

Special Events & Fundraising

Oceans Alive 2021 - Sponsorship	Sponsors to date include 2 Gold, 7 Silver, 21 Bronze, 11 Patron, 17 River Champion, and 4 business partner sponsors. Sponsorship revenue to date is \$135,000.
Oceans Alive Mailing	Mailing to the community, members, donors, sponsors, etc went out at the beginning of March to 2500+ homes. This has yielded, to date, 8 new Oceans sponsors, as well as \$1,400 in donations and \$2,900+ in raffle ticket sales.
Oceans Alive Auction	Auction Preview opened on March 20th. Auction will be open for bidding from March 24th - March 28th. Current auction values around \$50,000 (inclusive of high-end artwork and trips). Projected auction revenue will be around \$25,000. (We did not have as many high-end packages this year as we have had in previous years: golf courses, private jet, group dinners). We are featuring more FOS packages including events at the Ocean EcoCenter, a private boat trip with Mark Perry, a day with a research scientist, sea turtle scout for a night and a birthday party at the Coastal Center.
Oceans Alive Preview Event	We invited our Bronze Sponsors and above to stop by for an Oceans Alive Auction Preview at the Ocean EcoCenter on March 19th from 4:30 - 6:30pm. We had mixed feedback regarding attending the event, as some people were ready to be in public while others did not feel safe socializing. We received around 45 RSVPs and 32 people attended. This was an opportunity for people to preview our art and collectibles for Oceans and enabled us to try out the space including facilities, catering, donor behavior etc. This will help us to shape our First Looks for mid-May. All that attended expressed their appreciation and were impressed by the 3rd floor event space.

Marketing, Advertising & Communications

Press & Media	Featured coverage in the last few weeks includes Mark weighing in on discharges (US News & World Report, & Palm Beach Post: <a href="https://www.usnews.com/news/best-states/florida/articles/2021-03-11/lake-okeechobee-water-release-could-curb-toxic-algae-bloom">https://www.usnews.com/news/best-states/florida/articles/2021-03-11/lake-okeechobee-water-release-could-curb-toxic-algae-bloom</a> ), as well as Zack being interviewed by CBS12 regarding the loss of seagrass habitat and its impact on manatee populations. ( <a href="https://cbs12.com/news/local/record-breaking-number-of-manatees-die-in-2021">https://cbs12.com/news/local/record-breaking-number-of-manatees-die-in-2021</a> )
Marketing & Promotion	Zack & Mark were interviewed for a piece in Indian River Magazine, a local magazine distribution through St. Lucie, Martin, Brevard and Indian River Counties. We are also preparing an article for Harbor Ridge Magazine, a publication for the Harbor Ridge community.
Coastal Center Admissions	Admissions and Gift Shop revenue for February exceeded our progressive budget. Admissions exceeded our progressive budget by \$6,786 (29% overage) and gift shop exceeded the progressive budget by \$987 (7% overage).
Ocean EcoCenter Opening	We are preparing a press package and related materials for the Grand Opening. We will be printing new signs, rack cards, etc related to our new pricing as well as scheduling media interviews and completing marketing and advertising campaigns.

Volunteers

Volunteers Engagement	We are continuing to communicate with our volunteers about their willingness to re-engage at the Coastal Center. The volunteers that interact with the public are the most nervous about returning, with many saying that they will attempt to return to volunteer service in the fall.
Volunteers for Ocean EcoCenter	We will be adding additional volunteer shifts on a weekly basis in order to build capacity to staff 2-3 volunteers per session, rotating between stations. This will enable us to develop our pipeline of trained volunteers to be ready when we open the Ocean EcoCenter.

**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 Auction - March 24th - March 28th
- Freedom of Spirit Lifetime Achievement Award Presentation - April
- First Looks for Ocean EcoCenter - beginning of May
- Grand Opening to the public - mid-May