

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=S1E2eTZINHNIZHpPTUpPaXovSHdIQOT09>

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.

**MINUTES – INGHAM COUNTY
POTTER PARK ZOO ADVISORY BOARD**

**1301 S. Pennsylvania Avenue,
Lansing, MI, December 09, 2020**

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

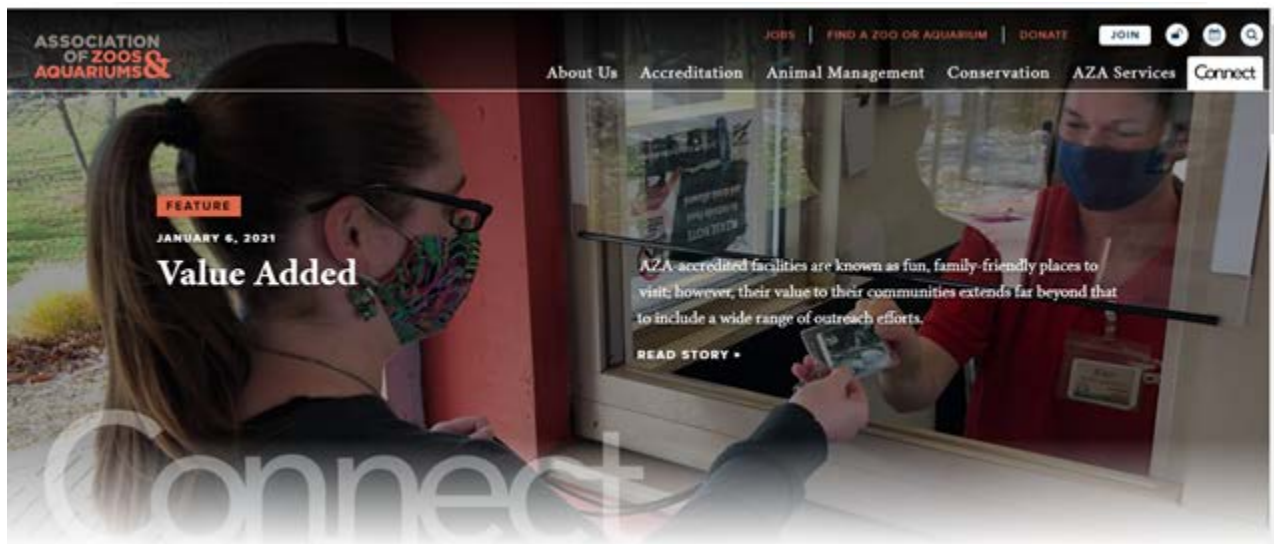
ADMISSION TYPE	CURRENT MONTH			YEAR-TO-DATE		
	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY	2019 COUNT	2020 COUNT	BETTER (WORSE) THAN PY
GENERAL						
CHILDREN	0	474	474	21,030	9,510	(11,520)
CHILDREN - UNDER 3	164	44	(120)	12,251	3,318	(8,933)
CHILDREN - OFF SEASON	364	0	(364)	2,283	1,290	(993)
ADULT RESIDENT	0	264	264	22,339	10,306	(12,033)
ADULT NON-RESIDENT	0	174	174	17,751	7,208	(10,543)
ADULT - OFF SEASON	1,214	0	(1,214)	5,133	2,186	(2,947)
SENIOR/MILITARY RESIDENT	0	3	3	2,668	1,047	(1,621)
SENIOR/MILITARY NON-RESIDENT	0	2	2	3,590	886	(2,704)
GROUPS	6	0	(6)	9,731	67	(9,664)
SUBTOTAL	1,748	961	(787)	88,743	35,818	(53,886)
ONLINE PAID ADMISSIONS		1,196	1,196	0	12,375	11,179
PAID TOTAL	1,748	2,157	409	88,743	48,193	(40,550)
MEMBERSHIPS/PROGRAMS						
PPZ MEMBERS	380	468	88	16,681	11,180	(5,501)
EVENTS	18,268	12,698	(5,570)	53,570	21,775	(31,795)
RECIPROCAL ZOO MEMBERS	75	0	(75)	6,484	194	(6,290)
RECIPROCAL ZOO MEMBERS (100%)	28	0	(28)	2,669	177	(2,492)
MONDAY PROGRAM	79	362	283	8,208	2,042	(6,166)
ZIYN	0	0	0	0	198	198
OTHER (non-paying)	0	177	177	5,151	2,861	(2,290)
SUBTOTAL	18,830	13,705	(5,125)	92,763	38,427	(54,336)
ONLINE MEMBER TICKETS	0	0	0	0	4,300	4,300
MEMBERSHIP/PROGRAMS TOTAL	18,830	13,705	(5,125)	92,763	42,727	(50,036)
GRAND TOTAL	20,578	15,862	(4,716)	181,506	90,920	(90,586)
						-50.0%

