

# AGENDA

**Potter Park Zoo Advisory Board**  
1301 S. Pennsylvania Avenue ~ Lansing, MI 48912  
Telephone: 517.342.2776; Fax: 517.316.3894

*The Board information packet is available on-line by going to [www.ingham.org](http://www.ingham.org), selecting "Monthly Calendar," and clicking on "Wednesday, August 14, 2019".*

## **POTTER PARK ZOO ADVISORY BOARD MEETING**

**Wednesday, September 18, 2019**

**6:00 PM**

**Potter Park Zoo, Education Building  
1301 S. Pennsylvania Ave., Lansing, Michigan**

- 1. Call to Order**
- 2. Approval of August 14, 2019 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Financial and Director's Reports**
  - a. Finance Report – Delphine Breezee
  - b. Director's Reports/May Attendance – Cindy Wagner/Amy Morris
- 6. New Business**
  - a. Presentation – Ashleigh Winkelmann
- 7. Old Business**
  - a. Strategy Subcommittee – Mary Leys
  - b. External Relations Subcommittee – Cheryl Bergman
  - c. Financial Sustainability Subcommittee – Kyle Binkley
- 8. Board Comments**
- 9. Limited Public Comment** - *Limited to 3 minutes with no discussion*
- 10. Upcoming Meeting**
  - a. Zoo Advisory Board Meeting on **October 9, 2019 at 6:00 PM** in the Potter Park Zoo Education Building
- 11. Adjournment**

Official minutes are stored and available for inspection at the address noted at the top of this agenda. Potter Park Zoo will provide necessary reasonable auxiliary aids and services, such as interpreters for the hearing impaired and audio tapes of printed materials being considered at the meeting for the visually impaired, for individuals with disabilities at the meeting upon five (5) working days' notice to the Zoo. Individuals with disabilities requiring auxiliary aids or services should contact the Zoo by writing to: Zoo Director, 1301 S. Pennsylvania Ave., Lansing, MI 48912, or by calling 517.342.2776.

## **MINUTES – INGHAM COUNTY**

### **POTTER PARK ZOO BOARD**

**1301 S. Pennsylvania Avenue,  
Lansing, MI, August 14, 2019**

The Ingham County Potter Park Zoo Board held a regularly scheduled meeting in the Potter Park Zoo Discovery Center Bldg., 1301 S. Pennsylvania Ave., Lansing, Michigan.

#### **BOARD MEMBERS**

**PRESENT:** Chairperson John Groen, Dr. Richard Snider, Molly Korn, Mary Leys, Mary Hauser and Cindy Kangas.

**ALSO PRESENT:** Cynthia Wagner, Zoo Director, Amy Morris, Zoo Society Executive Director, Delphine Brezee, Nick Malavolti, and Justin King.

**ABSENT:** Commissioner Trubac, Yanice Jackson-Long, Aaron Davis, Cheryl Bergman, and Vice Chair Kyle Binkley

**CALL TO ORDER:** Chairperson John Groen called the regular meeting of the Ingham County Zoo Board to order at 6:00 PM

**MINUTES:** Moved by Dr. Snider and supported by Cindy Kangas to approve the minutes of the August 14, 2019 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

#### **LIMITED PUBLIC COMMENT**

Ben Groen commented that he had fun at Zookambi this summer.

Justin King commented that he is honored to be a part of the Zoological Society Board.

#### **LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

#### **FINANCIAL REPORTS**

##### **Zoo Financial Report**

Ms. Brezee reported the budget to actual report shows for July total revenues at \$2,870,551, total expenditures at \$2,364,858, for a total change if fund balance of \$505,693 leaving the fund balance at \$1,378,427. Chair Groen clarified that we do not expect to end the year with that much in the fund balance and Director Wagner confirmed the fund balance is budgeted to end the year approximately where it started at \$872,734.

#### **ATTENDANCE REPORT**

Director Wagner asked Dr. Snider if the graphs represented the information he requested at the last meeting. He replied that it was the information he was looking for. Ms. Wagner reported attendance numbers were down slightly in July compared to 2018, but that the revenue was still up. Ms. Wagner stated July had some very hot days when attendance was low. Dr. Snider asked if Ms. Wagner thought admission numbers for 2019 would reach the same as 2015 and Director Wagner stated we could reach it, but did not expect to exceed it and that it depends on the weather.

