

**Racine Zoological Society
Park and Recreation Board Meeting
December 2019 (reporting on November 2019)**

Executive Director

- Submitted several grants and sponsorship packages
- Strategic planning
- TV appearances
- Lantern Festival logistics every day
- 2020 Budget

Resource Development

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

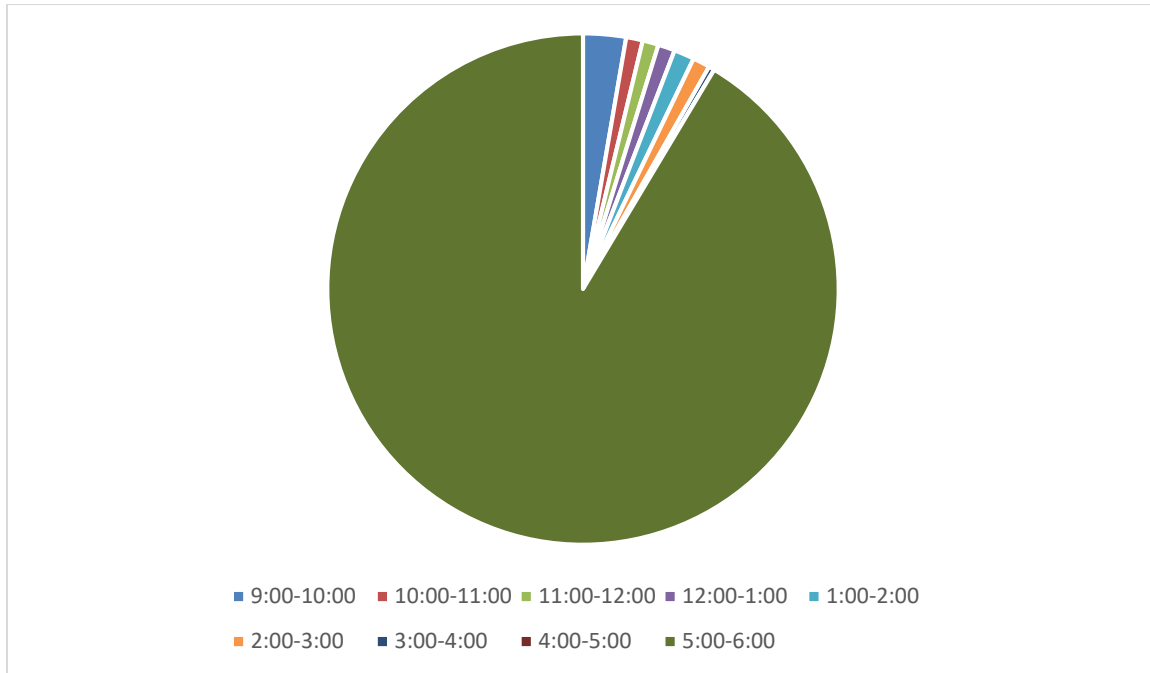
Membership

- Total memberships households = 2,175

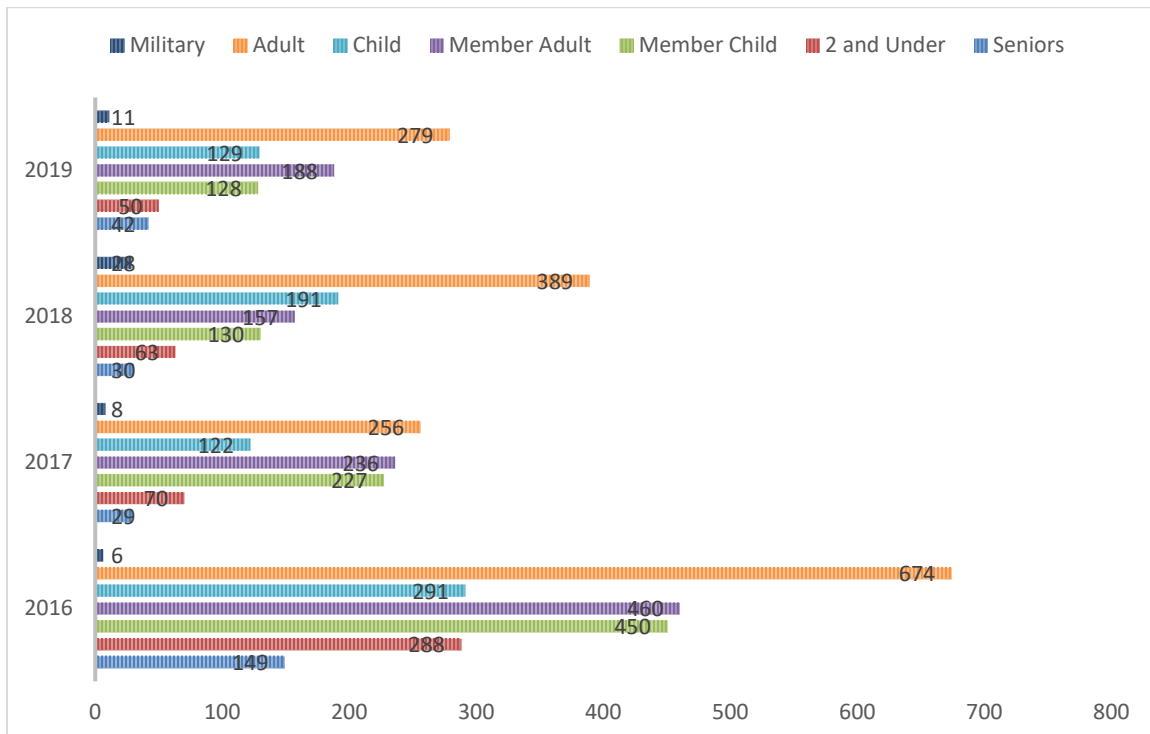
Attendance for November 2019

	November 2018	November 2019	Variance	Percent change
Adults	389	279	-110	-28%
Children	191	129	-62	-32%
Member Adults	157	188	31	20%
Member Children	130	128	-2	-2%
Child 2 and under	63	50	-13	-21%
Seniors	30	42	12	40%
Military	28	11	-17	-61%
Education	266	285	19	7%
Events	163	11845	11682	7167%
Total	1417	12957	11540	814%

November 2019 Attendance By Hour



November Monthly Attendance 2016-2019



November Member Municipality

53402 – 104

53408 – 24

53182- 26

53405 – 112

53404 – 17

Kenosha – 6

Milwaukee - 12

Other – 13

Illinois - 2

November Non-Member Municipality

53403- 24 53182 - 8

53405 – 116 53408 –4

53406 – 36 53402 – 48

53404 – 17

Kenosha – 73

Milwaukee - 46

Other – 127

Illinois – 12

Operations

- Tested Alarms for Gift Shop and Discovery Center
- Compiled all info needed for Budgets
- Completed Budget Projects
- Starting on Inventory Paperwork for end of year

Animal Care

Animals/vet exams:

- Various education animal annual exams
- Turtle shell repair
- 1.0 Penguin gland rechecks
- Alpaca dental
- Domestic dog exam
- 2 Spider monkey exams
- Tiger exam, injections & dental
- PT skink- toe monitoring/rechecks
