

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

**Executive Director**

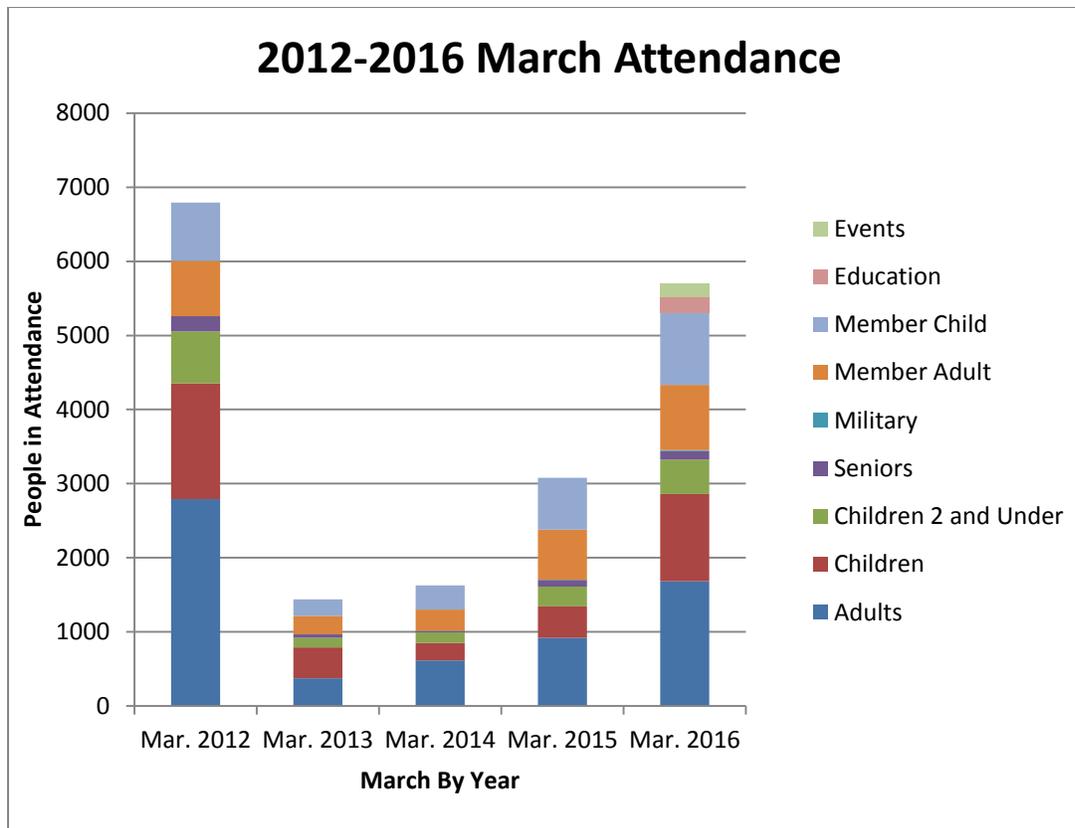
- Just celebrated my one year anniversary!
- Hired a Special Event/Sales Manager—Amber Olsen.
- Hired an Operations Supervisor—Chase Kilpatrick
- Completed a success audit
- Attended a food fair in Milwaukee
- Hosted a RAMAC business blender on March 17, over 110 participants
- Filmed another episode of Racine and Me
- Participating in Leadership Racine. Graduate in May
- Visit the Racine Zoo’s website where you can find great gift ideas to enhance your gift giving for birthdays, anniversaries, etc.: Memberships, bricks, ADOPT packages, gift certificates and lots of unique gift ideas in our Zootique Gift Shop.
- Secured the artists for the 30<sup>th</sup> season of Animal Crackers. July 6—Grace Kelly; July 20—Alex Bugnon and Marc Antoine; August 3—Mucca Pazza; and August 17—Richard Elliot
- Working on a new Animals and Artisans event for July 2.
- Preparing for high season with new exhibits and events! Going to be an exciting 2016!

**Membership**

- Total memberships households = 1993 (gained 53 since last month!)

