

# 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, February 12, 2020".*

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

**Wednesday, February 12, 2020**

**6:00 PM**

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

- 1. Call to Order**
- 2. Approval of January 8, 2019 Meeting Minutes.**
- 3. Limited Public Comment** – *Limited to 3 minutes with no discussion*
- 4. Late Items/Deletions/Consent Items**
- 5. Director's Report**
  - a. 2019 Finance Report – Delphine Breeze
  - b. Director's Reports/January Attendance – Cynthia Wagner/Amy Morris
- 6. New Business**
  - a. Presentation - Zookeeper
  - b. Presentation – Species Sustainability – Cynthia Wagner
- 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 **March 11, 2020 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 ADVISORY BOARD**

**1301 S. Pennsylvania Avenue,  
Lansing, MI, January 08, 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:** Commissioner Trubac, Commissioner Tennis, Chair John Groen, Vice Chair Kyle Binkley, Julie Pingston, Mary Hauser, and Mary Leys

**ALSO PRESENT:** Cynthia Wagner, Zoo Director

**ABSENT:** Cindy Kangas, Cheryl Bergman, Molly Korn, Dr. Richard Snider, and Yanice Jackson Long

**CALL TO ORDER:** Chair John Groen called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:06PM

**MINUTES:** Moved by Julie Pingston and supported by Kyle Binkley to approve the minutes of the December 11, 2019 meeting as written, **Yes-7; No-0; MOTION CARRIED.**

**LIMITED PUBLIC COMMENT**

None

**LATE ITEMS/DELETIONS/CONSENT ITEMS**

None

**FINANCIAL REPORTS**

**Zoo Financial Report**

Director Wagner reported there were no financial reports this month due to end of year closing.

**ATTENDANCE REPORT**

Director Wagner stated admission numbers were up for the month of December and that the birth of the baby rhino boosted attendance the last week of December. She shared that admission revenue exceeded budget for 2019.

**ZOO DIRECTOR REPORT**

Director Wagner then reviewed major elements of the report:

- The AZA Director's conference is January 28-30, 2020 in North Carolina.
- Continuing to work on the Point of Sale system with Vermont Systems. There have been difficulties with

connectivity that we are working through with the Ingham County IT department.

- Zoo In Your Neighborhood pass usage was up in 2019 from 2018 and there are new partners for 2020.
- Centennial celebration planning is continuing including the evening kick-off event.
  - Chair Groen asked what the kick-off event will look like. Director Wagner explained there would be a presentation to explain where the zoo has come from, where it is at, and where it is going including the need for a new animal hospital.
  - Historical walking tour signs are done and ready to print.
  - Themed weekends are set and we will be working to get sponsors for each of the weekends.

6:14PM Mary Leys arrived

- We will be bringing in a new male bongo that is recommended to breed with both of our females.
- Animal Care staff are monitoring the otters and red panda for pregnancy.
- The peafowl are secured in the wings of wonder exhibit in the winter. This helps ensure they receive enough food in the winter and also helps with cleanliness throughout the zoo.
- Doppsee gave birth Christmas Eve and received international coverage. Amy and Kaiti worked hard over the holidays to communicate with as many media outlets as possible. The name will be announced tomorrow following the closing of the naming contest at midnight.
- The main focus for both Directors has been and continues to be the rhino calf, centennial planning, and millage material preparation.

## **NEW BUSINESS**

### **2020 Zoo Incentives Resolution**

Director Wagner stated most of the incentives are the same, but there are two new incentives and a change to a current incentive. The Ingham County Circuit Court Family Division is holding their Child Benefit Fund 5K Fundraiser at the zoo in April and are requesting registered race participants receive free admission the day of the event. The Arbor Day committee has requested Arbor Day celebration participants receive free parking for the duration of the event held April 25 in the park.

Director Wagner stated the Zoo Days admission fee has been \$1 for many years and we are requesting an increase to \$2 per person. Ms. Pingston explained sponsorship amounts have decreased and it has been increasingly difficult to cover the costs of the event. She stated it is a great community event that the Society would like to continue. Commissioner Trubac asked how many people take advantage of this opportunity and Ms. Wagner stated there were 7139 attendees in 2019. Chair Groen asked what current zoo admission rates are. Ms. Wagner stated resident rates are \$7 for adults and \$5 for all children in 2020. Mary Leys stated she believes it is still a good value for the community. Director Wagner shared there are other incentives available the day of the event such as inexpensive food deals and free snacks distributed by vendors.

Chair Groen encouraged coming up with incentives for non-event days at the zoo also.

Commissioner Tennis asked how long the baby rhino will be at Potter Park Zoo and Ms. Wagner stated for a minimum of two years.

Moved by Commissioner Trubac and supported by Kyle Binkley to approve the 2020 Zoo Incentives, **Yes-7; No-0;**  
**MOTION CARRIED.**

### **Millage Discussion**

Director Wagner shared they had reached out to the attorneys to verify what can be said by the zoo regarding the millage. Ms. Pingston asked if the millage materials will include how the money will be spent. Director Wagner stated they will share the anticipated projects that could be done with the increased funding as presented at County Services.