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



Director's Report January 13, 2021

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>

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

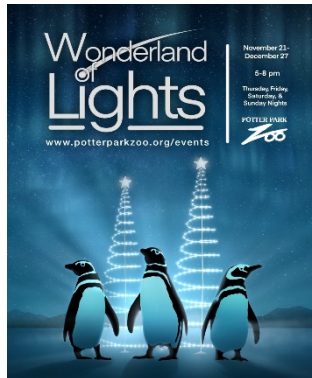
The FALCONERS event was December 8, 2020. We had 11 volunteers, 45 families and a total of 177 people (97 adults and 80 children) attend the event. Each participant went home with a goodie bag and craft that they could do at home. As they left the zoo, they were given allergy free hot chocolate.

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



Total Guests

2020 – 12,698
 2019 – 17,415
 2018 – 16,335
 2017 – 13,473

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

MICHIGAN STATE UNIVERSITY

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.

**College of
Agriculture and
Natural Resources**

**Department of
Entomology**

Natural Science Building
288 Farm Lane, Rm 243
East Lansing, MI 48824-1115

517-355-4663
Fax: 517-432-7061
www.ent.msu.edu

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

Sincerely,

A handwritten signature in blue ink that reads "Paige Payter".

Paige Payter
Research Technician, MSU

cc: D.G. McCullough, Professor, MSU
R. Miller, MDARD

Insects Collected and Identified from Potter Park Zoo

Family	Species	Total Individuals
CERAMBYCIDAE Longhorned Beetles	<i>Aegomorphus modestus</i> (Gyllenhal)	1
	<i>Asemum striatum</i> (L.)	3
	<i>Astylidius parvus</i> (LeConte)	1
	<i>Callimoxys sanguinicollis</i> (Olivier)	1
	<i>Cyrtophorus verrucosus</i> (Olivier)	3
	<i>Graphisurus fasciatus</i> (DeGeer)	1
	<i>Hyperplatys maculata</i> Haldeman	2
	<i>Lepturges angulatus</i> (LeConte)	1
	<i>Lepturges confluens</i> (Haldeman)	1
	<i>Megacyllene caryae</i> (Gahan)	2
	<i>Neandra brunnea</i> (Fab.)	6
	<i>Neoclytus a. acuminatus</i> (Fab.)	7
	<i>Strangalia luteicornis</i> (Fab.)	2
	<i>Urgleptes signatus</i> (Leconte)	1
	<i>Xylotrechus colonus</i> (Fab.)	20
SIRICIDAE Horntails	<i>Tremex columba</i> (L.)	3
	<i>Urocerus cressoni</i> Norton	2

POTTER PARK ZOO

December 2020 Weekly Analytics

Dates: Nov 30 - Dec.. 6			
Platforms	Facebook	Instagram	Twitter
Reach	112,566	67,021	X
Impressions	232,840	162,959	29,600
Engaged Users (actions)	6,705	4,952	1,028
Followers (sunday)	60,132	24,631	8,361
Dates: Dec. 7 - 13			
Platforms	Facebook	Instagram	Twitter
Reach	97,824	45,792	X
Impressions	186,568	120,242	29,700
Engaged Users (actions)	6,182	6,431	1,833
Followers (sunday)	60,145	24,725	8,365
Dates: Dec. 14 - 20			
Platforms	Facebook	Instagram	Twitter
Reach	94,574	58,150	X
Impressions	177,906	150,109	38,100
Engaged Users (actions)	5,872	5,277	1,309
Followers (sunday)	60,164	24,877	8,371
Dates: Dec. 21 - 27			
Platforms	Facebook	Instagram	Twitter
Reach	128,682	84,045	X
Impressions	230,073	218,665	49,500
Engaged Users	8,139	8,461	2,472
Followers (sunday)	60,194	25,222	8,399

