

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

Executive Director

- Just graduated from Leadership Racine (May 10)
- Preparing for high season with new exhibits and events! Going to be an exciting 2016!
- Started longer hours on Saturday, April 30
- Interviewing for summer staff in all departments
- Conducting tours for VIP's
- Processing donation requests
- Zoo Debut meetings and tasting for menu approval
- Attended Greening Greater Racine meetings
- Attended Visioning Racine meeting
- Attended a Collaborative meeting sponsored by the Junior League

Membership

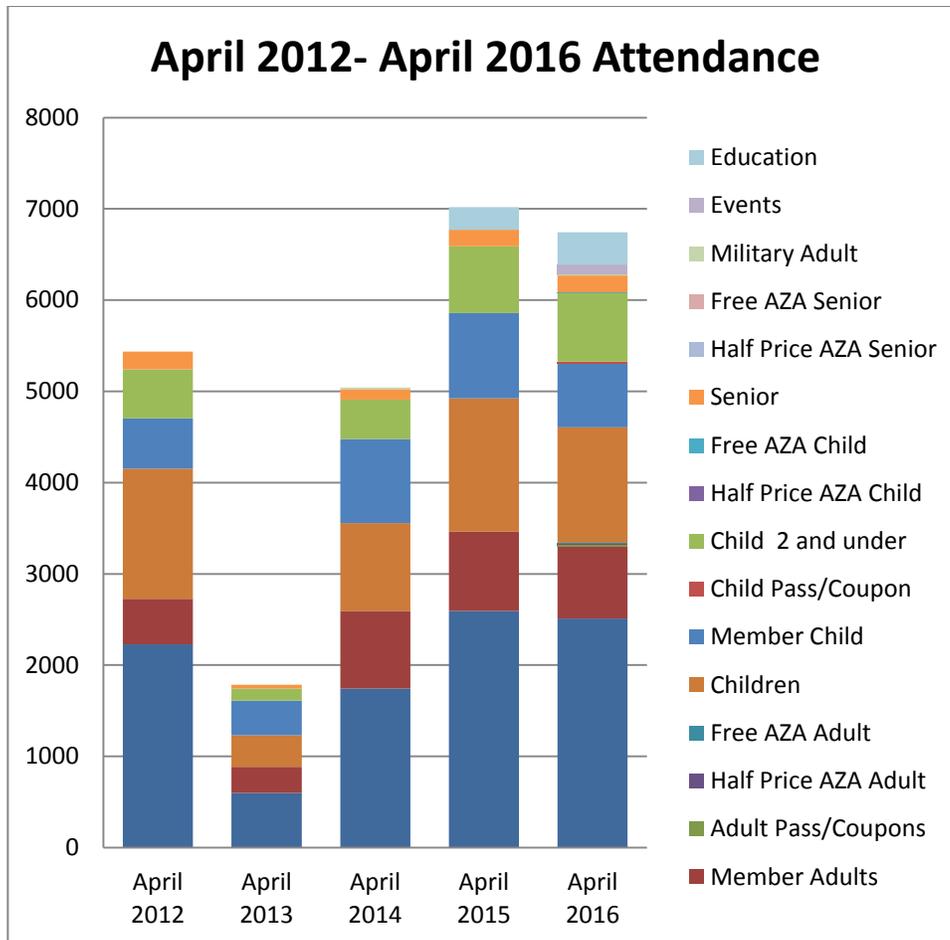
- Total memberships households = 2,022 (highest ever!)

Attendance for April 2016

Attendance	April 2015	April 2016	Variance	Percent Growth
Adults	2593	2547	-46	-2%
Children	1460	1288	-172	-13%
Member Adults	870	792	-78	-10%
Member Children	936	704	-232	-33%
Free Children < 3	732	753	21	3%
Seniors	179	188	9	5%
Education	247	355	108	30%
Military	2	14	12	86%
Events	0	101	NA	NA
Total	7019	6742	-277	-4%

Attendance for April 2016 by hour

Time	Hourly Counts*
9:00-10:00	418
10:00-11:00	882
11:00-12:00	1065
12:00-1:00	1098
1:00-2:00	1170
2:00-3:00	1081
3:00-4:00	572
Total	6286
*doesn't include event and education attendance	