Director Wagner stated there will be an increase in information shared on social media in the next few weeks about AZA accreditation and the zoo's research participation.

### **OLD BUSINESS**

#### **Strategy Subcommittee**

John Groen stated the next meeting date needs to be set.

#### **External Relations Subcommittee**

Julie Pingston stated a meeting date had been set in February.

#### **Financial Sustainability Subcommittee**

Kyle Binkley stated the next meeting will be set in February.

### **BOARD COMMENTS**

Chair Groen commented that Wonderland of Lights was a great event and that staff should be commended for their efforts.

Ms. Pingston shared all of the Society staff helped each other out and it was a team effort.

### **LIMITED PUBLIC COMMENT**

None

### **ADJOURNMENT**

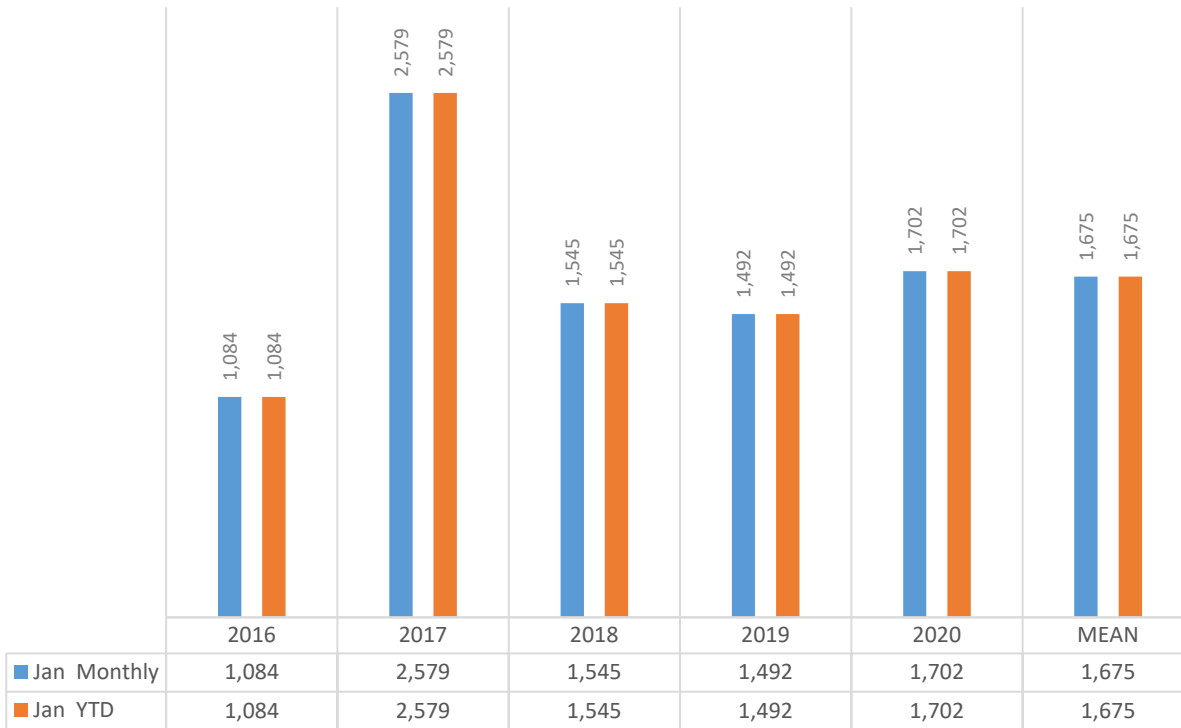
Being no further business, the meeting was adjourned at 6:42PM

**POTTER PARK ZOO**  
**MONTHLY ATTENDANCE REPORT**  
**FOR MONTH AND YTD ENDING January 31, 2020**

ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	0	0	0	0	0	0
CHILDREN - UNDER 3	90	63	(27)	90	63	(27)
CHILDREN - OFF SEASON	226	170	(56)	226	170	(56)
ADULT RESIDENT	0	0	0	0	0	0
ADULT NON-RESIDENT	0	0	0	0	0	0
ADULT - OFF SEASON	668	570	(98)	668	570	(98)
SENIOR RESIDENT	0	0	0	0	0	0
SENIOR NON-RESIDENT	0	0	0	0	0	0
GROUPS	0	35	35	0	35	35
SUBTOTAL	984	838	(146)	984	838	(146)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	372	310	(62)	372	310	(62)
EVENTS	245	443	198	245	443	198
RECIPROCAL ZOO MEMBERS	88	51	(37)	88	51	(37)
RECIPROCAL ZOO MEMBERS (100%)	41	36	(5)	41	36	(5)
MONDAY PROGRAM	5	20	15	5	20	15
OTHER (non-paying)	2	4	2	2	4	2
SUBTOTAL	753	864	111	753	864	111
<b>GRAND TOTAL</b>	<b>1,737</b>	<b>1,702</b>	<b>(35)</b>	<b>1,737</b>	<b>1,702</b>	<b>(35)</b>
Change in Paid Admissions			-2.0%			-2.0%

