Racine Zoological Society Report
Park and Recreation Board Meeting
January 2016

Executive Director

- Welcomed five new board members (and said to goodbye to five others)
- Planning 2017 for programs, events, budgets. Everything is considered a squishy final so we can take advantage of opportunities that come to us
- Submitted a few grants
- Looking for a new train

Membership

- Total memberships households = 2,021

Attendance for December 2016

<table>
<thead>
<tr>
<th></th>
<th>December 2015</th>
<th>December 2016</th>
<th>Variance</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>240</td>
<td>196</td>
<td>-44</td>
<td>-18%</td>
</tr>
<tr>
<td>Children</td>
<td>140</td>
<td>81</td>
<td>-59</td>
<td>-42%</td>
</tr>
<tr>
<td>Member Adults</td>
<td>256</td>
<td>110</td>
<td>-146</td>
<td>-57%</td>
</tr>
<tr>
<td>Member Children</td>
<td>206</td>
<td>84</td>
<td>-122</td>
<td>-59%</td>
</tr>
<tr>
<td>Child 2 and under</td>
<td>55</td>
<td>29</td>
<td>-26</td>
<td>-47%</td>
</tr>
<tr>
<td>Seniors</td>
<td>38</td>
<td>20</td>
<td>-18</td>
<td>-47%</td>
</tr>
<tr>
<td>Military</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Education</td>
<td>103</td>
<td>152</td>
<td>49</td>
<td>48%</td>
</tr>
<tr>
<td>Events</td>
<td>239</td>
<td>133</td>
<td>-106</td>
<td>-44%</td>
</tr>
</tbody>
</table>

One of the first months we have been down in attendance all year. We had a large attendance the first week of December in 2015 due to the weather. Same event this year yielded us one third of the attendance.
December 2016 Attendance by Hour

9:00-10:00: 6%
10:00-11:00: 13%
11:00-12:00: 22%
12:00-1:00: 13%
1:00-2:00: 24%
2:00-3:00: 19%
3:00-4:00: 3%
4:00-5:00: 0%
5:00-6:00: 0%
6:00-7:00: 0%
7:00-8:00: 0%
8:00-9:00: 0%

Sales

December Monthly Attendance 2012-2016

[Bar chart showing attendance by year and category]
Animal Care

- **Animals**
  - 2 New young alligator ambassadors
  - Sent back 3 year old ambassador alligators

Education

- **Educational Programs**
  - Birthday Party - 1
    - Reached 30 people
  - Offsite Programs - 1
    - Reached 20 people

- **Wildlife Explorers**
  - Wildlife Explorers continues successfully
    - Conducted 6 classes
    - Reached 131 students

- **Events**
  - **12/2 Burlington Holiday Parade**
    - Over 1,000+ people reached
    - Well prepared for candy this time around
    - Lion and Giraffe a big hit with crowd
  - **12/3 Merry Zoomas**
    - Reached 73 people
    - Weather played a factor due to winds and cold
    - Activities included cookie decorating, craft stick ornaments, reindeer trail mix and holiday trail mix
  - **12/3 Brunch with Santa**
    - Reached 100 people and was a sold out event!
    - Activities included a photo opportunity with Santa, melted snowman cookie decorating and clay pot reindeer ornaments
    - Possible revamping of brunch to be incorporated into all day affair and on separate day from Merry Zoomas

- **Other Events**
  - Animal Ambassadors brought to:
    - 12/11 Holiday Event at Barnes and Noble

- **ANDIS High School Internship Program**
  - Wrapped up with successful final projects this month

- **Other News**
  - Launched new volunteer program, began accepting applications
  - Submitted Community Investment Grant application to United Way of Racine
  - Re-writing public Wildlife Theatre programs for next year
  - Met with the head of Greening Greater Racine’s Greater Racine Environmental Educators Network (GREEN) to outline future partnerships
## Facilities
- Snow removal as needed
- Had carpet in admin hallway replaced with tile, moved all furniture back in
- Repaired plumbing in wall for admin toilet, fixed wall and painted
- Punch list items completed for LOG heating project
- Continued work by Kaschich on main building roof
- Preventative maintenance
- Job tickets i.e. small repairs as needed
- Set up and tear down for whatever special events were scheduled
- Park light swap out to LED is complete

