

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

Executive Director

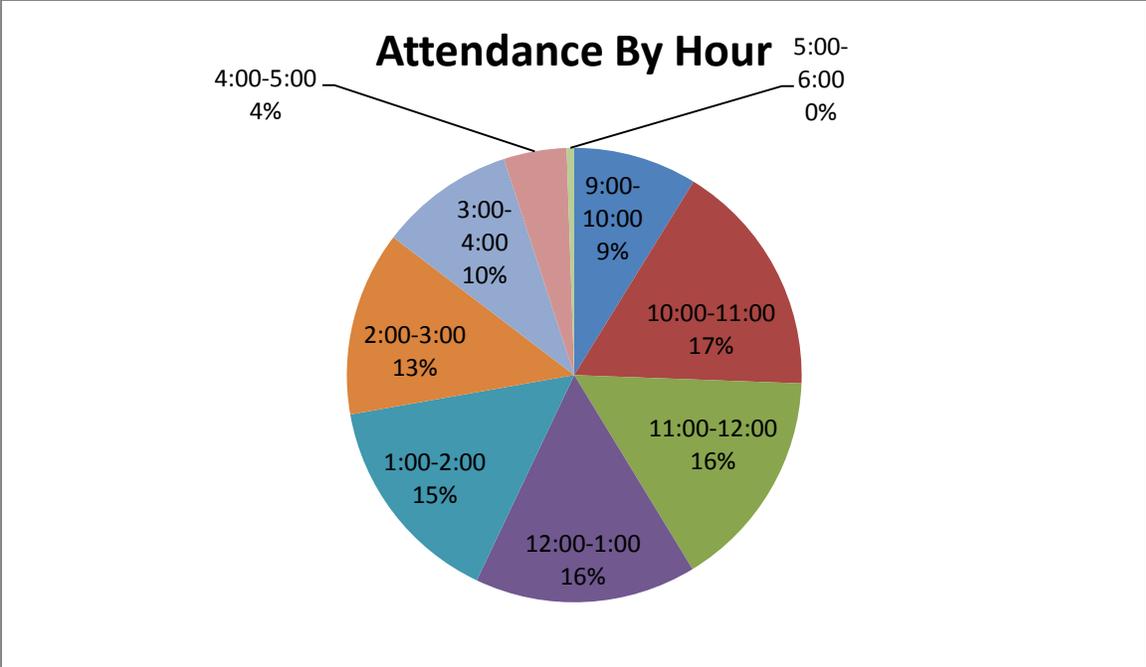
- July was a crazy and busy month!
- Contract with the City of Racine has been finalized
- One of the two new educators started!
- Meetings with RUSD for 2016-2017 school year
- Zoo Debut planning well underway
- Was on Racine and Me a few times to promote Zoo Programs
- Created CIP plans for 2017-2026

Membership

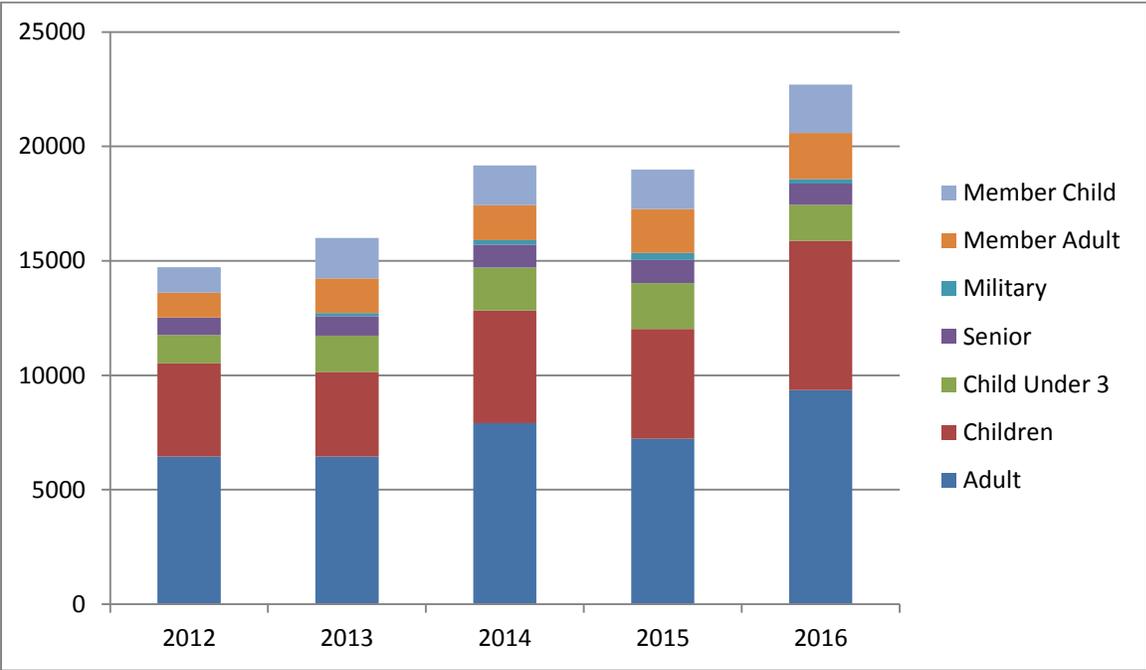
- Total memberships households = 2,006 (dropped slightly as folks are out and about on vacation and not remembering to renew)

