaced in south tiger den
- Installed new door at pheasantry
- Repaired all plumbing in pheasantry
- Installed plexi-glass to front of north gibbon den and enclosed the top so can be used for tamarin holding

#### **Resource Development**

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



KRISTEN HUMPHREY | MARKETING | MAY 2019

## **E-BLASTS** www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
5/1	Do More 24 - Email 1	1,047	21
5/3	Racine Zoo E-News - May 3, 2019	860	90
5/7	Lantern Festival Announcement	1,327	233
5/9	Do More 24 - Email 2	968	14
5/14	Do More 24 - Email 3	876	12
5/14	Member Appreciation Night - Last Day to RSVP	1,324	32
5/15	Do More 24 - Email 4	843	6
5/15	Wildlife Matters May 219	720	90
5/16	Do More 24 - Email 5	828	33
5/17	Do More 24 - Email 6	802	24
5/17	Racine Zoo E-News - May 17, 2019	754	59
5/21	Kenosha Kingfish Baseball Games	1,083	28
5/22	HamBingo	1, 284	13
5/28	HamBingo - Reminder	923	27
5/29	World Wine Wednesday - June 5	823	62
5/30	Member Monday - June 10	1,043	17
5/31	Racine Zoo E-News - May 31, 2019	747	66

#### **ENTIRE ZOO DATABASE**

Subscribers	Open Rate	Click Rate
6,566	17.7 %	1.3%

#### **MEMBERS**

Subscribers	Open Rate	Click Rate
3,760	25.0 %	2.3%

# WEBSITE

www.racinezoo.org

**MONTHLY USERS: 17K (+3K FROM APRIL)** 

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

# **OUTSIDE ADS**

- The Journal Times
   Happenings
   Belle City Magazine
   Shepherd Express
   Racine County Eye
   Belle City Magazine
   Spanish Journal Network
   Racine Theatre Guild

## **MISCELLANEOUS PROJECTS**

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Took Wild 5K, Mother's Day Brunch, Member Appreciation Night photos, edited, emailed and posted to social media
- Launched Do More 24 campaign, Earned: \$3,745
- Created signs and train tickets for Member Appreciation Night
- Created signs for Wild 5K and Mother's Day Brunch
- Updated animal signs around the Zoo
- Worked on summer commercial for Marcus Theatres
- Took photos at Lantern Festival Press Conference and created promotional materials

#### **OUTSIDE ADS**

#### Featured:

- Kenosha News
- Belle City Magazine
- Racine Theatre Guild









# FACEBOOK

#### TOTAL LIKES: 20,868 (+291 FROM APRIL)

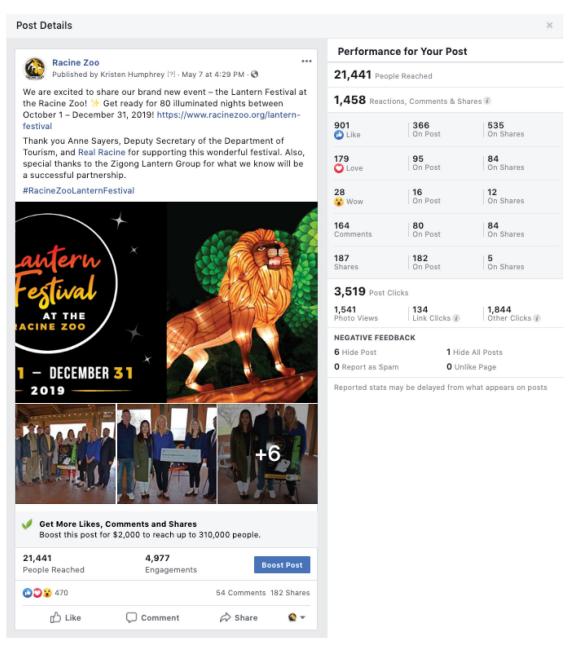
• Promotional posts and animal posts

Published	Post	Type	Targeting	Reach (	Engagement	Promote
<b>5/10/2019</b> :15 AM	ONLY 1 WEEK AWAY! Sample 12 of the best Bloody Marys listening	S	0	1.8K	34	
5/09/2019 :30 PM	At the Racine Zoo, we strive to connect our guests with wildlife.	<u>_</u>	0	2.5K	40 32	
5/09/2019 :54 AM	In the next month, both of our Amur tiger girls will be celebrating		0	4.6K	217   258	
5/09/2019 :53 AM	Naka the tiger	Б	0	4.6K	217   258	
5/08/2019 :42 PM	ONLY 3 WEEKS AWAY! We are excited to announce we will have	S	0	1.7K	46 13	
5/08/2019 2:15 PM	This Saturday will be full of exciting things to do at the Zoo!	<u>_</u>	0	2.1K	25 14	
5/07/2019 :29 PM	We are excited to share our brand new event – the Lantern Festival	<u>_</u>	0	21.4K	3.5K 1.5K	
5/07/2019 :55 PM	Lantern Festival Press Conference!	84	0	2.8K	227 <b> </b> 58	
5/07/2019 :30 PM	Coming this fall. Tune in for Facebook Live a little after 3pm	<u>_</u>	0	3.5K	199 167	
5/07/2019 :21 AM	Orangutan mothers teach their babies everything about survival in	Б	0	2.3K	27 29	
5/06/2019 :00 AM	Looking to get involved during #DoMore24Racine? Consider	Ē	0	2K	8	
5/04/2019 0:00 AM	It's Salamander Saturday! Here at the Racine Zoo we have one	Б	0	2.3K	17 32	
5/01/2019 0:00 AM	May 16 - 17 will be a historic day for everyone in Racine County to	<b>—</b>	0	1.7K	10	