POTTER PARK ZOO

December 2020

Facebook	Total reach: (daily total) 463,665 Total Impressions: 867,893 Donations through facebook: \$1,295	
	Followers: 60,086 to 60,203	Increase in followers: 117
Instagram	Total Reach: 255,008 Total impressions: 651,975	
	Followers: 24,496 to 25,222	Increase in followers: 726
Twitter	Total Impressions: 146,900 Engaged Users: 6,642	
	Followers: 8,351 to 8,399	Increase in followers: 48
Google Analytics	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
	(State MI: 14,000 vs. Texas 2,500)	
	Top cities by visits	
	Lansing	3,553
Google Analytics	Grand Rapids	2,531
	Meridian	1,644
	East Lansing	1,508
	<div> <div>Users</div> <div>-17.91%</div> <div>25,816 vs 31,447</div> </div> <div> <div>New Users</div> <div>-18.51%</div> <div>24,375 vs 29,910</div> </div>	
	<div> <div>Sessions</div> <div>-11.86%</div> <div>36,351 vs 41,243</div> </div> <div> <div>Number of Sessions per User</div> <div>7.36%</div> <div>1.41 vs 1.31</div> </div>	
	<div> <div>Pageviews</div> <div>-11.60%</div> <div>70,369 vs 79,599</div> </div> <div> <div>Pages / Session</div> <div>0.30%</div> <div>1.94 vs 1.93</div> </div>	
	<div> <div>Avg. Session Duration</div> <div>28.59%</div> <div>00:01:39 vs 00:01:17</div> </div> <div> <div>Bounce Rate</div> <div>-18.35%</div> <div>49.34% vs 60.42%</div> </div>	
	<div> <div>Pageviews</div> <div>-11.60%</div> <div>70,369 vs 79,599</div> </div> <div> <div>Unique Pageviews</div> <div>-12.42%</div> <div>59,758 vs 68,234</div> </div> <div> <div>Avg. Time on Page</div> <div>27.02%</div> <div>00:01:45 vs 00:01:22</div> </div>	
	<div> <div>Bounce Rate</div> <div>-18.35%</div> <div>49.34% vs 60.42%</div> </div> <div> <div>% Exit</div> <div>-0.62%</div> <div>51.49% vs 51.81%</div> </div>	
	<div> <div>Acquisitions</div> </div> <div> <div>Organic Search</div> <div>17,735</div> </div> <div> <div>Direct</div> <div>5,416</div> </div> <div> <div>Social</div> <div>2,224</div> </div> <div> <div>Referral</div> <div>1,382</div> </div>	
	<div> <div>Increase sessions (comp. to 2019)</div> <div>-17%</div> <div>12</div> </div> <div> <div>Unique users:</div> <div>-19%</div> </div>	

POTTER PARK ZOO

Notable Media Stories - December 2020



<https://spotonmichigan.com/east-michigan/1170928/potter-park-zoos-wonderland-of-lights.html>

Potter Park Zoo spreads cheer with Wonderland of Lights



<https://www.lansingcitypulse.com/stories/potter-park-zoo-spreads-cheer-with-wonderland-of-lights,15324>

5 Things to Do With Kids in Lansing This December

By Amy Romback, Publisher and Editor of Macaroni Kid Lansing
December 2, 2020



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

LIFE

Things to do: Mid-Michigan light displays will bring you holiday cheer during pandemic

Kyle Davidson Lansing State Journal

Published 11:58 a.m. ET Dec. 4, 2020 | Updated 9:54 a.m. ET Dec. 22, 2020



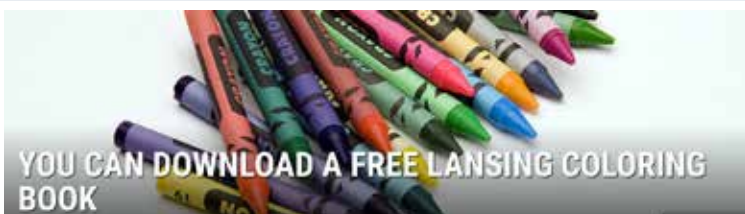
<https://www.lansingstatejournal.com/story/life/2020/12/04/christmas-lights-lansing-michigan-displays-holiday-events-covid/3780163001/>

allevents.in LANSING ▾

Toys for Tots at Wonderland of Lights Event Ended

☉ Sun Dec 06, 2020

📍 Potter Park Zoo, 1301 S Pennsylvania Ave, Lansing, United States



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

<https://witl.com/you-can-download-a-free-lansing-coloring-book/>

EVENTS

Wonderland of Lights at Potter Park Zoo



STROLL THROUGH THE STUNNING LIGHT DISPLAY AT POTTER PARK ZOO'S WONDERLAND OF LIGHTS

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

Brian Calloway Lansing State Journal

Published 11:46 a.m. ET Dec. 19, 2020



The Lansing Lugnuts are selling special Lansing Black Rhinos shirts to commemorate the upcoming first birthday of Jaali, a black rhino that was born at the Potter Park Zoo. Courtesy Of Lansing Lugnuts



