

**Racine Zoological Society  
Park and Recreation Board Meeting  
August 2019 (reporting on July 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

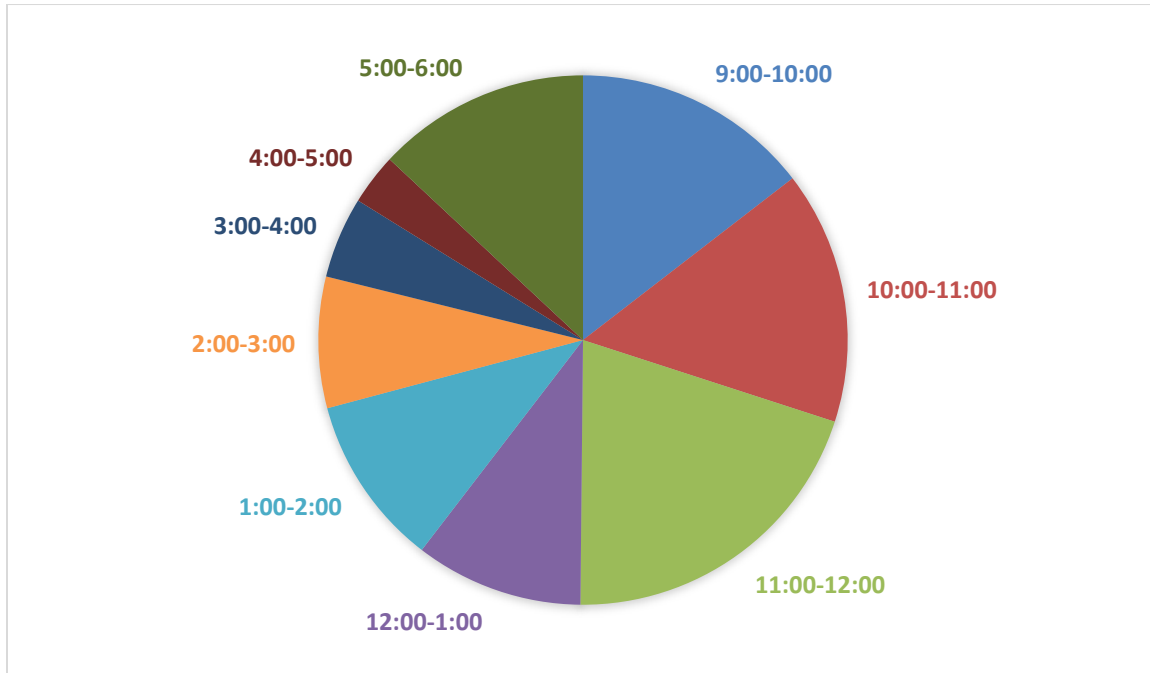
**Membership**

- Total memberships households = 2,157

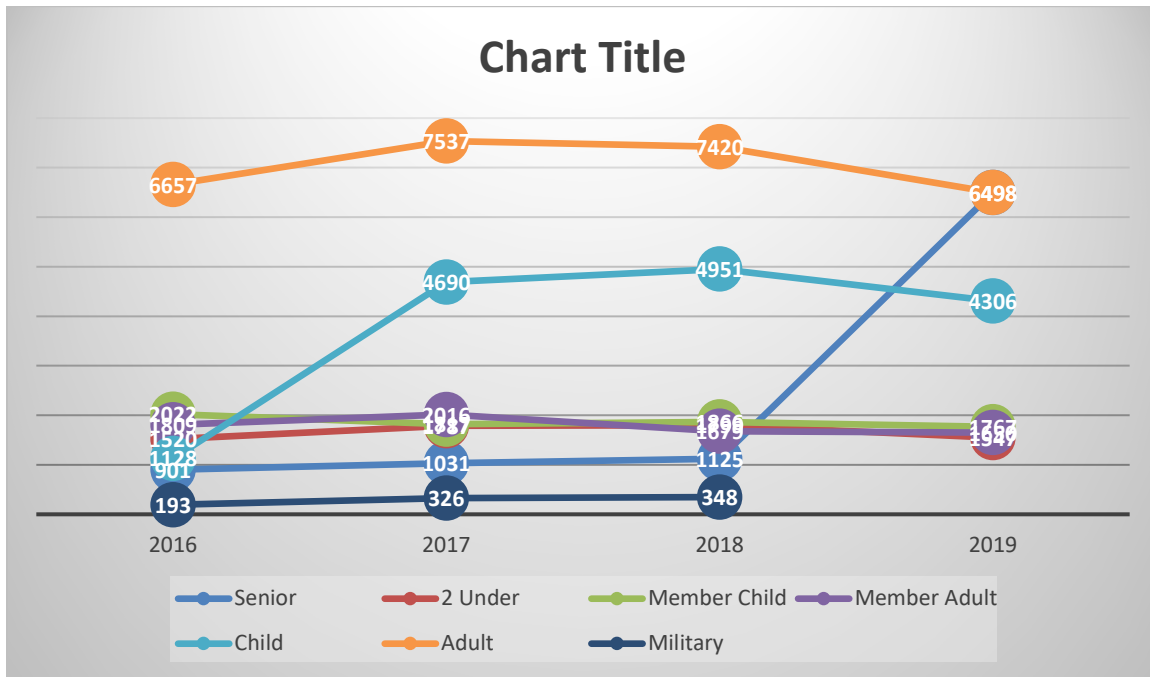
**Attendance for July 2019**

	July 2018	July 2019	Variance	Percent change
Adults	7420	6498	-922	-12%
Children	4951	4306	-645	-13%
Member Adults	1679	1650	-29	-2%
Member Children	1866	1767	-99	-5%
Child 2 and under	1799	1547	-252	-14%
Seniors	1125	1062	-63	-6%
Military	348	653	305	88%
Education	305	1778	1473	483%
Events	3002	5758	2756	92%
Total	22495	25016	2521	11%

## July 2019 Attendance By Hour



## July Monthly Attendance 2016-2019



## **July Member Municipality**

53402 – 249

53406 – 137

53405 – 1679

53404 – 649

53403 – 113

53185 - 18

Other – 572

Illinois - 0

## **July Non-Member Municipality**

53403 - 756

53405 – 8536

53406 – 1315

53402 – 982

53404 - 1563

Other – 4753

Illinois - 3694

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

- Needed to reorder multiple items as they are selling
- Finding new vendors for Lantern Fest
- Ordered new Shirts and Hats
- Continued Bags Protocol

## **Animal Care**

### **Animals/vet exams:**

- Vet Exams:
  - Zebra hooftrim
  - ongoing wallaroo exams
  - routine bear exam
  - routine snake exams
  - ongoing penguin rechecks
