

**Racine Zoological Society  
Park and Recreation Board Meeting  
October 2019 (reporting on September 2019)**

**Executive Director**

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Lantern Festival logistics every day
- TV show taping and editing

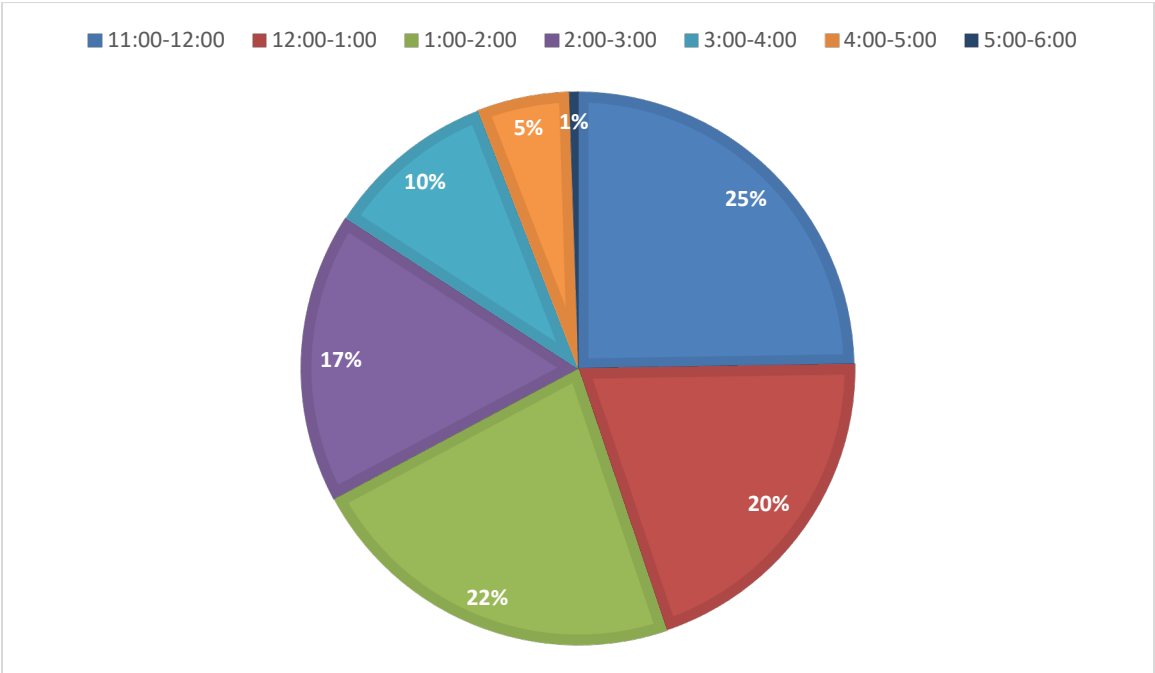
**Membership**

- Total memberships households = 2,053

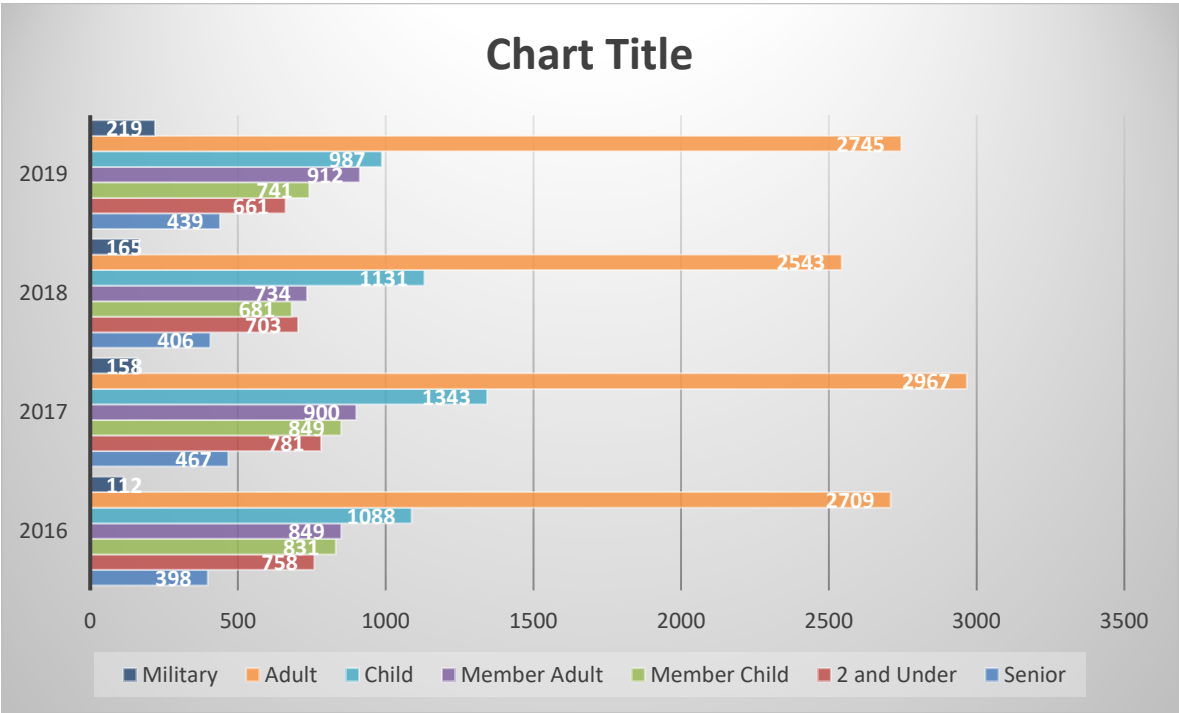
**Attendance for September 2019**

	<b>September 2018</b>	<b>September 2019</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	2534	2475	-59	-2%
<b>Children</b>	1131	987	-144	-13%
<b>Member Adults</b>	734	912	178	24%
<b>Member Children</b>	681	741	60	9%
<b>Child 2 and under</b>	703	661	-42	-6%
<b>Seniors</b>	406	439	33	8%
<b>Military</b>	165	219	54	33%
<b>Education</b>	660	233	-427	-65%
<b>Events</b>	3115	0	-3115	-100%
<b>Total</b>	10129	6667	-3462	-34%

# September 2019 Attendance By Hour



# September Monthly Attendance 2016-2019



## **September Member Municipality**

53402 – 367

53406 – 67

53405 – 796

53404 – 35

53403 – 124

53185 - 12

Other – 252

Illinois - 0

## **September Non-Member Municipality**

53403 - 514

53405 – 1469

53406 – 464

53402 – 979

53404 - 368

Other – 404

Illinois - 816

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

- Ordered and received new product
- Received all items for Lantern Fest
- Updated iPads to be ready for Festival
- Hired New Staff for festival and started new schedule

## **Animal Care**

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

- Vet Exams:
  - Roscoe surgery