Home News Radio TV Family Community Calendar Info Support WKAR SEARCH

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

By SOPHIA SALBY • DEC 22, 2020



We've all noticed changes in our lives since the beginning of the COVID-19 pandemic. That's even true for the animals at Potter Park Zoo in Lansing which saw a spring and summer without the typical crowds of people. Now that it's the winter, when typically, most of us would be...

<https://okemos.macaronikid.com/events/5fb6547d11e-b82198a7f8911/wonderland-of-lights-at-potter-park-zoo>

<https://witl.com/stroll-through-the-stunning-light-display-at-potter-park-zoos-wonderland-of-lights/>

<https://www.lansingstatejournal.com/story/sports/2020/12/19/lansing-lugnuts-jaali-black-rhino-calf-shirt-potter-park-zoo/6547410002/>

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

<https://www.wkar.org/post/potter-park-zookeepers-make-holidays-festive-animals-messages-mitten>

<https://www.newsbreak.com/michigan/lansing/news/2130706603357/potter-park-zookeepers-make-holidays-festive-for-animals-messages-from-the-mitten>

Potter Park Zoo celebrates Jaali's first birthday

Potter Park Zoo's first black rhino calf born in its 100-year history, turns one and the Lansing Lugnuts are helping to celebrate!



<https://www.wilx.com/2020/12/24/potter-park-zoo-celebrates-jaalis-first-birthday/>



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



<https://www.wlns.com/news/potter-park-zoo-celebrates-jaalis-first-birthday-on-christmas-eve/>

storyful | Storyful

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.



YAHOO NEWS UK

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

<https://www.wilx.com/2020/12/28/potter-park-zoos-female-tiger-heading-to-new-zoo-for-breeding/>

News

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

Updated Dec 29, 2020; Posted Dec 29, 2020

<https://www.mlive.com/news/2020/12/michigan-zoos-female-amur-tiger-heading-to-new-zoo-for-breeding.html>

Changes at Potter Park Zoo

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



<https://www.wilx.com/2020/12/30/changes-at-potter-park-zoo/>

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

By JODI WESTRICK • DEC 31, 2020

<https://www.michiganradio.org/post/year-review-2020-top-feel-good-stories-year>

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A rhino grows in Lansing

Baby's first year, from birth to 860 pounds



Potter Park Zookeeper Monique Beach (right) helps Jaali the female baby, an African rhino, while zookeeper Danielle (center) gets up service from Jaali's mother, Dappsee.

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COVER STORY

<https://www.lansingcitypulse.com/stories/a-rhino-grows-in-lansing,15395>

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 Dappsee and was the first black rhino ever born at Potter Park Zoo. Weighing about 70 pounds at birth, he now weighs over 900 pounds and still has a lot of growing to do as adult black rhinos weigh about 2,800 pounds.

Read more about Jaali's birthday on the zoo's latest blog: <https://potterparkzoo.org/jaalisfirstbirthday/>