- Ongoing consultation correspondence with Zebra SSP, Rhino TAG Nutrition vet adviser, Penguin SSP vet & UWM Entomology professor
- Received 6 desert millipedes and 2 vingaroons for education use.

Staff/Miscellaneous:

- TCS researched permit requirements for future acquisitions of new Alligators & Invertebrates
- AK & TCS met with Ed department to discuss future program animal acquisitions
- Staff helped with newspaper media request
- Moved red roos to LOG
- Ak completed various wants and needs surveys
- Tested alarm buttons on cats/bears and primates
- Keeper Staff helped with Preschool classes
- Pest control- arctic fox exhibit & common areas of main building

Education

- **Educational Programs**

- Birthdays – 3
 - Reached 90 people
- Offsite Programs – 8
 - Reached 1,310 people
- Onsite Programs – 3
 - Reached 61 people
- Field Trips – 2
 - Reached 82 people
- Preschool – 6
 - Reached 78 people
- Behind the Scenes - 1
 - Reached 14 people
- Behind the Scenes Encounters – 3
 - Reached 9 People
- Wildlife Explorers - 10
 - Reached 252 people
- Conservation Nation – 2
 - Reached 8 people
- AmeriCorps – 57
 - Reached 1,140 people
- **Total: Reached 3,044 people**
 - Nov 2018: Reached 1,930 people
 - Nov 2017: Reached 1,928 people
- Nov 2016: Reached 475 people

- **Other Events**

- November 1 – Attended Red Apple Elementary School Options Program
- November 2- Official first day of 2019 IMLS High School Internship Program
- November 9 – Participated in Racine Holiday Parade
- November 11 – Led Fourth Annual Teacher Appreciation Night
- November 19 – Participated in RUSD's SEE Your Future Career Day Event