  - ongoing wallaroo exams-multiple each week
  - ongoing penguin rechecks for various issues, giraffe hoof radiographs
  - 1.1 Tur annual exams
  - 1.0 bear annual exam
  - Guam rail exam
  - Ongoing lion monitoring-new medication
  - Joey Roo disposition to Gladys Porter Zoo in progress

### **Staff:**

- AK-Fall intern orientation
- TS completed USDA AWA Exhibitor's Permit renewal
- TS updated animal inventory
- Moved aviary birds in for the season
- Keepers re-propped amazon exhibit and outdoor spider monkey and gibbon exhibits
- Working on an exhibit redo for the anaconda in the discovery center
- One seasonal keeper done at the end of the month.
- Keepers continued assisting in filming for the TV show, including vet exams
- Keepers assisted with animal ambassadors and speech for Zoo Debut
- Keepers ran tables at Rhino Day this month.
- Pest control treatments of Amazon and Fox exhibits, fossa exhibit and indoor lion exhibit, quarantine stalls

## **Education**

- **Educational Programs**

- Birthdays – 3
  - Reached 66 people
- Offsite Programs – 10
  - Reached 280 people
- Onsite Programs – 6
  - Reached 212 people
- Field Trips – 4
  - Reached 133 people
- Preschool – 6
  - Reached 65 people
- Behind the Scenes - 3
  - Reached 20 people
- Behind the Scenes Encounters – 5
  - Reached 10 People
- Creature Feature –31
  - Reached 747 people
- Wildlife Theater – 62
  - Reached 601 people
- Wildlife Explorers - 8
  - Reached 202 people
- Conservation Nation – 1
  - Reached 8 people
- AmeriCorps – 33
  - Reached 824 people
- **Total: Reached 3,168 people**

