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.potterparkzoo.org,
selecting “About,” clicking on “Zoo Board Meetings” and clicking “January 13, 2021”.

POTTER PARK ZOO ADVISORY BOARD MEETING
Wednesday, January 13, 2021
6:00 PM

Join Zoom Meeting
https://zoom.us/j/93265305143?pwd=S1E2eTZlHNlZHhPTUpPaXovSHdIQT09
Meeting ID: 932 6530 5143
Passcode: 856921

1. Call to Order
2. Approval of December 09, 2020 Meeting Minutes.
3. Limited Public Comment – Limited to 3 minutes with no discussion
4. Late Items/Deletions/Consent Items
5. Director’s Report
   a. Admissions Report- Cynthia Wagner
   b. Director’s Report – Cynthia Wagner/Amy Morris
6. New Business
   a. Presentation – Rebecca Morningstar
7. Old Business
   a. Financial Sustainability Subcommittee – Kyle Binkley
   b. Strategy Subcommittee – Mary Leys
   c. External Relations Subcommittee – Cheryl Bergman
8. Board Comments
9. Limited Public Comment - Limited to 3 minutes with no discussion
10. Upcoming Meeting
    a. Zoo Advisory Board Meeting February 10, 2021 at 6:00 PM
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.
The Ingham County Potter Park Zoo Advisory Board held a regularly scheduled meeting via Zoom.

BOARD MEMBERS
PRESENT: Commissioner Trubac, Chair John Groen, Vice Chair Kyle Binkley, Cindy Kangas, Julie Pingston, Molly Korn, and Mary Leys

ALSO PRESENT: Cynthia Wagner, Zoo Director, Amy L. Morris-Hall, Zoological Society Executive Director and Erin O’Rourke

ABSENT: Commissioner Tennis, Dr. Richard Snider, Cheryl Bergman, Mary Hauser and Yanice Jackson Long

CALL TO ORDER: Vice Chair Kyle Binkley called the regular meeting of the Ingham County Zoo Advisory Board to order at 6:03 p.m.

MINUTES: Moved by Mary Leys and supported by Molly Korn to approve the minutes of the November 18, 2020 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 that she expected to exceed budget slightly at the end of the year for personnel costs, but that overall expenditures are doing well. She stated that based on budget we are projected to be approximately $606,000 short in revenue which would leave an estimated $350,000 in fund balance. Director Wagner stated that with the remaining revenue to come in from interest and the gift shop, and cuts in expenditures that optimistically the zoo could end the year with closer to $500,000 left in fund balance.

Mary Leys asked how Wonderland of Lights is doing. Director Morris-Hall stated reserved times are maxing out each day, but walk ups are still permitted. We are looking to raise the number of reservations per time slot, but that depends on the ability of admission staff to move guests through the admission process. Director Wagner reported admission over the three weekends so far has been a total of 5,036 with 2,402 of that during the past Toys for Tots weekend. There were 713 toys donated that weekend.

6:08PM Chair Groen joined the meeting.

Director Morris-Hall reported the Society is doing better than expected and is showing a loss of $109,000 for 2020, but $104,500 of that amount is from the PPP loan that is expected to be forgiven. Once forgiven the projected loss will be $5,000 or less. Cash on hand is almost equal to prior year. The 2021 budget will be finalized by the Zoo Society Board in December and has very conservative revenue projections. The Society is expected to end 2020
with enough funds to bring back education staff that have been furloughed and begin planning new programming for
2021.

ZOO DIRECTOR REPORT

Major Elements Reported:

- Admission numbers were awesome in November due to the beautiful weather earlier in the month. Year to
date paid admission is down 49 percent compared to 2019, but admission revenue is only down 30 percent.

- Director Wagner will have a call with an AZA Board Member Dec. 16, 2020 to review admission, revenue,
and employment numbers from 2020. This is the second call this year from AZA to touch base with all of
their member organizations.

- The zookeeper 400 posting has been taken down and 116 applications were received of which 100 met the
minimum qualifications. The applications are being reviewed through the new neo.gov site.

- All staff must complete a KultureCity sensory sensitivity refresher course in order for the zoo to maintain
certification. KultureCity is nation’s leading nonprofit on sensory accessibility and acceptance of those with
invisible disabilities.

