

**Racine Zoological Society  
Park and Recreation Board Meeting  
reporting on June 2021**

**Executive Director**

- Very busy with increased guests coming through the gate
- Submitted several grants and sponsorship packages for the upcoming year
- Creating solutions to additional fundraising efforts
- TV appearances
- Strategic Planning

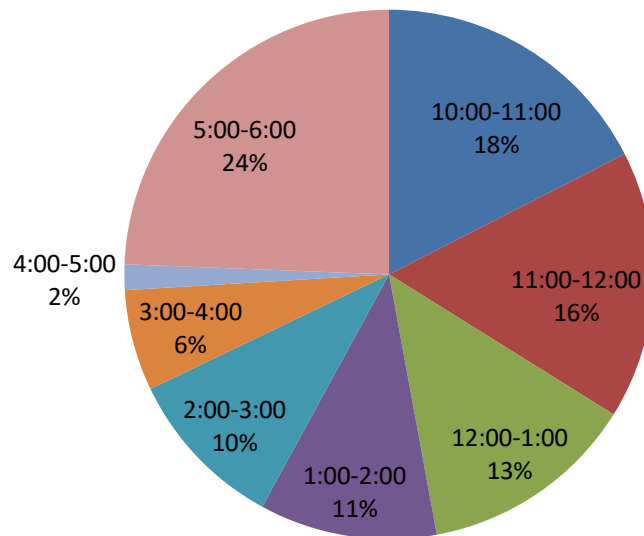
**Membership**

- Total memberships households = **2,782**

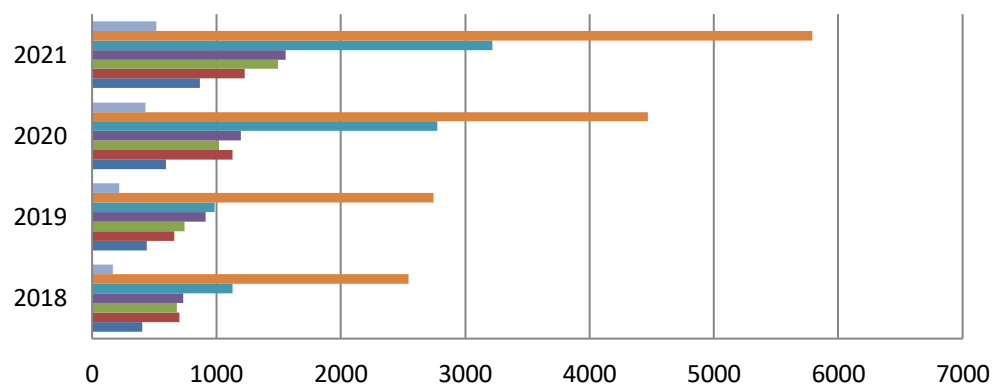
**Attendance for August 2021**

	<b>August 2020</b>	<b>August 2021</b>	<b>Variance</b>	<b>Percent change</b>
<b>Adults</b>	4586	5793	<b>1207</b>	<b>26%</b>
<b>Children</b>	2869	3217	<b>348</b>	<b>12%</b>
<b>Member Adults</b>	1145	1557	<b>412</b>	<b>36%</b>
<b>Member Children</b>	1064	1493	<b>429</b>	<b>40%</b>
<b>Child 2 and under</b>	1174	1228	<b>54</b>	<b>5%</b>
<b>Seniors</b>	621	866	<b>245</b>	<b>39%</b>
<b>Military</b>	450	515	<b>65</b>	<b>14%</b>
<b>Education</b>	168	0	<b>-</b>	<b>-</b>
<b>Events</b>	2645	4732	<b>2087</b>	<b>79%</b>
<b>Total</b>	14722	19401	<b>4679</b>	<b>32%</b>

## August 2021 Attendance by hour



## August Monthly Attendance 2018-2021



	2018	2019	2020	2021
Military	165	219	427	515
Adult	2543	2745	4471	5793
Child	1131	987	2778	3217
Member Adult	734	912	1198	1557
Member Child	681	741	1021	1493
2 and Under	703	661	1130	1228
Seniors	406	439	596	866