- **Other Events**

- 9/6-9/12 - Two staff attended Association of Zoos and Aquariums Annual Conference
- 9/7 – Assisted with Zoo Debut annual fundraiser
- 9/16 – First AmeriCorps programs begin
- 9/17 – First Wildlife Explorers class of 2019
- 9/19 – Featured Speaker at Racine Senior Center
- 9/21 – Coordinated World Rhino Day Zoorific Saturday
- 9/21 – Led Adopt-A-Beach Cleanup
- 9/21 – Participated in Party on the Pavement
- 9/29 – Participated in Milwaukee Buck's Back-to-Season Bash

- **Grants and Proposals**

- Recent Updates:
  - Asked to submit full proposal to Racine Community Foundation
  - Beginning work on 2020-2021 AmeriCorps Program Grant
- Previous, not yet resolved:
  - Submitted application to Racine County
  - Submitted Letter of Intent to American Family Insurance Dreams Foundation
  - Applied for funding through Potawatomi Casino's Heart of Canal Street Campaign

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

<b>Participants</b>	2018	2019	Variance
On Site	0	212	+100.0%
Off Site	100	280	+180.0%
BTS	18	30	+66.7%
Birthday Party	199	66	-66.8%
Preschool	88	65	-26.1%

<b>Programs</b>	2018	2019	Variance
On Site	0	6	+100.0%
Off Site	1	10	+1000.0%
BTS	4	8	+200.0%
Birthday Party	5	3	-40.0%
Preschool	6	6	+0.0%

### **Facilities**

- Lantern festival stuff everyday too much to even begin to make a list
- Regular daily janitorial duties
- Special event set up and tear down
- Had 2 big special event setup and tear down brew fest and zoo debut
- Mowing and general upkeep of zoo grounds
- Had numerous electrical upgrades done around zoo grounds for lantern festival
- Bought new dryer for animal care
- Preventative maintenance sheets
- Maintenance job ticket items

### **Resource Development**

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



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | SEPTEMBER 2019

## E-BLASTS

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

DATE	EMAIL NAME	OPENS	CLICKS
9/1	Lantern Festival - 1 month away	16.3%	3.9%
9/5	World Roar Wine Pour Wednesday	12.2%	0.6%
9/6	Racine Zoo E-News - September 6, 2019	11.9%	1.9%
9/19	Wildlife Matters - September Issue	19.6%	2.0%
9/20	Racine Zoo E-News - September 20, 2019	12.5%	2.0%
9/24	Lantern Festival - 1 week away	17.8%	3.4%
9/26	Old Fashioned Night 2019	16.6%	1.9%
9/28	Lantern Festival - 3 days away	14.5%	2.6%
9/29	Lantern Festival - 2 days away	13.8%	1.6%
9/30	Lantern Festival - 1 day away	12.3%	1.4%

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
6,642	16.4%	1.2%

## MEMBERS

Subscribers	Open Rate	Click Rate
3,701	23.7%	2.1%

## WEBSITE

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

**MONTHLY USERS: 26K**

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
- Frankly Green Bay
- Racine Journal Times
- Fun in Wisconsin
- Shepherd Express
- Real Racine
- Milwaukee Times
- Chicago Sun Times
- Chicago Tribune
- Green Bay Press Gazette
- Happenings Magazine
- Luxury Lake Geneva
- Lake Geneva Regional News - The Resorter
- Capitol Times

## 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/edited/posted photos from events
- Created VIP Preview Night materials
- Created Lantern Festival materials
- Managed sales of Lantern Festival season passes and online tickets

## OUTSIDE ADS

Featured:










