## Admissions, Gift Shop, Grill, Chumba, Train (Operations)
- Preparing for 2017
- Vetting a POS System
- Made Gift Baskets
- Set up Enrichment and Adopt tree

## Resource Development
- Submitted grant reports
- Submitted grants for operating support of the Zoo

## Public Relations/Social Media
- **Press Release**: Volunteers Needed
- **E-blast**: December Events (12/07)
- **E-blast**: 2016 Last e-blast (12/19)
- **E-blast**: Zoo Giving Day (11/29)
- Active Tweets, Instagram posts, Facebook postings and video uploads
- Media Relations: Marketing meeting with Amy Kroger from ESPN/ Good Karma
- Bell City Magazine: Meeting with Katie Mattson, Executive Director Beth Heidorn interview “A Racinian to Know: published Jan 2017
- Updated website homepage articles, sliders, several event pages

## Miscellaneous Marketing/PR activities
- Created event posters and flyers for events: Holiday Gift baskets, World Wine Wednesday’s, Roar & Pour, Texas Road House, Buffalo Wild Wings, Panera, Jose Blue Sombrero
- Created an Ad for Bell City magazine
- Created an Ad for Windpoint Magazine
- Created Digital Holiday card: Happy Holiday’s; Happy New Year
- Created Memorial brochure: Completed
- Updated online events calendar
- Edited Adventure Guide Zoo Map
- In end stages of design for Wildlife Matters
- Amazon Smile: Adding to list
- Attended Operations/Leadership Meetings, One on One with Beth Heidorn
## Racine Zoo - Digital Metrics
Dec.01 – Jan.09, 2016/2017

### Website

### Facebook Data:

![Facebook Data Chart](image)

<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>149</td>
<td>64,318 vs 23,332</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>2,225</td>
<td>2,194</td>
</tr>
<tr>
<td>Twitter profile views</td>
<td>189</td>
<td>4%</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>156</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### E-Newsletters/E-Mails

<table>
<thead>
<tr>
<th>E-Newsletters/E-Mails</th>
<th>Month</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database Totals</td>
<td>34 (new)</td>
<td>738</td>
</tr>
<tr>
<td>General</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Database-Members</td>
<td>3,263</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: Dec. Events</td>
<td>19.4% Open Rate</td>
<td>NA</td>
</tr>
<tr>
<td>Blast: 2016 Last Blast</td>
<td>21.5% Open Rate</td>
<td>NA</td>
</tr>
<tr>
<td>Blast:</td>
<td></td>
<td>NA</td>
</tr>
</tbody>
</table>
December Events:

- **Thursday, December 1 – Panera Night**
  - **Location:** 5630 Washington Avenue, Racine, WI 53406
  - **Time:** 4-8pm
  - **Weather:** Cloudy 41°F/31°F
  - **Event Overview:** Panera Bread donated a portion of the proceeds of purchases when a customer made a purchase and brought the fundraising flier with them. Amount raised is still to be determined.

- **Saturday, December 3 – Merry ZooMas**
  - **Attendance:** 173 guests
  - **Location:** Entire Campus
  - **Time:** 9am-4:30pm
  - **Ticket Price:** Value added event
  - **Weather:** Cloudy 36°F/25°F
  - **Event Overview:** Family event with Jingle Bell Doors where candy was given out, crafts, snacktivities, activities and cookie decorating.

- **Saturday, December 3 – Brunch with Santa**
  - **Attendance:** 100
  - **Location:** Racine Rotary West Base Camp (Pavilion)
  - **Time:** 10-11:30am
  - **Ticket Price:** $10 for Members/$15 for Non-members/2 and younger Free
  - **Weather:** Cloudy 36°F/25°F
  - **Event Overview:** Brunch, photo with Santa, activities and animal encounters.