- **Grants and Proposals**

- Recent Updates:
 - Recipient of AZA's Party for the Planet grant
 - Currently writing reports for the 2019 season

Comparison to November 2018 - programs and participants

Participants	2018	2019	Variance
On Site	0	61	+100.0%
Off Site	1,400	1,310	-6.4%
BTS	18	23	+27.8%
Birthday Party	30	90	+300.0%
Preschool	80	78	-2.5%

Programs	2018	2019	Variance
On Site	0	3	+100.0%
Off Site	5	8	+60.0%
BTS	5	4	-20.0%
Birthday Party	1	3	+200.0%
Preschool	6	6	+0.0%

Facilities

- Had new hot water heater, and infrared heater installed in stork aviary green house building to replace munchkin boiler
- Daily janitorial duties
- Keep forgetting, daily lantern festival duties
- Finished winterizing zoo
- Moved snow, salted, and mowed and mulched
- Replaced recessed wall heaters in max and jenny jungle grill
- Replaced bollard light out front of gift shop at main entrance
- Replaced 3 breakers in electric panel in bushes across from zoo choo
- Had giraffe drain in keeper area middle barn snaked out
- Replaced garage door button for basement of main building
- Preventative maintenance
- Regular maintenance requests
- Fabricated new metal sleeve for den 2 door on lions



STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | NOVEMBER 2019

E-BLASTS

www.MailChimp.com

DATE	EMAIL NAME	OPENS	CLICKS
11/1	Racine Zoo E-News - November 1, 2019	11.6%	0.7%
11/3	Giving ZOodat Intro	15.8%	0.2%
11/4	11/6 - 11/10 Lantern Festival Deals	16.5%	0.4%
11/5	Martini Madness Reminder	12.2%	0.7%
11/10	Veterans Day Zoo Admission Free	15.0%	0.1%
11/11	11/12 - 11/7 Lantern Festival Deals	16.4%	0.5%
11/13	Free Day in Honor of Charles Johnson	16.0%	0.2%
11/15	Racine Zoo E-News - November 15, 2019	17.0%	1.2%
11/18	11/19 - 11/24 Lantern Festival Deals	17.0%	1.2%
11/20	Wildlife Matters - November 2019	13.9%	1.9%
11/21	Brunch with Santa 2019	12.7%	0.9%
11/22	Animal Crackers Season Tickets 2020	13.2%	1.1%
11/23	Holiday Fair 2019	13.1%	0.3%
11/25	11/26 - 12/1 Lantern Festival Deals	15.3%	0.9%
11/27	Lantern Festival Deal - Black Friday	15.2%	0.6%
11/29	Racine Zoo E-New - November 29, 2019	9.1%	0.4%
11/30	Giving ZOoday - Animal Care	9.5%	0.4%

ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
7,149	16.0%	1.1%

MEMBERS

Subscribers	Open Rate	Click Rate
4,228	23.3%	2.1%

WEBSITE

www.racinezoo.org

MONTHLY USERS: 20K

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

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 Lantern Festival materials
- Managed sales of Lantern Festival season passes and online tickets

OUTSIDE ADS

- Bargain Hunter
- Belle City Magazine
- Racine County Eye
- Frankly Green Bay
- Racine Journal Times
- Fun in Wisconsin
- Shepherd Express
- Milwaukee Times
- Chicago Sun Times
- Lake Geneva Regional News - The Resorter
- Happenings Magazine
- Capitol Times

Featured:

- Chicago Sun Times
- Lake Geneva Regional News - The Resorter

Chicago police officer in 'serious-but-stable' condition after gun battle with bank robbery suspect ➤

Chicago Sun-Times <reply@suntimesmail.com> [Unsu...](#) 7:30 AM (1 hour ago) ☆ ↶ ⋮
to me



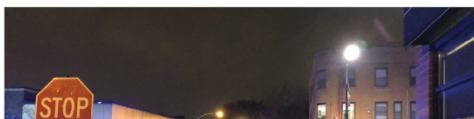
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CHICAGO SUN-TIMES

The Hardest-Working Paper in America

★ THE MORNING EDITION














































Wednesday, November 20, 2019















FACEBOOK

TOTAL LIKES: 22,508 (+159 FROM OCTOBER)

