

**Racine Zoological Society Report
Park and Recreation Board Meeting
November 2016**

Executive Director

- Finalizing the 2017 budget and programs
- Created the 2017 special event calendar (at least what is currently planned!)
- Developed a slate of new board members for nomination at the annual member meeting.
- Hosted the largest attendance during regular business hours in the history of the Zoo. Also might be the largest of a day that would include day and night attendance!

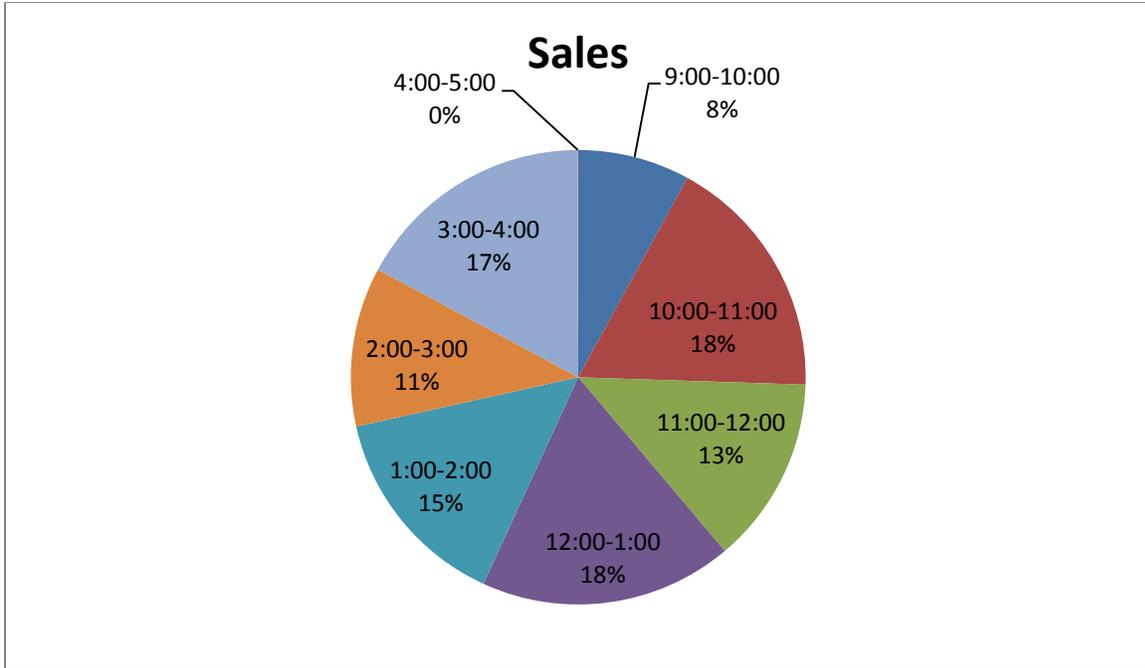
Membership

- Total memberships households = 2,006

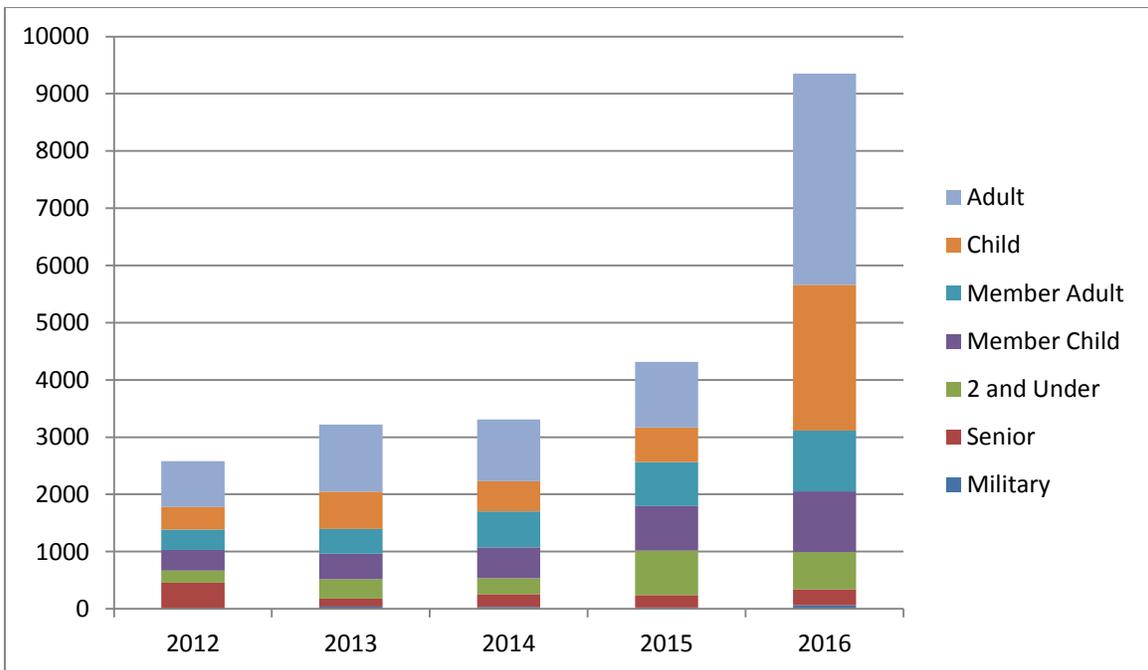
Attendance for October 2016

	October 2015	October 2016	Variance	Percent change
Adults	1144	3694	2550	223%
Children	603	2548	1945	323%
Member Adults	767	1062	295	38%
Member Children	778	1060	282	36%
Child 2 and under	328	653	325	99%
Seniors	221	275	54	24%
Military	22	63	41	186%
Education	60	591	531	885%
Events	27	454	427	1581%

October 2016 Attendance by Hour



October Monthly Attendance 2012-2016



Resource Development

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

Public Relations/Social Media

- **Press release:** Arctic foxes (10/24)
- **E-blast:** Upcoming Events, Roaring Nights, Boo at the Zoo (10/11,10/25)
- Active Facebook postings: Boo at Zoo, Roaring Nights, Scarecrow contest, Animal pictures
- **Media Relations:** Real Racine Ad (10/7)