- Staff are being diligent in following the COVID safety guidelines at the zoo. Two staff have tested positive
and both were reported to the health department. Neither contracted the virus at the zoo and there were no
cases of transmission to other staff.

- No new concerns have been brought forward regarding previous personnel matters. Director Wagner is
staying in close contact with staff and meeting with anyone that has a concern of any nature.

- Zookeepers were invited to participate in helping choose interview questions for the zookeeper 400
position. Three zookeepers provided feedback on the questions.

- A survey is being completed by zookeepers to allow all staff to feel comfortable expressing their thoughts
on staffing levels and work load since several were not comfortable doing so in a group meeting setting.
This survey is not anonymous, and keepers were notified of this in advance.

- Potter Park Zoo received some free advertising in the Lansing 5:01 free coloring book that is available for
download.

- The December FALCONERS event was a success with over 175 guests that were all extremely grateful to
have a fun outing.

- Ring-tailed lemurs are back and will be on exhibit in the spring. We will have a breeding troop.

- Animal Management is discussing the possibility of placing the male camel out to another zoo and moving
the kangaroos to the yard. Bactrian camels are prone to arthritis at a very young age with no cause yet
known.

- The female tiger, Liya, will be transferred for a breeding recommendation. This decision was made to
provide more space for the lions inside in the winter and to allow Liya to breed. This move will improve
the welfare of the remaining male tiger as he will be able to go outside everyday rather than rotating every
other day and the lions can utilize the indoor holding space in the winter that would have been used by the
female tiger. This was a concern in the 2017 AZA accreditation report and is a significant step towards
making welfare improvements for the lions without a new exhibit.
NEW BUSINESS
Fund Development Presentation
Erin O’Rourke shared what grants were awarded to the Society in 2020 and the overall plan for grants in 2021. She shared the work she has done for donor stewardship including phone calls and letters for each donation. The zoo currently has 1,500 active donors and will continue to grow that number. The Jaali naming contest had 527 donors and the otter had 300 donors. The spring appeal brought in $17,400 and the end of year appeal is out. Jan. 23 we will host a virtual painting fundraiser to celebrate Jaali’s birthday.
Cindy Kangas asked what the zoo saw in donations for giving Tuesday and invited Erin to attend an AFP meeting as her guest to do a presentation.

OLD BUSINESS
Strategy Subcommittee
Meeting scheduled for January 20, 2021 at Noon via Zoom.
External Relations Subcommittee
Meeting scheduled for January 21, 2021 at Noon via Zoom.
Financial Sustainability Subcommittee
Meeting scheduled for January 12, 2021 at Noon via Zoom

BOARD COMMENTS
None

LIMITED PUBLIC COMMENT
None

ADJOURNMENT
Being no further business, the meeting was adjourned at 6:54 p.m. by Chair Groen.
## POTTER PARK ZOO
### MONTHLY ATTENDANCE REPORT
FOR MONTH AND YTD ENDING December 31, 2020

