Racine Zoological Society Report
Park and Recreation Board Meeting
November 2016

Executive Director

- Finalizing the 2017 budget and programs
- Created the 2017 special event calendar (at least what is currently planned!)
- Developed a slate of new board members for nomination at the annual member meeting.
- Hosted the largest attendance during regular business hours in the history of the Zoo. Also might be the largest of a day that would include day and night attendance!

Membership

- Total memberships households = 2,006

Attendance for October 2016

<table>
<thead>
<tr>
<th></th>
<th>October 2015</th>
<th>October 2016</th>
<th>Variance</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>1144</td>
<td>3694</td>
<td>2550</td>
<td>223%</td>
</tr>
<tr>
<td>Children</td>
<td>603</td>
<td>2548</td>
<td>1945</td>
<td>323%</td>
</tr>
<tr>
<td>Member Adults</td>
<td>767</td>
<td>1062</td>
<td>295</td>
<td>38%</td>
</tr>
<tr>
<td>Member Children</td>
<td>778</td>
<td>1060</td>
<td>282</td>
<td>36%</td>
</tr>
<tr>
<td>Child 2 and under</td>
<td>328</td>
<td>653</td>
<td>325</td>
<td>99%</td>
</tr>
<tr>
<td>Seniors</td>
<td>221</td>
<td>275</td>
<td>54</td>
<td>24%</td>
</tr>
<tr>
<td>Military</td>
<td>22</td>
<td>63</td>
<td>41</td>
<td>186%</td>
</tr>
<tr>
<td>Education</td>
<td>60</td>
<td>591</td>
<td>531</td>
<td>885%</td>
</tr>
<tr>
<td>Events</td>
<td>27</td>
<td>454</td>
<td>427</td>
<td>1581%</td>
</tr>
</tbody>
</table>
October 2016 Attendance by Hour

October Monthly Attendance 2012-2016
Resource Development
- Submitted grant reports
- Submitted grants for operating support of the Zoo

Public Relations/Social Media
- **Press release:** Arctic foxes (10/24)
- **E-blast:** Upcoming Events, Roaring Nights, Boo at the Zoo (10/11,10/25)
- Active Facebook postings: Boo at Zoo, Roaring Nights, Scarecrow contest, Animal pictures
- **Media Relations:** Real Racine Ad (10/7)
- **Media Relations:** Ch. 6 News (10/15), brought animal ambassadors and were on two segments promoting African Penguin Day and Boo at the Zoo
- **Media Relations:** Ch. 12 News (10/28), News station did a live feed from the zoo at 5:15am and 6:15am.
- **Media Relations:** Journal Times and Kenosha News Ad’s (10/12-26)
- **Media Relations:** Racine & Me taping (10/26 and aired 10/29), brought animal ambassadors and were on two 6 minute segments
- Updated website homepage articles, sliders, and created several event pages

Miscellaneous Marketing/PR activities
- African penguin flier
- Penguin logo
- Zoo debut post card
- Teacher appreciation flier
- World Wine Wednesday flier
- ZooLaRoe event and flier
- Boo at Zoo map
- Roaring Nights map
- Adventure Guide Edit
- Golden Rondell – Brochure Drop off
- Instagram Account
- Updated media List
### Racine Zoo-Digital Metrics

