

News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage:</i> TCPalm, Island Reporter, WPTV</p> <p><i>Topics Covered:</i> Summer Camp, The Coastal Center, Ocean Eco-Center, Plastic Straw Ban, Earth Day, South Florida Waste Management District, Water Quality</p> <p><i>Facebook Mentions:</i> Tradition Town Hall, Hulafrog Martin County, Christian FM-WSCF, Once Upon A Child, Education Foundation of Martin County, Impact 100 Martin, Martin County School District, Manatee Observation & Education Center, St. Lucie County, Discover Martin County, Treasure Coast</p>
Google Statistics	<p>Google last 30 days: A list of popular search words used on google to find the Coastal Center: Florida Oceanographic coastal center, Things to do near me, Attractions, Aquarium near me, Oceanographic Center.</p> <p>Searches on Google: 25,256, Direct searches: 11,002, Discovery searches: 14,174</p> <p>Total actions taken on our Google listing: 3.73k, Visit our website: 2.49k, Request directions: 1.1K, Called the coastal center: 134</p>
Visitation	<p>Visitation in March 2019 was 9,546. To date, fiscal year visitation is up from 30,902 in FY2018 to 31,797 in FY2019.</p>

Special Events

Great Give 2019	<p>We are participating in the Great Give on April 24th. This community-wide giving event shares bonus pool proceeds with participating non-profits.</p>
Oceans Alive 2020	<p>Expected to be at Sailfish Point again. We are working with the former chairs on possible chairs for next year.</p>

Volunteers

Volunteer Appreciation	<p>Hosted Volunteer Social and participated in Volunteer Appreciation Week. Paul Hederman & Gary Goforth made phone calls thanking our long-time volunteers. Volunteers received notecards and special appreciation communications. Collages at the Coastal Center, Volunteer Signs from Martin County Volunteers and social media mentions.</p>
Teen Ambassador Program	<p>11 Applicants to date for the Teen Ambassador Programs this summer, both Conservation and Education tracks. Will make final selections within the next 10 days.</p>
Volunteer Internships	<p>Exploring working with interns for the Animal Care and Research Departments.</p>
Community Engagement	<p>3 Beach Cleanups, including 2 private groups.</p>
Volunteer Highlights	<p>Jerry Appell, Anna Bergalis, Marilyn Diamond, Jim Dragseth, George Labadie, Dee Spera, Ned Wade and Phil & Gerry Tafoya: All volunteered with FOS for over 15 years.</p>

Community Outreach & Events

Summer Camp Expo	<p>Attended the Summer Camp Expo - Hosted by Christian FM in Tradition. 50 pairs of child/adult admission free passes for radio spots barter. 200 events books with BOGO coupons and Dark, Flat and Clean article. 51 discount passes distributed, 11 e-newsletter sign-ups.</p>
Fort Pierce Oyster Fest	<p>Attended Oyster Fest as an educational partner with the Research Dept. Handed out 65 BOGO passes, 9 FOS e-newsletter signups, 29 oyster shell guesses and good interactions</p>
Earth Day at Oxbow	<p>Participated in Earth Day at Oxbow. Great interactions with thousands in attendance. 11 e-newsletter signups, 99 BOGOs.</p>
Hotel Outreach	<p>Met with Hutchinson Shores and EAI to continue Sea Turtle Outreach Program for this year. Renewed partnership with Marriott Hutchinson Island.</p>
Be Floridian Now	<p>Hosting the traveling Flamingo Flock to raise awareness about water quality and fertilizer ordinances.</p>

Upcoming Events

- Great Give - TODAY - April 24th
- Endangered Species at the Coastal Center - 1/2 Price Admission May 18th
- Hands Across the Sands - May 18th
- Millionth Visitor to the Coastal Center
- Summer Appeal - June