

**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

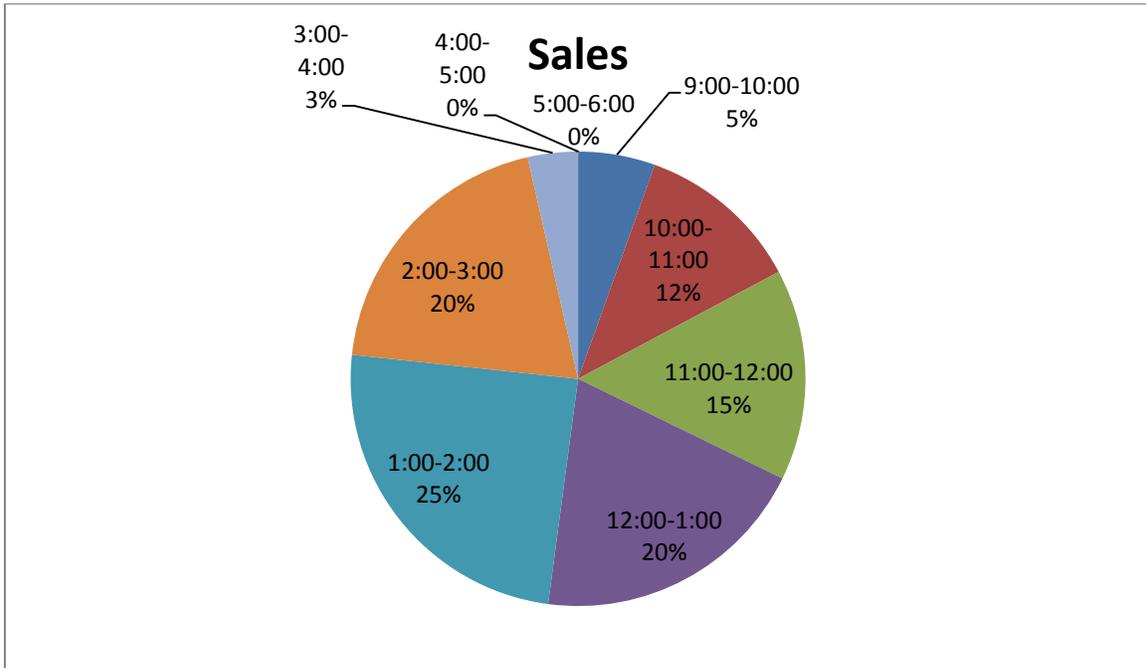
Membership

- Total memberships households = 2,023

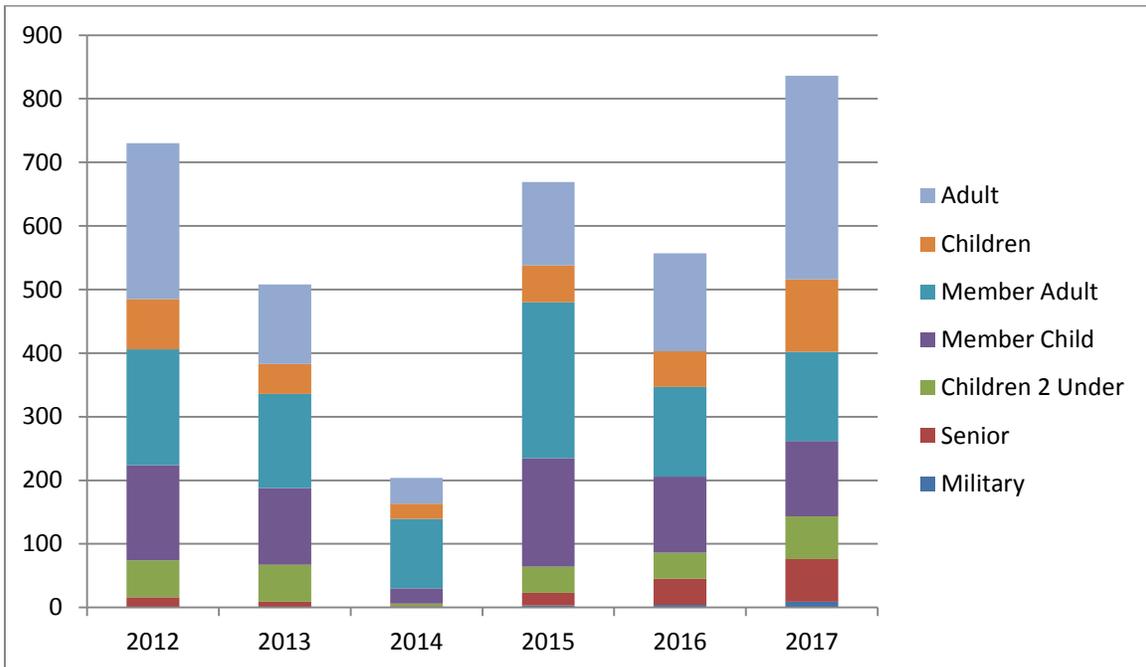
Attendance for January 2017

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

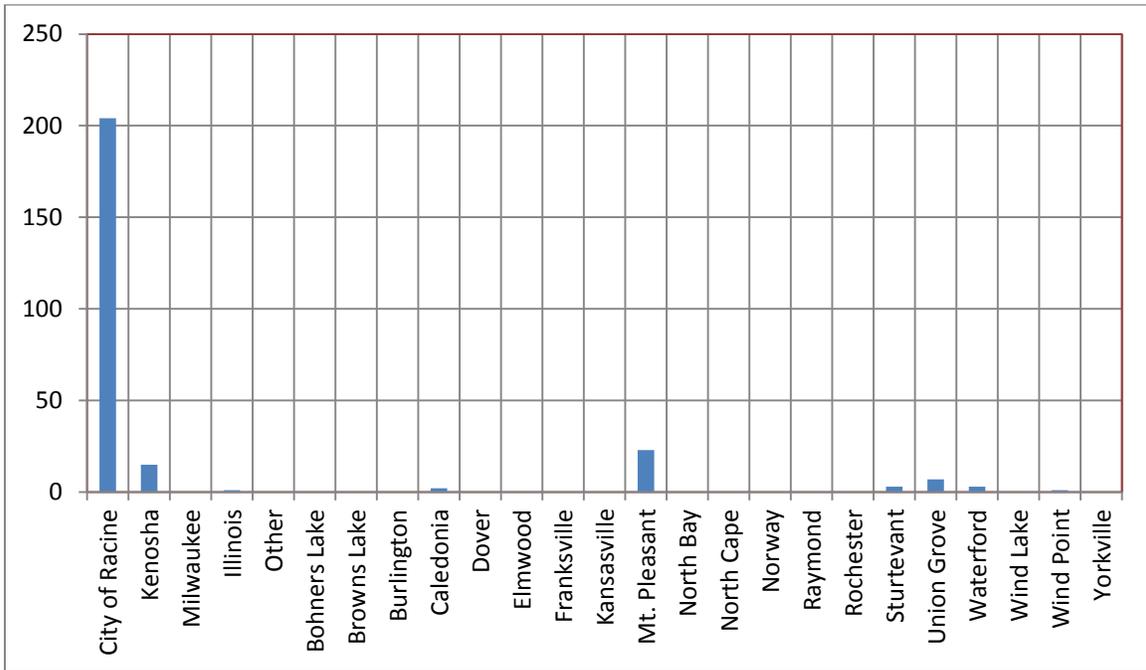
January 2017 Attendance By Hour



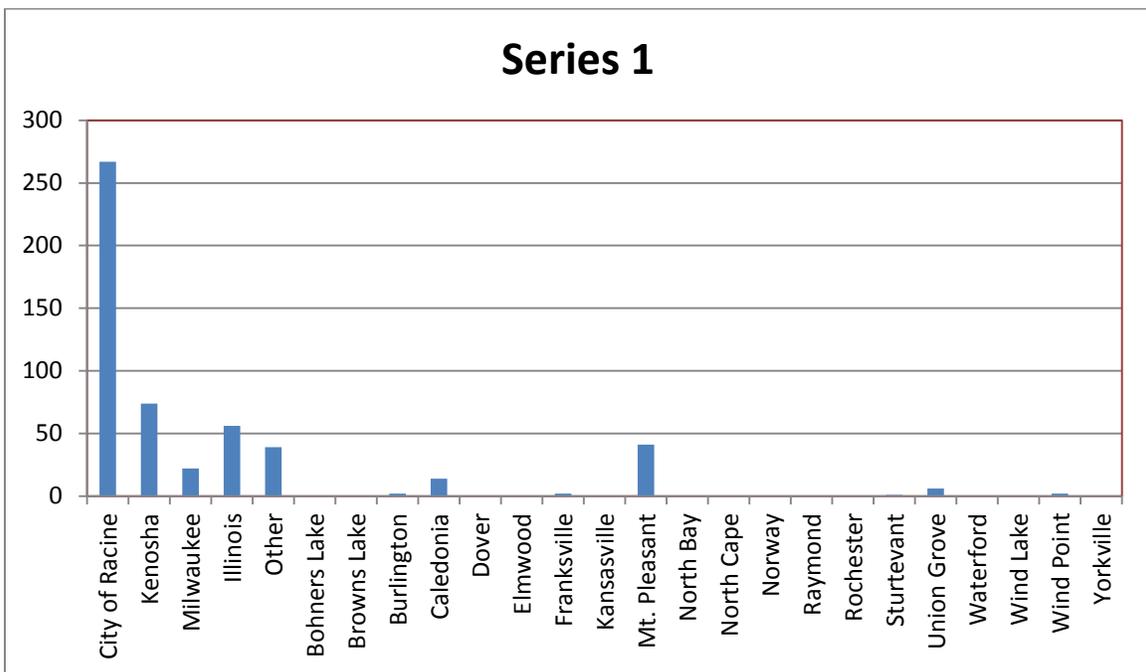
January Monthly Attendance 2012-2017



January Member Municipality



January Non-Member Municipality



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 rewaxed 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:

Page Summary Last 28 days ↕
Export Data

Results from Jan 04, 2017 - Jan 31, 2017
■ Organic ■ Paid

<p>Actions on Page i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">3</p> <p>Total Actions on Page ▲50%</p>	<p>Page Views i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">535</p> <p>Total Page Views ▲37%</p>	<p>Page Likes i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">218</p> <p>Page Likes ▲180%</p>