Resource Development

- Finalized Habush, Habush & Rottier Animal Crackers sponsorship
- Finalizing Knight Barry Title Animal Crackers sponsorship
- Coordinating with Johnson Bank regarding their Animal Crackers sponsorship

Public Relations/Social Media

- **Press release:** Penguin Chick Hatching
- **Press release:** Twin Tamarins
- **E-blast:** April Fools Flash Sale(4/1)
- **E-blast:** April Upcoming Events (4/19)
- Active Tweets, YouTube, and Facebook postings
- Media Relations: Worked with Journal Times to update upcoming events for Summer Fun Guide
- Updated website homepage articles, sliders, and created several event pages

Miscellaneous Marketing/PR activities

- Created several event posters for campus promotion
- Completed Andean Bear Conservation Matters book (pending approval)
- Completed additional teardrop flag artwork (animals and tickets)
- Completed Animal and Artisans logo
- Created Animal Crackers food tickets
- Completed full-page events ad for Journal Times
- Developed Mother's Day brunch graphics and product page
- Completed *Wildlife Matters* magazine (pending final approval)
- Updated Education Program brochure (pending approval)
- Updated membership brochure (pending approval)
- Updated online events calendar
- Updated upcoming events flyer
- Created 5K Run/Walk bib and medal artwork
- Completed event tickets (World Wine Wednesday, Roar and Pour, Zoovies, Kids from Wisconsin, Jeanie B!, Mother's Day)
- Round up for Conservation signage
- **Printed:** Zoo Debut save the date postcard
- **Printed:** Member Appreciation Night save the date postcard
- **Printed:** Cigar Dinner save the date postcard
- **Printed:** Safari Club inserts
- **Printed:** Animal Crackers tickets
- Created web graphics and built product for Jeanie B!
- Attended Operations/Leadership Meetings

Racine Zoo-Digital Metrics

April 1 – April 30, 2016

Website	Month	Variance vs Previous
Avg. Daily Sessions	12,193	+12%
Avg. Page Views	39,507	+21%
Avg. Page Views/Session	3.24	+8%
% new, returning	70% new, 30% return	New users: 8,569
Avg. time on site	2:07 (min.)	+4%
% from mobile devices	63%	N/A
Acquisition	19% referral, 68% organic, 11% direct, 2% social	N/A

Social Media	Month	Variance vs Previous
Facebook page likes	165	14,900 (lifetime)
Twitter followers	23	1,981
Twitter profile views	277	-2%
ZooTube subscribers	3	47
ZooTube watch time (in minutes)	443 (min.)	14,045 (lifetime)
ZooTube views	429 (min.)	20,461 (lifetime)

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	28 (new)	704
Database-Members	3,248	NA
Blast: April Fools Day Promo	30% Open rate	NA
Blast: April Upcoming Events	25% Open Rate	NA

Animal Care

Animal News:

- Tamarin twins! Born April 18th.
- Sent out male wallaroo to San Francisco Zoo
- Farm is now open!

Veterinary News:

- Hysterectomy on coati

Exhibits:

- Working on new exhibits for spring.

Education

- Bookings in April
 - Total
 - 11 different program bookings (9 on, 2 off)
 - 1 more library programs for donor request fulfillment
 - Waterford Public Libraries
 - Wildlife Explorers: 2 classes totaling 52 kids and 6 adults
 - 2 staff participated in Wisconsin Association of Environmental Educators consortium on 4/26
 - Participated in Wild 5K event on 4/23
 - One staff participated in National Association for Interpretation training session at Lincoln Park Zoo on 4/23
 - 75 camp spots filled for summer camp so far
 - 15% full
 - 4 groups registered for Slumber Safaris
 - Continuing to conduct summer staffing interviews

Upcoming things

- 2 more library programs scheduled for donor request fulfillment
- Hiring for seasonal positions
- Conducting Volunteer interviews
- Preparations for Member Night
- Preparations for Summer Camp staffing, logistics and supplies
- Continue to promote Slumber Safari overnight programs and Summer Camp