## **August Member Municipality**

53402-1198

53182-165

53406-135

53405-1123

53126-19

53177-114

53404-113

53403-11

Milwaukee - 87

Kenosha – 44

Illinois - 41

## **August Non-Member Municipality**

53182-117

53403- 339

53177- 110

53402- 337

53406- 353

53105- 1915

53126-105

53108-119

53405-1270

53185-312

53404-524

Illinois - 2258

Milwaukee - 1679

Kenosha - 2181

## **Operations**

- Lots of places are having shipping delays
- Items that I can get in stock are selling great
- Experiencing staffing shortages

## **Animal Care**

- **Veterinary Updates**
  - 1.0 Emperor tamarin sedation exam and dental procedure
  - 1.0 Fennec fox annual exam, discovered severe arthritis. Medication changes and exhibit modifications took place
  - 0.0.1 Eastern tiger salamander – exploring options for inappetence
  - 1.0 Spider monkey undergoing eye pressure treatment; biopsy soon
  - 1.0 Andean bear participated in voluntary nail trims and injections
  - 0.1 Woodchuck annual exam; investigating lethargy
  - 2.0 Masai giraffe footwork and hoof assessments; planning
  - 0.1 African penguin sedation exam; reassessed and treated for ongoing arthritis
  - 1.0 Caledonian day gecko annual exam
  - 0.1 Desert tortoise annual exam
  - 0.1 Western fox snake annual exam
  - 1.0 Red tailed boa annual exam
  - 1.0 Striped skunk annual exam
  - 1.0 Guam rail 6-month exam; assessing quality of life
  - Continue 0.1 eastern black rhino progesterone analysis
- **Collection Changes**
  - 0.0.1 Eastern tiger salamander acquired
  - 0.1 Mexican red kneed tarantula “Thor” passed away
- **Other Updates**
  - 1.0 Common wallaroo introduced to exhibit

## **Education**

- **Educational Programs**

- Onsite Programs – 3
  - Reached 120 people
- Offsite Programs – 4
  - Reached 169 people
- Onsite Birthdays –1
  - Reached 32 people
- Offsite Birthdays – 6
  - Reached 245 people
- Slumber Safari – 1
  - Reached 26 people
- Behind the Scenes - 0
  - Reached 0 people
- Virtual Programs - 1
  - Reached 10 people
- Preschool Programs – 6
  - Reached 107 people
- High School Internship Program
  - Reached 5 people
- Summer Camp – 3 weeks
  - Reached 146 people

- **Total: Reached 860 people**

- **Other Events**

- August 7 – Coordinated and ran World Lion Day
- August 11 – Animal Greeters at World Wine Wednesday
- August 18 – Attended ACE for Wildlife Learning Group
- August 20 – Activity booth at Animal Crackers Jr.
- August 23 – Launched 22-22 year of Racine Zoo AmeriCorps Program
- August 25 – Brought animals for TV Shoot
- August 28 – Coordinated and ran Rhino Day
- August 31 – Attended Party for the Planet AZA Grantee Webinar

- **Grants and Proposals**

- Received 2021-22 AmeriCorps Grant and funding at national level
- Submitted grant proposal for Zoo and Aquarium Hazard Preparedness Capacity Building Funding through AZA
- Received large grant proposal to Advancing Conservation through Empathy for Wildlife Network

## Comparison to August 2021 - programs and participants

Participants	2020	2021	Variance
On Site	60	120	+200.0%
Off Site	30	169	+463.3%
BTS	0	0	+0.0%
Birthday Party	54	277	+413.0%
Preschool	52	107	-105.8%
AmeriCorps	0	0	+0.0%
Virtual Programs	135	10	-92.6%

Programs	2020	2021	Variance
On Site	1	3	+300.0%
Off Site	1	4	+400.0%
BTS	0	0	+0.0%
Birthday Party	3	7	+133.3%
Preschool	2	6	+300.0%
AmeriCorps	0	0	+0.0%
Virtual Programs	6	1	-83.3%

## Facilities

- Set up and tear down special events
- Daily janitorial
- Track repairs made to zebra door going to exhibit from large stall
- Had new penguin doors installed
- All radios now new and installed in digital format
- Rhino floor repairs made
- Forestry dept. trimmed back some trees for line of sight for inter-net
- Forestry dept removed tree that came down in storm at LOG
- Maintenance job requests
- Preventative maintenance
- Traditions here installing lights for drive through event this fall and winter
- New roof installed on penguin building
- New sky light installed on penguin building
- Got quote to clean up fence line by neighbor on Goold
- Grass cutting and weed whipping
- General grounds upkeep/ trash, weeding etc.