- **Media Relations:** Ch. 6 News (10/15), brought animal ambassadors and were on two segments promoting African Penguin Day and Boo at the Zoo
- **Media Relations:** Ch. 12 News (10/28), News station did a live feed from the zoo at 5:15am and 6:15am.
- **Media Relations:** Journal Times and Kenosha News Ad's (10/12-26)
- **Media Relations:** Racine & Me taping (10/26 and aired 10/29), brought animal ambassadors and were on two 6 minute segments
- Updated website homepage articles, sliders, and created several event pages

Miscellaneous Marketing/PR activities

- African penguin flier
- Penguin logo
- Zoo debut post card
- Teacher appreciation flier
- World Wine Wednesday flier
- ZooLaRoe event and flier
- Boo at Zoo map
- Roaring Nights map
- Adventure Guide Edit
- Golden Rondell – Brochure Drop off
- Instagram Account
- Updated media List

Racine Zoo-Digital Metrics

Oct.17 – Oct. 31, 2016

Website	Month	Variance vs Previous
Avg. Daily Sessions	1,498	N/A
Avg. Page Views	4,133	N/A
Avg. Page Views/Session	2.79	N/A
% new, returning	73.5 new, 26.5% return	New users: 1,017
Avg. time on site	1:53(min.)	N/A
% from mobile devices	60.80% iOS, 38.15%Andriod	N/A
Acquisition	45.75% referral, 73% organic, 63.2% direct, 70.42% social, 1% email	N/A

Social Media	Month	Variance vs Previous
Facebook page likes	147	15,701 (lifetime)
Twitter followers	30	2,154
Twitter profile views	237	-16.5%
ZooTube subscribers	4	53
ZooTube watch time (in minutes)	536 (min.)	15,176 (lifetime)
ZooTube views	359 (min.)	22,947 (lifetime)