**Attendance for March 2016**

<b>Attendance Break Down</b>	<b>2015</b>	<b>2016</b>	<b>Variance</b>	<b>Percent Growth</b>
Adults	920	1684	764	83%
Children	424	1175	751	177%
Member Adults	671	882	211	31%
Member Children	700	968	268	38%
Free Children < 3	268	463	195	73%
Seniors	89	119	30	34%
Military	6	11	5	83%
Education	NA	220	NA	NA
Events	NA	176	NA	NA
<b>Total</b>	<b>3078</b>	<b>5698</b>	<b>2620</b>	<b>85%</b>



#### Resource Development

- Finalized Harbourwalk Racine proposal
- Assisted with submission of SCJ grant

#### Public Relations/Social Media

- **Press release:** Animal Crackers Lineup
- **Press release:** Egg-Stravaganza Event
- **E-blast:** Booster Campaign (3/2)
- **E-blast:** Roar and Pour Reminder (3/8)
- **E-Blast:** Booster Campaign Reminder (3/18)
- **E-Blast:** Animal Crackers FLASH Sale (3/23)
- **E-Blast:** Animal Crackers FLASH Sale Reminder (3/26)
- Active Twitter and Facebook postings
- **Media Relations:** WISN 12 live shots/interview at the Zoo
- Updated website homepage articles, sliders, and created several event pages
- **Event Posts:** Share the Love event, World Wine Wednesday

### Miscellaneous Marketing/PR activities

- Created several event posters for campus promotion
- Completed pop-up display and flag artwork
- Completed Egg-Stravaganza map and signage
- Completed new Roar and Pour tickets
- Working on *Wildlife Matters* magazine
- Working on Education Program brochure
- Updated membership brochure (pending approval)
- Updated online events calendar
- Updated upcoming events flyer
- Created Member Night postcard (pending approval)
- Created several Animal Crackers FLASH sales on website & email
- Created Cigar Dinner save the date card (pending approval)
- Prepared Round up for Conservation talking points and webpage
- Updated Wild Birthday Party webpage
- **Printed:** 2016 Zoo rack card
- **Printed:** 2016 Zoo Debut save the date card
- Updated/created several pages on website
- Designed various homepage sliders for website
- Developed Zoovie Night logo and built product page for April 29 event
- Prepared and distributed Zoo Debut event reports to committee
- Created web graphics and built product for Kids from Wisconsin concert
- Developed graphics for Children's Mental Health Day
- Completed design of Animal Crackers tickets

## Racine Zoo-Digital Metrics

March 1 – March 31, 2016

Website	Month	Variance vs Previous
Avg. Daily Sessions	10,933	+60%
Avg. Page Views	32,659	+51%
Avg. Page Views/Session	2.99	-5%
% new, returning	72% new, 28% return	New users: 7,840
Avg. time on site	2:02 (min.)	-11%
% from mobile devices	53%	N/A
Acquisition	19% referral, 62% organic, 15% direct, 2% social, 2% email	N/A

Social Media	Month	Variance vs Previous
Facebook page likes	2,120	17,094 (lifetime)
Twitter followers	55	1,958
Twitter profile views	281	-6%
ZooTube subscribers	-1	44
ZooTube watch time (in minutes)	433 (min.)	13,602 (lifetime)
ZooTube views	330 (min.)	20,032 (lifetime)

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	18 (new)	676
Database-Members	3,260	NA
Blast: Booster Campaign	29% Open rate	NA
Blast: Roar and Pour Reminder	26% Open Rate	NA
Blast: Booster Reminder	31% Open Rate	NA
Blast: Animal Crackers FLASH	25% Open Rate	NA
Blast: Animal Crackers FLASH Reminder	23% Open Rate	NA

## Animal Care

### Animals:

- Acquired three new animals for a new exhibit in the Discovery Center for unveiling in May.
- Max, the orangutan, age 30, had a very successful annual exam.

### Conferences:

- Curator of Animal Care and Conservation along with one Animal Care Supervisor attended AZA mid-year in Omaha, NE.