  - Amelie birth control injection
  - Lion exam and joint injections
  - Annual fox exams, amazons, screech owl and degus
- Rhino Iguana disposition to Henry Vilas Zoo
- 2.0 Canada Lynx and 1.0 Tamarin completed quarantine and are on exhibit
- Tamarin family moves and intros. 3.0 moved out of exhibit. New 1.0 moved in with 0.2 on exhibit and all is going well!

### **Staff:**

- Keeper and Leadership staff participated in Curator in person interviews. Offer made to one applicant!
- Participated in interview for Americorp Ambassador Animal Coordinator position.
- Had some record hot days this month. Keepers doing extra checks on animals, and providing ice treats/misters for animals.
- Staff completed dart team practice, which included some wallaroo darting for AK while DVM was out of town
- Livestock premises permit renewed.
- Keepers assisted with Zookeeper summer camp and had kids help in animal areas. Also doing 2 weekly giraffe encounters for camp staff.
- Keepers assisted with World Wine Wednesday and Roar and pour events as needed. Staff schedules adjusted to keep animals out later.
- Keepers continued assisting in filming for the TV show.
- Keepers ran tables at Tiger Day this month and raised over \$100.
- Pest control treatments of primate exhibits/holding, and basement bat stall, fossa exhibit
- Aviary and Giraffe encounters doing well in profits so far this year