# STAFF ACTIVITY REPORT

KRISTEN HUMPHREY | MARKETING | AUGUST 2021

## E-BLASTS

MailChimp.com

DATE	EMAIL NAME	OPENS %	CLICKS%
8/1	The Flat Cats - 1 month away	16.3	0.1
8/3	Chicago Tribute Anthology - 1 day away	13.8	0.3
8/4	World Wine Wednesday - August	12.4	0.1
8/5	Slumber Safari - August	14.1	0.2
8/6	Racine Zoo E-News	14.1	0.9
8/7	Wildlife Matters - August 2021	15.6	1.6
8/8	Car Show - 1 week away	19.6	0.3
8/9	Zoo Debut Announcement	16.2	0.2
8/10	Zoo Brew Announcement	21.2	0.3
8/11	Adam Hawley - 1 week away	12.9	0.5
8/13	Imagination Movers - 1 week away	13.4	0.4
8/15	Music at the Zoo - 3 weeks away	14.3	1.0
8/17	Adam Hawley - 1 day away	13.2	0.5
8/19	Imagination Movers - 1 day away	13.3	0.3
8/20	Racine Zoo E-News	9.7	0.9
8/22	Zoo Debut - RSVP by 8/23 to save \$25	15.3	0.3
8/25	The Flat Cats - 1 week away	13.3	0.2
8/26	Old Fashioned Cocktail Night Announcement	16.4	0.5
8/27	Music at the Zoo - 1 week away	12.5	0.4
8/29	Zoo Brew - 1 month away	13.7	0.2
8/30	Zoo Debut - RSVP Reminder	13.4	0.2
8/31	The Flat Cats - 1 day away	12.1	0.2

## ENTIRE ZOO DATABASE

Subscribers	Open Rate	Click Rate
8,392	15.3%	0.9%

## MEMBERS

Subscribers	Open Rate	Click Rate
5,034	20.3%	2.0%

- NOTE: "Members" emails are included in "Entire Zoo Database" Audience total numbers. Members-only e-blasts are labeled with "\*\*".

## MISCELLANEOUS PROJECTS

- Updated and created event posters and flyers for 2021
- Updated posters and flyers across campus
- Updated the Wildlife Matters monthly issue
- Submitted events to online event calendars
- Created new projects for and helped guide Marketing interns
- Created signs for concerts and other events
- Took photos at events

## OUTSIDE ADS

- Bargain Hunter - print
- Wind Point Living Magazine - print
- Travel WI SEM - digital
- Chicago Sun Times - digital
- Chicago Tribune - print/digital
- CTM Media Group - Milwaukee/Chicago Map - print
- Downtown Racine Corp - Racine Visitor Guide - print
- Happenings - print
- Hearst - digital
- Milwaukee Radio Group - radio
- Milwaukee with Kids - digital
- Pleasant Prairie Outlets - print
- Shepherd Express - print/digital
- The Daily Herald - digital
- Union Grove Village Voice Newsletter - digital
- USA Today - print
- Journal Times/Kenosha News - print/digital

**Animal Crackers**  
CONCERT SERIES JR.  
2021

Bring the little ones for a night of singing, dancing, and musical delight at Racine Zoo! Experience an interactive show featuring Disney Junior characters, Imagination Movers!

**AUGUST 29**  
**IMAGINATION MOVERS**

DOORS OPEN: 6PM | SHOW BEGINS: 7PM  
\$15 ONLINE | \$20 AT THE GATE | 12 YEARS & YOUNGER: FREE

**BUY TICKETS AT RACINEZOO.ORG**

3101N. Main St.  
Racine, WI 53402 | 262.436.9506 | racinezoo.org

**MUSIC ZOO** **DANCING QUEEN** (ABBA TRIBUTE) LIVE 9/4  
**BUY TICKETS!**

**Animal Crackers** **SEE THE FLAT CATS LIVE 9/1**  
**BUY TICKETS!**

**MUSIC ZOO** **JOHNNY RUSSLER & THE BEACH BUM BAND LIVE 9/3**  
**BUY TICKETS!**

**INAUGURAL HOME MATCH**  
A DAY OF FUN AND EXCITEMENT AT RACINE ZOO

**1st-and-10: Matt Nagy has a lot of work to do**  
Chicago Cubs pitcher Matt Nagy (26) is seen during the game against the Milwaukee Brewers at the inaugural home match at Racine Zoo.