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

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
11/27/2019 9:37 AM	 PRE-THANKSGIVING DAY SPECIAL TONIGHT!			707	114	Boost Post			
11/27/2019 9:33 AM	 SPECIAL \$10 WEEKEND! Saturday,			2.8K	11774	Boost Post			
11/26/2019 1:20 PM	 Planning out your holiday shopping yet?			1K	223	Boost Event			
11/26/2019 9:36 AM	 PRE-THANKSGIVING DAY SPECIAL TONIGHT!			1.7K	2310	Boost Post			
11/25/2019 4:17 PM	 Check out the next Conservation Nation			834	62	Boost Event			
11/25/2019 9:25 AM	 PRE-THANKSGIVING DAY SPECIAL!			16.4K	1.2K248	Boost Post			
11/25/2019 8:55 AM	 Did you know that when you shop for the holidays			1.5K	175	Boost Post			
11/24/2019 11:00 AM	 You have likely seen the puzzle feeders and novel			3.5K	10846	Boost Post			
11/24/2019 8:00 AM	 SENIOR SUNDAY TONIGHT! All senior			1.6K	134	Boost Post			
11/23/2019 8:07 AM	 SENIOR SATURDAY TONIGHT! All senior			1.9K	105	Boost Post			
11/22/2019 3:10 PM	 SENIOR SUNDAY! Sunday, November 24,			1.8K	244	Boost Post			
11/22/2019 9:00 AM	 FAMILY NIGHT TONIGHT! Receive			1.7K	225	Boost Post			
11/21/2019 3:00 PM	 SENIOR SATURDAY! Saturday, November			2K	268	Boost Post			
11/21/2019 9:15 AM	 THIRSTY THURSDAY TONIGHT PLUS \$10			3.2K	7735	Boost Post			
11/20/2019 2:56 PM	 FAMILY NIGHT! Friday, November 22,			2.6K	5922	Boost Post			

Staff Activity Report | Marketing | November 2019

11/20/2019 10:08 AM		Looking to do some local holiday shopping? 🛍️			1.7K 	47 20 	Boost Event
11/20/2019 9:54 AM		🎵 ALL 4 ARTISTS ARE SET! 🎵 Grab your			2.2K 	22 18 	Boost Post
11/20/2019 9:00 AM		🌟 TWO-FOR-ONE WEDNESDAY TONIGHT!			2.6K 	53 24 	Boost Post
11/19/2019 2:16 PM		🎵 FINAL ARTIST ANNOUNCED: DARYL			1.7K 	32 19 	Boost Event
11/19/2019 1:35 PM		🌟 THIRSTY THURSDAY! 🌟			1.7K 	13 6 	Boost Post
11/19/2019 8:00 AM		🌟 \$10 TUESDAY TONIGHT! 🌟 \$10			3.6K 	78 44 	Boost Post
11/18/2019 6:00 PM		🌟 TWO-FOR-ONE WEDNESDAY! 🌟			2.7K 	58 22 	Boost Post
11/18/2019 9:32 AM		We recently shared that these Hol-ee roller balls			3.7K 	407 85 	Boost Post
11/18/2019 8:00 AM		🌟 \$10 Tuesday! 🌟 Tuesday, November 19,			10.3K 	391 128 	Boost Post
11/17/2019 8:00 AM		🌟 MILITARY/FIRST RESPONDER NIGHT			3.1K 	47 15 	Boost Post
11/16/2019 8:00 AM		🌟 RACINE COUNTY RESIDENT NIGHT			2.1K 	28 13 	Boost Post
11/15/2019 8:00 AM		🌟 SHOPPER FRIDAY TONIGHT! 🌟 Be one of			1.8K 	20 7 	Boost Post
11/14/2019 2:57 PM		Our Alabama boys Barney and Bam Bam are			3.9K 	711 69 	Boost Post
11/14/2019 12:00 PM		🌟 RACINE COUNTY RESIDENT NIGHT 🌟			2.6K 	98 23 	Boost Post
11/14/2019 8:02 AM		🌟 WEEKDAY DEAL TONIGHT! 🌟 Be one of			1.8K 	13 6 	Boost Post
11/13/2019 11:51 AM		🌟 MILITARY/FIRST RESPONDER NIGHT! 🌟			3.1K 	69 36 	Boost Post
11/13/2019 11:00 AM		🌟 SHOPPER FRIDAY! 🌟 Friday, November 15,			2K 	41 6 	Boost Post