<table>
<thead>
<tr>
<th>ADMISSION TYPE</th>
<th>2019 COUNT</th>
<th>2020 COUNT</th>
<th>BETTER (WORSE) THAN PY</th>
<th>2019 COUNT</th>
<th>2020 COUNT</th>
<th>BETTER (WORSE) THAN PY</th>
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<td>CHILDREN</td>
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<td>474</td>
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<td>(11,520)</td>
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<td>(120)</td>
<td>12,251</td>
<td>3,186</td>
<td>(9,065)</td>
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<td>CHILDREN - OFF SEASON</td>
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<td>(364)</td>
<td>2,283</td>
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<td>(993)</td>
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<td>ADULT RESIDENT</td>
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<td>264</td>
<td>22,339</td>
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<td>174</td>
<td>17,751</td>
<td>7,208</td>
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<td>ADULT - OFF SEASON</td>
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<td>0</td>
<td>(1,214)</td>
<td>5,133</td>
<td>2,186</td>
<td>(2,947)</td>
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<td>SENIOR/MILITARY RESIDENT</td>
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<td>3</td>
<td>3</td>
<td>2,668</td>
<td>1,047</td>
<td>(1,621)</td>
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<td>SENIOR/MILITARY NON-RESIDENT</td>
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<td>2</td>
<td>2</td>
<td>3,590</td>
<td>886</td>
<td>(2,704)</td>
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<td>GROUPS</td>
<td>6</td>
<td>0</td>
<td>(6)</td>
<td>9,731</td>
<td>67</td>
<td>(9,664)</td>
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<td><strong>SUBTOTAL</strong></td>
<td>1,748</td>
<td>961</td>
<td>(787)</td>
<td>88,743</td>
<td>35,818</td>
<td>(53,886)</td>
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<td><strong>ONLINE PAID ADMISSIONS</strong></td>
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<td><strong>PAID TOTAL</strong></td>
<td>1,748</td>
<td>2,157</td>
<td>409</td>
<td>88,743</td>
<td>48,193</td>
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<td><strong>MEMBERSHIPS/PROGRAMS</strong></td>
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<td>PPZ MEMBERS</td>
<td>380</td>
<td>468</td>
<td>88</td>
<td>16,681</td>
<td>11,180</td>
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<td>EVENTS</td>
<td>18,268</td>
<td>12,698</td>
<td>(5,570)</td>
<td>53,570</td>
<td>21,775</td>
<td>(31,795)</td>
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<td>(75)</td>
<td>6,484</td>
<td>194</td>
<td>(6,290)</td>
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<td>RECIPROCAL ZOO MEMBERS (100%)</td>
<td>28</td>
<td>0</td>
<td>(28)</td>
<td>2,669</td>
<td>177</td>
<td>(2,492)</td>
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<tr>
<td>MONDAY PROGRAM</td>
<td>79</td>
<td>362</td>
<td>283</td>
<td>8,208</td>
<td>2,042</td>
<td>(6,166)</td>
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<tr>
<td>ZIYN</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>198</td>
<td>198</td>
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<tr>
<td>OTHER (non-paying)</td>
<td>0</td>
<td>177</td>
<td>177</td>
<td>5,151</td>
<td>2,861</td>
<td>(2,290)</td>
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<tr>
<td><strong>SUBTOTAL</strong></td>
<td>18,830</td>
<td>13,705</td>
<td>(5,125)</td>
<td>92,763</td>
<td>38,427</td>
<td>(54,336)</td>
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<tr>
<td><strong>ONLINE MEMBER TICKETS</strong></td>
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<td></td>
<td></td>
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<tr>
<td><strong>MEMBERSHIP/PROGRAMS TOTAL</strong></td>
<td>18,830</td>
<td>13,705</td>
<td>(5,125)</td>
<td>92,763</td>
<td>42,727</td>
<td>(50,036)</td>
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<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>20,578</td>
<td>15,862</td>
<td>(4,716)</td>
<td>181,506</td>
<td>90,920</td>
<td>(90,586)</td>
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</tbody>
</table>

-50.0%

### 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
Communications

Check out the new article, Value Added, that talks about how zoos are making a difference with community outreach. The article covers how Zoo in Your Neighborhood has made an impact in our local community through zoo passes and free programming.

Read the article here: [https://www.aza.org/connect-stories/stories/community-outreach-makes-a-difference](https://www.aza.org/connect-stories/stories/community-outreach-makes-a-difference)

Facebook had a **40% increase** in engagements, indicating people were more apt to interact with the stories we put out.

Instagram is the star of 2020. **HUGE increases on Instagram this year.** We’re currently ranked as #2 of the 5 AZA accredited zoos in Michigan. **135% increase in impressions and 250% increase in reach!**

We were slightly down across the board on the website, which was to be expected with the 3 month closure. In 2020 most months were higher than compared to 2019, but the lull in activity from April to June skewed the overall numbers. Just like last year, more than double the number of people are using mobile to access the website rather than computers.

See the December monthly and the 2020 yearly social analytics at the end of the report.
Safety
The zoo experienced a power outage during the December 26 Wonderland of Lights event. Public safety, events, and admissions staff did a fantastic job of safely assisting guests out of the zoo. Guests were given a returning ticket for the following night and no complaints were received.

Incident reports involving employees
2019 = 59; 12 required further treatment such as Urgent Care or Occupational Health.
2020 = 43; 10 required further treatment.