**26** **68**

**WILD & WONDERFUL**  
RACINE ZOO'S 100TH BIRTHDAY CELEBRATION

**Animal Crackers**  
CONCERT SERIES JR.

**7/21 - 9/1**

**ENJOY LIVE CONCERTS AT RACINE ZOO!**

**BUY TICKETS!**

**Animal Crackers**  
CONCERT SERIES JR.

**7/23 | 8/20**

**CONCERTS FOR KIDS AT RACINE ZOO!**

**BUY TICKETS!**

**CHICAGO SUN-TIMES**

**France ends U.S. men's basketball's Olympic winning streak**  
A French player (left) shoots the ball during the game against the U.S. men's basketball team at the Olympic Games in Tokyo.

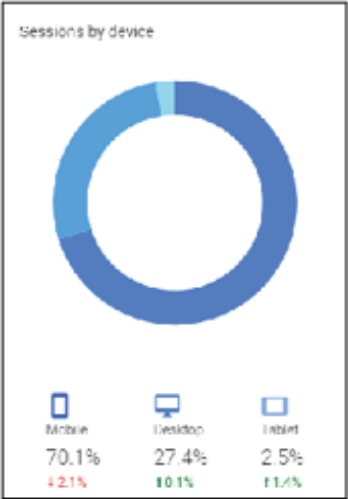
**Animal Crackers** **LIVE CONCERTS AT RACINE ZOO**  
7/21 - 9/1  
**BUY TICKETS!**



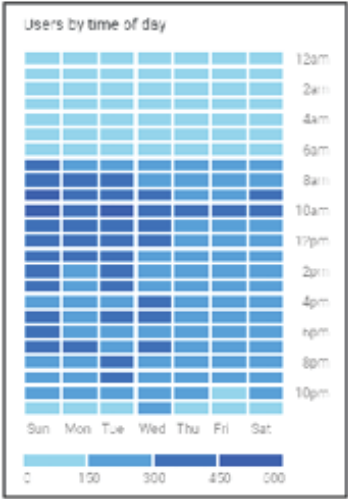


**MONTHLY USERS: 27K**

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



Page	Pageviews	Page Value
/	15,370	\$0.00
/houradmissions	8,304	\$0.00
/event-calendar	5,109	\$0.00
/animal-crackers	2,777	\$0.00
/music-zoo	2,591	\$0.00
/mammals	1,594	\$0.00
/product/car-truck-bike-show	1,785	\$0.00
/animal-crackers-jr	1,527	\$0.00
/racine-zoo-map	1,441	\$0.00
/join-or-renew	1,440	\$0.00



Data from Google Analytics



TOTAL LIKES: 28,650






















































































- Animal and promotional posts.

