Racine Zoological Society Report
Park and Recreation Board Meeting
February 2017

Executive Director
- Attended the AZA Zoo and Aquarium Director Policy Conference, January 23-27.
- Submitted several grants and sponsorship packages
- Rebuilding the Zoo Choo in time for spring break
- Created the tasks list for exhibit needs and animal moves in 2017
- Met with new board members for onboarding
- Presented at several service organizations
- Evaluating all current vendors
- Elected as a board member to the Northside Business Association

Membership
- Total memberships households = 2,023

Attendance for January 2017

<table>
<thead>
<tr>
<th></th>
<th>January 2016</th>
<th>January 2017</th>
<th>Variance</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>154</td>
<td>320</td>
<td>166</td>
<td>108%</td>
</tr>
<tr>
<td>Children</td>
<td>56</td>
<td>114</td>
<td>58</td>
<td>104%</td>
</tr>
<tr>
<td>Member Adults</td>
<td>141</td>
<td>140</td>
<td>-1</td>
<td>.71%</td>
</tr>
<tr>
<td>Member Children</td>
<td>120</td>
<td>119</td>
<td>-1</td>
<td>.83%</td>
</tr>
<tr>
<td>Child 2 and under</td>
<td>41</td>
<td>67</td>
<td>26</td>
<td>63%</td>
</tr>
<tr>
<td>Seniors</td>
<td>21</td>
<td>25</td>
<td>4</td>
<td>19%</td>
</tr>
<tr>
<td>Military</td>
<td>4</td>
<td>9</td>
<td>5</td>
<td>125%</td>
</tr>
<tr>
<td>Education</td>
<td>166</td>
<td>299</td>
<td>133</td>
<td>80%</td>
</tr>
<tr>
<td>Events</td>
<td>126</td>
<td>0</td>
<td>-126</td>
<td>-100%</td>
</tr>
<tr>
<td>Total</td>
<td>829</td>
<td>1084</td>
<td>255</td>
<td>31%</td>
</tr>
</tbody>
</table>
January 2017 Attendance By Hour

- 9:00-10:00: 5%
- 10:00-11:00: 12%
- 11:00-12:00: 15%
- 12:00-1:00: 20%
- 1:00-2:00: 25%
- 2:00-3:00: 20%
- 3:00-4:00: 3%
- 4:00-5:00: 0%
- 5:00-6:00: 0%
- 6:00-7:00: 0%
- 7:00-8:00: 0%
- 8:00-9:00: 0%

January Monthly Attendance 2012-2017

- 2012: Sales
- 2013: Sales
- 2014: Sales
- 2015: Sales
- 2016: Sales
- 2017: Sales

Chart showing attendance by hour with percentages and monthly attendance chart for years 2012 to 2017.
Animal Care

- **Animals**
  - Euthanasia of fennec fox, Sahara. SSP is now looking for a companion for Zoro.
  - Introduction of Naka, Amur tiger to the community
  - Loss of orbic batfish in marine tank, remaining 2 fish in works to be sent to Shedd Aquarium

Education

- **Educational Programs**
  - Onsite Programs – 2
    - Reached 34 People
  - Offsite Programs - 2
    - Reached 130 people
  - Totals: Reached 164 people,

- **Wildlife Explorers**
  - Wildlife Explorers continues successfully
    - Conducted 10 classes
    - Reached 230 students

- **Other Events**
  - 1/11 Attended SAFE African Penguin Webinar
  - 1/12 Attended United Way Community Investment Information Session
  - 1/19 Attended Greater Racine Environmental Educators Network Meeting (GREEN)

- **Projects – Ongoing and Completed**
  - Sent survey to past three years of program contacts for feedback and gauge interest
  - Working to collaborate on launch of school birding program
  - Interviewed volunteers as part of new program
  - Launched new evaluation form for educational programs
  - Continuing to work on training goals with program animals
  - Rephrasing Summer Camp themes for 2017 as well as set up online registration to go live by end of January

Upcoming Education Events

- Presenting at Carroll University in February
- Collaborating on RUSD’s Family Empowerment Day
- Relaunching FrogWatch USA Chapter
- Hiring interns for spring semester
- Annual Volunteer meeting to go over protocols and training
- Animal Amoré presentation

Facilities

- Roof work completed on main building and LOG roofs
- Had water heater replaced in LOG
- Salted roads and sidewalks as needed
- Janitorial duties
- Stripped and re waxed main floor of main building
- Preventative maintenance program
- Job tickets and small repairs as needed (i.e. repaired leaky faucet up on primates)
• Tore out old naked mole rat exhibit, took apart old aquarium, closed up hole with plywood repainted and recaulked
• Put in new vanity and sink in administration
• Buffed out basement and restroom floors in main building with scrubber to clean ground up dirt on floors

