

## News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage:</i> TCPalm, WPTV, U.S. Environmental Protection Agency</p> <p><i>Topics Covered:</i> Water Quality, Algae Blooms, Family-Friendly Attractions, Seagrass, Restoration Programs, Microplastics</p> <p><i>Facebook Mentions:</i> Be Floridian Now, United Way of Palm Beach County, Hulafrog Martin County, Manasquan School District, Discover Martin County, Treasure Coast, Teach the Beach</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: 20,975, Direct searches: 8,947 Discovery searches: 11,964</p> <p>Total actions taken on our Google listing: 2.35k, Visit our website: 1.51k, Request directions: 736</p> <p>Called the coastal center: 100</p>
Visitation	To date, fiscal year visitation is up from 38,655 in FY2018 to 38,949 in FY2019.
Marketing & Design	In the process of updating and refreshing our collateral and marketing materials including: Free Passes for Membership, Rack Cards, newsletter and e-newsletter.

## Special Events & Development

Great Give 2019	Raised \$10,225 on April 24th through the Great Give from 28 donors and a \$500 prize from donations in the 6-7am hour. Amount raised was 11th in Martin County.
Oceans Alive 2020	Chairs have been selected for Oceans Alive 2020 - Bobette Campbell and Blythe Houghland. Transition meeting expected in June.
Summer Appeal	Working on Summer Appeal, a mailing that appeals for funds to support our mission and includes 2 free passes to the coastal center. Typically mailed to 2,500-3,000 addresses.

## Volunteers

Teen Ambassador Program	Orientation completed for participants in our Teen Ambassador Program. Teens participate in either Education or Conservation tracks, or both, for the months of June and July. Education Ambassadors (5) will cover 2 weekly shifts at the Coastal Center. Conservation Ambassadors (10) will meet weekly and work on projects related to our mission.
Seagrass Training Workshop	Hosted 2-hour seagrass training workshop for volunteers to learn more about our FOSTER program.
Volunteer Handbook	Reviewing and updating text and policies in the Volunteer Handbook related to conflicts of interest and appropriate representation of FOS.
Volunteer Highlights	Volunteer spotlight for May was on Jennifer Studebaker, a volunteer from Wisconsin who interviews and writes our monthly Volunteer Spotlights.

## Community Outreach & Events

Mulligans 12 Weeks of Summer	Selected to be a benefitting charity for the month of August on Thursdays at the Stuart location.
Painting with a Purpose	Participating in the Painting with a Purpose event at Painting with a Twist on May 30th in Jensen Beach.
Hotel Outreach	Working with hotels on Hutchinson Island on displaying Dark, Flat & Clean messaging on their properties. Exploring options with step-in signs beachside, table tents in rooms and information in check-in packets.

## Upcoming Events

- World Turtle Day at the Coastal Center - 1/2 Price Admission May 23rd
- Painting with a Purpose Benefit at Painting with a Twist, Jensen Beach - May 30th
- World Ocean Day - 1/2 Price Admission - June 8th
- Millionth Visitor Day at the Coastal Center (mid-June)
- Summer Appeal - June
- REEF Annual Fish Count - July 31st (Select Volunteer Event)
- Ground-breaking Event for Capital Campaign - August