

Development Updates - October 24, 2018  
**What's Been Going On**



News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage</i> : TCPalm, WPTV, WPBF 25, Earther, CBS12, Hometown News, WFLX, Orlando Sentinel, Luminaries</p> <p><i>Topics Covered</i> : Red tide, blue-green algae, Rally for the River, Lake Okeechobee discharges, National sawfish day, Plastic Ocean, A day in the life of the Indian River Lagoon</p> <p><i>Facebook Mentions</i> : Students4H2O, Sawfish Conservation Society, International Sawfish Encounter Database, Treasure Coast, Marine Industries Association of the Treasure Coast, Young Professionals of Martin County, SEA a difference Environmental Services, Florida Sea Grant, Your News/ Treasure Coast Newspapers, Hulafrog Martin County</p>
Google My Business	<p>Google last 30 days, total searches 14,080, direct searches 7,773, discovery searches 6,307</p> <p>Search terms: Florida Oceanographic Coastal Center, Things to do near me, attractions, aquarium near me, zoo near me, oceanographic center in Stuart</p>
Year-end FY2018 Numbers	<p>E-Newsletter has 9,433 subscribers (up 8% from FY2017), Facebook has 12,884 fans (up 18% from FY2017), Twitter has 1,678 followers (up 12% from FY2017), Instagram has 1,552 followers (up 30% from FY2017).</p>
New website	<p>Design phase complete. Currently populating content into the new website and integrating Qgiv as the payment/donation platform. Go live date is based on available resources (targeting Dec 2018.)</p>
Department Changes	<p>Public Relations &amp; Marketing full-time role has expanded into one full-time role and one part-time role to better meet the needs of the department. New roles will be "Communications &amp; Public Relations Coordinator" (full-time new) &amp; "Graphic Design &amp; Marketing Coordinator" (part-time, Renee Salvat). The position is currently posted and we are reviewing resumes.</p>

Admissions & Special Events

Coastal Center Admissions	<p>Record breaking attendance of 64,418 in FY2018. Up 16.69% over last year's attendance of 55,203. Gift Shop Sales were up 22.27% from \$167,278 to \$204,537, average sales per guest went from \$3.03 in FY2017 to \$3.18 in FY2018.</p>
1/2 Price Admission Days in 2018	<p>Endangered Species Day - 5/8/18 - 133, World Oceans Day - 6/8/18 - 200, Sharks &amp; Rays Day - 7/12 - 625, World Oyster Day - 8/18/18 - 320, National Estuaries Day - 9/22/18 - 205</p>
Capital Announcement Event	<p>Anticipating hosting 175 - 225 people at the Coastal Center on November 13th with hosts Jack &amp; Barbara Nicklaus.</p>

Development

Summer Appeal	<p>12 donors in 2018 for \$15,075. 2017 was \$17,405 from 68 donors, and 2016 was \$9,960 from 42 donors. Very positive reviews and feedback but fewer gifts. We are conducting some follow-up phone calls to find out if people received the appeal and their thoughts on impact. The timing was the same as last year, but coincided with a huge number of political mailers.</p>
Membership Reporting	<p>Implementing new reporting to better track membership trends and improve renewal rates.</p>
Hooks 4 Hope	<p>We have been selected as a non-profit beneficiary of Hooks 4 Hope, a local organization selling bracelets to bring awareness to our waterways. Started by 2 local students, donations benefit research and conservation efforts.</p>
Benefit Days	<p>Partnered with a number of organizations for Benefit Days: Mulligan's 12 Weeks of Summer, Conchy Joe's Paint Nite, New England Fish Market for World Oceans Day, Culver's Cares</p>

## Volunteers

Volunteer Participation	Managed cleanup of the Stuart Causeway with 20+ volunteers, Water Ambassadors class at the Coastal Center, Beach Cleanups and Adopt a Highway, benefit events, Rally for the River, advocacy meetings.
Volunteer Recruitment in the Community	Participated in volunteer fairs at South Fork High School, Blake Library, Clark Advanced Learning Center. We have recently brought on 12 new exhibit guides.
DOVIA Host	Hosted a meeting for DOVIA (Directors Of Volunteers In Agencies) at Florida Oceanographic with 12 other organizations. Our Volunteer Coordinator, Rosemary Badger, represents Florida Oceanographic Society at these quarterly meetings to share best practices.

## Community Outreach

Rally For the River - October 13	FOS hosted 12 partner organizations and 250+ people in Flagler Park in Stuart to learn about our local waterways and what people can do to protect them. This event included hands-on experience with FLOOR, FOSTER and Water Quality, as well as an Advocacy station. Congressman Mast and other local politicians and candidates attended and signed the Save Our Waters pledge.
Community Outreach Events	Hosted or attended: March for the Ocean, International Coastal Cleanup, Chili Cook-off, Back to School Expo, Homeschool Expo
Save Our Waters Campaign	Developed a Save Our Waters Campaign and pledge to promote community engagement and action. Collected email addresses that will be the first step of the Advocacy & Conservation newsletter.
Hotel Marketing	Partnered with EAI to conduct sea turtle outreach programs at Hutchinson Shores Resort highlighting Dark, Flat and Clean messaging and Coastal Center visitation (Presented 8 programs with 245 attendees). Attended welcome meetings for Turtle Reef Club guests. Incorporated Dark, Flat & Clean messaging in collateral materials in the rooms at Turtle Reef and Vistana.

## Upcoming Events / Initiatives within 60 Days

- IRL Science Fest - October 27th
- Advocacy Volunteers - November 1st
- Capital Campaign Announcement Party at the Coastal Center - 11/13/18
- Development Committee Thank You Calls to Major Donors
- Annual Report & Year-end Appeal - mailed in November
- IRP Lunch and Volunteer Information Session at the Coastal Center - 12/6/18
- 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 - March 24, 2019
- One Millionth Visitor -- TBD!!!!!!!!!!!!