

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

Executive Director

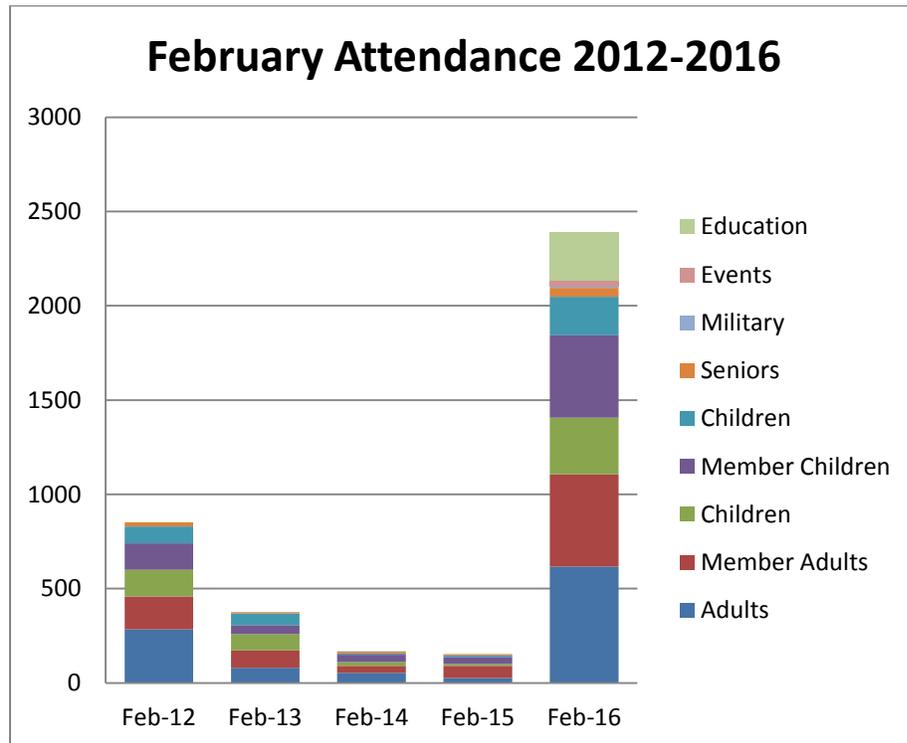
- Interviewed for the special events/sales person. All went well. We have made our selection and at the time of this report, we are waiting for an answer on the offer.
- Participating in Leadership Racine.
- Corporate partnership drive is in process.
- Dropped/lapsed membership drive ended at midnight on Monday, February 29. Success!!
- 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.
- February promotion for Animal Crackers. 20% off for season passes, artists are sight unseen! This rate is only good in February. Trying new promotions this year. We sold 276. Not bad for a first promotion of its kind!
- Securing the artists for the 30th season of Animal Crackers. Hope to announce in early March.
- Zoo Debut meetings occurring already. Bids are being secured. Theme this year is James Bond 007 "Shaken, not stirred"
- We are going to be having some kid concerts at the zoo this summer. One of them is KIDS from Wisconsin (like a Glee performance) on Saturday, June 25 and one called Jeanne B! on Friday, July 15.
- Our first ever Family Putt Putt Golf Tournament will happen on Sunday, June 19, Father's Day. We will have 18 holes and have two times to participate. Shotgun start with prizes!
- Preparing for high season with new exhibits and events! Going to be an exciting 2016!

Membership

- Total memberships households = over 1940!

Attendance for February 2016

Attendance Break Down	2015	2016	Variance	Percent Growth
Adults	28	617	589	91%
Children	10	301	291	93%
Member Adults	64	489	425	74%
Member Children	38	436	398	83%
Free Children < 3	8	204	196	92%
Seniors	7	48	41	71%
Education	0	254	254	100%
Military	0	8	8	100%
Picnics	0	0	0	NA
Weddings	0	0	0	NA
Events	0	30	30	100%
Miscellaneous	0	0	0	NA
Total	155	2387	2232	87%



Resource Development

- Updating corporate sponsor proposals for upcoming meetings (ex. Johnson Bank)
- Creating sponsor proposals for new events
- Meeting with Harbourwalk Hotel Racine
- Secured Habush, Habush & Rottier for Animal Crackers sponsorship
- Completed information needed for WE Energies grant submission

Public Relations/Social Media

- **Press release:** African Penguin Chicks Born
- **Press release:** Animal Amore
- **E-blast:** Animal Crackers promotion (2/1)
- **E-blast:** Upcoming Events (2/9)
- **E-Blast:** Lapsed Member promotion (2/10)
- **E-Blast:** Animal Crackers promotion reminder (2/25)
- Active Twitter and Facebook postings
- Updated website homepage articles, sliders, and created several event pages
- **Event Posts:** Share the Love event, World Wine Wednesday