- Chicago Sun Times
- Chicago Tribune
- Racine Journal Times



## FACEBOOK

**TOTAL LIKES: 21,902 (+425 FROM AUGUST)**



















- 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
09/30/2019 2:00 PM	 J. Ryan Trio will be performing during Old Fashioned Night			1.2K	8 2	
09/30/2019 10:00 AM	 Sazzy B Kenosha will be bringing the competition to Old Fashioned			1.7K	43 12	
09/30/2019 9:15 AM	 Racine Zoo updated their business hours.			1.8K	92 20	
09/30/2019 8:00 AM	 When art imitates life. ✨ ONLY 1 DAY AWAY! October 1 –			4K	140 133	
09/29/2019 10:00 AM	 Carriage House Liquor Co. will be at Old Fashioned Night next			1.8K	25 5	
09/29/2019 8:00 AM	 What are these lanterns made of you might ask? We wanted to			4.3K	246 100	
09/28/2019 2:00 PM	 Can't wait to see what Butcher & Barrel Gastropub has in store for			1.9K	25 4	
09/28/2019 10:00 AM	 Will Main Hub have the best Old Fashioned Cocktail? Come and			1.9K	13 6	
09/27/2019 2:00 PM	 Come see Marci's on Main at Old Fashioned Night October 5th! 🇺🇸			1.9K	32 8	
09/27/2019 10:00 AM	 Learn more about our primates at the Racine Zoo on the eighth			2K	19 16	
09/27/2019 8:28 AM	 Even our animals are excited for the Lantern Festival. 🥰❤️🌟			29.5K	3.3K 2K	
09/26/2019 6:59 PM	 This is incredible...! <a href="https://www.racinezoo.org/lantern">https://www.racinezoo.org/lantern</a>			10.5K	1.4K 408	
09/26/2019 12:54 PM	 Planning your trip to the Lantern Festival and trying to figure out			3.2K	225 43	
09/26/2019 10:37 AM	 You'll find these little present lanterns as part of a very special			3.1K	67 53	
09/26/2019 8:14 AM	 Be sure to check out The Ivanhoe Pub & Eatery at Old Fashioned			2K	28 13	




