Kaiti Chritz | Potter Park Zoo



Lane Silvers and 269 others

7 Comments 38 Shares

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.***



Instagram 2020

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 2020

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.***

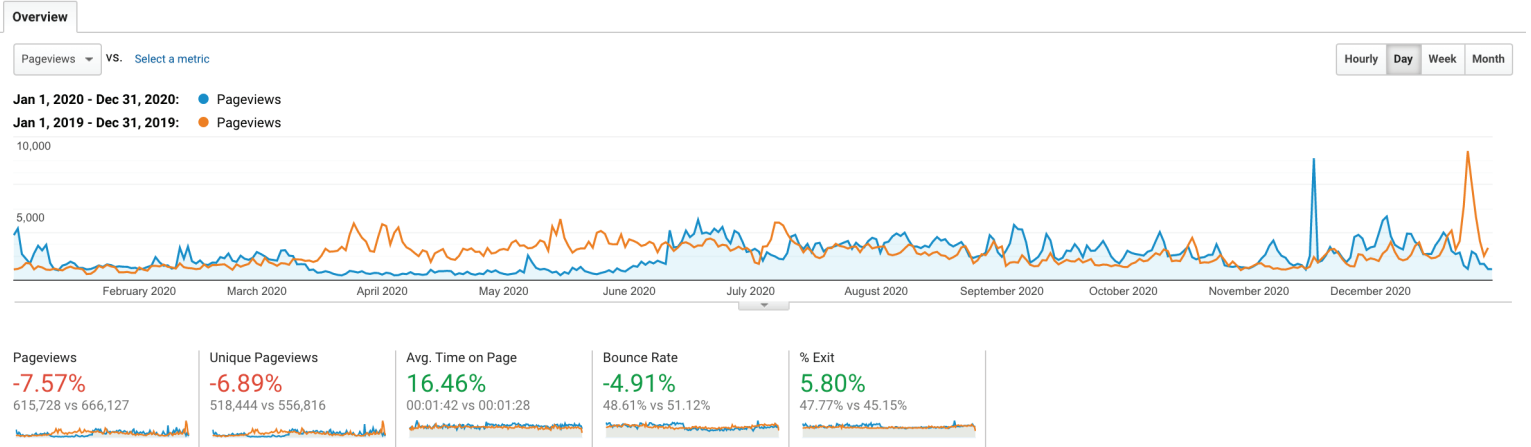
POTTER PARK ZOO

Yearly Website Analytics 2020

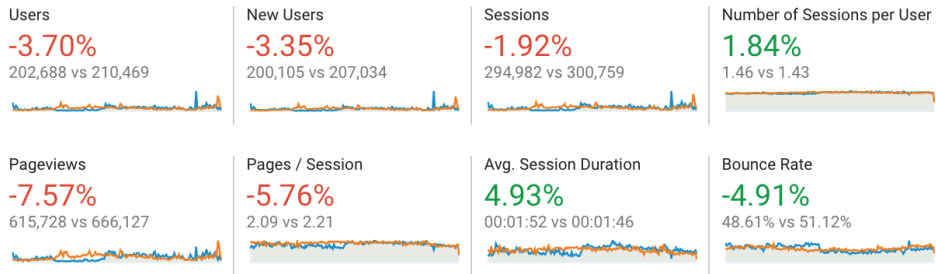
2020 Website Analytics (compared to 2019)

*Zoo was closed from March to Mid-June due to ovid-19 pandemic

Year Overview:



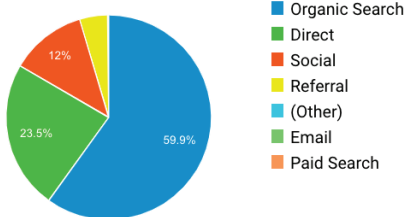
*Note the lower pageviews from April to June of 2020 compared to 2019. This was during our closure.



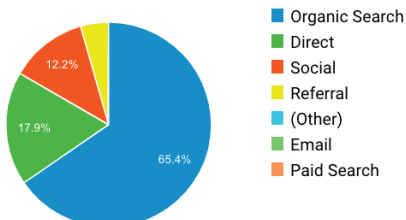
Acquisitions

Top Channels

Jan 1, 2020 - Dec 31, 2020



Jan 1, 2019 - Dec 31, 2019



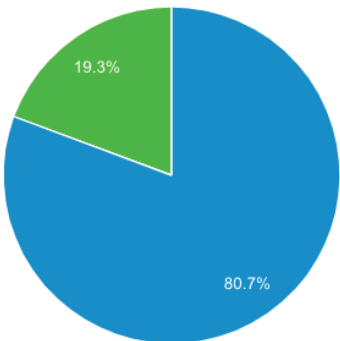
	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3.70%	3.35%	1.92%	4.91%	5.76%	4.93%
1 Organic Search	10.93%			10.25%		
2 Direct	27.16%			8.07%		
3 Social	4.18%			13.19%		
4 Referral	2.94%			8.88%		
5 (Other)	2,390.00%			33.90%		
6 Email	1,066.67%			11.49%		
7 Paid Search	100.00%			100.00%		