## **ZOO DIRECTOR REPORT**

Director Wagner and Director Morris then reviewed major elements of their report:

- AAZK raised around \$7,000.00 for rhino conservation through their annual Bowling for Rhinos event.
- Pepsico will be coming out with a canned water in 2020 and we will transition to cans instead of plastic bottles.
- We are working to complete the work included for the neighborhood grant which included plantings in the park and new grills.
- We are working on safety procedures including a PPE manual. Staff are also participating in monthly drills as required by AZA and are documenting the activities during the drill and learning from the mistakes.
- Nick Malavolti started for the Zoological Society, the new vet-tech started, and two new zookeepers started which completes the reorganization that was approved by both the Zoo Board and Ingham County Board of Commissioners.
- Interns wrapped up this week including the conservation interns. This was the first year for conservation interns and some of the activities they took part in were visitor conservation surveys, invasive plant pulls in the zoo, writing blogs, weeding the pollinator garden, watering new trees, and touring the MSU recycling center. We plan to continue this program as long as students continue to be interested.
- We are working with Sharon Castle on a plan for planned giving as part of the grant received from the Community Foundation.
- The donor event held in July was a success and all participants enjoyed the event. September 26<sup>th</sup> will be a larger event including 75 of our largest donors and 50 prospective donors.
- Member's night was a success with 1,300 guests registered online.
- There are many private events booked and we are on track to exceed the event revenue budget for 2019.
- Zookambi was nearly 100% booked this summer.
- Big Zoo Lesson has 65 classes booked for 2019/2020 which is the maximum amount that we can handle.
- Sundown Safari had 70 guests sleep at the Zoo.

Dr. Snider asked if the max amount of classes for Big Zoo Lesson is because of space. Ms. Morris confirmed that classroom space is a limiting factor as well as staffing. Dr. Snider asked if there has been discussion regarding partnering with schools to get more funding for this program. Ms. Morris said that in terms of priorities we cannot focus on growing this program right now and are focusing on raising money for the AZA mandated items like the hospital and lion exhibit.

- We received the first ADA assessment from the Department of Human Services for the Discovery Center and will be beginning to make all suggested changes.
- Point of sale training begins next week.
- Animal Welfare assessments are now being completed for each animal at Potter Park Zoo, which is a new requirement in the AZA standards.
- Trumpeter hornbills are on display in the feline/primate building as well as the male snow leopard.

- Paul Dykema, the Visiting Arborist, will be completing an updated tree survey with priorities for tree trimming.

Mary Leys asked if the gypsy moths were taken care of or is they were still a problem. Director Wagner answered that all of the gypsy moths they could find on the trees did appear to be dead.

- The Lions Club waterfall is starting next week. Our maintenance team will have a lot of finishing work to do once the contractor is done.
- We are working on getting braille maps and an accessible website with the funds received from the Greater Lansing Foundation.
- The AZA annual conference is the first full week of September.
- An AZA fact sheet is included in the packet. We are working to keep staff informed on the reasons why we are part of the AZA.
- The marketing report is included which shows the many news stories about the zoo in the past month.

### **NEW BUSINESS**

#### **Resolution to Accept Donation from the Zoological Society**

Director Wagner explained the resolution in place to accept donations from the Society has a cap of \$25,000 which is why this Resolution is needed.

Moved by Mary Leys and supported by Molly Korn to approve the Resolution as written.

**Yes-6; No-0; MOTION CARRIED**

### **OLD BUSINESS**

#### **Strategy Subcommittee**

Mary Leys reported the committee met August 2<sup>nd</sup> and reviewed several example dashboard reports and decided which one to report on. The dashboard was chosen to give a quick snapshot of where we are at with the goals set in the strategic plan.

#### **External Relations Subcommittee**

Amy Morris reported the committee met and reviewed the details of the fundraising plan and events. The committee also discussed the Centennial plan and sponsorship for weekends.

#### **Financial Sustainability Subcommittee**

Molly Korn reported the committee did not meet.

### **BOARD COMMENTS**

None

### **LIMITED PUBLIC COMMENT**

None

### **ADJOURNMENT**

Being no further business, the meeting was adjourned at 6:41 PM.