<table>
<thead>
<tr>
<th>Website</th>
<th>Month</th>
<th>Variance vs Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Daily Sessions</td>
<td>1,498</td>
<td>N/A</td>
</tr>
<tr>
<td>Avg. Page Views</td>
<td>4,133</td>
<td>N/A</td>
</tr>
<tr>
<td>Avg. Page Views/Session</td>
<td>2.79</td>
<td>N/A</td>
</tr>
<tr>
<td>% new, returning</td>
<td>73.5 new, 26.5% return</td>
<td>New users: 1,017</td>
</tr>
<tr>
<td>Avg. time on site</td>
<td>1:53(min.)</td>
<td>N/A</td>
</tr>
<tr>
<td>% from mobile devices</td>
<td>60.80% iOS, 38.15% Android</td>
<td>N/A</td>
</tr>
<tr>
<td>Acquisition</td>
<td>45.75% referral, 73% organic, 63.2% direct, 70.42% social, 1% email</td>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Month</th>
<th>Variance vs Previous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook page likes</td>
<td>147</td>
<td>15,701 (lifetime)</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>30</td>
<td>2,154</td>
</tr>
<tr>
<td>Twitter profile views</td>
<td>237</td>
<td>-16.5%</td>
</tr>
<tr>
<td>ZooTube subscribers</td>
<td>4</td>
<td>53</td>
</tr>
<tr>
<td>ZooTube watch time (in minutes)</td>
<td>536 (min.)</td>
<td>15,176 (lifetime)</td>
</tr>
<tr>
<td>ZooTube views</td>
<td>359 (min.)</td>
<td>22,947 (lifetime)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-Newsletters/E-Mails</th>
<th>Month</th>
<th>Clicks</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database Totals-General</td>
<td>236 (new)</td>
<td>N/A</td>
<td>NA</td>
</tr>
<tr>
<td>Database-Members</td>
<td>3,276</td>
<td>N/A</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Sept. Upcoming Events</td>
<td>27.9% Open rate</td>
<td>4.4%</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Oct-Nov Upcoming Events</td>
<td>30.1% Open Rate</td>
<td>3.8%</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Boo at the Zoo</td>
<td>28.8% Open Rate</td>
<td>4.6%</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Roaring Nights</td>
<td>26.1% Open Rate</td>
<td>1.1%</td>
<td>NA</td>
</tr>
</tbody>
</table>
Animal Care

- Animals
  - BEB lemur male, Travolta was shipped to San Francisco Zoo to have a companion for the remainder of his life.
  - Arrival of 2 male African penguins from NEW Zoo in Green Bay and sent out 2 of our males as an exchange.
  - Move of our rhino iguana from Discovery Center for education purposes and moved our emperor scorpion for display in Discovery Center.
  - Relocation of Alvis, Western screech owl to gift shop for winter display and training.
  - Arctic foxes on display at Norco Aviary!
  - Moved lesser adjutant storks inside for winter.

- Conferences
  - Bekka Laverenz attended Bear Care Conference at Omaha’s Henry Doorly Zoo.

Education

- Educational Programs
  - Free on-site programming ended early this month
    - 2 Creature Features
      - Reaching 110 people
    - 4 Wildlife Theatres
      - Reaching 22 People
  - Onsite Programs – 2
    - Reached 18 People
  - Offsite Programs - 2
    - Reached 500 people in free community engagement events:
      - Racine-Kenosha Heart Walk in Racine
        - Information booth
      - Great Pumpkin Chuckin’ Fest in Union Grove
        - 6 Mainstage Shows as well as information booth
  - Birthday Parties – 4
    - Reached 148 people
  - Field Trips – 3
    - Reached an additional 281 people
  - Totals: Reached 1,083 people

- Wildlife Explorers
  - Wildlife Explorers continues successfully
    - Conducted 13 classes
    - Reached 264 students

- ANDIS High School Internship Program
  - Launched this month with four wonderful high school students: Kailyn, Ellie, Nathan, and Grace
  - Began on grounds interpretation on 10/31
• **Other Education News**
  - 10/4 Took part in RUSD’s SEE Your Future Expo, a career day reaching every high school freshman in RUSD
  - 10/12 Attended the National Association of Interpretation’s Zoo and Wildlife Parks Association’s Interpnet conference
  - 10/18-10/20 Participated in Rotary Club’s Career Discovery Solutions program with McKinley Middle School
  - 10/20 Racine Junior League grant summary completed

**Upcoming**
- Launching adult volunteer program in January
- Finishing Rotary/CDS Program
- Racine Holiday Parade
- Orangutan Awareness Day

**Facilities**
- Continued work on fennec fox exhibit
- Land Of Giants boiler work wrapping up this week
- Grass cutting and start of mulching leaves
- City plumber replaced main water valve for zoo.
- Had zebra door repaired
- Weatherstrip on giraffe door replaced
- Had 4 new outlets installed in pavilion
- Had new outlets and lights installed along road going to main building
- Had outlets installed at north end for summer camp
- Had goat shelter built in farm area
- Put in fence and added gates and small renovations at aviary to house arctic fox for winter
- Set up for special events picnics and birthday parties
- Lakeshore landscape cleaned around pond for winter
- Pond fountain put up for winter
- Volunteer group cleaned up brush and weeds from around north pond
- Preventative maintenance
- Job tickets on small maintenance jobs (i.e. fix brooms, change light ballasts, adjust shift door limits, etc.
- Masonry work started on main building roof project
- Cost of Wisconsin added shotcrete steps to outdoor primate exhibit for keeper safety, and added regular stairs to lion exhibit for keeper safety and shotcrete around them to hide