Staff Activity Report | Marketing | September 2019

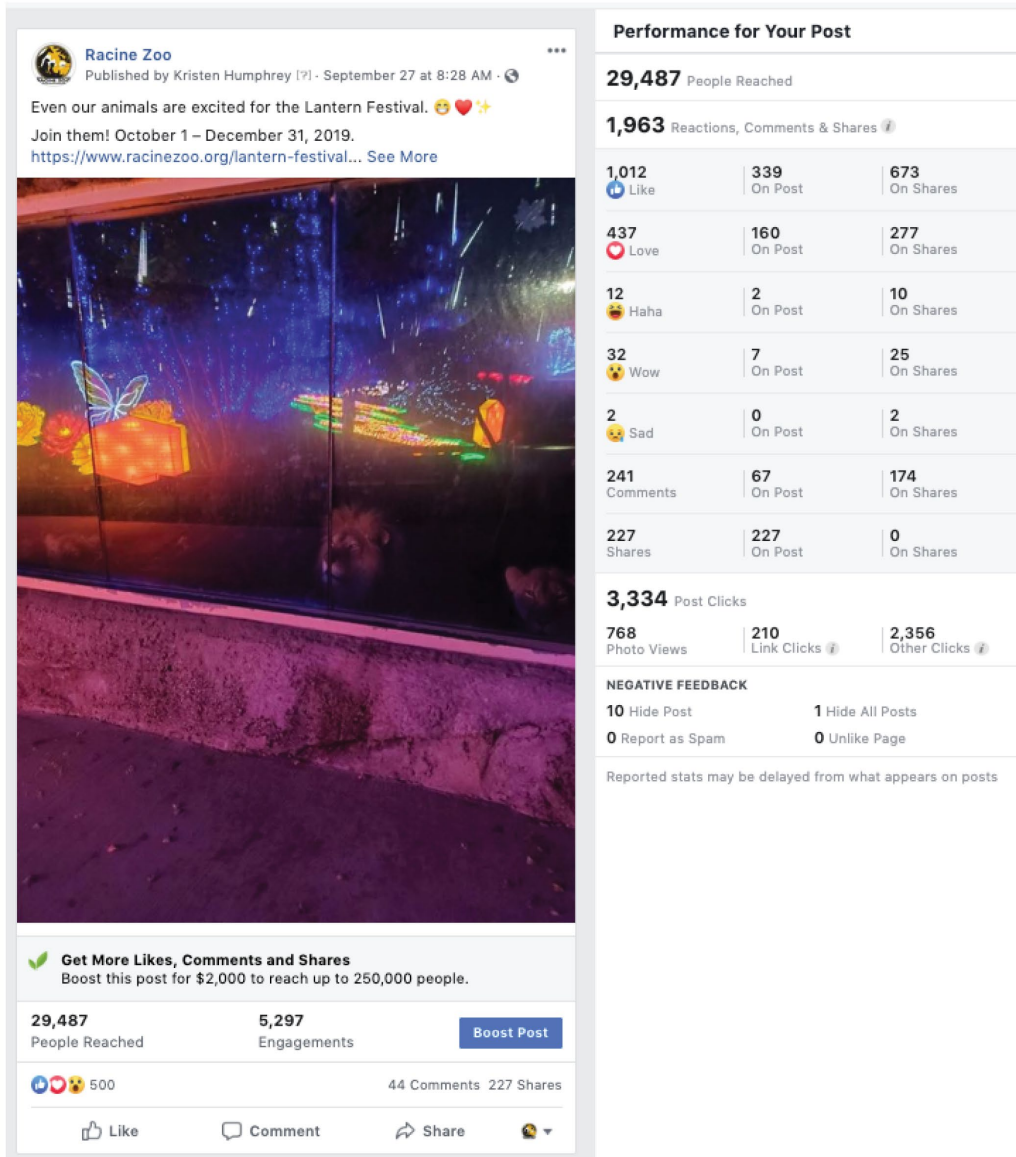
09/25/2019 1:00 PM	 Will Boone & Crockett take the title as "Best Old Fashioned"			1.8K 	19 9	
09/25/2019 10:00 AM	 Look out for turtle hatchlings on paths around the Racine Zoo			6.4K 	357 316	
09/24/2019 2:00 PM	 Next Conservation Nation meeting coming up next week			1.3K 	10 2	
09/24/2019 10:56 AM	 MORE OPEN INTERVIEWS 4pm – 5pm tomorrow (9/25) for the			2.9K 	61 31	
09/24/2019 10:00 AM	 OMG! 🤩 Our brand new Lantern Festival is only ONE WEEK			6.9K 	707 281	
09/23/2019 2:00 PM	 May the best Old Fashioned Cocktail win! Come see The			1.9K 	29 10	
09/23/2019 12:54 PM	 Secrets revealed!! Old Fashioned Cocktails AND lanterns! Old			4.3K 	509 82	
09/23/2019 8:58 AM	 THANK YOU so much to all our wonderful supporters out there			2.7K 	118 119	
09/23/2019 8:56 AM	 SSSHHHH.... I have a secret.... I have a secret.. hint... its about			2.1K 	62 31	
09/22/2019 12:54 PM	 We are in need of 6-10 volunteers for all 80 nights of the			5.2K 	358 71	
09/22/2019 10:00 AM	 Happy 16th Birthday Kianga!! As you can see, he thoroughly			4.3K 	348 211	
09/22/2019 9:49 AM	 Boo at the Zoo is coming up in about a month on October 26th!			3.3K 	141 65	
09/21/2019 6:00 PM	 Potawatomi Hotel & Casino's Heart of Canal Street program			2.1K 	10 6	
09/21/2019 3:39 PM	 Thank you to everyone who came to our Adopt a Beach clean			4.6K 	331 216	
09/21/2019 2:00 PM	 Can't wait to see what Pub On Wisconsin has in store for us at			3.2K 	93 57	
09/21/2019 9:00 AM	 Here at the Racine Zoo we have two black rhinoceros, Timu and			3.3K 	91 86	
09/20/2019 10:00 AM	 Learn more about our barnyard friends, turs, meerkats, emu and			1.9K 	38 11	
09/20/2019 8:53 AM	 Big things today at the Racine zoo! "Ima smooth operator"			3.6K 	454 152	