**POTTER PARK ZOO**  
**YEAR TO DATE BUDGET/ACTUAL REPORT - PRELIMINARY**  
**FOR 8 MONTHS ENDED AUGUST 31, 2019**

	2019 BUDGET	AUGUST 2019 YTD ACTUAL	BUDGET REMAINING	% OF BUDGET	AUGUST 2018 YTD ACTUAL
<b>REVENUES</b>					
PROPERTY TAX	\$ 3,028,674	\$ 3,007,839	\$ 20,835	99.31%	\$ 2,948,975
UNALLOCATED PORTION OF TAXES (4 MONTHS)		\$ (1,002,603)			\$ (982,982)
ADMISSIONS	\$ 610,000	\$ 526,397	\$ 83,603	86.29%	\$ 495,364
CONCESSIONS, GIFT SHOP, VENDING	\$ 490,500	\$ 473,025	\$ 17,475	96.44%	\$ 385,584
PARKING FEES	\$ 190,000	\$ 142,874	\$ 47,126	75.20%	\$ 134,010
INTERACTIVE SITES	\$ 63,000	\$ 149,399	\$ (86,399)	237.14%	\$ 102,779
INTEREST INCOME	\$ 18,000	\$ 34,614	\$ (16,614)	192.30%	\$ 18,751
OTHER REVENUES	\$ 121,981	\$ 95,892	\$ 26,089	78.61%	\$ 79,643
<b>TOTAL REVENUES</b>	<b>\$ 4,522,155</b>	<b>\$ 3,427,437</b>	<b>\$ 1,094,718</b>	<b>75.79%</b>	<b>\$ 3,182,124</b>
<b>EXPENDITURES</b>					
<b>PERSONNEL SERVICES</b>					
Salaries & Wages - Full Time	\$ 1,402,447	\$ 849,241	\$ 553,206	60.55%	\$ 883,496
Salaries & Wages - Seasonal	\$ 592,626	\$ 381,415	\$ 211,211	64.36%	\$ 372,430
Benefits	\$ 755,143	\$ 471,975	\$ 283,168	62.50%	\$ 466,556
Total Personnel Services	\$ 2,750,216	\$ 1,702,631	\$ 1,047,585	61.91%	\$ 1,722,482
<b>CONTROLLABLE EXPENDITURES</b>					
Supplies	\$ 326,559	\$ 253,818	\$ 72,741	77.73%	\$ 257,560
Animal Care	\$ 260,000	\$ 182,696	\$ 77,304	70.27%	\$ 163,775
Purchased Services	\$ 698,633	\$ 315,481	\$ 383,152	45.16%	\$ 271,148
Utilities - Telephone	\$ 22,125	\$ 13,200	\$ 8,925	59.66%	\$ 9,767
Rentals & Leases	\$ 2,000	\$ 902	\$ 1,098	45.10%	\$ 1,306
Other Expenses	\$ 128,200	\$ 65,132	\$ 63,068	50.80%	\$ 72,225
Total Controllable Expenditures	\$ 1,437,517	\$ 831,229	\$ 606,288	57.82%	\$ 775,781
<b>NON-CONTROLLABLE EXPENDITURES</b>					
Utilities	\$ 210,000	\$ 143,791	\$ 66,209	68.47%	\$ 137,805
Insurance	\$ 80,000	\$ 57,023	\$ 22,977	71.28%	\$ 73,915
IT Support Expense	\$ 84,057	\$ 58,676	\$ 25,381	69.81%	\$ 43,310
Other Expenses	\$ 365	\$ 274	\$ 91	75.07%	\$ 295
Total Non-Controllable Expenditures	\$ 374,422	\$ 259,764	\$ 114,658	69.38%	\$ 255,325
<b>CAPITAL OUTLAY</b>					
Capital Improvements	\$ (40,000)	\$ -	\$ (40,000)		\$ 12,811
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,522,155</b>	<b>\$ 2,793,624</b>	<b>\$ 1,728,531</b>	<b>61.78%</b>	<b>\$ 2,766,399</b>
<b>TOTAL CHANGE IN FUND BALANCE</b>	<b>\$ -</b>	<b>\$ 633,813</b>			<b>\$ 415,725</b>
<b>FUND BALANCE AS OF 1/1/19</b>					
NON-SPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 736,063			
		<u>\$ 872,734</u>			
<b>FUND BALANCE AS OF 8/31/19</b>		<b>\$ 1,506,547</b>			
<b>FUND BALANCE AS OF 8/31/19</b>					
UNSPENDABLE		\$ 136,671			
UNRESTRICTED		\$ 1,369,876			
		<u>\$ 1,506,547</u>			