**Admissions, Gift Shop, Grill, Chumba, Train (Operations)**
- Rearranged Gift Shop
- Finished cleaning and organizing Gift Shop
- Started cleaning and organizing Grill Basement
- Arranged travel plans to attend the Smokey Mountain Trade Show to find items to sell in the Gift Shop
- Started Budget Forecasting
October Events:

- **Wednesday, October 5 – Roar and Pour**
  - **Attendance:** 31 guests
  - **Location:** Main Building
  - **Time:** 6-8pm
  - **Event Overview:** Beer tasting, appetizers, music, animal ambassadors and socializing.

- **Friday, October 7**
  - **RAM SPARK!**
    - **Attendance:** 15
    - **Location:** Pavilion
    - **Time:** 10-11:30am
    - **Event Overview:** Art event for people with memory loss and their caregivers. The education department made crafts, snacktivities and brought out an animal ambassador.

- **Pokémon Go to the Zoo**
  - **Attendance:** 171
  - **Location:** Entire zoo campus
  - **Time:** 5-7pm
  - **Event Overview:** $10 admission to get into the zoo to Pokémon after hours.

- **Saturday, October 8 – Koos for Kids**
  - **Attendance:** 137
  - **Location:** Pavilion
  - **Time:** 11am-2pm
  - **Event Overview:** Event for underprivileged and disabled kids.

- **Tuesday, October 11 – Animal Crackers Volunteer Appreciation Party**
  - **Attendance:** 30
  - **Location:** Pavilion
  - **Time:** 5-7pm
  - **Event Overview:** Food, drinks and music for animal cracker volunteers.

- **Thursday, October 13 – Teacher Appreciation Night**
  - **Attendance:** 25
  - **Location:** Main Building
  - **Time:** 5-7pm
  - **Event Overview:** The education department hosted a night just for teachers and handed out information. Food, drinks, music and tables/decorations were setup by the special events department.

- **Saturday, October 15 – Zoorific Saturday: African Penguin Day**
  - **Attendance:** 270
  - **Location:** Entire zoo campus
  - **Time:** 9am-4:30pm
  - **Event Overview:** Celebrating African Penguin Day with crafts, activities and snacktivities.

- **Wednesday, October 19 – World Wine Wednesday**
  - **Attendance:** 24
  - **Location:** Main Building
  - **Time:** 6-8pm
  - **Event Overview:** Wine tasting, appetizers, music, animal ambassadors and socializing.
Saturday, October 29

Boo at the Zoo
- Attendance: 3,945 (Record breaking attendance)
- Location: Entire zoo campus
- Time: 9am-4:30pm
- Event Overview: Value added day celebrating Halloween. Scarecrow contest, trunk-or-treating, pumpkin decorating, cornstalk maze, cookie decorating, knock-knock doors and animals!

Roaring Nights
- Attendance: 21
- Location: Land of the Giants
- Time: 7-10pm
- Event Overview: Adult costume party with wine/beer tasting, food, live music, knock-knock doors and photo booth.

Networking/Professional Development Events:
- Tuesday, October 18 – DRC Meeting
  - Attendance: 20
  - Location: Festival Hall
  - Time: 5:30-6:30pm
  - Event Overview: Best of Racine 2016 celebration!

Coming up at the Zoo:
- World Wine Wednesday—November 16, 6-8 pm
- Gift wrapping for Tips at Barnes and Noble—November 26, 9 am-9 pm
- Panera Night—December 1, 4-8 pm
- Merry Zoo-mas—December 3, 9 am-4:30 pm
- Brunch with Santa—December 3, 10-11:30 am
- Blue Sombrero Community Day—December 6, regular operating hours
- Barnes and Noble Day—December 11, 9 am-9 pm
- World Wine Wednesday—December 21, 6-8 pm
- $1 day—January 2, 9 am-4:30 pm
- Roaring Nights—January 14, 7-10 pm
- $1 day—January 16, 9 am-4:30 pm
- $1 day—February 2, 9am-4:30 pm
- Ground Hog Day Breakfast, February 2, 8-9:30 am
- Animal Amore—February 11, 7-10 pm
- $1 day—February 20, 9am – 4:30 pm
- Winos for Rhinos—March 4, 7-10 pm