Incident reports involving non-staff
2019 = 27
2020 = 12

Phone calls recorded at front desk for 2020
8,487

Society
- All furloughed education staff are scheduled to return to work starting Feb 1st.
- We will have four new education interns starting in mid-January who will work primarily remotely.
- The high school class moved online November 16th. They returned online from Winter Break Jan 4th. The current plan is to resume in-person instruction in the Safari Room January 11th.

Zoo in Your Neighborhood
December 2020–174 guests used the passes of which 149 guests attended Wonderland of Lights. To December 2019 - 292 guests used the passes.
A new partner to the Zoo in Your Neighborhood program is the Ingham County Department of Health and Human Services.

FALCONERS
The FALCONERS event was December 8, 2020. We had 11 volunteers, 45 families and a total of 177 people (97 adults and 80 children) attend the event. Each participant went home with a goodie bag and craft that they could do at home. As they left the zoo, they were given allergy free hot chocolate.

Comments about the event:
"We thank you for all that you are doing, within the safety guidelines and restrictions placed on everyone. We appreciate the emails and other communication for FALCONERS. PPZ is a leader in the community when it comes to making the zoo accessible for all."

"The event was awesome! Thank you for providing an allergen free option with hot chocolate and separating the food/things in the goodie bag. So thoughtful for the kids who have restrictive diets. Thank you! We had a lot of fun!"
Events

The Potter Park Zoological Society is partnering with the Lansing Lugnuts fundraiser. The black rhino shirts will sell for $30 with half of the proceeds going to the zoo!

Animal Care

- The female tiger, Liya, was sent to another zoo for a breeding recommendation. This will help us create more winter space for the lions.
- We are finalizing the details on swapping our male red panda with Knoxville Zoo’s male red panda for breeding recommendations.
- We received 4 male red kangaroos. They are in quarantine and should be joining our group soon.
- We have seen our elk breeding and hope to have calves in the spring/summer.

2020 Animal Management

Births:
- Mammals – 6
- Birds – 0
- Reptiles/amphibians – 6

Deaths:
- Mammals – 12
- Birds – 27 (19 parakeets)
- Reptiles/amphibians – 10

Acquisitions:
- Mammals - 14
- Birds – 43 (1 + 42 parakeets)
- Reptiles/amphibians – 5

Dispositions:
- Mammals - 9
- Birds - 3
- Reptiles/amphibians - 0
January 04, 2021

Tom Davidek
Potter Park Zoo
1301 S Pennsylvania Ave
Lansing, MI 48912

Dear Mr. Davidek,

I work on the Exotic Forest Pest Research project in Dr. Deborah McCullough’s Forest Entomology laboratory at Michigan State University. I am writing to thank you for your cooperation with our 2020 efforts.

In 2020, we set up and monitored an array of traps at 45 locations across Michigan. We collected and identified a total 7,813 longhorned beetles, metallic woodboring beetles, and horntails, representing 134 different species. We are happy to report that we did not capture any of the non-native forest pests targeted by our study at Potter Park Zoo. Data from this research does, however, provide important information about the native woodboring communities in Michigan forests. Many of these species play valuable roles in cycling nutrients and maintaining healthy, productive forests.

Enclosed is a list of the forest insect species we collected from traps placed at Potter Park Zoo. We captured a total of 57 individuals representing 17 different species at your location. If you have any questions regarding the exotic forest pest research project, please do not hesitate to contact us. Feel free to circulate this letter to the public.

Thank you again for working with us – this project would not have been possible without your assistance.

Sincerely,

Paige Payter
Research Technician, MSU

cc: D.G. McCullough, Professor, MSU
R. Miller, MDARD
### Insects Collected and Identified from Potter Park Zoo

