

Special Events & Fundraising

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| Oceans Alive 2021 - Sponsorship     | Preliminary Numbers for Oceans Alive, Sea Change 2021: Sponsorship revenue was \$151,300+ including 3 Gold, 7 Silver, 22 Bronze, 10 Patron and 19 River Champions. Notably, Bronze sponsorships were only down from 24 to 22 from last year, with an increase in the \$500 River Champion sponsorship over last year from 18 to 19. However, there was a significant drop-off in the Patron (\$1,250) category from 26 last year to 10 this year. Sponsorships were not dependent on tickets to Oceans Alive but do include invitations to Film events in the Ocean EcoCenter in the fall of 2021. |
| Budget Impact from Event            | The FY2021 Budget for Oceans Alive was modeled off hosting 100 people at the Ocean EcoCenter with high-dollar sponsorships, a cash call and an online auction. The revenue was forecasted for \$250,000, with expenses of \$40,000 and a net budget impact of \$210,000. Oceans Alive, Sea Change brought in \$195,147, with expenses around \$8,355, for net event proceeds of \$186,335. (DRAFT) This results in a budget shortfall to plan of -\$23,188.  |
| First Looks for the Ocean EcoCenter | We are planning donor "First Looks" for the Ocean EcoCenter for May 13th, 14th (evening) and May 17th (brunch). These events are to celebrate and share the exhibits with the Capital Campaign donors and select sponsors from Oceans Alive 2020 who kept their sponsorship dollars in place. We are currently confirming Business Partner Sponsorships for the event to offset some of the costs. These events will include cocktails and hors d'oeuvres and the Ocean Deck and guided tours of the Ocean EcoCenter by Zack and Mark.   |

Ocean EcoCenter Grand Opening

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| Ocean EcoCenter Opening | The Grand Opening will be based on when the Exhibit Hall is complete and animals are in the tanks. (We are working to plan this event independently from the First Looks). The lead up to the Grand Opening will include press & media tours/invites, promotional material and a ribbon cutting on the day. |
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Community Outreach, Events and the Coastal Center

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| Sip & Shop at J. McLaughlin | We were selected as a benefitting non-profit by J. McLaughlin for a "Sip & Shop" event that they hosted April 14th. We were present at their store location in Sewalls Point, promoted the Coastal Center and our role in the community, and received 15% of the proceeds from sales that day.  |
| Oyster Fest                 | We attended our first community-wide event since COVID on April 24th in downtown Fort Pierce. Michelle and Austin (Research Associate) attended and highlighted our restoration focus (FLOOR) and the Coastal Center. We received 20 newsletter sign-ups, handed out 45 Buy One Get One Admission Passes and collected 15+ buckets of recycled shell during the event.  |
| Coastal Center Admissions   | Admissions and Gift Shop revenue for March exceeded our progressive budget. Admissions exceeded our progressive budget by \$16,922 (45% overage) and gift shop exceeded the progressive budget by \$5,338 (25% overage). On Good Friday, April 2nd, we had 910 people visit the Coastal Center! A one-day record for paid admissions. (Previous record was 929 for a free admission day)  |
| Press & Media               | Recent news coverage regarding toxic cyanobacteria: Megan McRoberts - WPTV - April 23rd - <a href="https://www.wptv.com/news/protecting-paradise/potentially-toxic-algae-forms-near-pahokee-city-marina">https://www.wptv.com/news/protecting-paradise/potentially-toxic-algae-forms-near-pahokee-city-marina</a><br>Michael Williams WPTV interview with Mark: <a href="https://www.wptv.com/news/protecting-paradise/freshwater-discharges-from-lake-okeechobee-impacting-oyster-beds-seagrass">https://www.wptv.com/news/protecting-paradise/freshwater-discharges-from-lake-okeechobee-impacting-oyster-beds-seagrass</a> |

Volunteers

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| Volunteers Engagement          | We received 24 new volunteer applications in April based on increased activity at Research Events. Volunteers spent 91 hours helping with seagrass events between April 8th and April 15th.   |
| Volunteers for Ocean EcoCenter | Based on recent vaccinations, we have a few volunteers that have expressed an interest in returning to their volunteer shifts. We are adding shifts at to the schedule to accommodate increased volunteer activity and cross-training in preparation for the Ocean EcoCenter opening. |

Upcoming Initiatives for Fiscal Year 2021

- Communications & Public Relations Coordinator position will be posted online this week
- 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 Promotion Strategy for Event Space Facility Rental

Upcoming Events

- FAM Tour for Visit Florida - April 28th
- First Looks for Ocean EcoCenter - May 13th, 14th, and 17th
- Ocean EcoCenter Grand Opening - TBD - end of May? Beginning of June?
- Freedom of Spirit Lifetime Achievement Award Presentation - June