



News Coverage, Marketing & Advertising

Media & Advertising	<p><i>Media Coverage:</i> TCPalm, WSTU KC Ingram Show, WPTV, CBS12, Space Coast Daily</p> <p><i>Topics Covered :</i> Blue-green algae task force, Lake Okeechobee, Land crabs, Water Quality, Lake Okeechobee Water Levels, Microplastics, A Day in the Life of the Indian River Lagoon, Jensen Beach Mangroves, Health of Seagrass, Martin County Library Card</p> <p><i>Facebook Mentions :</i> SEA A Difference Environmental Services, Clark Advanced Learning Center, Martin County Board of County Commissioners, Treasure Coast Explorer, Schooner Lily, Treasure Coast Sailing Adventures, House of Hope, Martin County Library System, Hula Frog Martin County, Martin County</p>
Google Statistics	<p>Google last 90 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 of Google: 79,196, Direct searches: 28,061, Discovery searches: 50,904</p> <p>Total actions taken on our Google listing: 6.71K, Visit our website: 4.48K, Request directions: 1.91K</p> <p>Called the coastal center: 332</p>
Year-end FY2019 Numbers	<p>Facebook has 13,712 fans (up 6% from FY2018), Twitter has 1,791 followers (up 6% from FY2018), Instagram has 2,002 followers (up 29% from FY2018).</p>

Special Events

Event Calendar	<p>We have revised the event calendar and made the following adjustments: we will be taking a break from the Clay Shoot in 2020 and will be moving the Donor Luncheon to February.</p>
Ocean Legacy Event	<p>We are anticipating hosting a cultivation and thank you event for members of the Ocean Legacy Society in December. This evening will thank existing donors and encourage participation from new donors.</p>
Oceans Alive	<p>Oceans Alive 2020 has selected a theme - "Oceans Alive 25". Jacqui Thurlow Lippisch has agreed to be recognized as an honoree for the evening.</p>

Development

Summer Appeal	<p>Responses for the summer appeal piece were comparable to last year. However, we completed an EDDM (every door direct mailing) for Southern Sewalls Point and received a \$1,000 gift from a new donor.</p>
Year-End Appeal	<p>We are currently working on the Impact Report which will be mailed to 2,200 homes with a year-end appeal for support. Targeted mailing date in November.</p>
Business Partner Program	<p>We are updating the business partner program to reflect more relevant sponsorship levels and recognition opportunities. Once completed, we will be strategically approaching businesses partners in the community.</p>
Department Changes	<p>We brought on Deanna Thurlow as the Development Assistant at the end of September. The position for Communications and Public Relations Coordinator is open again. We are struggling to fill the position due to salary range and lack of healthcare.</p>

Volunteers

Volunteer Recruitment in the Community	<p>Attended volunteer fairs at Blake Library, South Fork High School, Clark Advanced Learning Center and Kane Center. Increased number of volunteer information sessions per month.</p>
Volunteer Program Updates	<p>Reviewing ways to update the Education volunteer program to keep our education volunteers engaged with Florida Oceanographic in the short and long term. We are evaluating volunteer needs for the Coastal Center as well as how the program will need to evolved with the Ocean EcoCenter</p>
Green Team	<p>Green Team volunteers take care of the landscaping and native plants on our property. With Pam leaving, we are working with Operations to schedule weekly tasks for the Green Team</p>

Community Outreach & Events

Rally for the River - November 16	<p>Special event in downtown Stuart highlighting restoration and advocacy efforts at FOS. 14 participating organizations hosting educational booths/demos and 2 scheduled guided sails on the Schooner Lily.</p>
Benefit Events	<p>Participated in benefit events for a portion of the proceeds with: Mulligans 12 weeks of summer in August, Lily Pulitzer - 10/20, and Coquina Cove on 10/18 - raffle ticket and membership sales</p>

Upcoming Events / Initiatives within 60 Days

- Groundbreaking Celebration with 125 guests - 10/23
- IRL Science Fest - October 26th
- Annual Report & Year-end Appeal - mailed in November
- Sip & Shop - December
- Volunteer Social - December
- Ocean Legacy Society Evening - December

2020 Events & Initiatives

- America's Amazon - Film screening and Sponsor Party - 1/16/20
- Donor Recognition Luncheon - February
- Oceans Alive VIP Sponsor Party - March TBD
- Oceans Alive - March 29, 2020
- Business Partner Program Refresh
- Community Cultivation Events
- Driving Additional Visitation
- Enhancing Annual Membership Benefits (Members-only Events)