Attendance for July 2016

	July 2015	July 2016	Variance	Percent change
Adults	7235	9361	2126	29%
Children	4784	6512	1728	36%
Member Adults	1921	2019	98	5%
Member Children	2084	2111	27	1%
Child 2 and under	2014	1577	-437	-21%
Seniors	1015	930	-85	-8%
Military	295	194	-101	-34%
Education	1294	1186	-108	-8%
Events	NA	6032	6032	NA



July Monthly Attendance 2012-2016



Resource Development

- N/A for July

Public Relations/Social Media

- Our Marketing/PR manager has left the zoo. We are working on filling the position and will update this section for both July and August for our September report.

Miscellaneous Marketing/PR activities

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Racine Zoo-Digital Metrics

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Animal Care

- Animals:
 - Zebras on exhibit! Dayo and Obi
- Exhibits:
 - Up 646 seed stick sales then same time last year!
- Celebrations:
 - National Zookeeper Week! – July 17 – 23
 - Lion cubs 2nd birthday July 7th!

Education

- Our new Education staff is starting in August and we will update this section for both July and August for our September report.

Facilities

- Finished work on frogmouth exhibit
- Water main going to north end had to be repaired in two places
- Gift shop A/C needed new capacitor for motor
- Gift shop furnace needed new blower motor.
- Built platform and put together storage shed north of LOG for summer camp
- Put together 4 tents north of LOG for summer camp
- Regular mowing, trimming and general upkeep of zoo grounds
- Preventative maintenance schedule
- Regular janitorial upkeep
- Set up and tear down of all special events
- Built 3 platforms for Andean bears and put in exhibit
- Meeting with contractors and getting bids lined up for 2016 capital improvements

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

- Received and put out new plush and Shirts for the Zootique
- Updated the Special Events boards and Frames in the Zoo
- Made a new menu for the Grill, items to start selling in August
- Made train checklist to start in August
- Cleaned and Organized Grill basement

July Events:

- Friday, July 1 – **Zoovie: Kung Fu Panda 3**
 - **Attendance:** 44 guests
 - **Weather:** 72°H, 60°L Sunny
 - **Time:** 7-9pm
 - **Event Overview:** Family friendly movie with drinks and popcorn provided by the zoo
- Saturday, July 2 – **Animals & Artisans**
 - **Attendance:** 1261 guests
 - **Weather:** 86°H, 66°L Sunny
 - **Time:** 9am-6pm Value Added Event
 - **Event Overview:** Artist vendors sold goods out of tents near Zoo Choo. One booth had make and take craft items for kids.
- Sunday, July 3 – **Quinceanera**
 - **Attendance:** 350 guests
 - **Weather:** 93°H, 70°L Sunny
 - **Time:** 11am-11pm
 - **Event Overview:** Family rented out the Pavilion for daughters 15th birthday
- Sunday, July 3 – **Racine Concert Band**
 - **Attendance:** 150 guests
 - **Weather:** 93°H, 70°L Sunny
 - **Time:** 7-9:30pm
 - **Event Overview:** Racine Municipal Concert Band plays free concert for community
- Wednesday, July 6 – **Animal Crackers: Grace Kelly**
 - **Attendance:** 750 guests
 - **Weather:** 86°H, 70°L Sunny
 - **Time:** 5:30-9pm
 - **Event Overview:** Jazz concert series
- Sunday, July 10 – **Racine Concert Band**
 - **Attendance:** 223 guests
 - **Weather:** 79°H, 64°L Sunny
 - **Time:** 7-9:30pm
 - **Event Overview:** Racine Municipal Concert Band plays free concert for community
- Monday, July 11 – **Member Monday: Pirates and Princesses**
 - **Attendance:** 344 members
 - **Weather:** 87°H, 72°L Partly cloudy
 - **Time:** 6-8pm
 - **Event Overview:** Value added night for members. Crafts, activities and snackivities for kids

- Friday, July 15 – **\$5 Friday**
 - **Attendance:** 881 guests
 - **Weather:** 69°H, 56°L Sunny
 - **Time:** 9am-6pm
 - **Event Overview:** Discount admission for guests

- Friday, July 15 – **Jeanie B! Kids Concert**
 - **Attendance:** 40 guests
 - **Time:** 6:30-9pm
 - **Event Overview:** Interactive kids concert