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<thead>
<tr>
<th>Family</th>
<th>Species</th>
<th>Total Individuals</th>
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</thead>
<tbody>
<tr>
<td><strong>CERAMBYCIDAE</strong></td>
<td>Longhorned Beetles</td>
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<tr>
<td></td>
<td>Aegomorphus modestus (Gyllenhal)</td>
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<td></td>
<td>Asemum striatum (L.)</td>
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<tr>
<td></td>
<td>Astylidius parvus (LeConte)</td>
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<td>Callimoxys sanguinicollis (Olivier)</td>
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<td></td>
<td>Cyrtophorus verrucosus (Olivier)</td>
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<td>Graphisurus fasciatus (DeGeer)</td>
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<td>Hyperplatys maculata Haldeman</td>
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<td></td>
<td>Lepturges angulatus (LeConte)</td>
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<tr>
<td></td>
<td>Lepturges confluens (Haldeman)</td>
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<td></td>
<td>Megacyllene caryae (Gahan)</td>
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<td></td>
<td>Neandra brunnea (Fab.)</td>
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<td>Neoclytus a. acuminatus (Fab.)</td>
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<td>Urgleptes signatus (Leconte)</td>
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<td>Xylotrechus colonus (Fab.)</td>
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<td><strong>SIRICIDAE</strong></td>
<td>Horntails</td>
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<td></td>
<td>Tremex columba (L.)</td>
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<tr>
<td></td>
<td>Urocerus cressoni Norton</td>
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### POTTER PARK ZOO
**December 2020 Weekly Analytics**

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<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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<td><strong>Dates: Nov 30 - Dec. 6</strong></td>
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<tr>
<td>Reach</td>
<td>112,566</td>
<td>67,021</td>
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<td>Impressions</td>
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<td>Followers (sunday)</td>
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<td>Engaged Users (actions)</td>
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<td>Followers (sunday)</td>
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<td>Reach</td>
<td>94,574</td>
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</tr>
<tr>
<td>Engaged Users</td>
<td>8,139</td>
<td>8,461</td>
<td>2,472</td>
</tr>
<tr>
<td>Followers (sunday)</td>
<td>60,194</td>
<td>25,222</td>
<td>8,399</td>
</tr>
</tbody>
</table>
# POTTER PARK ZOO
## December 2020

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Impressions</th>
<th>Donations</th>
<th>Followers</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Total reach: (daily total)</td>
<td>463,665</td>
<td>Total Impressions: 867,893</td>
<td>$1,295</td>
<td>60,086 to 60,203</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Increase in followers: 117</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Total Reach:</td>
<td>255,008</td>
<td>Total impressions: 651,975</td>
<td></td>
<td>24,496 to 25,222</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Increase in followers: 726</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Total Impressions:</td>
<td>146,900</td>
<td>Engaged Users: 6,642</td>
<td></td>
<td>8,351 to 8,399</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Increase in followers: 48</td>
</tr>
</tbody>
</table>

**Page Views:** 70,369  
**Sessions:** 36,351  
**Users:** 25,3816

### Top pages visited
- Wonderland 2020: 23,939
- Home: 18,045
- Ticket Sales: 5,239
- Events: 3,638
- Memberships: 1,734

### Top cities by visits
- Lansing: 3,553
- Grand Rapids: 2,531
- Meridian: 1,644
- East Lansing: 1,508

### Acquisitions
- Organic Search: 17,735
- Direct: 5,416
- Social: 2,224
- Referral: 1,382

**Increase sessions (comp. to 2019)**: -17%  
**Unique users:** -19%
POTTER PARK ZOO
Notable Media Stories - December 2020


https://lansing.macaronikid.com/articles/5fc82b-514525b107c9e9c64d/5-things-to-do-with-kids-in-lansing-this-december


https://allevents.in/lansing/toys-for-tots-at-wonderland-of-lights/200020462149250

https://witl.com/you-can-download-a-free-lansing-colouring-book/
Wonderland of Lights at Potter Park Zoo

https://okemos.macaronikid.com/events/5fb6547d11eb82198a7f8911/wonderland-of-lights-at-potter-park-zoo

Lansing Lugnuts celebrating first birthday of rare black rhino calf with special shirt


JAALI POTTER PARK ZOO FUNDRAISER!


Potter Park Zookeepers Make Holidays Festive For Animals | Messages From The Mitten

https://www.paintyourpoison.com/events/2021/jaali


Potter Park Zoo celebrates Jaali’s first birthday

Potter Park Zoo’s first black rhino calf born in its 103-year history, turns one and the Lansing Lugnuts are helping to celebrate!

Potter Park Zoo celebrates Jaali’s first birthday on Christmas Eve

*YAHOO NEWS UK*

Michigan Zoo Marks First Birthday of Rare Black Rhino Calf Born on Christmas Eve

24 December 2020

Potter Park Zoo’s female tiger heading to new zoo for breeding

While this move will benefit the Amur tiger population as a whole, it will also benefit the other big cats at Potter Park Zoo.