Miscellaneous Marketing/PR activities

- Created Share the Love graphics for website and Facebook
- Updated World Wine Wednesday graphics and created tickets
- Completed Journal Times community newsletter
- Created several event posters for campus promotion
- Met with the Racine Theater Guild
- Contacted Kenosha Kingfish to schedule a Zoo member night
- Created artwork for Animal Amore favors
- Finalizing pop-up display and flag artwork
- Printed: Lapsed member promotion
- Updated special events flyer through November
- Updated online events calendar
- Updated wedding and events information on the website
- Updated several pages on website
- Designed various homepage sliders for website
- Attended Operations/Leadership Meetings
- Attended Zoo Debut meeting
- Participated in interviews for event coordinator position

Racine Zoo-Digital Metrics

February 1 – February 29, 2016

Website	Month	Variance vs Previous
Avg. Daily Sessions	6,627	+45%
Avg. Page Views	20,701	+57%
Avg. Page Views/Session	3.12	+8%
% new, returning	71% new, 29% return	New users: 4,717
Avg. time on site	2:14 (min.)	+9%
% from mobile devices	53%	N/A
Acquisition	15% referral, 60% organic, 19% direct, 2% social, 62% email	N/A

Social Media	Month	Variance vs Previous
Facebook page likes	516	14,974 (lifetime)
Twitter followers	45	1,903
Twitter profile views	281	-6%
ZooTube subscribers	-1	44
ZooTube watch time (in minutes)	367(min.)	13,113 (lifetime)
ZooTube views	621 (min.)	19,614 (lifetime)

E-Newsletters/E-Mails	Month	Lifetime
Database Totals-General	20 (new)	658
Database-Members	3,274	NA
Blast: Animal Crackers Promotion	28% Open rate	NA
Blast: February Upcoming Events	28% Open Rate	NA
Blast: Lapsed Member Promotion	32% Open Rate	NA
Blast: Animal Crackers Reminder	22% Open Rate	NA

Animal Care

Animals:

- Sunny the woodchuck made her prediction on Groundhog's Day. Spring will come early!
- Celebrated Diamond, Andean bear, 25th birthday on February 4th.
- Debuted two African penguin chicks to public, Kobe and Dassen

Conferences:

- An animal care specialist attended AZA School in Wheeling, WV for Records Keeping course. This is mandatory to be an AZA accredited Zoo.
- Curator of Animal Care and Conservation along with the two Animal Care Supervisors attended Safety Workshop at Milwaukee County Zoo for one day.

Exhibits:

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

Events:

- Share the Love event to show guests the enrichment that was purchased for the animals over the holidays.

Education

- Bookings in February
 - Total
 - Different program bookings (2 on, 4 off; one free Behind the Scenes for a Rotary Club donation)
- Wildlife Explorers: 12 classes totaling 251 kids and 20 adults
- Animal Amore presentation on 2/13
- Participated in career fair on 2/24 at Roma Lodge
- Fox 6 appearance with animal ambassadors on 2/27
- 2 staff attending National Association of Interpretation training

Upcoming education things

- FrogWatch USA citizen science training in March
- Preparations for Egg-stravaganza on March 26
- Participating in Eco-Fest at Gateway on March 19
- Job fair in March at UW-Parkside
- NAI mini grant application

Facilities

- Finished painting, moving furniture and shelves etc. had new carpet installed in administration building.
- Removed built in bench in discovery center to make room for renovations.
- Did preventative maintenance for month.
- Removed snow and salted as needed.
- Created plans for new animal exhibit spaces for high season.
- Renovating old animal spaces for new exhibits.

Operations

- Went to the Windy City Gift Show in Chicago and expanded our vendor network, ordering new items from eco-friendly and fair trade companies.
- Zoo Attendance was up, exceeding our monthly goal by 600%
- Booked a third wedding for September, bringing us to 6 weddings in 2016. This is double our 2015 wedding.

Events

- **Groundhog Day Ceremony:** February 2nd, 9 a.m.
- **Diamond, the Andean bear's 25th Birthday Party:** February 4th, 9:00-4:30
- **Animal Amore:** Saturday, February 13 from 6:30-9:00 pm
- **Share the Love:** February 29, 2016

Coming up at the Zoo:

- **RAMAC Business Blender:** March 15th 5 - 7 p.m.
- **Roar and Pour:** March 19th 6 – 8 p.m.
- **Egg-stravaganza:** March 26th 9 a.m.-4:30 p.m.
- **Wild 5K Run/Walk:** April 23rd 7 – 9 a.m.
- **World Wine Wednesday:** April 27th 6 – 8 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.

Roar & Pour



Racine Zoo

March 19, 6-8 PM

Historic Vanishing Kingdom

Tickets: \$30 per person

Must be 21 years or older to attend.

- Unlimited beer tasting of beers of Ireland & Irish-style beers
- A Roar and Pour beer stein
- Two free drink tickets
- Hors d'oeuvres



TIMER'S
Beverage Center



Sleep Under the Stars at the Racine Zoo!

Why not wake up to the roar of a lion or singing gibbon? There's plenty of activities planned to guarantee a night of fun and adventure.