**POTTER PARK ZOO**  
**BALANCE SHEET - PRELIMINARY**  
**August 31, 2019**

**ASSETS**

CASH	\$ 2,221,625
DEPOSITORY CASH	287,612
IMPREST CASH	8,000
TAXES REC - CURRENT LEVY	(21,675)
TAXES REC - DELINQUENT	18,314
ESTIMATED UNCOLLECTIBLE DELINQUENT TAXES	(13,982)
IFT TAX RECEIVABLE	(15,278)
PROPERTY TAX RECEIVABLE	-
INTEREST RECEIVABLE	4,641
DUE FROM STATE	5,016
INVENTORY	54,298
PREPAID EXPENSES	-

<b>TOTAL ASSETS</b>	<u><u>\$ 2,548,571</u></u>
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**LIABILITIES**

VOUCHERS PAYABLE	
TAX LEVY LIABILITY	19,866
ACCRUED PAYROLL	-
ACCOUNTS PAYABLE	14,364
DEFERRED REVENUE - PROPERTY TAXES	1,002,603
DEFERRED REVENUE - DELINQUENT TAXES	5,191

<b>TOTAL LIABILITIES</b>	<u>1,042,024</u>
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**FUND BALANCE**

UNSPENDABLE	136,671
UNRESTRICTED FUND BALANCE	1,369,876
	<u>1,506,547</u>

<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<u><u>\$ 2,548,571</u></u>
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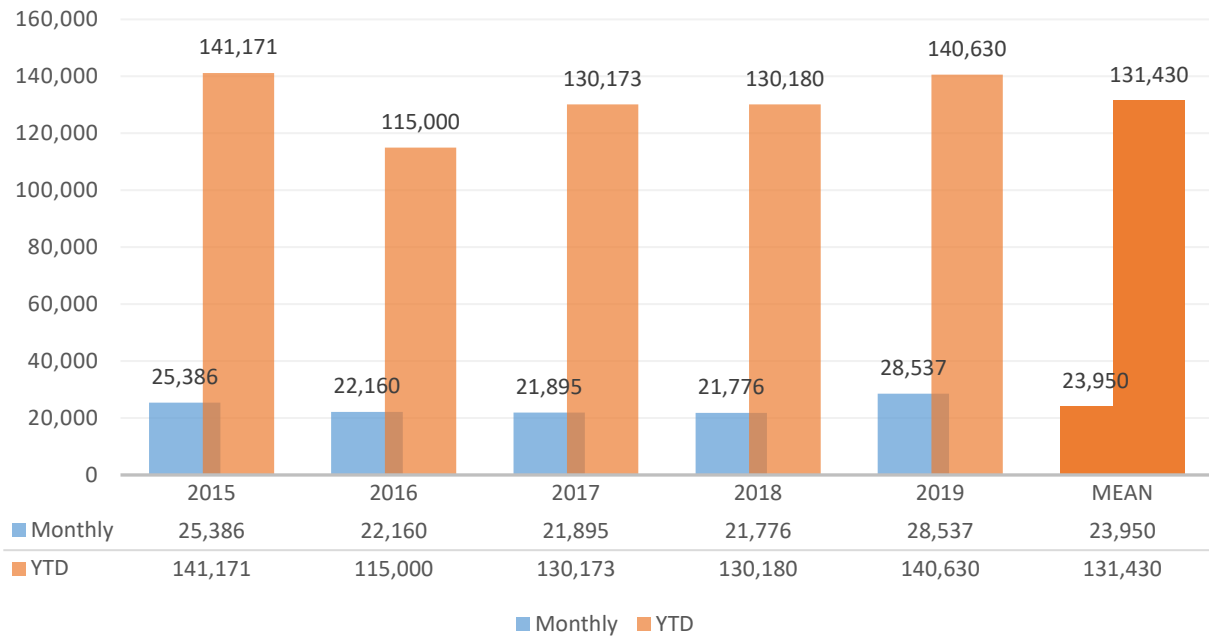
**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING August 31, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	4,567	5,262	695	16,660	19,175	2,515
CHILDREN - UNDER 3	1,949	2,276	327	10,554	10,570	16
CHILDREN - OFF SEASON	0	0	0	1,327	1,675	348
ADULT RESIDENT	3,886	4,254	368	18,364	19,677	1,313
ADULT NON-RESIDENT	3,349	4,121	772	16,084	15,747	(337)
ADULT - OFF SEASON			0	3,483	3,919	436
SENIOR RESIDENT	638	655	17	1,957	2,244	287
SENIOR NON-RESIDENT	751	1,052	301	2,463	3,118	655
GROUPS	1,169	683	(486)	12,567	9,300	(3,267)
SUBTOTAL	16,309	18,303	1,994	83,459	85,425	1,966
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	2,510	3,116	606	13,610	15,362	1,752
EVENTS	730	3,840	3,110	17,728	21,496	3,768
RECIPROCAL ZOO MEMBERS	734	1,179	445	3,547	5,972	2,425
RECIPROCAL ZOO MEMBERS (100%)	577	594	17	2,079	2,300	221
MONDAY PROGRAM	815	1,366	551	9,353	7,240	(2,113)
OTHER (non-paying)	101	139	38	404	2,835	2,431
SUBTOTAL	5,467	10,234	4,767	46,721	55,205	8,484
<b>GRAND TOTAL</b>	<b>21,776</b>	<b>28,537</b>	<b>6,761</b>	<b>130,180</b>	<b>140,630</b>	<b>10,450</b>