		Acquisition			Behavior		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Social Network		4.18%	5.68%	4.84%	13.19%	5.48%	37.06%
1. Facebook		23,059 vs 26,152	23,468 vs 24,880	33,809 vs 32,248	69.53% vs 80.09%	1.52 vs 1.44	00:00:50 vs 00:00:36
Jan 1, 2020 - Dec 31, 2020		23,217 (92.60%)	21,778 (92.81%)	31,522 (93.24%)	69.67%	1.51	00:00:50
Jan 1, 2019 - Dec 31, 2019		24,129 (92.31%)	23,000 (92.44%)	29,786 (92.37%)	80.89%	1.42	00:00:35
% Change		-3.78%	-5.31%	5.83%	-13.87%	6.38%	44.49%
2. Twitter		1,011 (4.03%)	909 (3.87%)	1,328 (3.93%)	74.47%	1.46	00:00:34
Jan 1, 2020 - Dec 31, 2020		921 (3.52%)	826 (3.32%)	1,145 (3.55%)	83.76%	1.28	00:00:30
Jan 1, 2019 - Dec 31, 2019		921 (3.52%)	826 (3.32%)	1,145 (3.55%)	83.76%	1.28	00:00:30
% Change		9.77%	10.05%	15.98%	-11.08%	14.12%	13.90%
3. Instagram		318 (1.27%)	284 (1.21%)	373 (1.10%)	42.90%	2.42	00:01:09
Jan 1, 2020 - Dec 31, 2020		398 (1.52%)	387 (1.56%)	443 (1.37%)	34.09%	2.85	00:01:31
Jan 1, 2019 - Dec 31, 2019		398 (1.52%)	387 (1.56%)	443 (1.37%)	34.09%	2.85	00:01:31

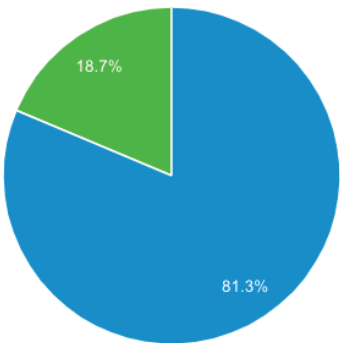
Audience

■ New Visitor ■ Returning Visitor

Jan 1, 2020 - Dec 31, 2020

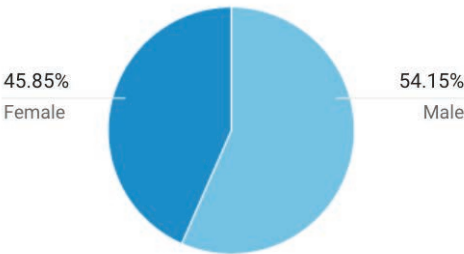


Jan 1, 2019 - Dec 31, 2019



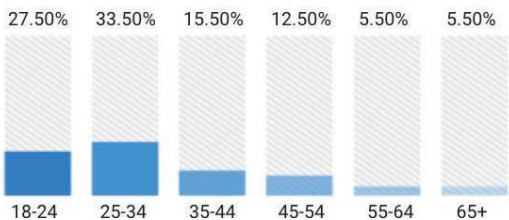
Gender

100% of total sessions



Age

100% of total sessions



Top 5 Countries by visit:

Country ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	3.70% ↑ 202,688 vs 210,469	3.36% ↑ 200,209 vs 207,165	1.92% ↑ 294,982 vs 300,759	4.91% ↓ 48.61% vs 51.12%
1. United States				
Jan 1, 2020 - Dec 31, 2020	193,957 (95.44%)	191,001 (95.40%)	284,777 (96.54%)	47.45%
Jan 1, 2019 - Dec 31, 2019	197,401 (94.00%)	194,675 (93.97%)	287,031 (95.44%)	49.85%
% Change	-1.74%	-1.89%	-0.79%	-4.83%
2. China				
Jan 1, 2020 - Dec 31, 2020	1,790 (0.88%)	1,786 (0.89%)	1,869 (0.63%)	96.25%
Jan 1, 2019 - Dec 31, 2019	738 (0.35%)	738 (0.36%)	799 (0.27%)	88.49%
% Change	142.55%	142.01%	133.92%	8.78%
3. Canada				
Jan 1, 2020 - Dec 31, 2020	1,026 (0.50%)	1,011 (0.50%)	1,139 (0.39%)	77.52%
Jan 1, 2019 - Dec 31, 2019	1,597 (0.76%)	1,576 (0.76%)	1,824 (0.61%)	64.36%
% Change	-35.75%	-35.85%	-37.55%	20.45%
4. United Kingdom				
Jan 1, 2020 - Dec 31, 2020	964 (0.47%)	950 (0.47%)	1,110 (0.38%)	73.06%
Jan 1, 2019 - Dec 31, 2019	1,074 (0.51%)	1,061 (0.51%)	1,184 (0.39%)	74.75%
% Change	-10.24%	-10.46%	-6.25%	-2.25%
5. India				
Jan 1, 2020 - Dec 31, 2020	517 (0.25%)	515 (0.26%)	561 (0.19%)	81.82%
Jan 1, 2019 - Dec 31, 2019	2,006 (0.96%)	2,002 (0.97%)	2,109 (0.70%)	82.27%
% Change	-74.23%	-74.28%	-73.40%	-0.54%