Reach: Organic / Paid


























































































Post Clicks

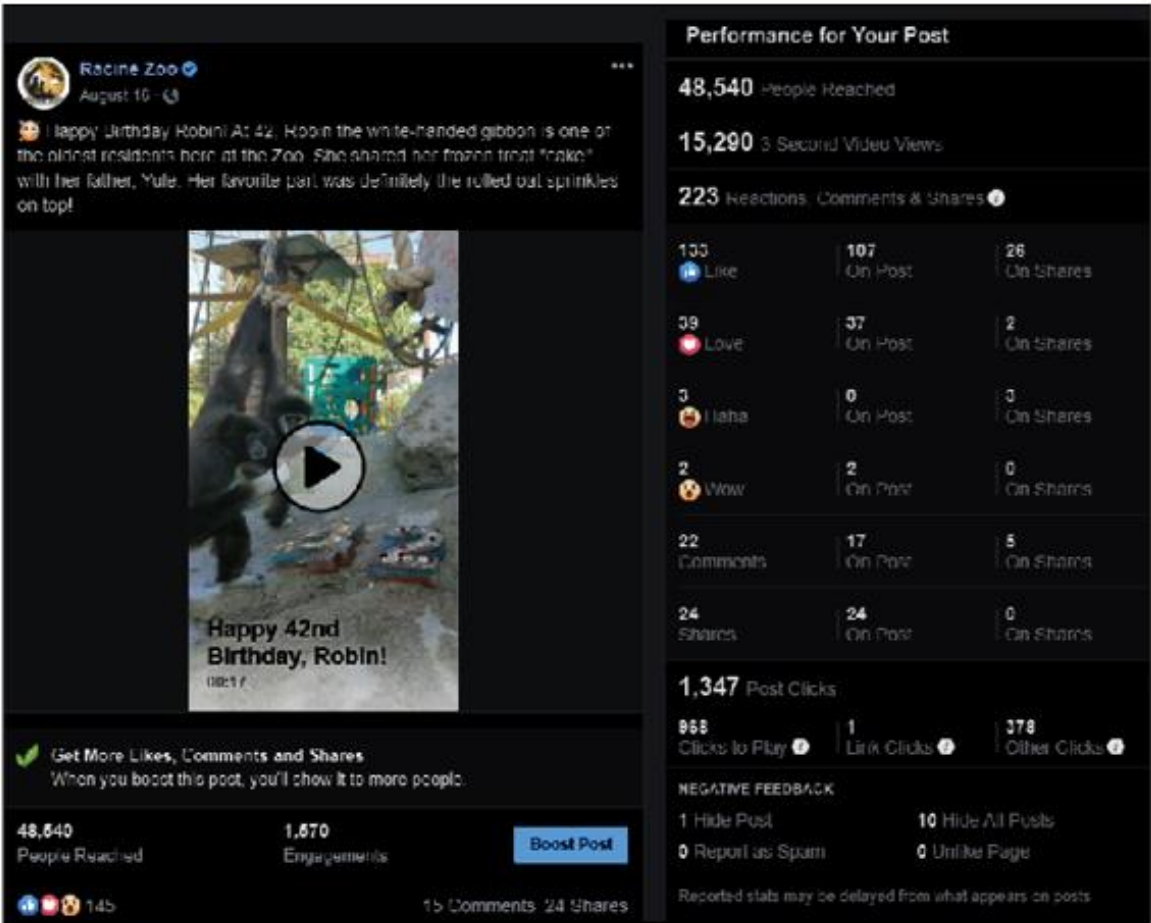
Reactions, Comments &amp; Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/31/2021 11:14 AM	Today (8/31) is the LAST DAY to RSVP for Zoo Debut! 🎟️ Save your			4.3K	155 73	
08/31/2021 8:15 AM	Did someone say playtime? 🐾📺 Ferret shenanigans			2K	15 75	
08/30/2021 10:18 AM	Season Ticket FLASH SALE on September 1! 🎟️ At the last Animal			2.5K	19 18	
08/29/2021 2:11 PM	Music at the Zoo is coming up! 🎵 All Wild & K! 🎤 9/1 - 9/5! 🎤🎤🎤			3.4K	26 39	
08/29/2021 10:00 AM	🎟️ Don't forget! Last day to RSVP for Zoo Debut is Aug. 31! 🎟️ Save your			7.7K	411 57	
08/28/2021 2:00 PM	The LAST! 🎟️🎟️🎟️ with the Animals is coming up! Saturday, Sept.			4K	77 36	
08/28/2021 9:00 AM	🎟️ Our Norco Aviary is only open until Sept. 6, so be sure to check it out soon!			1.5K	26 01	
08/27/2021 3:00 PM	🎟️ The LAST Animal Crackers concert of the season is coming up next week.			1.8K	5 14	
08/27/2021 10:00 AM	Update 8/21/21: Thank you everyone for participating! Our contest has ended.			1.1K	226 152	
08/27/2021 8:00 AM	🎟️ We are excited to be nominated for Best of Racine County 2021 in 4			2.7K	47 37	
08/25/2021 1:30 PM	🎟️ This year at Zoo Debut on 9/11 at 5pm, we will be exploring local cuisines			3.2K	515 04	
08/25/2021 9:47 AM	🎟️ It's all about rhinos this weekend at Zoonific Saturday: World Rhino Day on			2.4K	20 N/A	
08/25/2021 7:10 PM	🎟️ Thank you to everyone who came out for Animal Crackers Jr. and to			4.5K	188 78	