Change in Paid Admissions 30.3% 8.4%

ADMISSION TYPE	DESCRIPTION
CHILDREN	All Children, any county ages 3-16 (\$4)
CHILDREN - UNDER 3	All Children, any county under age 3 (Free)
CHILDREN - OFF SEASON	All Children, any county ages 3-16 Nov. 1- March 31 (\$2)
ADULT RESIDENT	Adult of Ingham county April 1 - Oct. 31 (\$6)
ADULT NON-RESIDENT	Adult Out of Ingham County April 1 -Oct. 31 (\$11)
ADULT OFF SEASON	All Adults, Any County Nov. 1 - March 31 (\$3)
SENIOR RESIDENT	Discount for Ingham seniors ages 60+ April 1 - Oct. 31 (\$5)
SENIOR NON-RESIDENT	Discount for Out of County seniors ages 60+ April 1- Oct. 31 (\$10)
PPZ MEMBERS	Visitors holding membership at PPZ - one time payment
SPECIAL EVENTS - PPZ	Admission included in event fee
SPECIAL EVENTS - COUNTY	Admission included in event fee
RECIPROCAL ZOO MEMBERS	Reciprocal Zoo memberships (Discount varies)
RECIPROCAL ZOO MEMBERS (100%)	Reciprocal Zoo Members (Free admission)
GROUPS	20 or more guests paying together (\$1 off per person)
MONDAY PROGRAM	Ingham Co. Residents free 9-12 PM on non-holiday Mondays
OTHER (non-paying)	Any Coupon related attendee

## August Admission Data



## Potter Park Zoo Historical Admission Data

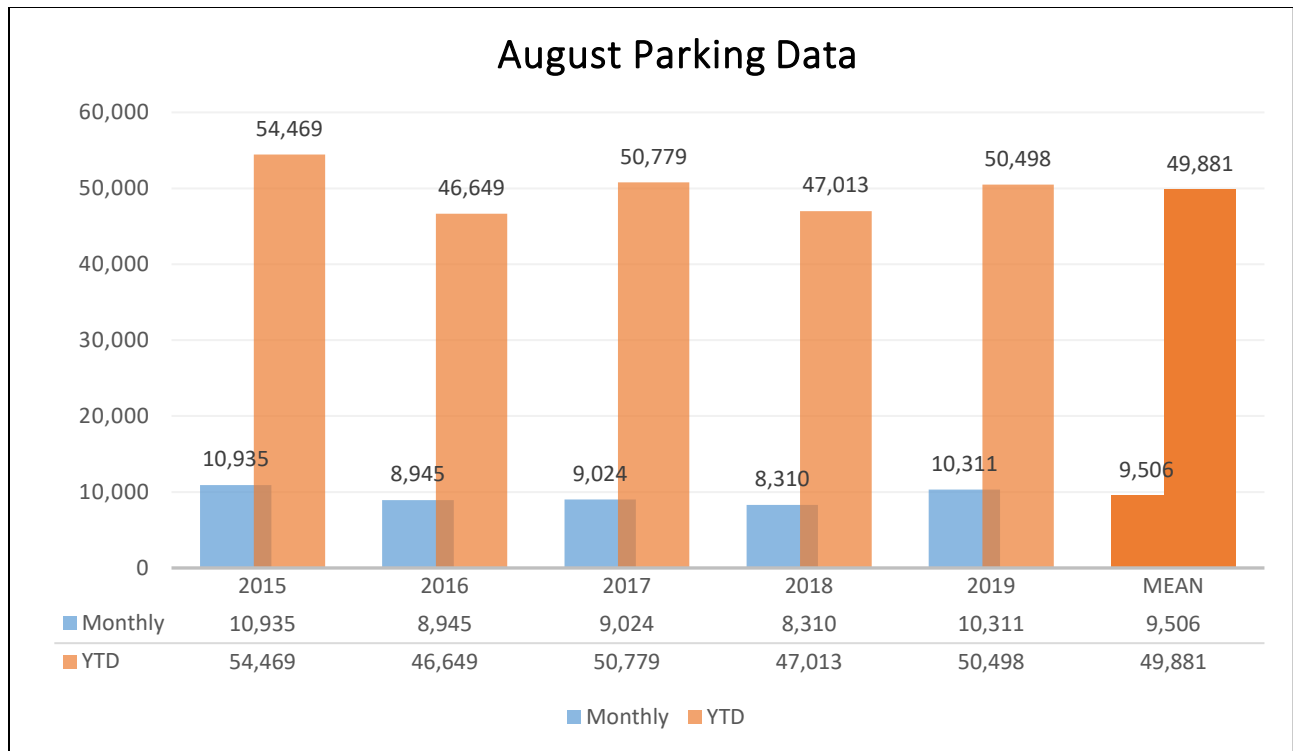
	2015	2016	2017	2018	2019	MEAN
JAN	964	1,084	2,579	1,545	1,492	1,532
FEB	385	2,366	7,194	845	1,008	2,359
MAR	4,100	5,752	2,898	5,011	5,844	4,721
APR	17,090	12,145	12,680	11,720	14,463	13,619
MAY	29,776	21,762	24,375	25,101	25,017	25,206
JUN	29,939	20,821	28,541	31,083	33,636	28,804
JUL	33,531	28,810	30,011	32,999	30,633	31,968
AUG	25,386	22,160	21,895	21,776	28,537	23,950
SEPT	12,028	13,550	13,394	12,731		
OCT	12,855	4,338	17,937	11,535		
NOV	5,205	4,558	2,784	1,933		
DEC	1,301	1,586	829	1,498		
TTL	172,560	134,592	161,338	150,581		