E-Newsletters/E-Mails	Month	Clicks	Lifetime
Database Totals-General	236 (new)	N/A	
Database-Members	3,276	N/A	NA
Blast: Sept. Upcoming Events	27.9% Open rate	4.4%	NA
Blast: Oct-Nov Upcoming Events	30.1% Open Rate	3.8%	NA
Blast: Boo at the Zoo	28.8% Open Rate	4.6%	NA
Blast: Roaring Nights	26.1% Open Rate	1.1%	NA

Animal Care

- **Animals**
 - BEB lemur male, Travolta was shipped to San Francisco Zoo to have a companion for the remainder of his life.
 - Arrival of 2 male African penguins from NEW Zoo in Green Bay and sent out 2 of our males as an exchange.
 - Move of our rhino iguana from Discovery Center for education purposes and moved our emperor scorpion for display in Discovery Center.
 - Relocation of Alvis, Western screech owl to gift shop for winter display and training.
 - Arctic foxes on display at Norco Aviary!
 - Moved lesser adjutant storks inside for winter.
- **Conferences**
 - Bekka Laverenz attended Bear Care Conference at Omaha's Henry Doorly Zoo.

Education

- **Educational Programs**
 - Free on-site programming ended early this month
 - 2 Creature Features
 - Reaching 110 people
 - 4 Wildlife Theatres
 - Reaching 22 People
 - Onsite Programs – 2
 - Reached 18 People
 - Offsite Programs - 2
 - Reached 500 people in free community engagement events:
 - Racine-Kenosha Heart Walk in Racine
 - Information booth
 - Great Pumpkin Chuckin' Fest in Union Grove
 - 6 Mainstage Shows as well as information booth
 - Birthday Parties – 4
 - Reached 148 people
 - Field Trips – 3
 - Reached an additional 281 people
 - Totals: Reached 1,083 people
- **Wildlife Explorers**
 - Wildlife Explorers continues successfully
 - Conducted 13 classes
 - Reached 264 students
- **ANDIS High School Internship Program**
 - Launched this month with four wonderful high school students: Kailyn, Ellie, Nathan, and Grace
 - Began on grounds interpretation on 10/31

- **Other Education News**

- 10/4 Took part in RUSD's SEE Your Future Expo, a career day reaching every high school freshman in RUSD
- 10/12 Attended the National Association of Interpretation's Zoo and Wildlife Parks Association's Interpret conference
- 10/18-10/20 Participated in Rotary Club's Career Discovery Solutions program with McKinley Middle School
- 10/20 Racine Junior League grant summary completed

Upcoming

- Launching adult volunteer program in January
- Finishing Rotary/CDS Program
- Racine Holiday Parade
- Orangutan Awareness Day

Facilities

- Continued work on fennec fox exhibit
- Land Of Giants boiler work wrapping up this week
- Grass cutting and start of mulching leaves
- City plumber replaced main water valve for zoo.
- Had zebra door repaired
- Weatherstrip on giraffe door replaced
- Had 4 new outlets installed in pavilion
- Had new outlets and lights installed along road going to main building
- Had outlets installed at north end for summer camp
- Had goat shelter built in farm area
- Put in fence and added gates and small renovations at aviary to house arctic fox for winter
- Set up for special events picnics and birthday parties
- Lakeshore landscape cleaned around pond for winter
- Pond fountain put up for winter
- Volunteer group cleaned up brush and weeds from around north pond
- Preventative maintenance
- Job tickets on small maintenance jobs (i.e. fix brooms, change light ballasts, adjust shift door limits, etc.
- Masonry work started on main building roof project
- Cost of Wisconsin added shotcrete steps to outdoor primate exhibit for keeper safety, and added regular stairs to lion exhibit for keeper safety and shotcrete around them to hide

Admissions, Gift Shop, Grill, Chumba, Train (Operations)

- Rearranged Gift Shop
- Finished cleaning and organizing Gift Shop
- Started cleaning and organizing Grill Basement
- Arranged travel plans to attend the Smokey Mountain Trade Show to find items to sell in the Gift Shop
- Started Budget Forecasting

October Events:

- Wednesday, October 5 – **Roar and Pour**
 - **Attendance:** 31 guests
 - **Location:** Main Building
 - **Time:** 6-8pm
 - **Event Overview:** Beer tasting, appetizers, music, animal ambassadors and socializing.