### Exhibits:

- Repairs in the back of house for the Black rhinos.
- Working on new exhibits for spring.

## Education

- Bookings in March
  - Total
    - 16 different program bookings (6 on, 10 off)
      - One free Behind the Scenes for a Zoo Debut donation
      - 2 library programs for donor request fulfillment
        - Burlington and Racine Public Libraries
  - Wildlife Explorers: 10 classes totaling 168 kids and 18 adults
  - 2 staff participated in National Association of Interpretation training
    - Submitted NAI mini grant for African penguin signage
  - Brought animal ambassadors to RAMAC event on 3/15
  - Participated in career fair on 3/16 at UW Parkside
  - Participation in Eco-Fest at Gateway on 3/19
  - Brought animal ambassadors to Roar and Pour event on 3/19
  - Brought animal ambassadors to WISN on 3/20
  - Participated in Women in Science event at Kenosha Public Museum on 3/20
  - Participated in Egg-stravaganza event on 3/26
  - 36 campers registered for summer camp so far; exceeded March income expectations by 81%
  - 3 new education animal ambassadors on site; 2 more in process

### Upcoming Education things

- 3 more library programs scheduled for donor request fulfillment
- Interviewing for seasonal positions
- Assisting with 5K Walk/Run on 4/23
- Continue to promote Slumber Safari overnight programs and Summer Camp

## Facilities

- Started work on new exhibit in the Discovery Center
- Re worked knock knock doors for eggstravaganza
- Set up for eggstravaganza
- Set up for roar and pour
- Electrical work for new lights in Discovery Center and outlets for quad exhibit completed
- Made new platforms for scales for big cats
- Preventative maintenance scheduled for the month
- Received quotes for security cameras
- Installed 2 new drinking fountains in main building
- Replaced 2 seal bearing assembly for circulator pumps in main building
- General maintenance request forms.
- General janitorial, maintenance, and upkeep of zoo grounds
- Put window tint on all windows in administration
- Got quotes for possible rock removal from old camel yard
- New air conditioner installed for administration

## Operations

- Most successful Eggstravaganza to date
- Started selling new merchandise from K&M, C&D Works and MV Sport
- Selling extra penguin booster shirts and hoodies in the gift store
- Working on a new strategy for the grill

## March Events

- **Roar & Pour:** March 19
- **Eggstravaganza:** March 26

## Coming up at the Zoo:

- **Wild 5K Run/Walk:** April 23<sup>rd</sup> 7 – 9 a.m.
- **World Wine Wednesday:** April 27<sup>th</sup> 6 – 8 p.m.
- **Zoovie—Alvin & the Chipmunks Road Chip:** April 29<sup>th</sup> 6—8 p.m.
- **Zoo's summer hours starts:** April 30<sup>th</sup> 9:00—6:00 p.m.
- **Children's Mental Health Day:** May 5<sup>th</sup> 9—6:00 p.m.
- **Mother's Day:** May 8<sup>th</sup> 9 a.m. – 6 p.m.
- **Endangered Species Day:** May 14<sup>th</sup> 9 a.m. – 6 p.m.
- **Slumber Safari:** May 21<sup>st</sup> 5:30 p.m. - 9 a.m.
- **Member Appreciation Night:** May 26<sup>th</sup>, 6 – 8 p.m.
- **Slumber Safari:** June 4<sup>th</sup> 5:30 p.m. - 9 a.m.
- **Member Monday "Kick off to Summer":** June 13<sup>th</sup> 6—8 p.m.
- **World Wine Wednesday:** June 15<sup>th</sup> 6—8 p.m.
- **Family Putt Putt Golf Tournament:** June 19<sup>th</sup> (times TBD)
- **Zooriffic Saturday World Giraffe Day:** June 25<sup>th</sup> 9—6 p.m.
- **Kids from Wisconsin Family Concert:** June 25<sup>th</sup> 6:30—8:30 p.m.
- **Member Monday "Plant Nite!":** June 27<sup>th</sup> 6—8 p.m.
- **Roar & Pour:** June 29<sup>th</sup> 6—8 p.m.