Staff Activity Report | Marketing | September 2019

09/19/2019 2:30 PM		This Saturday is Zoorific Saturday: World Rhino Day!			2K 	12 25	
09/19/2019 9:25 AM		Be on the lookout for Ice Box Pub on October 5th at Old Fashioned			3.1K 	67 44	
09/18/2019 11:34 AM		Looking for 3 more Bars to participate in our Old Fashioned			4.7K 	309 63	
09/18/2019 11:01 AM		LAST CHANCE to get your tickets for tonight's World Roar			750 	14 3	
09/18/2019 8:50 AM		The flowers here are so pretty this time of year... 😊			5.1K 	463 216	
09/17/2019 1:31 PM		Hurry and buy your tickets for TOMORROW night's beer and			1.2K 	22 7	
09/17/2019 8:39 AM		Thanks to one of our summer interns, our ambassador western			3.9K 	155 67	
09/16/2019 11:20 AM		Lions and tigers and dragons OH MY! Lantern Festival: October 1 –			5.5K 	579 184	
09/16/2019 9:30 AM		It's not too late - Conservation Nation starts TONIGHT! We			1.7K 	11 5	
09/14/2019 4:17 PM		On Saturday, September 21st from 10:00am to 11:00am, join			5.6K 	112 137	
09/13/2019 10:00 AM		Lions, tigers, and bears...oh my! Learn more about our carnivores			2.1K 	20 16	
09/12/2019 1:41 PM		Coming up NEXT WEEK Wednesday! Join us for a fun			1.2K 	15 2	
09/12/2019 9:47 AM		Update on the Lantern Festival! We are still on despite the fire			8.2K 	1.4K 359	
09/12/2019 9:43 AM		Going live shortly with update from fire and lantern festival. Stay			2.3K 	71 6	
09/10/2019 12:27 PM		We will be CLOSED all day this Saturday, September 14 for the			3.4K 	61 25	
09/09/2019 10:40 AM		Everyone here has been hard at work moving, creating, and			6K 	1.2K 292	
09/08/2019 10:00 AM		Every couple of years the keepers work really hard to			1.9K 	132 58	
09/07/2019 9:27 AM		Last Zoo admission is at 3PM today and the Zoo closes at 4PM			2K 	62 11	

Staff Activity Report | Marketing | September 2019

09/06/2019 7:45 PM	 Thank you Racine Honda for supplying the zoo with 2 vans to			3.5K 	148 104	
09/06/2019 1:30 PM	 Lights by the bears...lights by the stairs...lights everywhere! Don't			3.5K 	326 83	
09/06/2019 10:00 AM	 Learn more about the different departments at the			2.3K 	33 22	
09/06/2019 8:18 AM	 Join us for a fun beer and wine tasting mash-up! 🍷🍺🍷			1.3K 	15 5	
09/05/2019 9:41 AM	 Sharing a little about our upcoming Lantern Festival with			2.7K 	203 36	
09/03/2019 9:06 AM	 Are your kids going back to school and you have summer			25.2K 	4.2K 1.1K	
09/01/2019 9:00 AM	 The countdown begins! The launch of our incredible brand			5.8K 	296 199	



Well-performing Facebook post

## ► TWITTER

**TOTAL FOLLOWERS: 2,686 (+12 FROM AUGUST)**

- 26 tweets
- 25.9k tweet impressions
- 135 profile visits
- 17 mentions

## ► INSTAGRAM

**TOTAL FOLLOWERS: 1,515 (+149 FROM JULY)**

- 20 posts
- 1,370 likes
- 17 comments

### September Events:

- Saturday, September 7: **Zoo Debut**
  - **Location:** Pavilion – North of Pavilion
  - **Time:** 5:00-11:00pm
  - **Event Overview:** Gala Fundraiser
  - **Attendance:** 333
  
- Saturday, September 14: **Brewfest**
  - **Location:** North of train station
  - **Time:** 1:00-6:30pm
  - **Event Overview:** Brewfest
  - **Attendance:** 2000
  
- Wednesday, September 18: **World Roar Wine Pour Wednesday**
  - **Location:** Walkabout
  - **Time:** 6:00-8:00pm
  - **Event Overview:** Beer and Wine Tasting
  - **Attendance:** 57
  
- Thursday, September 19: **Harborfest**
  - **Location:** Pavilion
  - **Time:** 3:00-8:00pm
  - **Event Overview:** Non-Profit Night
  - **Attendance:** 360
  
- Saturday, September 28: **Schwingle/Kratz Wedding**
  - **Location:** Wildlife Theater and Pavilion
  - **Time:** 12:00-8:00pm
  - **Event Overview:** Wedding
  - **Attendance:** 100
  
- Monday, September 30: **VIP Lantern Festival Party**
  - **Location:** Felle Pavilion
  - **Time:** 6:00-8:00pm
  - **Event Overview:** VIP Preview for Lantern Festival
  - **Attendance:** 250

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

- Tuesday, October 1: **Opening Day of Lantern Festival**
- 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**