<p>Reach i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">189,219</p> <p>People Reached ▲197%</p>	<p>Post Engagements i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">18,540</p> <p>Post Engagement ▲295%</p>	<p>Messages i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">70%</p> <p>Response Rate ▼30%</p> <p style="font-size: 24pt; font-weight: bold;">17:55:37</p> <p>Average Response Time ▲118%</p>
<p>Videos i</p> <p>January 3 - January 30</p> <p style="font-size: 24pt; font-weight: bold;">32,554</p> <p>Total Video Views ▲1,482%</p>		

Recent Promotions on Racine Zoo + Create New Promotion

	<p>Event Promotion</p> <p>Completed</p> <p>Animal Amore</p> <p>Saturday, February 11, 2017, 6 PM - 9 PM</p> <p>Promoted by Savannah Ingram on 01/09/2017</p>	<p style="font-size: 24pt; font-weight: bold;">26,616</p> <p>People Reached</p>	<p style="font-size: 24pt; font-weight: bold;">189</p> <p>Link Clicks</p>	<p style="font-size: 24pt; font-weight: bold;">\$55.97</p> <p>Spent of \$56.00</p>	<p>Boost Again</p>
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[Manage all promotions >](#)

Social Media	Month	Variance vs Previous
Facebook page likes	20	72,963 vs 64,318
Twitter followers	2,253	7,470 impressions
Twitter profile views	261	13.3%
Instagram followers	175	44 posts

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	14 (new)	785
Database-Members	3,277	NA
Blast: Jan 2017	24.3% Open Rate	NA

Google	Rate	NA
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racinezoo.org
All Web Site Data [GO TO REPORT](#)

Audience Overview Jan 1, 2017 - Jan 31, 2017

All Users
100.00% Sessions

Overview

Legend: ● Sessions ● Pageviews

Sessions	Users	Pageviews
4,275	3,400	10,605
Pages / Session	Avg. Session Duration	Bounce Rate
2.48	00:02:00	57.94%
% New Sessions		
73.78%		