Admissions, Gift Shop, Grill, Chumba, Train (Operations)
• Completed year-end Inventory
• Decided it was best for the company to stay with current POS system.
• Started complete cleaning Grill and looking for new paint colors.
• Helped Rt. 3 with Education Animals
• Exceeded forecasted admission for January

Resource Development
• Submitted grant reports
• Submitted grants for operating support of the Zoo

Public Relations/Social Media
• Press Release: Naka, Amur Tiger
• E-blast: January 2017 - Happy New Year
• Active Instagram posts, Facebook postings and video uploads, Tweets
• Media Relations: Marketing meeting with Suzi from Milwaukee Radio
• Contacted Bargain Hunter for advertising
• Updated website homepage articles, sliders, several event pages
• FB Video - Dewey; Over 20k views

Miscellaneous Marketing/PR activities
• Created event posters, tickets and flyers for events: World Wine Wednesday’s, Roar & Pour, Animal Amore, Winos for Rhinos
• Created an Ad for Bell City Magazine – winos for rhinos, animal amore
• Created an Ad for Windpoint Magazine – Rhino
• Created Ad for Bridal Show – Journal Times
• Created Ad for Weddings – Kenosha News
• Created wedding brochure
• Created wedding banner
• Logo design: Winos for Rhinos
• Updated online events calendar
• Wildlife Matters – highlights promotion created
• Attended Operations/Leadership Meetings, One on One with Beth Heidorn
• Corporate booklet: Started
• Adopt logo Design: Started
• Posted events on free advertising event sites: Journal Times, Kenosha News, Who fish, Real Racine, Windpoint, FB
Racine Zoo-Digital Metrics
Dec.01 – Jan.09, 2016/2017

**Website**

**Facebook Data:**

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Last 28 days</th>
<th>Jan. 3 - Jan. 30</th>
<th>Jan. 3 - Jan. 30</th>
<th>Jan. 3 - Jan. 30</th>
<th>Jan. 3 - Jan. 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actions on Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Total Actions on Page</td>
<td>▲50%</td>
<td></td>
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<tr>
<td>Reach</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>189,219</td>
<td>People Reached</td>
<td>▲197%</td>
<td></td>
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<tr>
<td>Videos</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>32,554</td>
<td>Total Video Views</td>
<td>▲1,482%</td>
<td></td>
<td></td>
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<tr>
<td>Page Views</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>535</td>
<td>Total Page Views</td>
<td>▲37%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Likes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>218</td>
<td>Page Likes</td>
<td>▲180%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Engagements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>18,540</td>
<td>Post Engagement</td>
<td>▲295%</td>
<td></td>
<td></td>
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<tr>
<td>Messages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>Response Rate</td>
<td>▼30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17:55:37</td>
<td>Average Response Time</td>
<td>▲118%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Recent Promotions on Racine Zoo**

**Event Promotion**

- **Completed**
- **Animal Amore**
- **Saturday, February 11, 2017, 6 PM - 9 PM**
- Promoted by Savannah Ingram on 01/09/2017