09/25/2021 10:01 AM	 Our NEW beer festival, Zoo Brew, is only 1 MONTH AWAY on Sept. 25 at			4.1K		101 54	
09/24/2021 1:40 PM	 Old Fashioned Cocktail Night is BACK Saturday, October 2 at 6pm!			7.5K		237 111	
09/24/2021 9:41 AM	 Summer Camp has come to an end, but it was so much fun with all of our			2.8K		53 27	
09/23/2021 6:20 PM	 That's a wrap for Indiana Zoo Summer Camp 2021! Tonight was our camp star			5.6K		158 157	
09/23/2021 1:00 PM	 Looking for a MEERKAT FRIENDLY HAT? BE THE MEERKAT			7K		110 54	
09/23/2021 11:20 AM	 Here is a little Meerkat Monday to brighten the start of your week! 🦊			2.6K		19 106	
09/22/2021 2:19 PM	 Experience the greatest hits of 10m Party and the Heartbreakers with 10m			3K		49 54	
09/22/2021 10:17 AM	 Check out the fasting menu below from Meerkat! User for the fast (to eat &			2.4K		14 15	
09/21/2021 10:19 AM	 Don't miss out on the fantastic FIREWORKS show sponsored by			1.7K		38 35	
09/21/2021 7:26 PM	 Imagination Movers live at the Raging Zoo! (Animal Crackers) Stay tuned for			4.2K		276 98	
09/21/2021 1:00 PM	 Who's ready to PARTY? Zoo Debut is right around the corner on Saturday.			10.5K		754 101	
09/21/2021 6:10 AM	 TONIGHT (9/20) Disney Junior channel stars, Imagination Movers, will			7.1K		280 109	
08/19/2021 5:30 PM	 Thank you to everyone who joined us for last night's Animal Crackers			3.2K		105 37	
08/19/2021 3:13 PM	 This ZooFic Saturday is all about orangutans on Aug. 21! Between 10am			1.5K		3 15	
08/19/2021 11:29 AM	 TOMORROW (8/20) we welcome Imagination Movers to the stage for			9.5K		408 140	
08/18/2021 5:10 PM	 Thank you to everyone who came out to participate or just walk around.			2.9K		121 45	
08/18/2021 12:00 PM	 WE'RE HIRING! Join our team! Looking to hire for a full-time w/benefits			7.5K		142 130	

Date	Time	Image	Text	Icon 1	Icon 2	Views	Comments	Reactions	Shares
08/18/2021	10:00 AM		The last Roar & Four is coming up NEXT WEEK Wednesday, August 25			2.1K	18	19	1
08/17/2021	9:15 AM		International Orangutan Day is coming up Thursday, August 19! How well do			3.4K	95	111	1
08/16/2021	2:00 PM		Guitarist Adam Hawkey is coming to play on top of "Heron" 1-up!			1.1K	27	0	1
08/16/2021	10:59 AM		DOKINKI Chpt. 3, 4, and/or 5, 10/1 for			4.4K	119	57	1
08/16/2021	3:40 AM		Happy Birthday to John At 47, John the whole-handed gibbon is one of the			48.5K	1.3K	223	1
08/15/2021	6:49 PM		Today was an amazing day! Not only do we have our 25th anniversary of our			9.5K	321	447	1
08/15//10/21	2:06 PM		MORE BREWERIES ANNOUNCED! The list is growing for our featured			4.4K	47	78	1
08/15//10/21	9:00 AM		Come on down to our 25th annual Car, Truck, and Bike show TODAY			4.1K	78	112	1
08/14//10/21	2:35 PM		Don't miss out on the full ABBA experience with Dancing Queen! An			4.1K	145	90	1
08/14//10/21	12:00 PM		Don't forget to RSVP for Zoo Debut! Join us for our themed fundraising gala			7.3K	496	51	1
08/13/2021	4:43 PM		Update 8/17/21. Thank you everyone for participating. Our contest has ended			5.5K	505	242	1
08/13/2021	9:15 AM		1 WEEK AWAY! Bring the little ones for an interactive family experience meal			5K	63	38	1
08/12/2021	2:35 PM		Animal Feature: Emma Did you know the emu is the second largest			3K	47	55	1
08/12/2021	11:41 AM		Join us THIS SUNDAY, August 15 for our 25th annual Car, Truck, & Bike			5.5K	101	170	1
08/11/2021	7:00 PM		Our whiskey tasting event, Whiskers and Whiskey, is only a couple of weeks			2.8K	39	16	1
08/11/2021	11:18 AM		1 WEEK AWAY! So excited to welcome award-winning, guitarist Adam			1.6K	23	18	1
08/10/2021	1:05 PM		Check out the beginning of the beer selection for our NEW beer festival,			3.1K	15	14	1
08/10/2021	8:52 AM		Happy 4th birthday to China the emperor tamarin! The whole family			7.1K	207	180	1

