

Development Updates - July 9, 2019



News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage:</i> TCPalm, WPBF Channel 25, Daily Commercial, WPTV, NewsPress, WQCS</p> <p><i>Topics Covered:</i> World Oceans Day, Blue-green algae, Sea Level Rise, Coastal Center, Governor signs HB 5401, One Millionth Visitor</p> <p><i>Facebook Mentions:</i> Tiny Turtles Preschool of Jupiter, Premier Realty Group, Treasure Coast, Everglades Coalition, HulaFrog, The Community Foundation Martin-St. Lucie, Stuart Martin Chamber of Commerce, New England Fish Market & Restaurant, Hutchinson Island Florida, LRC</p> <p><i>Current Coastal Center Ads:</i> St. Lucie Living, Groupon</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: 26,887, Direct searches: 9,602 Discovery searches: 17,207</p> <p>Total actions taken on our Google listing: 3.67k, Visit our website: 2.53k, Request directions: 994, Called the coastal center: 148</p>
Marketing	Hosted Google 360 to capture images at the Coastal Center and attended seminar regarding optimizing our Google presence.
Highlights	Mark Perry interviewed for WQCS - Treasure Coast Happenings

Special Events & Development

One Millionth Visitor	Celebrated the One Millionth Visitor to the Coastal Center on June 14th with ribbon cutting with staff and local officials. Guests received Free Admission and raffle tickets for Special Prizes.
Governor Visit	Governor DeSantis signed HB5401 at the Coastal Center on June 25th, bringing awareness to our role as advocates for the environment and saving our waters.
Oceans Alive	Met with new chairs regarding Oceans 2020 - new proposals including honoring a special guest of the evening, incorporating an emcee and opening bidding to a broader audience prior to event.
Development Goals	Meetings with Development Chair regarding upcoming initiatives: updated business partner program, strategic Oceans goals, donor messaging & communications
Summer Appeal	Pending delivery of Summer Appeal to 2,500 homes. Will also follow-up with Every Door Direct Mail (EDDM) of this specific piece to mail route on Southern Sewalls Point.

Volunteers

Teen Ambassador Program	Nine Conservation Ambassadors are meeting weekly and participating in activities that highlight Florida Oceanographic's conservation and advocacy. Activities include seagrass surveys, shell baggings, REEF fish count, and CORE module construction.
Volunteer Spotlights	Volunteer Spotlight for June was Melinda Hornsby, a sea turtle scout. July is Ron & Ann Cyrus, reverse snow birds that work as Exhibit Guides.

Community Outreach & Events

New England Seafood	New England Seafood donated a portion of their proceeds at the restaurant and store in celebration of World Ocean Day. Event raised just over \$1900.
World Ocean Day	Led 26 people in a beach clean-up to put stewardship in action. Advocacy messaging focused on impacts of marine debris and steps to reducing it.
Dark, Flat & Clean	Printed Dark, Flat & Clean signs for hotels on Hutchinson Island (currently in use at 4 hotels and targeting others). Presented DFC and visitation messaging at area hotels.
Hotel Outreach	Continued relationship building with local hotels including distributing free passes to hotel staff at 3 main hotels on Hutchinson Island. Incorporated visitation materials into "in-room" guest books at Hutchinson Shores.

Upcoming Events

- Sharks & Rays Day at the Coastal Center - July 19th - 1/2 Price Admission
- Treasure Coast Waterway Cleanup - July 27th
- REEF Annual Fish Count - July 31st (Select Volunteer Event)
- National Oyster Day at the Coastal Center - August 5 - 1/2 Price Admission
- Ground-breaking Event for Capital Campaign - TBD - August