**POTTER PARK ZOO**  
**MONTHLY PARKING REPORT**  
**FOR MONTH AND YTD ENDING August 31, 2019**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY	2018 COUNT	2019 COUNT	BETTER (WORSE) THAN PY
ANNUAL RESIDENT PASS	4	3	1	268	278	10
ANNUAL NON-RESIDENT PASS	0	0	0	36	31	(5)
PPZ MEMBER DELUXE/PREMIUM	317	468	151	1,589	1,856	267
DAILY RESIDENT PARKING	2,750	3,254	504	14,482	14,943	461
DAILY NON-RESIDENT PARKING	3,288	3,947	659	16,492	18,174	1,682
EVENTS	251	755	504	3,923	4,921	998
OTHER (non-paying)	1,700	1,884	184	10,223	10,287	64
TOTAL	8,310	10,311	2,001	47,013	50,490	3,477

ADMISSION TYPE	AMOUNT
ANNUAL RESIDENT PASS	\$32.00
ANNUAL NON-RESIDENT PASS	\$42.00
RESIDENT DAILY PASS	\$3.00
NON-RESIDENT DAILY PASS	\$5.00



### Potter Park Zoo Historical Parking Data

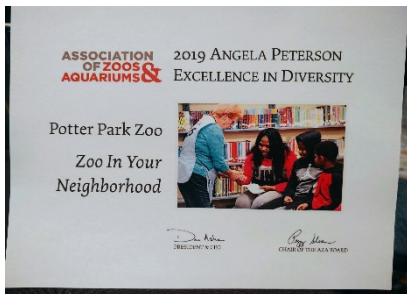
	2015	2016	2017	2018	2019	MEAN
APR	6,950	5,545	5,546	5,054	5,545	5,728
MAY	11,555	11,538	10,190	9,653	10,767	10,740
JUN	12,843	10,639	13,637	12,374	12,093	12,317
JUL	12,186	9,982	12,382	11,605	11,599	11,550
AUG	10,935	8,945	9,024	8,310	10311	9506
SEPT	5,941	5,555	5,779	5,233		
OCT	4,606	5,629	7,795	5,762		
TTL	65,016	57,833	64,353	59,942		



## Zoo Director's Report August 14, 2019

### AZA

The annual AZA conference was held in New Orleans September 7-11. Sarah Foote and I attended as well as many Zoological Society staff.



Our Zoo in Your Neighborhood program was awarded Top Honors for the Angela Peterson Excellence in Diversity award by the AZA. This is a significant achievement. Congratulations to Mariah Martinez, program leader, and the Zoological Society education team!