## **Education**

- **Educational Programs**

- Birthdays – 10
  - Reached 329 people
- Offsite Programs – 27
  - Reached 1579 people
- Onsite Programs – 14
  - Reached 678 people
- Preschool – 6
  - Reached 73 people
- Behind the Scenes - 6
  - Reached 29 people
- Behind the Scenes Encounters – 4
  - Reached 11 People
- Creature Feature –31
  - Reached 645 people
- Wildlife Theater – 62
  - Reached 690 people
- **Total: Reached 4,034 people**

- **Upcoming Educational Programs**

- Summer Camp Current Fill Rates:
  - 3/4 - 48/100 spots – 48.0%
  - K/1 - 99/160 spots – 61.9%
  - 2/3 – 74/160 spots – 46.3%
  - 4/5 - 52/160 spots – 32.5%
  - 6/7 - 39/80 spots – 48.8%
    - Overall – 312/660– 47.3%
    - (266 Spots were sold as of July 31, 2018)

- **Other Events**

- July 4 – Assisted in Racine 4<sup>th</sup> of July Parade
- July 8 – Led and coordinated Member Monday event
- July 14 – Led animal programs and craft station for CNH Picnic
- July 18 – Participated in Regency Mall Summer Showcase
- July 20 – Led Zookeeper Appreciation Day Event
- July 27 – Led World Tiger Day Event
- July 27 – Spoke at SPARK Summer Camp Event
- July 30 – Led animal programs and craft station for SC Johnson Picnic

- **Grants and Proposals**

- Recent Updates:
  - Received grant from ANDIS Foundation
  - Grant application for AmeriCorps funding approved by board, sent to national
  - Submitted CDBG application for City of Racine
  - Submitted application to Racine County

- Submitted Letter of Intent to American Family Insurance Dreams Foundation
- Previous, not yet resolved:
  - Grant application for AmeriCorps funding approved by board, sent to national

- **Other Updates**

- Launched Behind the Scenes Encounters
- Writing and shooting TV Show “Racine Zoo to You”
- Upcoming: Hiring Stipended Interns under ILMS Grant

### **Comparison to July 2018 - programs and participants**

<b>Participants</b>	2018	2019	Variance
On Site	400	678	+69.5%
Off Site	230	1579	+586.5%
BTS	39	29	+25.6%
Birthday Party	119	329	+176.5%
Preschool	122	73	-40.2%

<b>Programs</b>	2018	2019	Variance
On Site	10	14	+40.0%
Off Site	3	27	+800.0%
BTS	6	6	+0.0%
Birthday Party	5	10	+100.0%
Preschool	6	6	+0.0%

### **Facilities**

- New asphalt put down around old playground
- New concrete walk poured around northeast corner of max and jenny grill
- Preventative maintenance
- Daily janitorial duties
- Cutting grass and weed whipping
- General grounds upkeep, e.g. weeding, trash removal, blow down walkways.
- Set up and tear down of special events
- Painting new doors that were installed
- Bohm electric has started electrical upgrades needed for lantern festival
- New computer up and running in gift shop and disco center for cameras
- General maintenance requests e.g. change out light bulb, repair hose, etc.
- Installed landscape timbers to new concrete area around grill
- Lion pooled was snaked out
- Repaired diamonds bath tub
- Hung new boxes in spider monkey and gibbons exhibits
- Plumber moved RP valve from curator office to outside office
- Had new worm gears installed in timu stall for shift door

- Still working on bids for eagle exhibit all in except A thru Z
- Removed telescope on north end

### **Resource Development**

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | JULY 2019

## E-BLASTS

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

DATE	EMAIL NAME	OPENS	CLICKS
7/1	Member Monday - 7/8	17.7 %	0.3%
7/7	World Wine Wednesday - July 17	12.7%	1.0%
7/10	Lantern Festival Ticket Announcement	19.2%	4.9%
7/11	Cigar Dinner - Email 2	13.3%	0.3%
7/12	Racine Zoo E-News - July 12, 2019	12.5%	0.9%
7/14	Cigar Dinner RSVP Reminder	10.3%	0.2%
7/15	World Wine Wednesday - July 17 Reminder	11.8%	0.5%
7/17	Animal Crackers: Lin Rountree	12.2%	0.5%
7/19	Slumber Safari - July 26	13.1%	0.9%
7/22	Roar & Pour - July 31	13.1%	0.7%
7/24	Whiskers & Whiskey - Email 1	12.6%	1.0%
7/26	Racine Zoo E-News - July 26, 2019	11.2%	1.5%
7/29	Wildlife Matters July 2019	13.6%	1.9%
7/30	Roar & Pour - July 31 Email 2	11.4%	0.4%
7/31	Animal Crackers: Jazmin Ghent	17.0%	0.4%