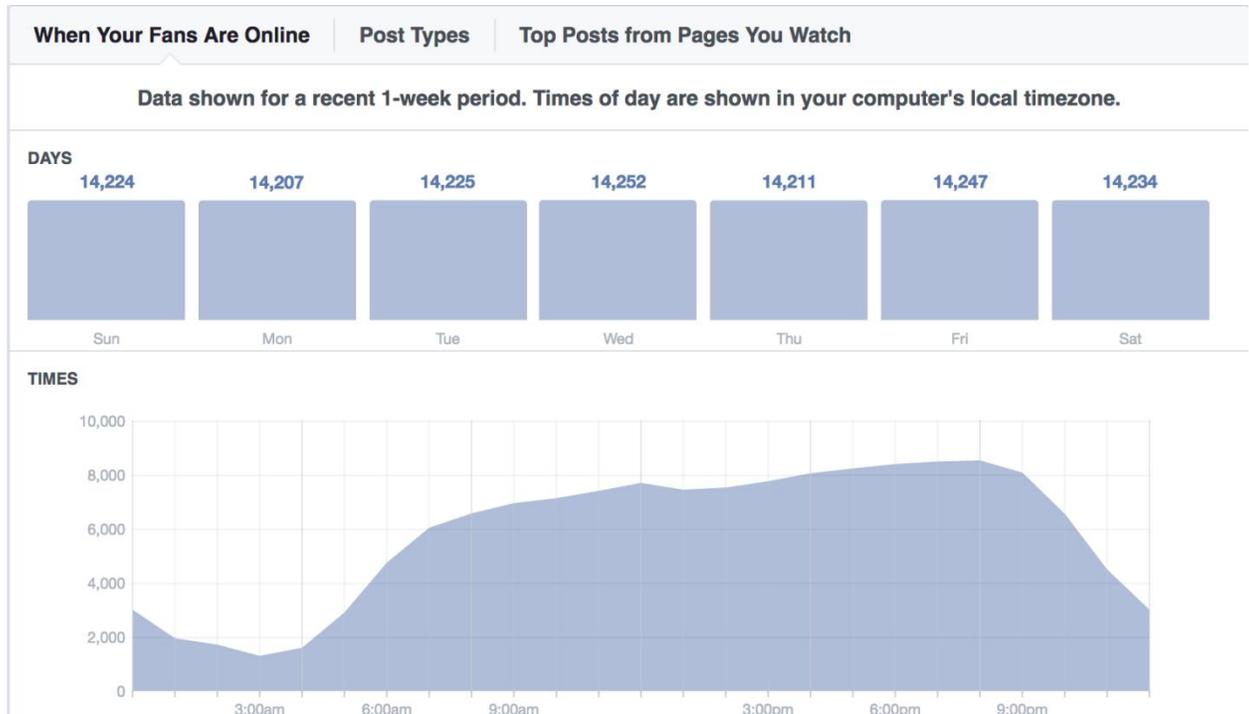
■ New Visitor ■ Returning Visitor

73.8% New Visitor, 26.2% Returning Visitor

All Posts Published

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
01/31/2017 4:36 pm	 Winos For Rhinos			0	0 0	Boost Event
01/31/2017 2:54 pm	 #HappyInternationalZebraDay #RacineZoo			597	3 7	Boost Post
01/25/2017 3:18 pm	 Calling all Brides! We are giving away 2 Free Tickets!!!! The Rac			1.9K	120 21	Boost Post
01/25/2017 11:43 am	 Hey everyone, meet Gilly! Gilly is a Lesser Tenrec. Here she is			5.9K	333 183	Boost Post
01/25/2017 11:42 am	 Hammin' it up for the spotlight #littlepig #oinkster #racinezoo			2.8K	27 56	Boost Post
01/24/2017 4:58 pm	 Hey! Are you interested in Frogs?? Become a Citizen Scientist			4.9K	146 118	Boost Post
01/24/2017 12:38 pm	 Fantastic Mister (Fennec) fox! #zorro #fennecfox #racinezoo			4.2K	52 135	Boost Post
01/20/2017 3:40 pm	 Happy Friday everyone, here is a video shot by one of our keep			3.8K	197 52	Boost Post
01/19/2017 3:48 pm	 I spy with my little eye- a polka dotted yellow fellow! Looks like			2.8K	56 54	Boost Post
01/17/2017 12:35 pm	 Here's a short video that was taken by one of our keepers playi			8.2K	687 271	Boost Post
01/16/2017 11:54 am	 Saturday was Kramer's 23rd Birthday!! Kramer is a spider monk			4.4K	224 152	Boost Post
01/16/2017 9:12 am	 Happy MLK Jr. DAY!! Come and visit the Racine Zoo for just O			3.5K	33 58	Boost Post
01/14/2017 3:34 pm	 Today is Dassen's 1st Birthday! He is an African Penguin and w			5.8K	179 259	Boost Post
01/06/2017 2:48 pm	 Today is our fossa, Kirindy's, 11th birthday! Help us wish Kirindy			7.3K	279 245	Boost Post
01/06/2017 12:55 pm	 Don't mind our little grey tree frog, he's just a bit camera shy ☺			3.7K	25 40	Boost Post
01/06/2017 10:25 am	 Dewey our tortoise loves having his shell rubbed. Did you know t			54.6K	5.7K 2.6K	Boost Post
01/04/2017 9:26 am	 Our next \$1 Day is January 16th, Martin Luther King Jr. Day. C			4.9K	34 34	Boost Post
01/03/2017 9:24 am	 Executive Director Beth Heidorn and Mini the skunk, on the cove			2K	64 38	Boost Post



January Events:

Special Events:

- Sunday, January 29 – **The Journal Times 4th Annual Winter Bridal Showcase**
 - **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 it 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 bridal correspondence
- Preparing for a busy & successful 2017 high season

- Help Education Animal Care: Routine 3
 - Thursday, January 5 – 10:00am to 12:30pm
 - Tuesday, January 24 – 10:00am to 12:30pm
 - Wednesday, January 25 – 10:00am to 12:30pm
 - 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**