

**Fundraising**

Budget Gap - Grants	We were awarded \$25,000 through the Langford Foundation Grant administered through the Community Foundation Martin - St. Lucie.
Year End Appeal - Impact Report	The Impact Report arrived in mailboxes to approx 3,150 people just before Thanksgiving. To date, we have received 49 donations totaling over \$26,400. These donations typically come in throughout December and into January.
12 Days of Christmas Wish List	We participated in the 12 Days of Christmas through TCPalm and received over \$1,000 for microscopes in the new Ocean EcoCenter.
Golf Cart Donation	We circulated a flyer to local communities that we were looking for golf cart and received one in December!!!!

**Special Events**

Oceans Alive 2021	Oceans Sponsorship requests have been mailed out. Sponsors to date include 2 Silver, 8 Bronze and 3 Patrons and a River Champion. 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. We are looking for donations from the FOS family for our "Spirits Package" and our "Going Places - Gas Card Package".

**Marketing, Advertising & Communications**

Collaboration with Martin County TDC	The Martin County Tourist Development Council recently funded our Visit Florida membership and we continue to work with them on scheduling FAM tours of the Coastal Center. We are also working together on an "Arts & Culture" discount pass through Bandwango that promotes local visitation and engagement.
Marketing & Promotion	We are promoting participation in Beach Walks, Guided Trail Walks, the Coastal Lecture Series and general admission to the Coastal Center.
Coastal Center	Admissions and Gift Shop revenue for December exceeded our progressive budget. We are determining the Coastal Center schedule on a month-to-month basis. It is difficult for us to staff the Coastal Center with our limited volunteer population. We are currently closed Mondays and Tuesdays unless there is a special holiday where we can expect increased visitation.
Coastal Center Signage	Designed new Ocean EcoCenter decals and signage for Coastal Center Property. Continued to make ongoing updates to our website and affiliate sites for open hours, etc.

**Volunteers**

Volunteer Recruitment	We have scheduled orientations and training for 8 potential Exhibit Guides for the Coastal Center. Our volunteers have returned to other duties but are more reluctant to interact with the public in the Exhibit Guide role. We are missing 30+ volunteers that would normally fill shifts at the Coastal Center.
Advocacy Engagement Volunteer	We are developing the role of Advocacy Engagement Volunteer to provide additional support and a consistent presence to our advocacy efforts.

Some Volunteers have recently retired during COVID -- their accomplishments are amazing!

John Krasula - Stingray Presenter	11 years - 1721 hours
Dee Spera - Exhibit Guide	21 years - 3552 hours
Dr. Jerry Aronson - Stingray & Turtle Presenter	15 years - 1711 hours
Phil & Gerry Tafoyas - Water Testers	29 years - 1710 hours each
Ed Hollis - Water Tester	14 years - 500 hours
Dave Sager - Water Tester	10 years - 432 hours
Al Ragl - Water Tester	9 years, 370 hours

**Upcoming Initiatives for Fiscal Year 2021**

- Rethink and 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

# Ocean EcoCenter

5 galleries highlighting Florida's unique environments!



Grand Opening Spring 2021

# Coming Soon!

## COASTAL EDENS

Florida's coastal ecosystems are home to a wide variety of plants and animals.

Our coastal ecosystems support a remarkable diversity of life with mangrove forests, seagrass beds, and oyster reefs. These ecosystems are essential to the health of Florida's economy, identity, and culture.



## FLORIDA REEF TRACT

Your presence is essential to Florida's reefs.

Florida's coral reefs are home to a wide variety of life. In fact, the Florida Reef Tract, which runs for nearly 350 miles, is one of the largest and most diverse reef systems in the world. This colorful reef system is important for the health of the environment and our economy.



**DISCOVER** why estuaries are essential to wildlife!

**LEARN** how sea turtle hatchlings reach the ocean!

And **EXPLORE** so much more!

For More Information  
Visit [FloridaOcean.org/capital-expansion](http://FloridaOcean.org/capital-expansion)