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,595	16.8%	1.2%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,726	24.1%	2.1%

## WEBSITE

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

**MONTHLY USERS: 18K**

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

## OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Racine County Eye
- Radio.com



## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2019
- Updated flyers/posters around the Zoo campus
- Updated the Wildlife Matters monthly issue
- Created 2 commercials for Racine Zoo to You TV Show
- Took/edited/posted photos from events
- Set up Lantern Festival tickets
- Added Milwaukee Milkmen event to Facebook
- Created Zoo Debut sign
- Designed Lantern Festival season passes
- Created menus and signs for Cigar Dinner

## OUTSIDE ADS

Featured:

- Racine Concert Band playbill
- Bargain Hunter
- Milwaukee Times



## FACEBOOK

**TOTAL LIKES: 21,281 (+212 FROM JUNE)**

- Promotional posts and animal posts. Set up event pages.

<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Reactions, Comments &amp; Shares</span>						
Published	Post	Type	Targeting	Reach	Engagement	Promote
07/31/2019 8:01 PM	 Roar & Pour			2.5K 	206 60 	
07/31/2019 10:19 AM	Today is the LAST DAY to vote for the Racine Zoo for AZA's			2.1K 	27 16 	
07/31/2019 9:03 AM	 TICKET SALES END AT 12PM TODAY! Grab a ticket and get			889 	8 2 	
07/30/2019 3:26 PM	 Last Member Monday coming up next week Monday! The night will			1.5K 	23 22 	
07/30/2019 10:18 AM	 Next Roar & Pour tomorrow night from 6PM – 8PM! Grab your			1.9K 	29 8 	
07/30/2019 10:18 AM	 Next Roar & Pour tomorrow night from 6PM – 8PM! Grab your			1.9K 	29 8 	
07/29/2019 11:11 AM	 Don't forget to vote for the Racine Zoo for the Party for the Planet®			2.3K 	77 22 	
07/28/2019 10:00 AM	 Happy 8th Birthday to Azizi, the matriarch of the Racine Zoo's lion			7.4K 	256 624 	
07/27/2019 1:00 PM	 We are seeking enthusiastic Animal Welfare interns for the			2.3K 	23 10 	
07/27/2019 9:00 AM	 Happy International Tiger Day Everyone! 🐅 Make sure to come			3.2K 	94 87 	
07/26/2019 3:00 PM	 Did you know that there are only 3,200 tigers left in the wild and			2.1K 	22 18 	
07/26/2019 8:22 AM	 As we finish up National Zookeeper Week, most animal			2.8K 	289 62 	
07/25/2019 9:57 AM	 Lin Rountree in the house last night at Animal Crackers! What a			2.7K 	124 34 	
07/24/2019 1:16 PM	 Happy National Zookeeper Week! 🐘 🐅 🐶 🐱 What			3.4K 	331 193 	
07/24/2019 10:07 AM	 The Racine Zoo will be closing at 4:30pm today, last admission at			1.8K 	15 11 	

