

Development Updates - March 2019



What's Been Going On

News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage:</i> New York Times, TCPalm, WPTV, WPBF 25, CBS12, Stuart Magazine</p> <p><i>Topics Covered:</i> Water Fest, Oysters in the Indian River Lagoon, Summer Camp, Coastal Lecture Series, Game Fish & Fish Games, Take 3 for the Sea, Tour of the Coastal Center</p> <p><i>Facebook Mentions:</i> Treasure Coast, Martin Resources Council, One Martin, Christian FM-WSCF, Impact 100 Martin, Wildlife Epidemiology Environmental and Human Health Lab, Symphony at Stuart, Buck Wild Fish Roundup, Scuba Central-Stuart, Marine Discovery Center, Discover Martin County, Family Vacation Critic, The Chef's Table, Elliot Museum-Stuart, WPTV</p>
Google My Business	<p><i>A list of popular search words used on google to find the Coastal Center:</i> Florida oceanographic coastal center, Things to do near me, Attractions, Aquarium near me, Oceanographic center</p> <p>Total views from Google: 45,500 / Total searches on Google: 27,187 / Direct searches: 13,335 / Discovery searches: 13,767</p> <p>Total actions taken on our Google listing: 3.71k / Visit our website: 2.65k / Request directions: 918</p> <p>Called the coastal center: 133</p>

Development & Special Events

Oceans Alive - Luau	75 guests attended the Blue Lagoon Luau on 3/15/19. Special Luau Preview Pricing for auction items, sold \$2,900 worth of items at a fixed price. The Luau was promoted from the start as a benefit for Bronze sponsors and above and helped to raise the number of Bronze sponsors from 17 to 28.
Oceans Alive - Sponsorship	Record Sponsorship numbers this year including 1 Platinum (\$15,000), 5 Silvers (\$5,000), 28 Bronzes (\$2,500), 45 Patrons (\$1,000) and 8 Lagoons (\$500). 2019 Total is \$205,500, up from \$152,900 last year. For the first time since we started the event at Sailfish, we sold out of tickets and had a waiting list for the event leading up to it. We were able to seat everyone based on tickets donated back and adding an additional table.
Oceans Alive - Auction	Record Silent Auction numbers of over \$46,000. This was higher due to Luau preview pricing which allowed us to sell additional items prior to the event that we would not have had room for. Record Live Auction with 2 new donations: Private Weekend Flight for 4 and Night at the Elliott Museum.
Oceans Alive - Raffle	Pre-sale raffle tickets were equivalent to those over the past few years. Night of the event raffle ticket sales went from an average of \$2300 to \$3800.
Oceans Alive - Evening	Fantastic feedback from guests on the event being better than last year and a wonderful event to attend. Described as elegant, content-filled, beautiful and a great evening with lots of good energy.
Impact 100 Presentation	Hosted 18 members of the Impact 100 Grant Committee at the Coastal Center for Research/restoration grant.

Volunteers

Recruitment	Presented at IRP to promote Florida Oceanographic in the community, attended Martin County High School Leadership Volunteer & Job Fair
Volunteer Breakfast	7 Sessions of volunteer breakfasts over the past few months: 90 attendees
Teen Volunteer Ambassador Program	Accepting application for the Teen Volunteer Ambassador Program with tracks in Conservation and Education
Volunteers in the Community	Water Fest, Adopt A Highway, 3 Private research events

Community Outreach & Advocacy

Marathon of the Treasure Coast	Participated in the TC Marathon, fundraising efforts brought in \$750+. FOS relay team finished 7th and 11 volunteers helped out on the day of the event.
Game Fish Fish Games	Soliciting items from the community for the day of gift bags
Community Engagement	Currently scheduled benefit days and awareness events

Upcoming Events / Initiatives within next 90 Days

- Volunteer Social - April 3rd, 2019
- Oyster Fest in Fort Pierce - April 6th, 2019
- Earth Day at Oxbow Eco-Center - April 13, 2019
- One Millionth Visitor -- TBD!!!!!!!!!!
- Christian FM's Summer Camp Expo - April 20, 2019
- Keep Martin Beautiful Awards - April 23, 2019 (FOS & Mark are nominated for award)
- Great Give - April 24, 2019