

**What's Been Going On**

## News Coverage, Marketing &amp; Advertising

Media & Advertising	<i>Media Coverage:</i> TCPalm, WPTV, WPBF 25, CBS12, Stuart Magazine, Florida Politics, Space Coast Daily, <i>Topics Covered:</i> Coastal Center Expansion, Sip & Shop, Lake Okeechobee, Water Quality, To the Point Episode <i>Facebook Mentions:</i> Discover Martin County, Save Florida Waters, Treasure Coast, Jack Nicklaus, Hulafrog Martin County, Bullsugar.org, TCPalm
Google My Business	Google last 30 days: A list of popular search words used on google to find the Coastal Center: Florida Oceanographic coastal center, Florida Oceanographic, Things to do near me, Florida Oceanographic Society, Attractions, Aquarium near me Total searches on Google: 15,034, Direct searches: 7,988, Discovery searches: 6,984 Total actions taken on our Google listing: 1.6k, Visit our website: 1.1k, Request directions: 446, Called the coastal center: 58
For Kids By Kids	Hosted "For Kids By Kids" - Martin County TV promotion at the Coastal Center : <a href="https://www.youtube.com/watch?v=c8iQbakf91E&amp;feature=youtu.be">https://www.youtube.com/watch?v=c8iQbakf91E&amp;feature=youtu.be</a>

## Special Events

Oceans Alive	Committee met for first time. Selected date for photo and tour at FOS, selected committee chairs and members. Beginning auction item solicitations. Reserved photographer & auctioneer. Pending: Cash Call
Oceans Alive - Sponsorship	1st Sponsorship Letters sent out to previous sponsors, \$22,000 committed to date.
Clay Shoot	Date confirmed for February 8th, 2019 at South Florida Shooting Club. Finalizing updated materials and solicitations.
Donor Recognition Luncheon	Scheduled at Bonefish Grill in Stuart for January 30th. Pending: Corporate sponsorship of lunch. Invitations to be sent out to top donors and supporters the first week in January.
Sailfish Welcome Event	Attended a Sailfish Point Welcome Event at Audrey Gillis's house. 20+ attendees, great response and engagement with new people in the community.
Donigan / MacMillan Special Event	Hosted 80+ guests at the Coastal Center as a Thank You for Lights on the Lagoon. Previewed the Capital Campaign.
J. McLaughlin Benefit Event	Selected as benefitting charity for a Sip and Shop at J. McLaughlin at Harbour Bay Plaza on 1/23. 15% of sales will be donated to FOS.

## Development

Year End Appeal	Mailed out 2,700 Impact Reports (12/1) to donors with a request for a year-end gift. To date we have received 27 gifts for a total of \$12,000+.
Sip & Shop	Hosted 3 Sip & Shops at the Coastal Center. Will need to re-envision concept for next year. Highlight night was around 20 people and brought in \$525.
Wish List	Selected to participate in the 12 Days of Christmas with TCPalm. We are requesting additional supplies for our Water Quality Testing Program.

## Volunteers

Beach Cleanup	Organized a private Volunteer Beach Cleanup for our cleaning company.
IRP Information Session	Hosted information session for IRP residents at the Coastal Center. Resulted in new membership, donation and new volunteers!
White Doves	Participated in White Doves as a Florida Oceanographic team - 18 volunteers.
Volunteer Social	Welcomed 85+ volunteers at the Volunteer Social at the Coastal Center. Pot-luck event to celebrate and thank our volunteers. Gave volunteers 4 passes to share with family and friends.

## Community Outreach &amp; Advocacy

Proud Pour	Selected by Proud Pour (winery) as a benefitting charity for Florida. Portion of the proceeds will support our FLOOR program.
Advocacy	Hosted another meeting of the advocacy team (14) at the Coastal Center to discuss current topics and ways to get engaged in advocacy with FOS.

**Upcoming Events / Initiatives within next 90 Days**

Development Committee Thank You Calls to Major Donors  
 New Website - Coordinating schedules for a January launch  
 Donor Recognition Luncheon - January 30, 2019 at Bonefish Grill  
 Clay Shoot - February 8, 2019  
 Treasure Coast Marathon - March 3, 2019  
 Oceans Alive - Blue Lagoon Luau - March 8, 2019  
 Oceans Alive - March 24, 2019  
 One Millionth Visitor -- TBD!!!!!!!!!!