Staff Activity Report | Marketing | July 2019

07/23/2019 1:40 PM		Have any extra newspapers laying around? Our Animal Care			3.4K		63 54	
07/23/2019 9:21 AM		Check out talented, chart-topping trumpeter Lin Rountree			1.3K		9 9	
07/22/2019 12:00 PM		Vote for the Racine Zoo today for the Party for the Planet® Video			9.2K		605 338	
07/22/2019 9:11 AM		It's that time of year again to vote for BEST OF RACINE 2019! We			1.5K		52 42	
07/21/2019 10:00 AM		Next Roar & Pour coming up July 31! Sip on some ice cold beers			2.2K		32 14	
07/19/2019 10:41 AM		ONLY ONE WEEK AWAY! Have a sleepover with all your favorite			1.5K		37 16	
07/18/2019 2:20 PM		Protect the Pride! In celebration of Disney's The Lion King,			2K		37 27	
07/18/2019 1:19 PM		Lin Rountree will be rockin' the stage next week Wednesday at			1.5K		15 6	
07/18/2019 8:55 AM		Thanks for hanging out with us at World Wine Wednesday last			2.6K		420 28	
07/17/2019 8:16 AM		Ticket sales end at 12PM for tonight's World Wine Wednesday!			838		6 4	
07/16/2019 10:36 AM		Inside look at cigars from Ayra's for our 24th Annual Cigar Dinner			1.2K		51 11	
07/16/2019 8:13 AM		Time to celebrate! 🎉 Happy 38th birthday to Abby, the yellow-			3.4K		121 161	
07/15/2019 10:00 AM		You can make a difference while you shop Amazon Prime Day			1.9K		27 12	
07/15/2019 8:45 AM		Coming up this Wednesday! Enjoy fine wine from Winebow			1.7K		37 10	
07/14/2019 9:00 AM		Today is the last day to RSVP for our 24th Annual Cigar Dinner!			1.8K		27 7	
07/11/2019 2:00 PM		Our sponsor, American Fundraising Foundation -			2.2K		90 9	
07/11/2019 9:06 AM		Last night was amazing! Delicious food, great people, and			3.5K		224 43	
07/10/2019 6:23 PM		Join us for our Animal Crackers Concert: Chicago Tribute			1.8K		134 30	
07/10/2019 12:00 PM		We are excited to announce our first ever Lantern Festival tickets			6.4K		467 216	

Staff Activity Report | Marketing | July 2019

07/10/2019 11:53 AM	 Experience our World Famous Lantern Festival – a spectacular			1.9K 	709 33 
07/10/2019 10:30 AM	 The Racine Zoo will close today at 4:30pm, last admission at			1.6K 	11 11 
07/10/2019 8:45 AM	 🎵 Online sales for tonight's Animal Crackers Concert ends at			1.5K 	10 7 
07/09/2019 12:00 PM	 Animal Crackers Concert: Chicago Tribute Anthology is			1.1K 	22 8 
07/09/2019 8:44 AM	 Members, thank you for joining us last night for Member Monday!			2.8K 	118 22 
07/08/2019 1:13 PM	 Join us for an "Under the Sea" themed night tonight for Member			1.2K 	20 7 
07/08/2019 8:11 AM	 Happy 5th Birthday Zuri! 🎉 Time flies when you're having fun. The			3.4K 	192 146 
07/07/2019 10:00 AM	 Happy World Meerkat Day! Did you know that meerkats are a			4.9K 	142 137 
07/05/2019 8:30 AM	 Hope everyone had a good 4th of July! 🇺🇸 We had a fun time being			2.8K 	65 57 
07/03/2019 1:24 PM	 🎵 Chicago Tribute Anthology will be here in ONE WEEK! 📺			1.3K 	21 9 
07/02/2019 1:35 PM	 Thank you to Kelli Demonte for this great toy off our Amazon			2.5K 	38 33 
07/02/2019 9:00 AM	 Sign up for our next Slumber Safari on Friday, July 26! 🐘 Go			1.4K 	43 10 
07/01/2019 2:04 PM	 The next Member Monday is only 1 week away! Next Monday's			1.3K 	27 13 
07/01/2019 11:41 AM	 Wine, Stein, & Dine was a BLAST last Saturday! Thank you			4.2K 	747 64 



[Post Details](#)
✕

Video
**Post**
Shares
See metrics for all videos

**Racine Zoo**  
Published by Kristen Humphrey [?] · July 22 at 12:00 PM · 🌐

⋮

Vote for the Racine Zoo today for the Party for the Planet® Video Contest at [www.aza.org/partyfortheplanetcontest](http://www.aza.org/partyfortheplanetcontest)

With support from the Disney Conservation Fund, over 120 AZA-accredited and certified-related facilities offered over 140 inclusive, family-friendly volunteer opportunities as part of their Party for the Planet®: Spring Into Action events from Earth Day to World Oceans Day 2019.

