

What's Been Going On

News Coverage, Marketing & Advertising

Media & Advertising	<i>Media Coverage:</i> TCPalm, WPTV, WPBF 25, Earther, CBS12, Stuart Magazine, Florida Politics, Space Coast Daily <i>Topics Covered:</i> Microplastics, Indian River Lagoon, Red Tide, Blue-green Algae, Lake Okeechobee, Water Quality <i>Facebook Mentions:</i> Young Professionals of Martin County, Indian River Keeper, Manatee Observation & Education Center, Florida Sea Grant, Skye Sherman-Travel Writer, Students4H2O
Google My Business	Google last 30 days: Total searches on Google: 12,795, (Direct searches: 7,036 Discovery searches: 5,707) Total actions taken on our Google listing: 1.38k (Visit our website: 871, Request directions: 445, Called the coastal center: 66)

Admissions & Special Events

Attendance Levels on the rise	Increase in year over year attendance for 17 of the last 20 months.
Oceans Alive	Co-chairs Linda Houston and Audrey Gillis. Event date is set for March 24th, 2019 at Sailfish Point.
Blue Lagoon Luau	VIP Party for Oceans Alive will be a Blue Lagoon Luau on March 8th. Designed to encourage sponsorship at the \$2,500 level to attend the Luau.
Coquina Cove	Special Event on 11/2 where we were the beneficiary. Raised \$2,900.

Development

Ocean Legacy Society	Received word that The Charles & Audrey Faust Foundation has been fully funded and is expecting to continue their annual support of Florida Oceanographic Society (recent check received \$33k).
Sip & Shop	Special "Evening" shopping in the Gift Shop from 5:30-8:00pm on December 3rd, 5th and 11th. Attempt to make up some of the gift shop revenue from not having Lights this year. Will also feature memberships, animal adoptions and Oyster Angels.
Capital Announcement Event	Hosted 130+ people at the Coastal Center on 11/13 with special guests Jack & Barbara Nicklaus. Wonderful engagement and discussions with donors. Many interested in participating in the Capital Expansion Program.

Volunteers

Stuart Beach Adoption	Renewed our contract to "Adopt" Stuart Beach for an additional year
Volunteer Appreciation Gifts	We offer a small gift of appreciation each year to volunteers who donate 25+ hours during the most recent fiscal year. This year we have about 130 currently active volunteers who fit into this category! Option to choose from sunshade, volunteer shirt, umbrella, travel mug or canvas tote.

Community Outreach & Advocacy

Plastic Ocean - 10/26	Partnered with Conservation Alliance of SLC to show A Plastic Ocean at IRSC in Ft. Pierce. 150+ in attendance. 20 pledge signatures for Save Our Waters Pledge
Community Outreach Events	Participated in IRL Science Fest in Fort Pierce. Great attendance, handed out 90 BOGO Admission Tickets
Save Our Waters Campaign	Collected over 200 signatures to date.
Advocacy	Hosted another meeting of the advocacy team (20+) at the Coastal Center to discuss current topics and ways to get engaged in advocacy with FOS. Also hosted showing of Microplastics webinar series.

Upcoming Events / Initiatives within 60 Days

Development Committee Thank You Calls to Major Donors
 Annual Report & Year-end Appeal - mailed at end of November
 IRP Lunch and Volunteer Information Session at the Coastal Center - 12/6/18
 Sip & Shop - December 3th, 5th and 11th
 Private Event at the Coastal Center - 12/6/18
 Volunteer Social - 12/13/18

2019 Events

Donor Recognition Luncheon - January
 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!!!!!!!!!!