

Special Events & Fundraising

Oceans Alive 2021	Sponsors to date include 2 Gold, 6 Silver, 19 Bronze, 7 Patrons, 9 River Champions, and 2 business partner sponsors. Sponsorship revenue to date is \$112,250. We will be proceeding with a general mailing to solicit donations and encourage participation in our raffle.
Oceans Alive Auction	Auction Item Solicitations are ongoing. Some previous supporters are unable to donate this year due to financial circumstances and/or not allowing access from outside groups into their facilities. We are looking for support from the Board for our "Spirits Package" and our "Going Places - Gas Card Package". We are also looking for help from anyone that might have a connection to a golf course that is allowing outside players to round out our "experiences". Last year's auction brought in just over \$30,000. Projected sale value of auction items rec'd to date is around \$25,000.
Dryer & Dishwasher Repair	We appealed to the community for either a replacement dryer or funds for a dryer. We received a donation to cover the dryer and a second donation that will go towards a repair technician for our Animal Care dishwasher.
Lagoon Room	We were able to host members of the Sailfish Point Foundation in conjunction with The Community Foundation Martin, St. Lucie in our new Lagoon Room. Six attendees participated in Zoom interviews for two afternoons. This was our first "hosting" opportunity for an outside group. (One of the attendees sent in their Oceans sponsorship shortly thereafter!)

Marketing, Advertising & Communications

Marketing & Promotion	We are continuing our FAM tours of the Coastal Center. Our "Arts and Culture" pass is live with a handful of redemptions to date. This program, running on the Bandwango platform, is a digital promotion to facilitate visitation to local arts and culture venues.
Arts Fest Promotion	We participated in a program where glass sea turtles were hidden throughout the community in order to promote Arts Fest. This received local publicity and drove some individual visits to the Coastal Center to 'find turtles'.
Coastal Center Admissions	Admissions and Gift Shop revenue for January exceeded our progressive budget. We are planning on being closed for the Mondays and Tuesdays in March, with the exception of the 15th and 16th for spring break week. Visitation on weekends is meeting (or exceeding) prior year numbers. Visitation during the week is hovering between 45 - 60%. This is consistent with trend data from Martin County TDC reflecting decreased visitation and travel and more local, weekend trips.
Advocacy Team Support	The development team has been working closely with the Advocacy team to make updates to the website and refine our advocacy messaging.
Coastal Center Signage	Placed orders for new trail signs and updated sign for the Observation Deck at the IRL.
Third Floor Event Space	We attended a networking event hosted by Atlas Event Rentals to get an understanding of their capabilities and meet potential vendors. These contacts will help us as we explore rental options for the Ocean Deck.

Volunteers

Volunteer Recruitment	We continue to recruit volunteers and schedule orientations and training for the Exhibit Guide role. (We are currently on our third training group). We will be reaching out to volunteers in the coming weeks to take their temperature on returning if, and when, they are able to be vaccinated.
Volunteers for Ocean EcoCenter	We are developing plans for recruiting, training and staffing the Ocean EcoCenter volunteer roles. This is being worked on by Rosemary, Shannon & Yasmeen. The goal is to define a role that will be interesting to volunteers, meet our staffing requirements and be beneficial for visitors to the Coastal Center.

**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 Promotion Strategy for Event Space Facility Rental

**Upcoming Events**

- Oceans Alive Preview Event for Arts & Premiere Items - 3rd week of March
- Oceans Alive Auction - March 24th - March 28th
- Freedom of Spirit Lifetime Achievement Award Presentation - April
- First Looks for Ocean EcoCenter - End of April
- Grand Opening to the public - May