For the Party for the Planet® Video Contest, The Association of Zoos and Aquariums is h... [See More](#)

▶

ASZYA SUMMERS

Party for the Planet: Racine Zoo

01:00

SERVATION EDUCATION MANAGER

✔

**Get More Likes, Comments and Shares**  
 Boost this post for \$2,000 to reach up to 290,000 people.

**9,222**  
People Reached

**943**  
Engagements

**Boost Post**

👍❤️
Connie Ostick, Brooke DiPaula and 34 others
87 Shares

👍 Like
💬 Comment
➦ Share
📷

### Performance for Your Post

<b>9,222</b> People Reached		
<b>3,556</b> 3-Second Video Views		
<b>338</b> Reactions, Comments & Shares 🔗		
<b>167</b> <span style="color: blue;">+</span> Like	<b>34</b> On Post	<b>133</b> On Shares
<b>29</b> <span style="color: red;">♥</span> Love	<b>7</b> On Post	<b>22</b> On Shares
<b>53</b> Comments	<b>0</b> On Post	<b>53</b> On Shares
<b>89</b> Shares	<b>87</b> On Post	<b>2</b> On Shares
<b>605</b> Post Clicks		
<b>47</b> Clicks to Play 🔗	<b>158</b> Link Clicks 🔗	<b>400</b> Other Clicks 🔗

**NEGATIVE FEEDBACK**

<b>4</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Well-performing Facebook post

## TWITTER

**TOTAL FOLLOWERS: 2,663 (+17 FROM JUNE)**

- 31 tweets
- 24.5k tweet impressions
- 320 profile visits
- 12 mentions

## INSTAGRAM

**TOTAL FOLLOWERS: 1,366 (+84 FROM JUNE)**

- 11 posts
- 833 likes
- 17 comments

### July Events:

- **Thursday, July 4: Racine 4<sup>th</sup> of July Parade**
  - **Location: Downtown Racine**
  - **Time: 8am-11am**
  - **Event Overview: Parade**



- **Wednesday, July 10: Animal Crackers Concert—Chicago Tribute Anthology**
  - **Location: North end of Zoo**
  - **Time: 5:30pm-9:30pm**
  - **Event Overview: Concert Series**
  - **Attendance: 1400**



- **Saturday, July 13: Macphail Reception**
  - **Location: Bear Backyard**
  - **Time: 12pm-4pm**
  - **Event Overview: Wedding Reception**
  - **Attendance: 80**
- **Sunday, July 14: CNH Company Picnic**
  - **Location: North End of Zoo**
  - **Time: 11am-4pm**
  - **Event Overview: Company Picnic**
  - **Attendance: 2600**

- Wednesday, July 17: **World Wine Wednesday**
  - **Location:** Felle Pavilion
  - **Time:** 6pm-8pm
  - **Event Overview:** Wine Tasting
  - **Attendance:** 72



- Thursday, July 18: **Cigar Dinner**
  - **Location:** Pavilion
  - **Time:** 5pm-10pm
  - **Event Overview:** Cigar Dinner
  - **Attendance:** 101
- Wednesday, July 24: **Animal Crackers Concert—Lin Rountree**
  - **Location:** North end of Zoo
  - **Time:** 5:30pm-9:30pm
  - **Event Overview:** Concert Series
  - **Attendance:** 1200



- Wednesday, July 31: **Roar & Pour 6pm-8pm**
  - **Location:** Main Lawn
  - **Time:** 6pm-8pm
  - **Event Overview:** Beer Tasting
  - **Attendance:** 46



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

- Saturday, August 10: **Zooriffic Saturday World Lion Day** 9am-6pm
- Monday, August 12: **Milwaukee Milkmen Game** 7pm
- 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
- Saturday, October 5: **Old Fashioned Night** 6-9pm
- Saturday, October 26: **Boo at the Zoo** 9-4:30pm
- Wednesday, October 30: **HalloWine** 6-9pm
- Sunday, December 8: **Brunch with Santa** 11-12:30
- October 1 – December 31: **Chinese Lantern Festival**