05/16/2019 10:00 AM	Do More 24 IS FINALLY HERE!  It's time for you to reach out your	□	0	2K	I	22 23	
05/15/2019 2:38 PM	Ready to sample some bloody marys while listening to music	S	0	1.2K	1	19 6	-
05/15/2019 10:00 AM	ONLY 1 DAY AWAY! Show your support May 16 – 17, 12PM –		0	1.9K	I	22 9	
05/14/2019 1:00 PM	We are still looking for volunteers during Do More 24 this Thursday!	Б	0	ЗК	1	51 25	
05/14/2019 10:00 AM	2 DAYS AWAY! Show your support May 16 – 17, 12PM – 12PM.	Б	0	2K	I	23 17	
05/14/2019 8:29 AM	Tomorrow is the last day to RSVP for Zoo members!! Email	S	0	1.4K	Ī	41 13	
05/13/2019 1:59 PM	Bring the whole family this Saturday for day-long festivities!	S	0	1.8K	I	30 25	
05/13/2019 10:13 AM	Thank you to all the families that came out for Mother's Day Brunch	Б	0	2.7K	I	289 29	1
05/12/2019 3:00 PM	The orangutans' rainforest home is literally being wiped out to make	Б	0	2.1K	I	22 14	
05/12/2019 9:30 AM	Happy Mother's Day to all the moms out there but especially our	Б	0	3.2K	I	205 111	1
05/11/2019 3:00 PM	Mothers get FREE Zoo admission tomorrow to celebrate Mother's	-	0	5.9K		225 172	1
05/11/2019 9:22 AM	Thank you everyone who came out for the Wild 5K Run/Walk!	Б	0	2.6K	I	223 30	1
05/10/2019 1:25 PM	☼ CALLING ALL BANDS! ⅓ We are looking for live entertainment	□	0	3.9K		99 35	
05/17/2019 4:30 PM	ENTER HERE TO WIN: https://www.verabradley.com/azas	S	0	1.6K	I	75 7	
05/17/2019 1:00 PM	Thank you everyone so much who donated over the last 24 hours! Do	Б	0	1.5K	1	16 13	
05/17/2019 11:13 AM	Support our emperor tamarins! https://www.domore24racine.org/o	-	0	1.4K	I	74 18	
05/17/2019 10:34 AM	We are at 62% of our goal for #DoMore24Racine so far thanks to	-	0	1.5K	1	16 6	
05/17/2019 9:12 AM	WEATHER REPORT!! Weather Channel says high of 70 degrees!	S	0	1.2K	I	22 5	

05/17/2019 9:00 AM	Support our penguins! https://www.domore24racine.org/o	84	0	1.8K	1	82 34	1
05/17/2019 8:00 AM	DO MORE 24 CONTINUES! 4 HOURS LEFT! From the bottom of	<u>_</u>	0	1.6K	I	30 12	-
05/16/2019 3:53 PM	Bloody Mary Fest will go on this Saturday rain or shine! No worries	S	0	1.1K	I	6 16	1
05/16/2019 2:56 PM	Support our lions! https://www.domore24racine.org/o	84	0	1.7K	I	156 27	-
05/16/2019 12:58 PM	Help support the kangaroos and wallaroos!	<b>m</b> 4	0	1.8K	I	99 37	1
05/16/2019 12:00 PM	Do More 24 Racine is live! Consider helping the Racine Zoo	-	0	1.6K	I	22 10	-
05/16/2019 11:45 AM	Help support the Racine Zoo! https://www.domore24racine.org/o	84	0	1.8K	I	97 31	-
05/16/2019 11:00 AM	The Racine Zoo is proud to partner with Modine Manufacturing	<b>6</b>	0	4.3K		266 230	1
<b>05/24/2019</b> 9:00 AM	A BIG thank you to all our members that joined us for		0	3.9K		723 74	
05/23/2019 10:33 PM	Remember that our Garlic Mustard Pull is this Saturday! Help us cap	Б	0	2.3K	L	19 11	
05/23/2019 10:00 AM	SPECIAL HOURS TODAY: Due to Member Appreciation Night	-	0	1.7K	1	22 12	
05/23/2019 8:19 AM	Coming up next week Tuesday! Who's ready for some BINGO?!	S	0	1.4K	I	29 8	
05/22/2019 12:00 PM	Continuing with #BearAwarenessWeek, let's learn	□	0	2.4K	I	51 61	
<b>05/22/2019</b> 9:00 AM	Last week, #DoMore24Racine was a great success for the Zoo and		0	1.5K	I	14 1	
05/21/2019 7:22 PM	Wanted! Used plastic drawers or other shelving to store our large	Б	0	3.3K		134 24	
05/21/2019 9:22 AM	Get ready to root, root, root for the Kenosha Kingfish!   Join the First	S	0	1.2K	I	36 14	
05/20/2019 4:04 PM	Congratulations to former Racine Zoo resident Bosco, the Hoffman's	<b>m</b> 4	0	3.1K	I	176 74	1
05/20/2019 2:40 PM	Indulge in samples of classic Wisconsin food and beverage	S	0	1.5K	I	35 14	