Staff Activity Report | Marketing | November 2019

11/13/2019 8:00 AM	 ✨ 25% OFF FOR EVERYONE TONIGHT!			1.6K 	9 7 	Boost Post
11/12/2019 1:00 PM	 NEW SESSION ADDED for Brunch with Santa!			2.3K 	69 14 	Boost Post
11/12/2019 12:00 PM	 ✨ WEEKDAY DEAL! ✨ Thursday, November 14,			2.7K 	91 20 	Boost Post
11/12/2019 11:00 AM	 Racine Zoo admission is FREE tomorrow,			11.3K 	706 463 	Boost Post
11/12/2019 9:53 AM	 ✨ \$10 TUESDAY TONIGHT!! ✨ \$10			2K 	46 16 	Boost Post
11/11/2019 3:00 PM	 ✨ 25% OFF FOR EVERYONE! ✨			2.1K 	27 20 	Boost Post
11/11/2019 1:25 PM	 Congrats to the Martini Madness winners with the			2.9K 	382 34 	Boost Post
11/11/2019 9:34 AM	 ✨ \$10 TUESDAY TOMORROW!! ✨			7.6K 	420 164 	Boost Post
11/11/2019 9:14 AM	 🎉 Happy 35th Birthday Blue-yellow!! Blue-yellow			4.5K 	242 238 	Boost Post
11/10/2019 1:00 PM	 🇺🇸 FREE ZOO DAY ADMISSION 🇺🇸 for active			2.6K 	29 36 	Boost Post
11/10/2019 8:00 AM	 ✨ FREE ADULT WITH PAID CHILD TONIGHT!			5K 	221 55 	Boost Post
11/09/2019 11:52 PM	 Thank you to everyone who came out to join us			3.4K 	139 115 	Boost Post
11/09/2019 8:00 AM	 ✨ RACINE COUNTY RESIDENT NIGHT			3.5K 	94 29 	Boost Post
11/08/2019 2:04 PM	 Attention K-12 Educators! You are cordially invited			8.4K 	420 112 	Boost Post
11/08/2019 11:00 AM	 Our education animals are loving all their new			2.4K 	99 39 	Boost Post
11/07/2019 12:46 PM	 ❄️ The snow is here and the holidays are right			1.8K 	60 13 	Boost Event
11/07/2019 10:00 AM	 ✨ FREE ADULT WITH PAID CHILD! ✨ Sunday,			6.8K 	395 145 	Boost Post


Staff Activity Report | Marketing | November 2019

11/07/2019 8:00 AM	 🍷 THIRSTY THURSDAY TONIGHT! 🍷 The first			1.2K 	9 2 	Boost Post
11/06/2019 12:00 PM	 🍷 RACINE COUNTY RESIDENT NIGHT! 🍷			2.6K 	60 22 	Boost Post
11/06/2019 11:38 AM	 🍷 Vendors! Sell your art, craft, or specialty			6.5K 	277 120 	Boost Post
11/06/2019 10:00 AM	 🍷 MEMBER NIGHT TONIGHT! 🍷 Show your			1.9K 	31 9 	Boost Post
11/06/2019 9:29 AM	 Martini Madness will be taking place in the			1.1K 	16 5 	
11/05/2019 10:00 AM	 🍷 20% OFF FOR EVERYONE TONIGHT!			1.8K 	17 7 	Boost Post
11/05/2019 8:12 AM	 Are you ready for some Martini Madness?! 🍷			3.8K 	120 53 	Boost Post
11/05/2019 8:00 AM	 🍷 THIRSTY THURSDAY! 🍷			2.6K 	43 15 	Boost Post
11/04/2019 8:00 AM	 🍷 MEMBER NIGHT! 🍷 Wednesday, November 6,			2.4K 	39 9 	Boost Post
11/03/2019 12:00 PM	 #GivingZOOday is ONE MONTH AWAY! Show			2K 	12 7 	Boost Post
11/03/2019 10:00 AM	 🍷 20% OFF FOR EVERYONE TONIGHT!			2.5K 	41 9 	Boost Post
11/02/2019 12:00 PM	 Come see our incredible display of over 300			6.7K 	241 100 	View Promotion
11/02/2019 10:00 AM	 A HUGE thank you to our friends Bridget and Mark			4.3K 	511 121 	Boost Post
11/01/2019 11:00 AM	 LAST EPISODE! Hope you enjoyed the season!			2.2K 	43 22 	Boost Post
11/01/2019 10:03 AM	 Racine Zoo updated their business hours.			1.7K 	40 3 	Boost Post
11/01/2019 9:22 AM	 SNOW?! This little panda is just as surprised as the			4.3K 	251 67 	Boost Post

Post Details



Racine Zoo


Published by Kristen Humphrey [?] · November 25 at 9:25 AM · 


✨PRE-THANKSGIVING DAY SPECIAL! ✨


Tuesday, November 26, 2019

Wednesday, November 27, 2019

Everyone receives 50% off their admission! Discount only available at the gate. Cash or check preferred. If using credit card, a \$2.50 fee per transaction will be applied.... [See More](#)









Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,100 people.