- Friday, October 7
- **RAM SPARK!**
 - **Attendance:** 15
 - **Location:** Pavilion
 - **Time:** 10-11:30am
 - **Event Overview:** Art event for people with memory loss and their caregivers. The education department made crafts, snackivities and brought out an animal ambassador.

- **Pokémon Goes to the Zoo**
 - **Attendance:** 171
 - **Location:** Entire zoo campus
 - **Time:** 5-7pm
 - **Event Overview:** \$10 admission to get into the zoo to Pokémon after hours.

- Saturday, October 8 – **Koos for Kids**
 - **Attendance:** 137
 - **Location:** Pavilion
 - **Time:** 11am-2pm
 - **Event Overview:** Event for underprivileged and disabled kids.

- Tuesday, October 11 – **Animal Crackers Volunteer Appreciation Party**
 - **Attendance:** 30
 - **Location:** Pavilion
 - **Time:** 5-7pm
 - **Event Overview:** Food, drinks and music for animal cracker volunteers.

- Thursday, October 13 – **Teacher Appreciation Night**
 - **Attendance:** 25
 - **Location:** Main Building
 - **Time:** 5-7pm
 - **Event Overview:** The education department hosted a night just for teachers and handed out information. Food, drinks, music and tables/decorations were setup by the special events department.

- Saturday, October 15 – **Zoorific Saturday: African Penguin Day**
 - **Attendance:** 270
 - **Location:** Entire zoo campus
 - **Time:** 9am-4:30pm
 - **Event Overview:** Celebrating African Penguin Day with crafts, activities and snackivities.

- Wednesday, October 19 – **World Wine Wednesday**
 - **Attendance:** 24
 - **Location:** Main Building
 - **Time:** 6-8pm
 - **Event Overview:** Wine tasting, appetizers, music, animal ambassadors and socializing.

- Saturday, October 29
- **Boo at the Zoo**
 - **Attendance:** 3,945 (Record breaking attendance)
 - **Location:** Entire zoo campus
 - **Time:** 9am-4:30pm
 - **Event Overview:** Value added day celebrating Halloween. Scarecrow contest, trunk-or-treating, pumpkin decorating, cornstalk maze, cookie decorating, knock-knock doors and animals!
- **Roaring Nights**
 - **Attendance:** 21
 - **Location:** Land of the Giants
 - **Time:** 7-10pm
 - **Event Overview:** Adult costume party with wine/beer tasting, food, live music, knock-knock doors and photo booth.

Networking/Professional Development Events:

- Tuesday, October 18 – **DRC Meeting**
 - **Attendance:** 20
 - **Location:** Festival Hall
 - **Time:** 5:30-6:30pm
 - **Event Overview:** Best of Racine 2016 celebration!

Coming up at the Zoo:

- **World Wine Wednesday—November 16, 6-8 pm**
- **Gift wrapping for Tips at Barnes and Noble—November 26, 9 am-9 pm**
- **Panera Night—December 1, 4-8 pm**
- **Merry Zoo-mas—December 3, 9 am-4:30 pm**
- **Brunch with Santa—December 3, 10-11:30 am**
- **Blue Sombrero Community Day—December 6, regular operating hours**
- **Barnes and Noble Day—December 11, 9 am-9 pm**
- **World Wine Wednesday—December 21, 6-8 pm**
- **\$1 day—January 2, 9 am-4:30 pm**
- **Roaring Nights—January 14, 7-10 pm**
- **\$1 day—January 16, 9 am-4:30 pm**
- **\$1 day—February 2, 9am-4:30 pm**
- **Ground Hog Day Breakfast, February 2, 8-9:30 am**
- **Animal Amore—February 11, 7-10 pm**
- **\$1 day—February 20, 9am – 4:30 pm**
- **Winos for Rhinos—March 4, 7-10 pm**