Top 5 Cities by visit:

City ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	3.70% ↑ 202,688 vs 210,469	3.36% ↑ 200,209 vs 207,165	1.92% ↑ 294,982 vs 300,759	4.91% ↓ 48.61% vs 51.12%
1. Lansing				
Jan 1, 2020 - Dec 31, 2020	20,220 (9.12%)	18,558 (9.27%)	33,722 (11.43%)	42.40%
Jan 1, 2019 - Dec 31, 2019	19,844 (8.59%)	17,864 (8.62%)	31,950 (10.62%)	49.54%
% Change	1.89%	3.88%	5.55%	-14.42%
2. Grand Rapids				
Jan 1, 2020 - Dec 31, 2020	14,443 (6.52%)	12,028 (6.01%)	19,578 (6.64%)	46.85%
Jan 1, 2019 - Dec 31, 2019	17,773 (7.69%)	14,995 (7.24%)	24,512 (8.15%)	52.19%
% Change	-18.74%	-19.79%	-20.13%	-10.22%
3. (not set)				
Jan 1, 2020 - Dec 31, 2020	9,843 (4.44%)	9,143 (4.57%)	11,814 (4.00%)	60.11%
Jan 1, 2019 - Dec 31, 2019	8,790 (3.80%)	7,997 (3.86%)	10,592 (3.52%)	55.29%
% Change	11.98%	14.33%	11.54%	8.72%
4. Ann Arbor				
Jan 1, 2020 - Dec 31, 2020	8,959 (4.04%)	7,501 (3.75%)	11,736 (3.98%)	42.87%
Jan 1, 2019 - Dec 31, 2019	14,206 (6.15%)	12,190 (5.88%)	18,260 (6.07%)	47.72%
% Change	-36.94%	-38.47%	-35.73%	-10.16%
5. East Lansing				
Jan 1, 2020 - Dec 31, 2020	8,847 (3.99%)	8,186 (4.09%)	13,169 (4.46%)	41.67%
Jan 1, 2019 - Dec 31, 2019	10,942 (4.73%)	10,033 (4.84%)	15,663 (5.21%)	48.45%
% Change	-19.15%	-18.41%	-15.92%	-14.01%

Device Used: _____

<input type="checkbox"/>	Device Category ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		3.70% ↓ 202,688 vs 210,469	3.36% ↓ 200,209 vs 207,165	1.92% ↓ 294,982 vs 300,759
<input type="checkbox"/>	1. mobile			
	Jan 1, 2020 - Dec 31, 2020	133,663 (66.38%)	132,949 (66.41%)	203,700 (69.06%)
	Jan 1, 2019 - Dec 31, 2019	137,785 (65.78%)	136,377 (65.83%)	204,252 (67.91%)
	% Change	-2.99%	-2.51%	-0.27%
<input type="checkbox"/>	2. desktop			
	Jan 1, 2020 - Dec 31, 2020	62,500 (31.04%)	62,160 (31.05%)	83,963 (28.46%)
	Jan 1, 2019 - Dec 31, 2019	61,205 (29.22%)	60,400 (29.16%)	82,185 (27.33%)
	% Change	2.12%	2.91%	2.16%
<input type="checkbox"/>	3. tablet			
	Jan 1, 2020 - Dec 31, 2020	5,206 (2.59%)	5,100 (2.55%)	7,319 (2.48%)
	Jan 1, 2019 - Dec 31, 2019	10,467 (5.00%)	10,388 (5.01%)	14,322 (4.76%)
	% Change	-50.26%	-50.90%	-48.90%

***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.**