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

## JANUARY ADMISSION DATA



## Potter Park Zoo Historical Admission Data

Column1	2016	2017	2018	2019	2020	MEAN
JAN	1,084	2,579	1,545	1,737	1,702	1,736
FEB	2,366	7,194	845	1,008		2,853
MAR	5,752	2,898	5,011	5,844		4,876
APR	12,145	12,680	11,720	14,463		12,752
MAY	21,762	24,375	25,101	25,017		24,064
JUN	20,821	28,541	31,083	33,636		28,520
JUL	28,810	30,011	32,999	30,633		30,613
AUG	22,160	21,895	21,776	28,537		23,592
SEPT	13,550	13,394	12,731	10,529		12,551
OCT	4,338	17,937	11,535	15,536		12,337
NOV	4,558	2,784	1,933	3,217		3,123
DEC	1,586	829	1,498	3,181		1,774
TTL	138,932	165,117	157,777	173,338	1,702	127,373



## **Zoo Director's Report February 12, 2020**

I attended the AZA Director's Policy Conference held Jan. 28-30 in Wilmington, North Carolina. There was much discussion regarding the management of species in AZA facilities.

### **Centennial**

Preparations continue for the centennial celebration. The walking tour signs are in the final stages of design and will be sent to print soon. They will be in place with a new centennial map by April 1, 2020.

The Lansing Historical Society will be creating a mobile display showcasing Potter Park Zoo's history that is planned to start by Memorial weekend.

Amy and Dennis are scheduled to present at nine different clubs or organization meetings in February, March, and April including six Rotary clubs.

### **Staff**

Sarah Foote will be attending the AZA Professional Development Institutional Records Keeping Course in February. This will allow her to train staff on any new functions of ZIMS and help us utilize the system to its maximum potential.



It's that time of year again when we are looking to fill many seasonal positions. Please spread the word and point those who would be a great addition to the hard working Potter Park Zoo team to our website for more details. Help us get the word out by sharing, liking, or reposting the social media announcements that will be coming out in the upcoming weeks.

The first Institutional Animal Welfare meeting in its new format is Feb 25. This meeting will be led by Dr. Ronan and Sarah Foote and is open to all staff. The new format will include an educational/training portion to the meeting.

An animal escape drill was held in February. We continue to do monthly drills that cover animal escape (dangerous and non-dangerous), severe weather, fire, human injury, and others.

## Maintenance

A new stove, microwave, dishwasher, fridge and freezer have been installed in the Discovery Center kitchen.

Leaf cleanup was able to continue into January which will substantially cut down on what we normally have to complete in the Spring.



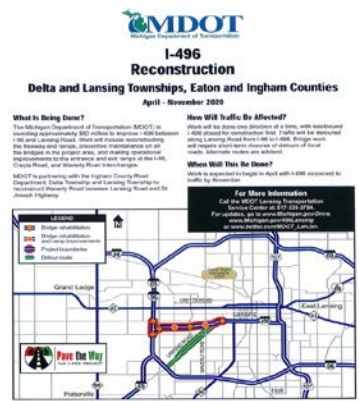
## PPZ Waterfall Wins Award

Earth Tones Landscaping won an award for their work on the Lions Club waterfall at Potter Park Zoo. This poster was displayed at the Michigan Nursery and Landscape Association conference at the Lansing Center.

## Public Safety

Sarah will be attending HAZWOPER training in March at the Detroit Zoo. This is a two day emergency preparedness training.

Rick Parker will be attending two seminars about front desk safety and security and OSHA compliance.



## Long Term Construction Project Affects Route to the Zoo

Please take note of [a major I496 construction project](#) that will affect some of the zoo visitor's routes to the zoo. We will be posting the best routes for visitors on the website.



The Smith family reached out on Facebook and shared that they participated in the Zehnder's Snowfest in Frankenmuth and made one incredible sculpture: Doppsee and Jaali the black rhinos! They took home third place in the competition.



## Education



FALCONERS held our first ever sensory friendly restaurant themed dinner in January with 109 attendees. Outback Steakhouse sponsored most of the dinner and we had other food donations by Meijer and Texas Roadhouse.

Quote from a FALCONERS family about our program: "Just a great way to have a normal family moment at our own pace without the pressures and/or distractions of other people, kids, families who may not understand the difficulties we encounter with kids on the Autism Spectrum."

Over 900 students attended Big Zoo Lesson already this school year. Staff are working to get Zookambi Summer Camp ready for registration on the new WebTrac format. Zoo Teen applications are due April 15, 2020.