08/09/2021 12:00 PM	 The last World Wine Wednesday is THIS WEEK on August 11 at 4pm!			3.5K		60 41	
08/09/2021 9:00 AM	 Time to hop into a new week! 🌻			2.3K		29 47	
08/08/2021 12:11 AM	 🚗 Our 25th Annual Car, Truck, & Bike show is right around the corner. Join us!			3.6K		63 64	
08/07/2021 2:00 PM	 🎸 Johnny Russian and The Beach Bum Band appears to Harrotheeds			2K		5 18	
08/07/2021 12:00 AM	 Join us for Breakfast with the Animals on Thursday, August 7! at 9am! 🍳			2.5K		21 21	
08/06/2021 2:00 PM	 Looking for a fun weekend activity? Visit our North Ayr! 🏖️ This			2.6K		19 40	
08/06/2021 9:00 AM	 🍷 WINE & BBQ 🍷 Looking for gift shop/gifts staff ASAP! This is a great			7.4K		157 94	
08/05/2021 4:07 PM	 🦁 Let's hear you roar! It's all about lions! THIS SATURDAY (8/7) at 4:00pm			2.3K		17 54	
08/05/2021 12:22 AM	 🎸 What an amazing night with Chicago Tribute Anthology (CTA)!			4.8K		415 89	
08/04/2021 2:54 PM	 🌙 SUMMER LIT NIGHT! Join us for a story-friendly overnight			2.7K		35 40	
08/04/2021 9:36 AM	 🍺 We're excited to announce our NEW event Zoo Brew coming Sept. 25 at			20.2K		1.2K 541	
08/03/2021 2:00 PM	 🍷 Winther yours a ton of Jimmy Buffet, ABBA, or Tom Petty and the			3.7K		84 47	
08/03/2021 9:10 AM	 🦁 We're excited to announce this year's Zoo Debut. Join us for Rockin'			5.6K		217 91	
08/02/2021 3:17 PM	 🎸 Don't miss Chicago Tribute Anthology (CTA) NO THIS			6.6K		144 100	
08/02/2021 12:00 PM	 🦁 Today is Golden Lion Tamarin Day! Join us and our friends at Save the Golden			2.2K		16 72	
08/02/2021 9:00 AM	 🌞 A sleepy Monday morning with Sunny the groundhog 🐹			6.4K		101 375	
08/01/2021 2:10 PM	 🏆 We are so thrilled to share we were voted the #1 Top Place to Take Kids In			2.9K		28 87	
08/01/2021 12:47 AM	 🎉 1 MONTH AWAY! Don't miss the hottest swinging jazz group, The Flat			1.8K		18 36	



Well-performing Facebook post



# TWITTER

TOTAL FOLLOWERS: 2,866

AUGUST SUMMARY	
Tweets	Tweet impressions
60	29.6K
Profile views	Mentions
2,811	18
New followers	
8	


Aug 2021 • 31 days

WEEK HIGHLIGHTS

Top Tweet earned 3,117 impressions

TONIGHT (8/20) @iMovers will be at Animal Crackers Jr.! They've made multiple TV appearances on the View, live with Regis & Kelly, Good Morning America and the ABC Christmas Parade. See this nationally known band LIVE! Doors 5:30pm, concert 7pm.