News

Michigan zoo’s female Amur tiger heading to new zoo for breeding


*YAHOO NEWS UK*

https://consent.yahoo.com/v2/collectConsent?sessionId=1_cc-session_8f97ecf7-e3fe-48e3-bbd7-63353c330e14


Changes at Potter Park Zoo

In just one year, baby rhino Jaali has gained over 800 lbs.

Year in Review 2020: The top feel-good stories of the year

A rhino grows in Lansing

Happy belated first birthday to Jaali! Jaali was born on December 24, 2019, to mom Dopsee and was the first black rhino ever born at Potter Park Zoo. Weighing about 70 pounds at birth, he now weighs over 800 pounds and still has a lot of growing to do as adult black rhinos weigh about 2,800 pounds.

The Association of Zoos and Aquariums

January 2 at 12:35 PM

Happy belated first birthday to Jaali! Jaali was born on December 24, 2019, to mom Dopsee and was the first black rhino ever born at Potter Park Zoo. Weighing about 70 pounds at birth, he now weighs over 800 pounds and still has a lot of growing to do as adult black rhinos weigh about 2,800 pounds.

AZA Story shared on Facebook
Facebook 2020

Total followers
2017: 48,032
2018: 51,689
2019: 56,270
2020: 60,203
1 year fan increase: 3,933
+7 % increase from 2019

Daily Page Engaged Users
The number of people who engaged with your Page. Engagement includes any click or story created
2016 total: 488,478
2017 total: 415,683
2018 total: 382,503
2019 total: 509,697
2020 total: 716,813
+40% increase from 2019

Daily Total Reach
Daily: The number of people who have seen any content associated with your Page.
2016 total: 10,387,540
2017 total: 8,424,268
2018 total: 8,010,826
2019 total: 8,222,109
2020 total: 8,241,562
+0.23% increase from 2019

Daily Total Impressions
Daily: The number of impressions seen of any content associated with your Page.
2016 total: 14,703,123
2017 total: 16,057,714
2018 total: 13,545,323
2019 total: 13,981,802
2020 total: 14,324,486
+2.5% increase from 2019

*A large 405 increase in engagement on Facebook indicates that we’re creating content that people care about and interact with. Our reach and impressions are about the same, so the large jump in engagement means our story telling is making an impact.*
Followers
2016 total followers: 4,390
2017 total followers: 6,707
2018 total followers: 8,647
2019 total followers: 15,921
2020 total: 25,222
1 year follower increase: 9,301
+58% increase from 2019

Total impressions
2018: 837,530
2019: 2,000,687
2020: 4,713,340
+135% increase from 2019

Total Reach
*Starting tracking in October 2018
2019: 421,823
2020: 1,474,235
+250% increase from 2019

*HUGE increases on Instagram this year. We're currently ranked as #2 of the 5 AZA accredited zoos in Michigan (Detroit is way over all of the others, but we've grown past Binder Park & John Ball Zoo!)

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
Average likes per post 2020: 504

*https://phlanx.com/engagement-calculator
Twitter Impressions
2016 totals: 254,300
2017 total: 526,500
2018 total: 699,736
2019: total: 998,600
2020 total: 2,307,200
+131% increase from 2019

Total Followers
2017 Total Followers: 6,973
2018 total followers: 7,032
2019 total followers: 7,583
2020 total followers: 8,399
+10.7% increase from 2019

*Again, a great increase in impressions. This means more people saw our content through shares and interactions.*
2020 Website Analytics (compared to 2019)
*Zoo was closed from March to Mid-June due to ovid-19 pandemic

Year Overview:

*Note the lower pageviews from April to June of 2020 compared to 2019. This was during our closure.