## Animal Updates

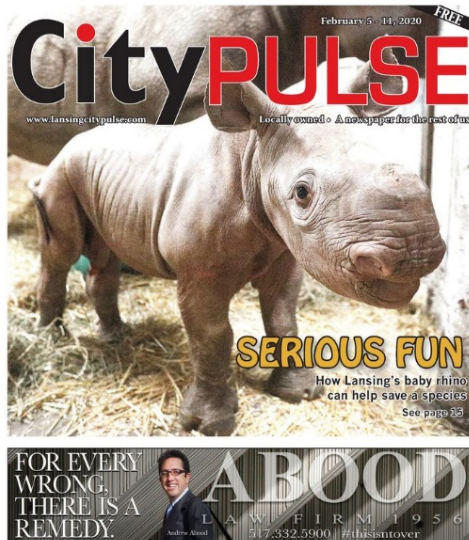
- Several Bird and Reptile Building maintenance projects were completed including sealing all of the floors and drains upstairs, painting the front of the exhibits, repairing some door frames around exhibits, and painting the foot rails in the auditorium.
- New Madagascar giant day geckos were put on exhibit with the leaf tailed geckos
- Bats are off exhibit while repairs are completed on the exhibit
- Fontina the cow is pregnant and is due in June.
- The mudpuppy exhibit is now in the Discovery Center and we will be moving the other native reptile and amphibian displays up in the next few weeks.
- We are holding two juvenile Massasauga rattlesnakes for the Department of Natural Resources until they can be released.
- Dr. Ronan did surgery to remove an infected and cancerous uterus in a guinea hog.
- Exams were completed on the Guam rail, the green aracari, the blue-crowned parrot, the blue-naped mousebird, and the blue-bellied rollers.

## Communications

Our yearly breakdown of social media analytics has shown a phenomenal year with huge increases in followers, engaged users, and reach (some of this pertains to Jaali, but Jaali was only here for 7 days of the 2019 analytics). We're reaching more people than ever before through social! Social media analytics have skyrocketed in January 2020, even bigger than December 2019! In January of 2020, we reached over 1,000,000 people on Facebook alone.

Yearly website analytics show that we've increased across the board in page views, users and sessions. This is our first true year to year comparison since our new website launched. Mobile users make up 70 percent of the people visiting our website. We will keep this in the front of our minds as we continue to update the organization and flow of the website.

We have had phenomenal press coverage over the last month. The Associated Press picked up our Naming the Baby Rhino story and we saw stories across the country. We also sent another press release out when Jaali turned one month old, and again we saw the video picked up across the country. City Pulse did a cover story on Jaali that was a 5-page spread.



A few notable quotes:

"Jaali's face is the face of the 21st century zoo, as it evolves from the exploitative, circus-like big tops of the past to indispensable arks of conservation, research and education."

Quotes from Dr. Monica Stoops (specialist in rhino reproduction from Cincinnati's Linder Center for Conservation and Wildlife):

- She said she has never seen anything like the rapport between Potter Park zookeepers and Doppsee. "She's amazing to watch."
- "For a researcher, they are a gold star facility, because of their dedication to the species."

## History of the Feline Primate Building

The Lion House was completed in 1930. Contrary to what some think, its construction was not part of the federal Works Progress Administration (WPA), which operated from 1935-1943. (Some structures at the zoo were part of that program. More on that in another tidbit.) City funds had been budgeted for the project.

The layout was modeled after the Carnivora Building at the Toledo Zoo (now the Carnivore Café). Typical of the time, the animal spaces were small, concrete, and barred. The cats were housed on the current primate side, while the primates were on the current cat side. The cats also had small outdoor areas, while the primates had no outdoor spaces.



The standard for zoos in America in the mid-1900s was cleanliness based. Slanted concrete enclosures made sanitizing easy for the zoo's few zookeepers who cared for many of the zoo's animals in a single day. The smell was very unpleasant, to say the least.



The Lion House was renovated in 1989 and renamed the Feline/Primate Building. The new design was based on the changing standards for animal care. There were fewer exhibits, space for each animal was increased, and natural outdoor areas were added, along with many other additions made to increase the animal welfare at the zoo.

As an indication of exhibit sizes, the architectural plans for the renovation indicated eight exhibits across each side of the original layout, with the two in the center of each side about twice the length of the smaller end enclosures. Now we have three exhibits per side where there once were eight.

Over the years the big cats residing in the building included tigers, leopards, mountain lions, and African lions. Primates exhibited included various monkeys, gibbons, lemurs, and even chimpanzees in the 1960s and 1970s.

## Facebook 2019

### Total followers

2017: 48,032

2018: 51,689

2019: 56,270

1 year fan increase: 4,581

+8.86 % increase from 2018

### Daily Page Engaged Users

Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

2016 total: 488,478

2017 total: 415,683

2018 total: 382,503

2019 total: 509,697

+33.25% increase from 2018

### Daily Total Reach

Daily: The number of people who have seen any content associated with your Page. (Unique Users)

2016 total: 10,387,540

2017 total: 8,424,268

2018 total: 8,010,826

2019 total: 8,222,109

+2.63% increase from 2018

### Daily Total Impressions

Daily: The number of impressions seen of any content associated with your Page. (Total Count)