- **Tuesday, December 6 – Jose’s Blue Sombrero**
  - **Location:** 6430 Washington Avenue, Mt. Pleasant, WI 53406
  - **Time:** 11am-11pm
  - **Weather:** Cloudy 38°F/22°F
  - **Event Overview:** 25% of all food sales (when accompanied with flyer) were donated to the zoo. Total earned was $100.

- **Wednesday, December 7 – Roar & Pour: Veterans**
  - **Attendance:** 18
  - **Location:** Vanishing Kingdom (Main Building)
  - **Time:** 6-8pm
  - **Ticket Price:** $30
  - **Weather:** Cloudy 27°F/16°F
  - **Event Overview:** Exclusive beer tasting event with the following:
    - **Theme:** Honoring the 75th anniversary of the attack on Pearl Harbor
    - **Animal Ambassadors:** Skunk, Desert Sand Boa
    - **Beverages** (admission includes 2 drink tickets)
      - **Beer Tasting:**
        - Veteran Beer Company (made by veterans): Blonde Bomber, Freedom Road, Hooya! IPA and Bunker Buster
      - **Bar:** Full bar – Mixed drink $6, wine $4, beer $4
    - **Appetizers:** Select crackers, cheeses, vegetables, tortilla rollups, cocktail shrimp, nuts, vegetable tray and assorted deserts
    - **Music:** Pandora Classic Rock Radio
• Saturday, December 11 – **Barnes & Noble Book Fair**
  - **Location**: 2710 S Green Bay Road, Racine, WI 53406
  - **Time**: 9am-10pm
  - **Weather**: Snow 23°F/10°F
  - **Event Overview**: Portion of sales (when accompanied with flyer or online code) were donated to the zoo. Total earned TBD.

• Wednesday, December 21 – **World Wine Wednesday: Conservation**
  - **Attendance**: 15 guests
  - **Location**: Vanishing Kingdom (Main Building)
  - **Time**: 6-8pm
  - **Ticket Price**: $30
  - **Weather**: Snow 35°F/75°F
  - **Event Overview**: Exclusive wine tasting event with the following:
    - **Featured Animal**: Fossa
    - **Region**: Madagascar
    - **Conservation Message**: Importance of sustainability
    - **Animal Ambassadors**: Prehensile tailed skink and leopard gecko
    - **Beverages** (admission includes 2 drink tickets)
      - **Wine Tasting**: Animal themed wines:
        - White:
          - Poggio Anima “Gabriel” Pecorno
          - Poggio Anima “Uriel” Grillo
        - Red:
          - Poggio Anima “Belial” Sangiovese
          - Poggio Anima “Samael” Montepulciano
          - Poggio Anima “Asmodeus” Nero d’Avola
    - **Bar**: Full bar – Mixed drink $6, wine $4, beer $4
    - **Appetizers**: Select crackers, cheeses, vegetables, deli platter, rolls, nuts, vegetable tray and assorted deserts
    - **Music**: Pandora Christmas Radio

• Wednesday-Thursday, December 28-29 – **Texas Roadhouse**
  - **Location**: 6228 Durand Avenue, Mt. Pleasant WI
  - **Time**: 4-8pm
  - **Event Overview**: 10% of all sales (when accompanied with flyer) were donated to the zoo. Total earned is TBD.

**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.

**Special Events and Sales Accomplished Goals:**
• Set calendar for 2017.
Coming up at the Zoo:

- $1 day—January 16, 9 am-4:30 pm
- $1 day—February 2, 9 am-4:30 pm
- Animal Amore—February 11, 7-10 pm
- $1 day—February 20, 9 am – 4:30 pm
- Winos for Rhinos—March 4, 7-10 pm
- Roaring Nights—April 8, 7-10pm
- 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