[racinezoo.org/animal-cracker...](#)  
[pic.twitter.com/RzsV7cHEnP](#)



1 retweet



2 replies

10 likes

View Tweet activity

View all Tweet activity

Top Follower followed by 1,587 people




Kim Jax

@kimjax12245

1,587 followers

Top mention earned 41 engagements



Anthony Doemel

@UayfAdCSr

Aug 20

@RacineZoo @iMovers What an Amazing Show! My family and I LOVED it such a great show and it REALLY IS fun for the whole family

1 retweet

1 reply

10 likes


View Tweet

Top media Tweet earned 1,000 impressions

TOMORROW (8/20) we welcome Emmy-winning, Disney Junior channel stars, @iMovers, to the stage for Animal Crackers Jr! Doors open 6pm, show begins 7pm.

[racinezoo.org/animal-cracker...](#)

Photo credit: LazyLye Photography  
[pic.twitter.com/1jY7dIdHkF6](#)



1 retweet

20 likes

View Tweet activity

View all Tweet activity

## INSTAGRAM

TOTAL FOLLOWERS: 4,126

- 44 posts
- Accounts Reached: 8,077
- Content Interactions: 2,274
- Reach: 30.8k





## **Special Events**

### **August Events:**

- August 4 – Animal Crackers 5-9pm
  - Location: Great Lawn
  - Event Overview: Concert
  - Attendance: 1980
  
- August 7 – Felle Ceremony
  - Location: Pavilion
  - Event Overview: Wedding Ceremony
  - Attendance: 205
  
- August 7 – Somerset 3:30-10
  - Location: Pavilion
  - Event Overview: Private Dinner
  - Attendance: 38
  
- August 7 – Christ Church 2-4pm
  - Location: Felle Pavilion
  - Event Overview: Church Picnic
  - Attendance: 35
  
- August 11 – World Wine Wednesday 6-8pm
  - Location: Vanishing Kingdom
  - Event Overview: Wine Tasting
  - Attendance: 89
  
- August 14 – Bourbon Chronicles 5-9pm
  - Location: Pavilion
  - Event Overview: Bourbon Tasting
  - Attendance: 38
  
- August 14 – Daniels Health picnic 11-3
  - Location: Felle Pavilion
  - Event Overview: Picnic
  - Attendance: 29
  
- August 15 – Car Show 10-4
  - Location: Entire Campus
  - Event Overview: Car Show
  - Attendance:

- August 18 – Animal Crackers 5-9pm
  - Location: Great Lawn
  - Event Overview: Concert
  - Attendance: 1230
  
- August 20 – Animal Crackers Jr – 5-9pm
  - Location: Great Lawn
  - Event Overview: Concert
  - Attendance: 568
  
- August 21 – Fraser Reception
  - Location: Pavilion
  - Event Overview: Adoption Celebration
  - Attendance: 200
  
- August 21 – Breakfast with the Animals 9-10:30am
  - Location: Lawn by Jungle Junction
  - Event Overview: Breakfast
  - Attendance: 43
  
- August 22 – Paige Wedding Shower 2-5pm
  - Location: Pavilion
  - Event Overview: Wedding Shower
  - Attendance: 151
  
- August 25 – Roar & Pour 6-8pm
  - Location: Land of the Giants
  - Event Overview: Beer Tasting
  - Attendance: 50
  
- August 28 – Whiskers and Whiskey 6-9pm
  - Location: Pavilion & North of pavilion
  - Event Overview: Whiskey Dinner
  - Attendance: 76

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

- September 11 – Zoo Debut
- September 18 – Cassie Wedding 11am
- September 18 – Sherman Wedding 1pm
- September 18 – Great Northern Picnic
- September 18 – Breakfast with the Animals 9-10:30am
- September 24 – Brittany Wedding
- September 25 – Zoo Brew
- October 1-31 – Halloween Glow
- October 2 – Amanda Ceremony 1:30pm
- October 2 – Old Fashioned Night 6-9pm
- October 10 – Anna Wedding 10-4pm
- October 29 – Halloween 6-9pm
- October 30 – Boo at the Zoo
- November 12 – Martini Madness 6-9pm
- December 4 – Brunch with Santa 11-1pm