2016 total: 14,703,123

2017 total: 16,057,714

2018 total: 13,545,323

2019 total: 13,981,802

+3.22% increase from 2018

**Notes:** In 2018, Facebook changed their algorithm for business pages.

*The Facebook algorithm change also affected the way the platform measures reach. Each time a person logs in, their newsfeed loads approximately 250 posts. Previously, all of those 250 posts were counted as reach—even if the person didn't actually see it.*

*Now, reach is only measured if the post appeared in the person's timeline and they scrolled through and saw it.*

*That means if you're comparing Facebook reach this year to your reach in previous years, you're no longer comparing apples to apples. Those two factors, on top of other algorithm updates in previous years, contributed to the nosedive in organic Facebook reach.*

## Twitter 2019

### Twitter Impressions

2016 totals: 254,300

2017 total: 526,500

2018 total: 699,736

2019: total: 998,600

+42.71% increase from 2018

### Total Followers

2017 Total Followers: 6,973

2018 total followers: 7,032

2019 total followers: 7,583

+7.8% increase from 2018

## Instagram 2019

2016 total followers: 4,390

2017 total followers: 6,707

2018 total followers: 8,647

2019 total followers: 15,921

1 year follower increase: 15,057

+74.12% increase from 2018

### Total impressions

2018: 837,530

2019: 2,000,687

+138.88% increase from 2018

### Total Reach

*\*Starting tracking in October 2018*

2019: 421,823

### Likes Per Post

No posts in 2016.

Average Likes per post: Jan. 2017: 110.2

Average Likes per post Dec. 2017: 187.7

Average likes per post Dec. 2018: 210.4

Average likes per post 2019: 605

+187.5% increase from 2018

\*<https://phlanx.com/engagement-calculator>

# POTTER PARK ZOO

## Yearly Website Analytics 2019

### 2019 Website Analytics (compared to 2018)

\*New Website Launched in October 2017

#### Year Overview:

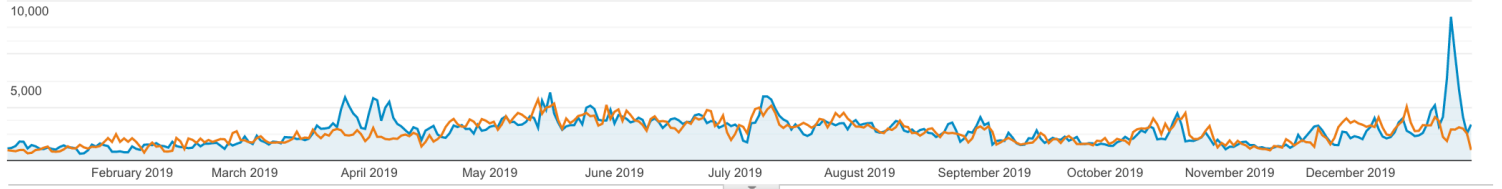
##### Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Jan 1, 2019 - Dec 31, 2019: Pageviews

Jan 1, 2018 - Dec 31, 2018: Pageviews



##### Pageviews

3.53%  
666,127 vs 643,384

##### Unique Pageviews

4.25%  
556,816 vs 534,129

##### Avg. Time on Page

3.58%  
00:01:28 vs 00:01:24

##### Bounce Rate

1.17%  
51.12% vs 50.53%

##### % Exit

2.38%  
45.15% vs 44.10%

##### Users

6.46%  
210,469 vs 197,695

##### New Users

6.89%  
207,034 vs 193,682

##### Sessions

6.00%  
300,759 vs 283,732

##### Number of Sessions per User

-0.43%  
1.43 vs 1.44

##### Pageviews

3.53%  
666,127 vs 643,384

##### Pages / Session

-2.33%  
2.21 vs 2.27

##### Avg. Session Duration

-0.72%  
00:01:46 vs 00:01:47

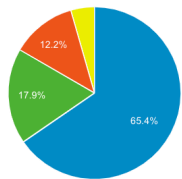
##### Bounce Rate

1.17%  
51.12% vs 50.53%

#### Acquisitions

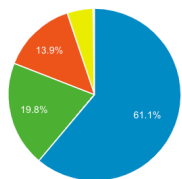
##### Top Channels

Jan 1, 2019 - Dec 31, 2019



Organic Search  
Direct  
Social  
Referral  
(Other)  
Email

Jan 1, 2018 - Dec 31, 2018



Organic Search  
Direct  
Social  
Referral  
(Other)  
Email

Acquisition			
	Users	New Users	Sessions
	6.46%	6.89%	6.00%
1 Organic Search	13.54%		
2 Direct	3.77%		
3 Social	7.18%		
4 Referral	3.43%		
5 (Other)	83.87%		
6 Email	98.73%		