**Results**

- People Reached: 26,616
- Link Clicks: 189
- Spent: $55.97
<table>
<thead>
<tr>
<th>Social Media</th>
<th>Month</th>
<th>Variance vs Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook page likes</td>
<td>20</td>
<td>72,963 vs 64,318</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>2,253</td>
<td>7,470 impressions</td>
</tr>
<tr>
<td>Twitter profile views</td>
<td>261</td>
<td>13.3%</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>175</td>
<td>44 posts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-Newsletters/E-Mails</th>
<th>Month</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database Totals-General</td>
<td>14 (new)</td>
<td>785</td>
</tr>
<tr>
<td>Database-Members</td>
<td>3,277</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Jan 2017</td>
<td>24.3% Open Rate</td>
<td>NA</td>
</tr>
<tr>
<td>Google</td>
<td>Rate</td>
<td>NA</td>
</tr>
<tr>
<td>Published</td>
<td>Post</td>
<td>Type</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>01/31/2017</td>
<td>Winos For Rhinos</td>
<td></td>
</tr>
<tr>
<td>01/31/2017</td>
<td>#HappyInternationalZebraDay # RacineZoo</td>
<td></td>
</tr>
<tr>
<td>01/25/2017</td>
<td>Calling all Brides! We are giving away 2 Free Tickets!! The Rac</td>
<td></td>
</tr>
<tr>
<td>01/25/2017</td>
<td>Hey everyone, meet Gilby! Gilby is a Lesser Tenrec. Here she is</td>
<td></td>
</tr>
<tr>
<td>01/25/2017</td>
<td>Hammin' it up for the spotlight # littlepig #oinkster #racinezoo</td>
<td></td>
</tr>
<tr>
<td>01/24/2017</td>
<td>Hey! Are you interested in Frog s?? Become a Citizen Scientist</td>
<td></td>
</tr>
<tr>
<td>01/24/2017</td>
<td>Fantastic Mister (Fennec) fox! # zorro #fennecfox #racinezoo</td>
<td></td>
</tr>
<tr>
<td>01/20/2017</td>
<td>Happy Friday everyone, here is a video shot by one of our keep</td>
<td></td>
</tr>
<tr>
<td>01/19/2017</td>
<td>I spy with my little eye- a polka dotted yellow fellow! Looks like</td>
<td></td>
</tr>
<tr>
<td>01/17/2017</td>
<td>Here's a short video that was taken by one of our keepers play!</td>
<td></td>
</tr>
<tr>
<td>01/16/2017</td>
<td>Saturday was Kramer's 23rd Birthday!! Kramer is a spider monk</td>
<td></td>
</tr>
<tr>
<td>01/16/2017</td>
<td>Happy MLK Jr. DAY!! Come and visit the Racine Zoo for just O</td>
<td></td>
</tr>
<tr>
<td>01/14/2017</td>
<td>Today is Dassen's 1st Birthday! He is an African Penguin and w</td>
<td></td>
</tr>
<tr>
<td>01/06/2017</td>
<td>Today is our fossa, Kirindy's, 11th birthday! Help us wish Kirindy</td>
<td></td>
</tr>
<tr>
<td>01/06/2017</td>
<td>Don't mind our little grey tree frog, he's just a bit camera shy 😎</td>
<td></td>
</tr>
<tr>
<td>01/06/2017</td>
<td>Dewey our tortoise loves having his shell rubbed. Did you know t</td>
<td></td>
</tr>
<tr>
<td>01/04/2017</td>
<td>Our next $1 Day is January 16th, Martin Luther King Jr. Day. C</td>
<td></td>
</tr>
<tr>
<td>01/03/2017</td>
<td>Executive Director Beth Heidorn and Mini the skunk, on the cove</td>
<td></td>
</tr>
</tbody>
</table>
January Events:

Special Events:
  - Location: Fountain Hall
  - Time: 11am-3pm
  - Event Overview: Promoting wedding ceremonies and receptions.

Ongoing Fundraising Event
- November 22, 2016-April 2, 2017 – Buffalo Wild Wings
  - Location: 5880 Durand Avenue, Racine, WI
  - Time: 11am-12am
  - Event Overview: 10% of total bill (when accompanied with flyer) were donated to the zoo. Total earned is TBD.

Professional Development:
- Social Media Workshop by UW-Parkside Small Business Development Center – January 25, 2017
- DRC Annual Meeting – January 26, 2017

Booked Events this Month:
- March of Dimes: March for Babies – April 29, 2017
- YWCA Powerwalk – June 10, 2017
- Hansen Wedding – September 2, 2017

Accomplished Goals:
- Revamped bridals correspondence
- Preparing for a busy & successful 2017 high season
• Help Education Animal Care: Routine 3  
  o Thursday, January 5 – 10:00am to 12:30pm  
  o Tuesday, January 24 – 10:00am to 12:30pm  
  o Wednesday, January 25 – 10:00am to 12:30pm  
  o Thursday, January 26 – 10:00am to 12:30pm

**Coming up at the Zoo:**

- Animal Amore—February 11, 6-9 pm
- $1 day—February 20, 9 am – 4:30 pm
- Winos for Rhinos—March 4, 6-9 pm
- Roaring Nights—April 8, 7-10 pm
- Eggstravaganza—April 15, 9 am-4:30 pm
- Earth Day Beach Cleanup—April 22, 9-11am
- Zooriffic Saturday: Earth Day—April 22, 9 am – 4:30 pm
- World Wine Wednesday—April 26, 6-8 pm
- Zooriffic Saturday: Children’s Mental Health Awareness Day—May 6, 9-6 pm
- Mother’s Day 5K Run/Walk—May 13, 7-9 am
- Mother’s Day Brunch—May 14, 10-11:30 am
- Zooriffic Saturday: Endangered Species Day—May 20, 9 am-6 pm
- Member Appreciation Night—May 25, 6-10 pm
- Slumber Safari—May 26 from 5pm-May 27 to 9 am