Available 2016 Dates:

May 21, June 4, June 24, July 2, July 22, August 6, August 19

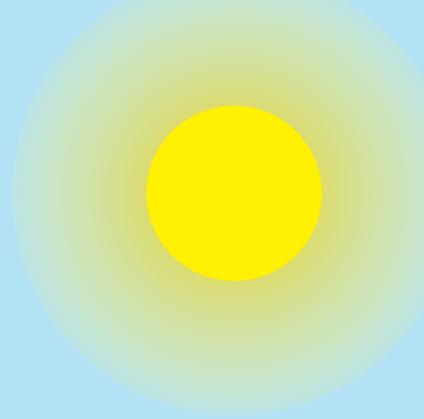
Your Slumber Safari Includes:

- Pizza dinner
- A guided tour throughout the zoo
- A behind-the-scenes tour of the animal ambassador area
- *For an extra fee, reserve a behind-the-scenes tour of the Land of the Giants
- Make animal enrichment and participate in fun activities
- S'mores by the campfire
- Breakfast the following morning
- A chance to watch some of the animals have their breakfast too



Tents are bring your own or can be rented. Pre-registration is required To register visit racinezoo.org or call our Conservation Education Team at 262.636.9580.





2016

Zoo Summer Camp

Camps start the week of June 13
For ages three to 7th grade

- Educational opportunities
- Animal encounters
- Crafts
- Games



UPCOMING EVENTS

FOR MORE INFORMATION OR TO PURCHASE TICKETS, VISIT RACINEZOO.ORG

SATURDAY, MARCH 19, 6-8PM
ROAR AND POUR \$30/PP

WEDNESDAY, JULY 6, 5:30-9PM
ANIMAL CRACKERS CONCERT

SATURDAY, MARCH 26, 9AM-4:30PM
EGG-STRAVAGANZA

MONDAY, JULY 11, 6-8PM
MEMBER MONDAY, PIRATES & PRINCESSES

SATURDAY, APRIL 23, 7-9AM
WILD 5K RUN/WALK

WEDNESDAY, JULY 20, 5:30-9PM
ANIMAL CRACKERS CONCERT

WEDNESDAY, APRIL 27, 6-8PM
WORLD WINE WEDNESDAY, \$30/PP

FRIDAY, JULY 22, 5:30PM-9AM
SLUMBER SAFARI

SATURDAY, MAY 14, 9AM-6PM
ENDANGERED SPECIES DAY

SATURDAY, JULY 23, 9AM-6PM
ZOOIFFIC SATURDAY, ZOO KEEPER DAY

SATURDAY, MAY 21, 5:30PM-9AM
SLUMBER SAFARI

MONDAY, JULY 25, 6-8PM
MEMBER MONDAY, ZOO KEEPER GAMES

THURSDAY, MAY 26, 6-8PM
MEMBER APPRECIATION NIGHT

WEDNESDAY, JULY 27, 6-8PM
WORLD WINE WEDNESDAY, \$30/PP

SATURDAY, JUNE 4, 5:30PM-9AM
SLUMBER SAFARI

THURSDAY, JULY 28, 5-11PM
CIGAR DINNER FUNDRAISER

MONDAY, JUNE 13, 6-8PM
MEMBER MONDAY, KICK-OFF TO SUMMER

WEDNESDAY, AUGUST 3, 5:30-9PM
ANIMAL CRACKERS CONCERT

WEDNESDAY, JUNE 15, 6-8PM
WORLD WINE WEDNESDAY, \$30/PP

SATURDAY, AUGUST 6, 5:30PM-9AM
SLUMBER SAFARI

SUNDAY, JUNE 19, 9AM-6PM
FATHER'S DAY, PUTT-PUTT TOURNAMENT

MONDAY, AUGUST 8, 6-8PM
MEMBER MONDAY, ANIMAL OLYMPICS

FRIDAY, JUNE 24, 5:30PM-9AM
SLUMBER SAFARI

SATURDAY, AUGUST 10, 6-8PM
ROAR AND POUR, \$30/PP

SATURDAY, JUNE 25, 9AM-6PM
ZOOIFFIC SATURDAY

SATURDAY, AUGUST 13, 9AM-6PM
ZOOIFFIC SATURDAY, REPTILE & AMPHIBIAN AWARENESS

MONDAY, JUNE 27, 6-8PM
MEMBER MONDAY, FABULOUS FOLIAGE

WEDNESDAY, AUGUST 17, 5:30-9PM
ANIMAL CRACKERS CONCERT

SATURDAY, JUNE 29, 6-8PM
ROAR AND POUR, \$30/PP

FRIDAY, AUGUST 19, 5:30PM-9AM
SLUMBER SAFARI

SATURDAY, JULY 2, 5:30PM-9AM
SLUMBER SAFARI

SUNDAY, AUGUST 21, 9AM-4PM
CAR, TRUCK AND BIKE SHOW

2131 N. MAIN STREET, RACINE, WI
RACINEZOO.ORG 262.636.9189