Facilities

- Finished work on bat exhibit in discovery center
- Had new concrete put in over in front of lion exhibit , main entrance
- Had concrete pad poured and installed new exhibit at main entrance for Miranda
- Installed new waterless urinal in LOG restroom old one broke
- New water and sewer line installed in green barn at farm
- Replaced broken spring for garage door main building
- Met twice with heating consultants Angus Young, and Bill Miller and Tom Eeg about upgrades to LOG heating
- Had old playground equipment at south end removed
- Started turning on water around zoo for the season
- Cut whip grass as needed, mulch and weed as needed
- Set up whatever special events we had this month

Operations

- Sold out of new items purchased in December and January
- Hired new staff to begin training for high season
- Installed Mirror in admissions window to better ensure entrance security
- Began reorganization of gift shop work space

April Events

- Saturday, April 23rd – **Wild 5K Walk Run**
 - **Attendance:** 101 participants
 - **Weather:** 54 degrees, sunny
 - **Time:** 7-10am
 - **Give Away:** T-shirt, pinnies & gift bag
 - **Vendors:**
 - DJ – Silverspoon Entertainment
 - Massage – Oriental Wellness Center
 - **Outside Sponsored Refreshment Table:**
 - Pick 'n Save – Bottled Water
 - Piggly Wiggly – Banana
 - O&H Bakery – Cookies & Sweet Bread
 - **Event Overview:** Run/Walk started by pavilion then along Lake Michigan on the path that runs adjacent to the Zoo. The last 0.6km was inside the zoo with the finish line in front of the Zoo Choo.
 - **Feedback:**
 - Distance markers along route
 - All staff at finish line to cheer on runners

- Wednesday, April 27th – **World Wine Wednesday**
 - **Attendance:** 72 people
 - **Weather:** 46 degrees, rain
 - **Time:** 6-8pm
 - **Give Away:** World Wine Wednesday commemorative wine glass
 - **Vendors:**
 - Wine Tasting – Uncorkt
 - Sampling of 5 types of African Wines
 - Caterer – Gooseberries (aka Courtyard Catering)
 - Menu: Crostini w/ Roasted Grapes and Peppered Cheese, Roasted Chic Peas, Deviled Eggs w/ Sweet Corn, Vegetable Samosas and Spiced Beef Skewers
 - **Special Something:** Giraffe Encounter w/ photo
 - **Event Overview:** Guests were welcomed by Beth with a WWW wine glass and 2 complimentary drink tickets. Wine tasting as done throughout event and guests could purchase wine to be picked up at Uncorkt. Hors D’oeuvres were passed during event. Groups of 6-8 people were brought to the giraffe barn to feed giraffes and get their picture taken with the Bo and Mac.
 - **Feedback:** Attendees had a great time despite the rain. Several partakers posted pictures of event on social media.

- Friday, April 29th – **Zoovie (Alvin and The Chipmunks: Road Chip)**
 - **Attendance:** 31 movie goers
 - **Weather:** 52 degrees, overcast
 - **Time:** 6-8pm
 - **Giveaway:** Popcorn & Drink
 - **Vendors:**
 - The Party Company: blow-up screen, dvd player, projector and speakers
 - **Event Overview:** Zoovie was shown in the Main Building due to the cold temperature outside. The children had a great time dancing and jumping around to the music in the movie.
 - **Feedback:** Parents thought it was great and had fun seeing the animals with their children in the building before and after the movie.

- Saturday, April 30th – **March of Dimes: March for Babies**
 - Outside Event

Coming up at the Zoo:

- **Children’s Mental Health Day:** May 5th 9—6:00 p.m.
- **Mother’s Day:** May 8th 9 a.m. – 6 p.m.
- **Endangered Species Day:** May 14th 9 a.m. – 6 p.m.
- **Slumber Safari:** May 21st 5:30 p.m. - 9 a.m.
- **Member Appreciation Night:** May 26th, 6 – 8 p.m.
- **Slumber Safari:** June 4th 5:30 p.m. - 9 a.m.
- **Member Monday “Kick off to Summer”:** June 13th 6—8 p.m.
- **World Wine Wednesday:** June 15th 6—8 p.m.
- **Family Putt Putt Golf Tournament:** June 19th (times TBD)
- **Zooriffic Saturday World Giraffe Day:** June 25th 9—6 p.m.
- **Kids from Wisconsin Family Concert:** June 25th 6:30—8:30 p.m.
- **Member Monday “Plant Nite!”:** June 27th 6—8 p.m.
- **Roar & Pour:** June 29th 6—8 p.m.