- Sunday, July 17 – **Ironman Triathlon**
 - **Attendance:** 2,500 runners
 - **Time:** 8am-4pm
 - **Event Overview:** Triathlon with part of route through the low road of the zoo

- Sunday, July 17 – **Racine Concert Band**
 - **Attendance:** 150 guests
 - **Weather:** 84°H, 65°L Rainy/partly sunny
 - **Time:** 7:30-9pm
 - **Event Overview:** Racine Municipal Concert Band plays free concert for community

- Wednesday, July 20 – **Animal Crackers: Alex Bugnon & Marc Antoine**
 - **Attendance:** 1,100 guests
 - **Weather:** 87°H, 75°L Sunny
 - **Time:** 5:30-9pm
 - **Event Overview:** Jazz concert series

- Saturday, July 23 – **Zoorific Saturday: Zookeeper Games**
 - **Attendance:** 315 guests
 - **Weather:** 89°H, 75°L Rain/Thunderstorms
 - **Time:** 9am-6pm
 - **Event Overview:** Value added day highlighting our zookeepers, Andean bear, giraffes, lions, tigers and black rhinos

- Saturday, July 23 – **Christensen Picnic**
 - **Attendance:** 42 guests
 - **Time:** 11am-5pm
 - **Event Overview:** Family picnic

- Sunday, July 24 – **St. Monica's Picnic**
 - **Attendance:** 52 guests
 - **Weather:** 94°H, 70°L Partly cloudy
 - **Time:** 10am-3pm
 - **Event Overview:** Church picnic

- Sunday, July 24 – **Racine Concert Band**
 - **Attendance:** 150 guests
 - **Time:** 7:30-9pm
 - **Event Overview:** Racine Municipal Concert Band plays free concert for community

- Monday, July 25 – **Beloit University**
 - **Time:** 11am-1pm
 - **Event Overview:** Promoting university with giveaways
- Monday, July 25 – **Member Monday: Zookeeper Games**
 - **Attendance:** 147 members
 - **Weather:** 86°H, 66°L Sunny
 - **Time:** 6-8pm
 - **Event Overview:** Value added night for members. Crafts, activities and snackivities for kids
- Wednesday, July 27 – **World Wine Wednesday**
 - **Attendance:** 50 guests
 - **Weather:** 88°H, 69°L Partly cloudy
 - **Time:** 6-8pm
 - **Event Overview:** Wine tasting, passed aps, cello player and giraffe feeding
- Thursday, July 28 – **Cigar Dinner**
 - **Attendance:** 100 guests
 - **Weather:** 87°H, 72°L Partly cloudy/rain
 - **Time:** 6-10pm
 - **Event Overview:** Fundraiser with plated dinner, silent auction and live auction
- Friday, July 29 – **Oak Creek Library: Harry Potter Party**
 - **Attendance:** 100 guests
 - **Time:** 8:30-11pm
 - **Event Overview:** Zoo info table and snake animals ambassadors were at book event
- Saturday, July 30 – **Twin Disc Picnic**
 - **Attendance:** 150 guests
 - **Time:** 11am-4pm
 - **Event Overview:** Company picnic with aviary encounters and train rides
- Sunday, July 31 – **Racine Concert Band**
 - **Attendance:** 150 guests
 - **Time:** 7:30-9pm
 - **Event Overview:** Racine Municipal Concert Band plays free concert for community

Networking/Professional Development Events:

- Friday, July 8
 - Belle City Magazine launch party
 - Racine Zoo is in the August edition of this positive new magazine

Bookings:

- Guttenberg birthday: Booked 08.24.16
- Sewell birthday: Booked 08.06.16
- Imtiam birthday: Booked 08.14.16
- Harrod birthday: Booked 08.28.16

Special Events/Sales Miscellaneous:

- Track event inquires to get a percentage of parties that are booked

Coming up at the Zoo:

- **Roar and Pour:** August 10 6:00-8:00 p.m.
- **Zooriffic Saturday Reptiles & Amphibian Awareness Day:** August 13 9:00-6:00 p.m.
- **Municipal Band:** August 14 7:00-8:30 p.m.
- **Animal Crackers:** August 17 5:30-9:00 p.m.
- **\$5 Friday:** August 19 9:00-6:00 p.m.
- **Slumber Safari:** August 19 5:30 p.m. – 9:00 a.m. (next day)
- **21st Annual Car, Truck and Bike Show:** August 21 9:00-4:00 p.m.
- **Member Monday:** August 22 6:00-8:00 p.m.
- **World Wine Wednesday:** August 24 6:00-8:00 p.m.
- **Bella Cain:** August 25 7:00-9:00 p.m.
- **Roar and Pour:** August 31 6:00-8:00 pm
- **Zooriffic Saturday:** September 2 9:00-6:00 p.m.
- **Zoo Debut:** September 10 6:00-11:00 p.m.