### Conservation

Over 70 people attended the public conservation presentation by Mary Wykstra, Action for Cheetahs Director. Mary spoke about a decade of cheetah conservation in Kenya. Action for Cheetah's mission is to promote the conservation of cheetahs through research, awareness and community participation in Kenya.



We recently shipped over 500 bald eagle feathers to the National Eagle Repository in Colorado. The Eagle Act, enacted in 1940, prohibits people from taking bald and golden eagles, including their parts, nests, or eggs, without a special permit. For hundreds of years, Native Americans and Alaskan Natives have used eagle feathers for religious and cultural purposes. The repository provides a central location for the receipt, storage and distribution of bald and golden eagles found dead and their parts.

Native Americans belonging to federally recognized tribes may apply to receive eagles or their parts for use in religious or cultural ceremonies.

There are many more applicants than birds available and it may take several years for a request to be filled. Potter Park Zoo holds a Federal Eagle Exhibition permit, which allows us to hold birds in our care. As part of that agreement, we send feathers, as well as any deceased bird, to the USFWS Repository.



## Public Safety

- Several trainings were held at the zoo in July and August. The trainings included ADA awareness (all staff), toxic plant awareness (zookeepers), firearms training- in house and the MSU shooting range (Emergency Response Team), and dart gun training (vet staff and animal programs manager).
- Kelsey Osman joined our public Safety team at the beginning of August.
- Building safety inspections started with Pat Fountain and Dr. Ronan during which any potential safety hazards are noted and addressed.
- Rick Parker is working to organize the safety data sheets.

## Guest Services



Last week a representative of Vermont Systems Inc. was on site to continue the hardware set up for RecTrac 3.1, the soon to be implemented guest management and point of sale software at the zoo and all Ingham County Parks.

Kudos to the entire implementation team who have been working hard to focus on all the details of such a huge undertaking.

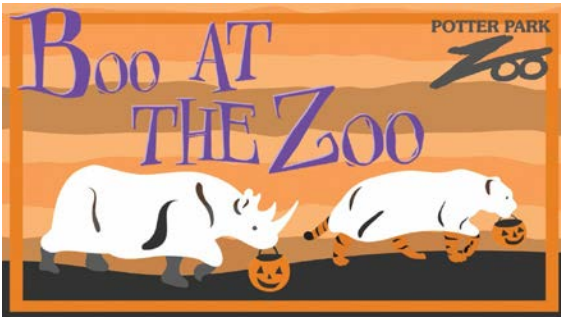
Soon we will be able to begin some of the training on the system we are building so we are as ready as we can be for "go-live" week at the end of October/early November.



Effective September 3, 2019 the zoo will be open from **9 a.m. to 4 p.m.** on weekdays and **9 a.m. to 5 p.m.** on weekends.

The seasonal contact areas (goat yard, pony rides, Wings of Wonder, bungee jump and train) will only be open on weekends.

Camel rides closed for the season starting Sept. 3



## **Boo at the Zoo!**

Boo at the Zoo will be held the last three weekends of October!

## **Animal Care**

- Two emerald tree boas will be arriving September 18 from Prospect Park Zoo in Brooklyn, NY. They will go on exhibit with the poison dart frogs in the Bird and Reptile house once they complete quarantine.
- We are due to receive two young female tufted deer (one from San Diego Zoo Safari Park, one from the National Zoo) for breeding with our male, Dezi.
- Doppsee's pregnancy seems to be progressing well. Dr. Ronan and his team continue to monitor her through ultrasound.
- We have begun preparing the barn for a calf, including safety bars and cameras.
- New cement logs were brought in for the snow leopard and otter from Steve Perry Designs out of Ft. Wayne Indiana. It has been increasingly difficult to located wood logs that are hollow and large enough for the snow leopard.
- The new Grey kangaroo joey was recently named Androo.
- The keeper aide position has been eliminated now that the two full time keepers have started. This was part of the reorganization.
- Douglas, the North American porcupine, has been moved to his new home in the moats.
- The Dexter cows are being prepared for artificial insemination in hopes of having calves next summer.