##### Social Network

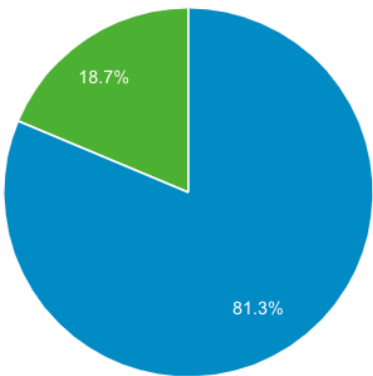
	Sessions	% Sessions
1. Facebook		
Jan 1, 2019 - Dec 31, 2019	29,786	92.39%
Jan 1, 2018 - Dec 31, 2018	34,041	94.34%
% Change	-12.50%	-2.07%
2. Twitter		
Jan 1, 2019 - Dec 31, 2019	1,145	3.55%
Jan 1, 2018 - Dec 31, 2018	586	1.62%
% Change	95.39%	118.69%
3. Instagram		
Jan 1, 2019 - Dec 31, 2019	443	1.37%
Jan 1, 2018 - Dec 31, 2018	216	0.60%
% Change	105.09%	129.55%



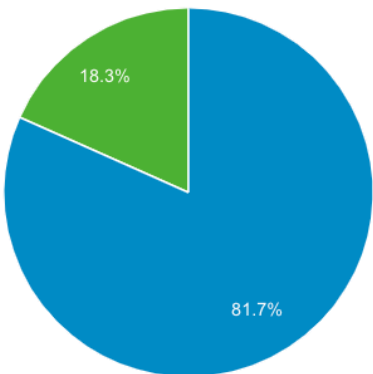
Country (influenced by Jaali stories, world wide coverage)

New Visitor Returning Visitor

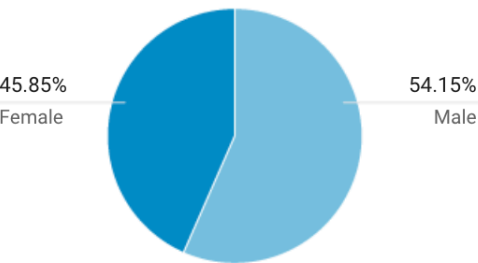
Jan 1, 2019 - Dec 31, 2019



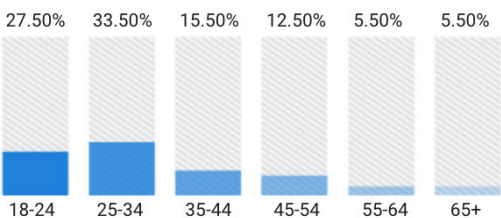
Jan 1, 2018 - Dec 31, 2018



Gender 100% of total sessions



Age 100% of total sessions



Jan 1, 2018 - Dec 31, 2018	188,520	95.56%
% Change	4.71%	-1.63%
2. India		
Jan 1, 2019 - Dec 31, 2019	2,006	0.96%
Jan 1, 2018 - Dec 31, 2018	1,172	0.59%
% Change	71.16%	60.80%
3. Canada		
Jan 1, 2019 - Dec 31, 2019	1,597	0.76%
Jan 1, 2018 - Dec 31, 2018	2,058	1.04%
% Change	-22.40%	-27.10%
4. United Kingdom		
Jan 1, 2019 - Dec 31, 2019	1,074	0.51%
Jan 1, 2018 - Dec 31, 2018	634	0.32%
% Change	69.40%	59.14%
5. China		
Jan 1, 2019 - Dec 31, 2019	738	0.35%
Jan 1, 2018 - Dec 31, 2018	367	0.19%
% Change	101.09%	88.91%
6. Australia		
Jan 1, 2019 - Dec 31, 2019	482	0.23%
Jan 1, 2018 - Dec 31, 2018	312	0.16%
% Change	54.49%	45.13%
7. Japan		
Jan 1, 2019 - Dec 31, 2019	420	0.20%
Jan 1, 2018 - Dec 31, 2018	151	0.08%
% Change	178.15%	161.30%
8. France		
Jan 1, 2019 - Dec 31, 2019	411	0.20%
Jan 1, 2018 - Dec 31, 2018	377	0.19%
% Change	9.02%	2.42%
9. Germany		
Jan 1, 2019 - Dec 31, 2019	325	0.15%
Jan 1, 2018 - Dec 31, 2018	234	0.12%
% Change	38.89%	30.48%

City:

City	Users	% Users
1. Lansing		
Jan 1, 2019 - Dec 31, 2019	19,844	8.59%
Jan 1, 2018 - Dec 31, 2018	20,540	9.43%
% Change	-3.39%	-8.94%
2. Grand Rapids		
Jan 1, 2019 - Dec 31, 2019	17,773	7.69%
Jan 1, 2018 - Dec 31, 2018	15,917	7.31%
% Change	11.66%	5.24%
3. Ann Arbor		
Jan 1, 2019 - Dec 31, 2019	14,206	6.15%
Jan 1, 2018 - Dec 31, 2018	14,653	6.73%
% Change	-3.05%	-8.63%
4. Detroit		
Jan 1, 2019 - Dec 31, 2019	11,162	4.83%
Jan 1, 2018 - Dec 31, 2018	17,827	8.18%
% Change	-37.39%	-40.99%