05/20/2019 11:10 AM	Welcome to Bear Awareness Week! Model Did you know there are	Б	0	3.9K		190 134	-
05/20/2019 8:58 AM	Thank you everyone who came out for our first ever Bloody Mary	Б	0	2.9K	1	480 35	
05/18/2019 10:00 AM	There are millions of species of life on Earth and while a lot of them	<u>_</u>	0	2.6K	L	152 37	1
05/31/2019 4:14 PM	Coming up fast! Spend Father's  ER'S Day at the Zoo! Join us for our	S	0	926		18 5	
05/31/2019 10:00 AM	Happy #WorldParrotDay! No Did you know there are 350 different	<b>6</b>	0	2.1K	L	40 39	
05/30/2019 8:27 AM	Our first Member Monday of the year is coming up soon! Join us	S	0	1.1K		15 9	
05/29/2019 3:18 PM	Coming up this Saturday! # Join us for some crafts, games, and	S	0	1.2K	I	19 16	-
05/29/2019 10:00 AM	Turn your Father's Day shopping into a force for good. Shop at	<b>6</b>	0	1.5K	I	8	
05/28/2019 3:06 PM	Who's up for some BINGO TONIGHT?!	S	0	914		23 6	-
05/28/2019 8:13 AM	The first World Wine Wednesday of the year is coming up fast! Join	S	0	1.6K	I	26 8	
05/27/2019 9:22 AM	Members of our Zoo team were excited to join folks from Weed	6	0	зк	I	103 35	-
05/25/2019 10:00 AM	Our Norco Aviary is now open! This immersive and interactive	<b>m</b> 4	0	5.7K		434 266	
05/24/2019 1:00 PM	As #BearAwarenessWeek wraps up, we would like to share a		0	2.8K	I	99 53	



Well-performing Facebook post

## **TWITTER**

TOTAL FOLLOWERS: 2,624 (+7 FROM APRIL)

- 40 tweets
- 27.7k tweet impressions904 profile visits23 mentions

# **INSTAGRAM**

TOTAL FOLLOWERS: 1,313 (+98 FROM APRIL)

- 23 posts1,247 likes17 comments

## **May Events:**

• Saturday, May 11: Wild 5k Run/Walk

Location: Path
 Time: 7am-9am
 Event Overview: 5K
 Attendance: 90





Saturday, May 12: Mother's Day Brunch

o Location: Pavilion and Land of the Giants

o **Time:** 11-12:30pm

o Event Overview: Mother's Day Brunch

o Attendance: 149





• Saturday, May 18: Bloody Mary Fest

Location: PavilionTime: 10am-2pm

Event Overview: Bloody Mary Fest

o Attendance: 252





Thursday, May 23: Member Appreciation Night

Location: Entire Campus

o **Time:** 6-9pm

o Event Overview: Member Appreciation Night

o Attendance: 1900





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

- Saturday, June 1: **Zooriffic Saturday Bat Apppreciation Day** 9am-6pm
- Wednesday, June 5: World Wine Wednesday 6pm-8pm
- Friday, June 7: Ryshkus/Gasparo Rehearsal TBD time
- Saturday, June 8: Ryshkus/Gasparo Wedding 9am-5pm
- 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
- Wednesday, July 10: Animal Crackers Concert—Chicago Tribute Anthology 5:30-9:30pm
- Saturday, July 13: Macphail Reception 12-4pm
- 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
- Wednesday, September 18: World Roar Wine Pour Wednesday 6pm-8pm
- Thursday, September 19: Harborfest 3pm-8pm
- Saturday, September 28: Schwingle/Kratz Wedding 12pm-8pm
- October 1 December 31: Chinese Lantern Festival