16,366
People Reached


1,401
Engagements


Boost Post


 Daisy Barron, April Wiggins and 42 others

29 Comments 74 Shares

 Like


 Comment




 Share





Performance for Your Post

16,366 People Reached

248 Reactions, Comments & Shares 

83  Like	38 On Post	45 On Shares
10  Love	6 On Post	4 On Shares
2  Wow	0 On Post	2 On Shares
79 Comments	40 On Post	39 On Shares
74 Shares	74 On Post	0 On Shares

1,153 Post Clicks

126 Photo Views	135 Link Clicks 	892 Other Clicks 
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NEGATIVE FEEDBACK

7 Hide Post	3 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: 2,688

- 57 tweets
- 32.4k tweet impressions
- 138 profile visits
- 8 mentions



INSTAGRAM

TOTAL FOLLOWERS: 1,809

- 9 posts
- Reach: 5.6k

Special Events

November Events:

- November: **Lantern Festival**
 - **Location:** Campus
 - **Event Overview:** Lantern Festival
 - **Attendance:** October through November – 27,504

- Friday November 8: **Martini Madness**
 - **Location:** Vanishing Kingdom
 - **Time:** 6-9pm
 - **Event Overview:** Martini Competition
 - **Attendance:** 92



- Saturday November 9: **Racine Holiday Parade**
 - **Location:** Downtown Racine
 - **Time:** 5-8
 - **Event Overview:** Parade



Coming up at the Zoo at a Glance:

- Sunday, December 8: **Brunch with Santa** 11-12:30 and 1:30-3
- October 1 – December 31: **Chinese Lantern Festival**
- Saturday February 8: **Animal Amore** 6-9pm
- Saturday March 7: **Winos for Rhinos** 6-9pm
- Saturday April 11: **Eggstravaganza** 9-4:30
- Sunday May 10: **Mother's Day Brunch** 11-12:30
- Saturday May 16: **Bloody Mary Fest** 11-2
- Thursday May 21: **Member Appreciation Night** 6-9pm
- Wednesday June 3: **World Wine Wednesday** 6-8pm
- Saturday June 6: **Great Northern Picnic**
- Saturday June 13: **Zoo Brew**
- Wednesday June 17: **Roar & Pour** 6-8pm
- Saturday June 20: **Garcia Wedding**
- Saturday June 27: **Hotel California** Concert 6-10pm
- Wednesday July 8: **Animal Crackers Daryl Stuermer** 5:30-9pm
- Wednesday July 15: **World Wine Wednesday** 6-8pm
- Thursday July 16: **25th Annual Cigar Dinner** 5-10pm
- Wednesday July 8: **Animal Crackers Cindy Bradley** 5:30-9pm
- Sunday July 19: **Case Picnic**
- Saturday July 25: **Twin Disc Picnic** 11-3
- Wednesday July 29: **Roar & Pour** 6-8pm
- Saturday August 1: **Brett & Emily Wedding**
- Saturday August 1: **Somerset Dinner**
- Wednesday August 5: **Animal Crackers Chicago Tribute Anthology** 5:30-9pm
- Wednesday August 12: **World Wine Wednesday** 6-8pm
- Sunday August 16: **25th Annual Car, Truck, & Bike Show** 9-4pm
- Wednesday August 19: **Animal Crackers Walter Beasley** 5:30-9pm
- Wednesday August 26: **Roar & Pour** 6-8pm
- Saturday August 29: **Whiskers & Whiskey** 6-9pm
- Saturday September 12: **Zoo Debut** 5-11pm
- Wednesday September 16: **World Roar Wine Pour Wednesday** 6-8pm
- Saturday September 19: **Zoo Brew**
- Saturday October 3: **Old Fashioned Night**
- Saturday October 24: **Boo at the Zoo** 9-4:30
- Friday October 30: **Hallowine** 6-9pm
- Friday November 13: **Martini Madness** 6-9pm
- Sunday December 6: **Brunch with Santa** 11-12:30