# Device Used: \_\_\_\_\_

Primary Dimension: Device Category

Plot Rows

Secondary dimension

Sort Type: Default

<input type="checkbox"/>	Device Category ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		6.46%  210,469 vs 197,695	6.89%  207,165 vs 193,808	6.00%  300,759 vs 283,732
<input type="checkbox"/>	1. mobile			
	Jan 1, 2019 - Dec 31, 2019	137,785 (65.78%)	136,377 (65.83%)	204,252 (67.91%)
	Jan 1, 2018 - Dec 31, 2018	127,920 (65.16%)	126,597 (65.32%)	190,179 (67.03%)
	% Change	7.71%	7.73%	7.40%
<input type="checkbox"/>	2. desktop			
	Jan 1, 2019 - Dec 31, 2019	61,205 (29.22%)	60,400 (29.16%)	82,185 (27.33%)
	Jan 1, 2018 - Dec 31, 2018	58,595 (29.85%)	57,550 (29.69%)	79,720 (28.10%)
	% Change	4.45%	4.95%	3.09%
<input type="checkbox"/>	3. tablet			
	Jan 1, 2019 - Dec 31, 2019	10,467 (5.00%)	10,388 (5.01%)	14,322 (4.76%)
	Jan 1, 2018 - Dec 31, 2018	9,795 (4.99%)	9,661 (4.98%)	13,833 (4.88%)
	% Change	6.86%	7.53%	3.54%

\*Mobile is by far the most used device to access the website



# POTTER PARK ZOO

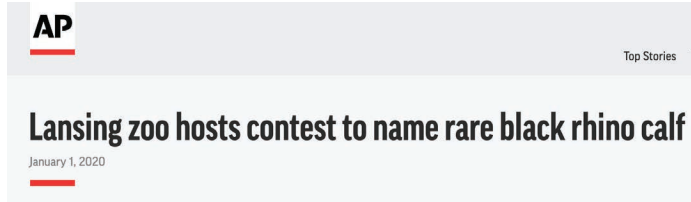
## January 2020

Facebook	Total reach: (daily total) 1,155,540 (baby rhino!)	
	Total Impressions: 1,653,222	
	Followers: 56,116 to 57,274	Increase in followers: 1,158
Instagram	Total Reach: 93,935 (greater than last month!)	
	Total impressions: 377,092 (greater than last month!)	
	Followers: 15,921 to 17,086	Increase in followers: 1,165
Twitter	Total Impressions: 313,000 (triple last month!)	
	Engaged Users: 17,755	
	Followers: 7,583 to 7,790	Increase in followers: 252
Google Analytics	<b>Page Views: 41,095</b> <b>Sessions: 21,452</b> <b>Users: 17,172</b>	
	<b>Top pages visited</b> Home 9,425 Donate (rhino calf naming) 5,655 Admissions 2,232 Animals 1,909	
	<b>Top cities by visits</b> Lansing 1,501 Grand Rapids 1,162 Ann Arbor 1,077 (Not Set) 906	
	<b>Acquisitions</b> Organic Search 7,621 Social 4,787 Direct 3,642 Referral 1,607	
	Users	102.50% 17,172 vs 8,480
	New Users	107.19% 15,773 vs 7,613
	Sessions	99.39% 21,452 vs 10,759
	Number of Sessions per User	-1.54% 1.25 vs 1.27
	Pageviews	67.97% 41,095 vs 24,466
	Pages / Session	-15.76% 1.92 vs 2.27
	Avg. Session Duration	-21.07% 00:01:24 vs 00:01:47
	Bounce Rate	17.31% 63.05% vs 53.75%
	Pageviews	67.97% 41,095 vs 24,466
	Unique Pageviews	69.26% 33,976 vs 20,073
	Avg. Time on Page	9.82% 00:01:32 vs 00:01:24
	Bounce Rate	17.31% 63.05% vs 53.75%
	% Exit	18.71% 52.20% vs 43.98%
Increase sessions (comp. to 2019) 99.39% 17		Unique users: 107.19%

# POTTER PARK ZOO

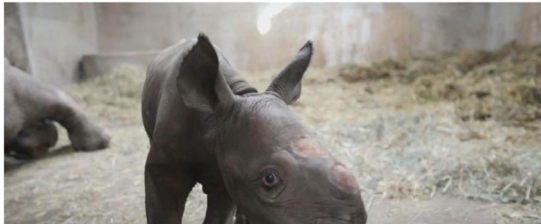
## Notable Media Stories - January 2020

### (Stories before Baby Rhino)



<https://apnews.com/45a79752ecbdc22f-3c836844b1694f94>

#### Potter Park Zoo hosts contest to name baby rhino



<https://www.wilx.com/content/news/Zoo-hosts-contest-to-name-baby-rhino--566603511.html>

#### You can name the new rare rhino calf at Potter Park Zoo... with a donation



Toledo, Ohio

<https://www.13abc.com/content/news/You-can-name-the-new-rare-rhino-calf-at-Potter-Park-Zoo-with-a-donation-566662031.html>

NATIONAL

#### Vote on the baby rhino's name at the Potter Park Zoo



Salt Lake, Utah

<https://www.abc4.com/news/national/vote-on-the-baby-rhinos-name-at-the-potter-park-zoo/>



