

**Fundraising**

Board Challenge	The Board Challenge for operating budget support is still ongoing with \$47,500 committed to date.
Budget Gap - Grants	We have recently applied for 2 grants for operating support. We applied for \$50,000 through the Martin County CARES Act funding program. Our application is currently in review, and we are expecting funds to be released before 12/31 if we are approved. We also applied for \$50,000 of operating support through the Arts/Culture & Environment section of the Langford Foundation Grant administered through the Community Foundation Martin - St. Lucie. Zoom Site Visits are conducted on 12/15 and the award recipients are announced 12/22.
Year End Appeal - Impact Report	The Impact Report has been printed and is being mailed to approx 3,150 people, with expected arrival to mailboxes this week. We typically order some additional overprints that are distributed throughout the year to New Members as well as used as additional promotional and introductory pieces for donors. The mailing includes an appeal letter from Mark Perry as well as a return envelope.
Giving Tuesday	This year we will be participating in Giving Tuesday on December 1st. This will be an online campaign focused on social media gifts. We will be working on simple messaging that addresses clean water, caring for our animals and restoring oyster habitat.
Membership	Working on updating the Florida Oceanographic membership program to reflect the opening of the Ocean EcoCenter and encourage increased giving and participation in our membership program.

**Special Events**

Oceans Alive 2021	FY21 Budget Outlook will be \$50K in Auction and \$100K in Sponsorship with an expected timeframe of March 2021. We are moving forward with soliciting auction items for the online auction and revising sponsorship levels to reflect a virtual event.
Facility Rental	We are confirmed for a private event at the Ocean EcoCenter on December 11th for Hooks Construction. This event will allow us to get a feel for the space and an understanding of the unique requirements! We are really excited for our first event!

**Marketing, Advertising & Communications**

Marketing, News & Media	Scheduled another travel writer tour for 11/18/20. The Ocean EcoCenter was referenced in Visit Florida's Marketing Materials for upcoming reasons to visit Florida in 2021: <a href="https://www.visitfloridamedia.com/news/media-releases-by-market/canada/what-s-new-in-florida-for-2021.html">https://www.visitfloridamedia.com/news/media-releases-by-market/canada/what-s-new-in-florida-for-2021.html</a>
E-Newsletters	Water Quality Report Statistics since moving to the new format. Growth from 125 recipients to 141 with an average open rate of 49%.
Coastal Center	Working on drafts of new signage needed when staff moves into the Ocean EcoCenter and we have the 3rd floor available for visitors.

**Volunteers**

Education Volunteers	Since we began training Exhibit Guides again in September, we have had 2 groups of volunteers complete the orientation and move into hands-on training. We still have over 30 trained volunteers that do not feel comfortable coming back to the Coastal Center during COVID.
Volunteer Training	Attended a 3-day virtual volunteer training conference "Volunteer Florida Virtual Convention." This would typically be outside of our budget to attend in person, but there was no fee for this virtual one.
RSVP Volunteer Appreciation	Participated in an RSVP drive-thru appreciation event for Martin County Volunteers. We had a table where we handed out passes and thanked the many volunteers that give their time in Martin County. This included 15+ Florida Oceanographic volunteers, many of whom are not currently volunteering due to COVID.

**Upcoming Events**

- Giving Tuesday - December 1st
- 3rd Party Facility Rental - December 11th

**Upcoming Initiatives for Fiscal Year 2021**

- Implement new pricing structure for Membership & Admissions to the Coastal Center
- Increase Membership Revenue and Participation to make-up for Oceans Revenue
- Develop Branding and Marketing Plans for the new Ocean EcoCenter as a destination, driving visitation
- Develop Marketing and Sales Strategy for Event Space Facility Rental