# POTTER PARK ZOO

## August Weekly Analytics

Dates: August 5-11			
Platforms	Facebook	Instagram	Twitter
Reach	98,218	6,234	X
Impressions	200,158	38,903	12,900
Engaged Users (actions)	6,101	314	482
Followers (sunday)	53,803	12,810	7,207
Dates: August 12-18			
Platforms	Facebook	Instagram	Twitter
Reach	85,475	7,198	X
Impressions	173,088	37,994	13,900
Engaged Users (actions)	4,501	374	249
Followers (sunday)	53,818	12,942	7,208
Dates: August 19 - 25			
Platforms	Facebook	Instagram	Twitter
Reach	100,499	6,190	X
Impressions	210,995	33,190	18,600
Engaged Users (actions)	6,259	318	889
Followers (sunday)	53,840	13,091	7,225
Dates: August 26 - Sep. 1			
Platforms	Facebook	Instagram	Twitter
Reach	83,250	8,666	X
Impressions	186,335	40,571	26,300
Engaged Users	4,759	321	295
Followers (sunday)	53,848	13,271	7,247



# POTTER PARK ZOO

## August 2019

Facebook	Total reach: (daily total) <b>419,329</b> Total Impressions: <b>868,678</b>	
	Followers: 53,789 to 53,848	Increase in followers: 59
Instagram	Total Reach: 28,279 Total impressions: 150,658	
	Followers: 12,651 to 13,271	Increase in followers: 620
Twitter	Total Impressions: 71,700	
	Followers: 7,200 to 7,247	Increase in followers: 47
Google Analytics	<b>Page Views: 60,717</b> <b>Sessions: 25,769</b> <b>Users: 17,021</b>	
	<b>Top pages visited</b>	
	Home	20,247
	Admissions	11,754
	Attractions	6,154
	Animals	2,099
	<b>Top cities by visits</b>	
	Lansing	1,716
	Grand Rapids	1,691
	Ann Arbor	1,502
	Detroit	1,006
	<b>Acquisitions</b>	
	Organic Search	13,973
	Direct	3,387
	Social	1,136
	Referral	556
	<div>Users</div> <div>4.07%</div> <div>18,756 vs 18,022</div>	<div>New Users</div> <div>5.98%</div> <div>17,021 vs 16,061</div>
	<div>Sessions</div> <div>7.67%</div> <div>25,769 vs 23,933</div>	<div>Number of Sessions per User</div> <div>3.46%</div> <div>1.37 vs 1.33</div>
	<div>Pageviews</div> <div>5.75%</div> <div>60,717 vs 57,413</div>	<div>Pages / Session</div> <div>-1.78%</div> <div>2.36 vs 2.40</div>
	<div>Avg. Session Duration</div> <div>0.19%</div> <div>00:01:59 vs 00:01:59</div>	<div>Bounce Rate</div> <div>-0.64%</div> <div>43.98% vs 44.26%</div>
	<div>Pageviews</div> <div>5.75%</div> <div>60,717 vs 57,413</div>	<div>Unique Pageviews</div> <div>6.60%</div> <div>50,718 vs 47,578</div>
	<div>Bounce Rate</div> <div>-0.64%</div> <div>43.98% vs 44.26%</div>	<div>Avg. Time on Page</div> <div>3.35%</div> <div>00:01:28 vs 00:01:25</div>
	<div>% Exit</div> <div>1.81%</div> <div>42.44% vs 41.69%</div>	
	** DO MEDIA PULL FOR NEXT MONTH	
	Increase sessions 7.67%	Increase in unique users: 5.98%

# POTTER PARK ZOO

## Notable Media Stories - August 2019

### Potter Park Zoo - 7/31/19

Posted: 9:25 AM, Jul 31, 2019 Updated: 2019-07-31 09:25:16-04

By: Morning Blend



<https://www.fox47news.com/entertainment/shows/the-morning-blend/potter-park-zoo-7-31-19>

### 6th Annual Bowling for the Rhinos



Posted on Tuesday,  
July 30, 2019

Come on out to City Limits East for a fun night of bowling for a good cause! We are raising money for rhino conservation.

The event is August 2, 2019 6:00 pm – 9:00 pm and City Limits East. Tickets are \$32 (individual) .

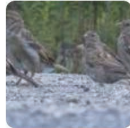
A family of 4 can bowl for \$105. Tickets include 3 hours of bowling, pizza, and pop.

<http://ingham.org/NewsEvents/NewsandAnnouncements/tabid/228/articleType/ArticleView/articleId/8491/6th-Annual-Bowling-for-the-Rhinos.aspx>

WILX-TV

#### Bird expert warns public not to feed wild birds

"The rule of thumb, don't feed wildlife with only a very, very few special exceptions," says Dennis Laidler, a Potter Park Zoo educator. "One of ...  
1 week ago



<https://www.wilx.com/content/news/Bird-expert-warns-public-not-to-feed-wild-birds--558466511.html>

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