<https://www.michiganradio.org/post/baby-rhino-born-christmas-eve-lansing-zoo-gets-festive-new-name>

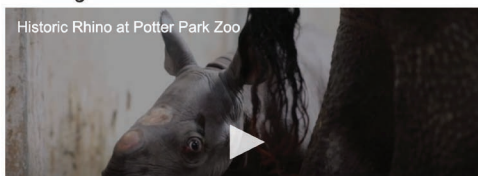
#### Meet the rare black rhino baby born on Christmas Eve



Fort Smith, AR

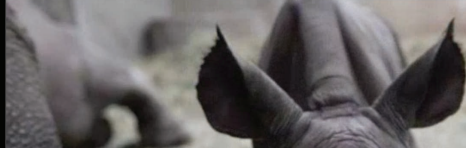
<https://www.swtimes.com/entertainmentlife/20191229/meet-rare-black-rhino-baby-born-on-christmas-eve>

#### Baby rhino fever! Here's how the Potter Park Zoo is caring for the calf



<https://www.wilx.com/content/news/Baby-rhino-fever-Heres-how-the-Potter-Park-Zoo-is-caring-for-the-calf-566495711.html>

## VIDEO



## Endangered Black Rhino Gives Birth in U.S. Zoo

from: Fajar Januarta

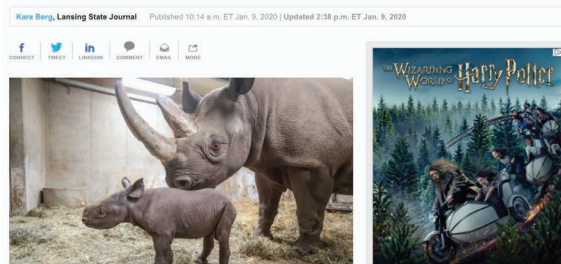
28 December 2019 13:39 WIB

## New year, new rhino -- Potter Park Zoo in Lansing hosts baby rhino naming contest

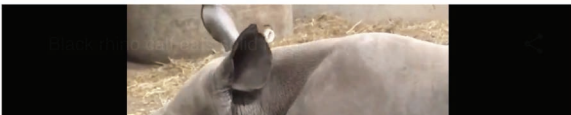
### Baby black rhino at Michigan's Potter Park Zoo has a name

Updated Jan 09, 2020; Posted Jan 09, 2020

The results are in: Potter Park's 'spunky' baby black rhino now has his name



### WATCH: Potter Park Zoo black rhino cafe hits another major milestone



NBC 5 Chicago

<https://www.nbcchicago.com/news/local/endangered-black-rhino-born-in-michigan/2193576/>

United Kingdom

<https://en.tempo.co/photo/77189/endangered-black-rhino-gives-birth-in-u-s-zoo>

Detroit

<https://www.clickondetroit.com/news/local/2020/01/01/new-year-new-rhino-potter-park-zoo-in-lansing-hosts-baby-rhino-naming-contest/>

MLive

<https://www.mlive.com/news/2020/01/baby-black-rhino-at-michigans-potter-park-zoo-has-a-name.html>

LSJ

<https://www.lansingstatejournal.com/story/news/2020/01/09/results-in-potter-parks-baby-black-rhino-now-has-its-name/4418381002/>

Video: WLNS

<https://www.wlns.com/news/potter-park-zoo-announces-black-rhino-calves-name/>

Video: WLNS

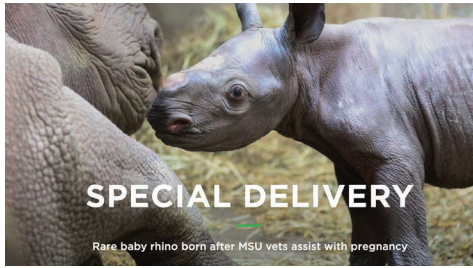
<https://www.wlns.com/news/local-news/potter-park-zoo-black-rhino-cafe-hits-another-major-milestone/>

<https://www.fox47news.com/news/rare-black-rhino-born-at-lansing-zoo-will-be-named-jaali>

## Rare black rhino born at Lansing zoo will be named Jaali

Posted: 12:09 PM, Jan 09, 2020 Updated: 12:16 PM, Jan 09, 2020

## Potter Park Zoo closed due to flooding



<https://www.wilx.com/content/news/Zoo-closed-due-to-flooding-566970561.html>

<https://msutoday.msu.edu/feature/2020/rare-baby-rhino-born-after-msu-vets-assist-with-pregnancy/>



<http://ingham.org/NewsEvents/NewsandAnnouncements/tabid/228/articleType/ArticleView/articleId/8753/Meet-Jaali.aspx>

## Baby black rhino at Potter Park Zoo in Michigan turns a month old

Posted Jan 24, 2020



Ann Arbor

<https://www.mlive.com/news/ann-arbor/2020/01/baby-black-rhino-at-potter-park-zoo-in-michigan-turns-a-month-old.html>

<https://www.commondreams.org/views/2020/01/23/what-we-lose-when-we-lose-wildlife>