Acquisitions

Top Channels

Jan 1, 2020 - Dec 31, 2020

Jan 1, 2019 - Dec 31, 2019
### Top 5 Countries by visit:

<table>
<thead>
<tr>
<th>Country</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td><strong>Top 5 Countries</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>3.70%</td>
<td>3.36%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>239,668 vs 239,669</td>
<td>239,659 vs 239,659</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>191,001 (95.40%)</td>
<td>190,992 (95.40%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-1.74%</td>
<td>-1.89%</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td>1.79%</td>
<td>1.76%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>1,790 (0.8%)</td>
<td>1,786 (0.8%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>738 (0.3%)</td>
<td>738 (0.3%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-35.73%</td>
<td>-35.85%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>1.02%</td>
<td>1.01%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>1,025 (0.5%)</td>
<td>1,011 (0.5%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>597 (0.3%)</td>
<td>597 (0.3%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-34.97%</td>
<td>-35.17%</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td>1.01%</td>
<td>1.01%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>964 (0.47%)</td>
<td>950 (0.47%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>1,074 (0.51%)</td>
<td>1,061 (0.51%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-10.24%</td>
<td>-10.46%</td>
</tr>
<tr>
<td><strong>India</strong></td>
<td>1.01%</td>
<td>1.01%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>517 (0.25%)</td>
<td>515 (0.25%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>2,006 (1.00%)</td>
<td>2,002 (1.00%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-74.23%</td>
<td>-74.28%</td>
</tr>
</tbody>
</table>

### Top 5 Cities by visit:

<table>
<thead>
<tr>
<th>City</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
</tr>
<tr>
<td><strong>Top 5 Cities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lansing</strong></td>
<td>3.70%</td>
<td>3.36%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>20,220 (9.1%)</td>
<td>18,558 (9.2%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>19,844 (8.5%)</td>
<td>17,864 (8.2%)</td>
</tr>
<tr>
<td>% Change</td>
<td>1.99%</td>
<td>3.88%</td>
</tr>
<tr>
<td><strong>Grand Rapids</strong></td>
<td>6.83%</td>
<td>6.49%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>14,443 (6.52%)</td>
<td>12,102 (6.1%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>17,733 (7.69%)</td>
<td>14,995 (7.24%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-18.74%</td>
<td>-19.79%</td>
</tr>
<tr>
<td><strong>(not set)</strong></td>
<td>7.06%</td>
<td>6.68%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>8,843 (4.44%)</td>
<td>8,143 (4.57%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>8,760 (3.85%)</td>
<td>8,097 (3.86%)</td>
</tr>
<tr>
<td>% Change</td>
<td>1.08%</td>
<td>14.33%</td>
</tr>
<tr>
<td><strong>Ann Arbor</strong></td>
<td>10.45%</td>
<td>9.48%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>9,859 (4.54%)</td>
<td>7,507 (3.71%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>14,206 (6.19%)</td>
<td>12,190 (5.18%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-36.51%</td>
<td>-38.47%</td>
</tr>
<tr>
<td><strong>East Lansing</strong></td>
<td>11.06%</td>
<td>9.96%</td>
</tr>
<tr>
<td>Jan 1, 2020 - Dec 31, 2020</td>
<td>8,847 (4.46%)</td>
<td>8,186 (4.20%)</td>
</tr>
<tr>
<td>Jan 1, 2019 - Dec 31, 2019</td>
<td>10,942 (4.79%)</td>
<td>10,033 (4.60%)</td>
</tr>
<tr>
<td>% Change</td>
<td>-19.15%</td>
<td>-18.41%</td>
</tr>
</tbody>
</table>
Device Used:

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>1. mobile</td>
<td>3.70%</td>
</tr>
<tr>
<td></td>
<td>202,688 vs 210,469</td>
</tr>
<tr>
<td>1. mobile</td>
<td>-2.99%</td>
</tr>
<tr>
<td>2. desktop</td>
<td>62,500</td>
</tr>
<tr>
<td></td>
<td>(31.04%)</td>
</tr>
<tr>
<td></td>
<td>62,160 (31.05%)</td>
</tr>
<tr>
<td>2. desktop</td>
<td>2.12%</td>
</tr>
<tr>
<td>3. tablet</td>
<td>5,206</td>
</tr>
<tr>
<td></td>
<td>(2.59%)</td>
</tr>
<tr>
<td></td>
<td>5,100 (2.55%)</td>
</tr>
<tr>
<td>3. tablet</td>
<td>-50.26%</td>
</tr>
</tbody>
</table>

*Mobile is by far the most used device to access the website. More than double the people visit while on a mobile device compared to computer.*