



PACIFIC GROVE
MUSEUM
of **NATURAL**
HISTORY

To inspire discovery, wonder, and stewardship of our natural world

Impact Report 2021

“*I love the smiles on the visitors’ faces and that ‘ah-ha’ lightbulb moment when they see and learn from the Museum’s exhibits and programs. Connecting people with nature; it’s what we do.*”

– **Paul Meredith**, Museum Docent

STAFF 2022**Carla Bitter***Executive Director***Liese Murphree***Director of Education & Outreach***Susan Wolfe***Director of Development & Engagement***Nate King***Collections & Research Manager***Elin Dolowich***Controller***Shannon Conner***Education Coordinator-Watershed Guardians***Denise Gomes***Guest Services Specialist***Noelle Fletcher***Marketing & Events Coordinator***Madeline Duffy***Museum Outreach Educator***Natalie Johnston***Volunteer & Community Science Coordinator***Sierra Helmann***Museum School Programs Educator***Maya Sosa***Guest Services & Museum Store Specialist***Hannah Sarver***Education Coordinator-LIMPETS***Hanna Quinnell***Administrative Coordinator***BOARD 2022****Tama Olver** *President***Erin Meyers Madeira** *Vice President***John B. O'Sullivan** *Treasurer***Julie Veitch** *Secretary***Alan Arvin****Alexis Bunten****Eric Barajas****Joan Clay****Matthew Denecour****Olivia Duarte****Sean Powell****OUR VISION**

We envision a community of curious minds, engaged in discovering the natural heritage and cultural legacy that exist today on the Central California Coast. The Museum is a catalyst for conservation and a valued learning resource in this region, facilitating active inquiry for all ages.



Inspiring Wonder

Our Museum is honored to share the highlights of our seasons apart, our seasons online, and now over a year of time spent together in this incredible part of the central California coast. We take undeniable pleasure in our mission-driven work to inspire discovery, wonder and stewardship of our natural world for appreciative locals and amazed visitors alike.

Having crossed the one-year anniversary of being the Executive Director, it is easy to say what gives me the most pride, hope and energy ... it's YOU! Our staff, volunteers, donors, members, visitors, vendors, partners, scientists, and naturalists that stayed the course and supported us. We are especially grateful for the ongoing support from the City of Pacific Grove. Since 2009, this public-private partnership supports our facility and outstanding collections to preserve, protect and share with our audiences.

We are pleased to offer you our annual report as a snapshot of our collective and shared Museum memories and achievements. We engaged the public with fun and innovative education programs, created exhibits to explore the natural world, improved care of our collection, contributed to outstanding research and community science, and forged new cultural partnerships to help elevate the many voices and stories that only Museums can tell.

On behalf of curious and supportive humans everywhere, we thank you, and we welcome you to keep discovering.

Stay very well,

Carla Bitter,

Executive Director

“On April 9, 2021, I stood at the door of the Museum and welcomed visitors to our exhibits and Native Plant Garden for the first time in fourteen months. Since then we have welcomed new staff, offered more programming than ever, and opened exciting new exhibits. I'm grateful beyond words for our resilience and the community support that has kept us going for nearly 140 years.”

- Tama Olver, Board President

MEMBERS + DONORS



Dr. Vicki Pearse

627

We can't say it enough! Members are the backbone of our Museum. Our **627** members generated almost \$71,000 in 2021 which allowed us to build our member programs and inspire deeper community connections beyond the walls of the Museum. This year included field outings exploring nature, bird adoptions, newsletters full of garden tips and creature features, and discounts for science lectures, summer camps, and store merchandise. 2022 will allow us to bring even more value to your membership with new activities and events. If you're not a member, consider joining at pgmuseum.org and come learn about our natural world and regional cultural history. A new Museum experience is waiting for you!



“When the Museum Foundation was first established in 2009, they were offering lifetime memberships. I felt a \$1,000 investment was well worth it and I've never looked back! The Museum has been an integral part of my life and I enjoy helping anyway I can.”

Mary Dainton, Lifetime Member

513

With **513** donors giving over \$1.1 million dollars, we were overwhelmed by your generosity. 2021 was also a record for MCGives participation with 180 donors totaling almost \$65,000 around our big idea of Back to Nature. Foundations considered us a strong community investment and we saw increased grant support for our educational programs and exhibits. Whether you're an explorer, a committed naturalist, or a career scientist, there is something for you at our small but mighty Museum. So much has changed and so much more is yet to come. Join our community of giving.



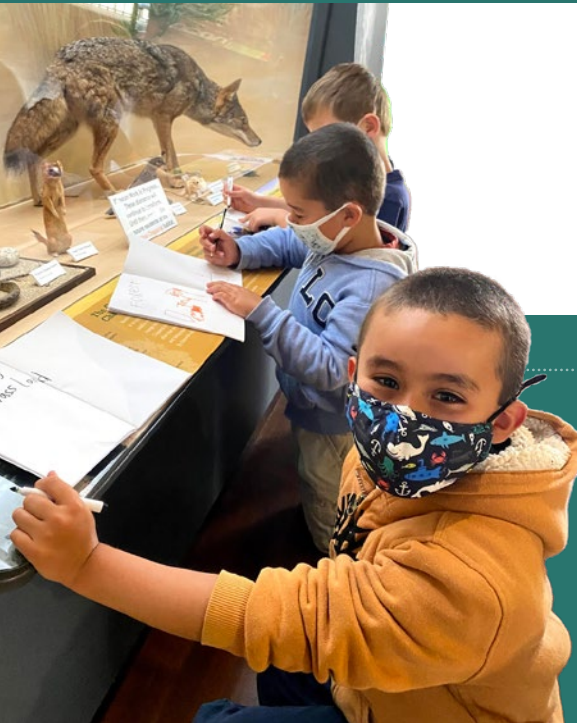
NIGHT OWL

Night at the Museum was the theme for our community fundraiser with **101** happy faces who enjoyed a night out to support the Museum - all made possible with the support of our business partners, members, and the local community. The Museum was also proud to receive public support in 2021, winning Best Museum by the readers of the Monterey Herald and the Carmel Pinecone. We have been lucky to win these awards for many years and felt deeply appreciative to once again receive these honors. Beyond Night Owl, we are pleased to work with the Monterey Audubon Society, Sustainable PG, Carmel Gem & Mineral Society, and the American Begonia Society - all who bring rich programming to the Museum. More engagement opportunities are on the horizon and our famous Night Owl will be returning soon.

EDUCATION + OUTREACH

2,434

Back to Nature! was our mission in education, outreach, and public programs in 2021. We started the year with innovative virtual public programming including Bug Out with Bree and Explore the Coast with Hannah. These online trips encouraged and inspired **2,434** students to go outdoors and see what they could find in their backyard and beyond until we could reopen the Museum in April. Quickly elementary school students flocked to the Museum and Monarch Sanctuary to learn all about monarch butterflies, local natural history, and other native animals like steelhead trout and sand crabs. By the end of year, our in-person field trips hosted an additional **1,311** students at the Museum. Our doors are open - come visit the Museum with your class or family today!



“It’s one of the few science education programs in the area that provides students a great field experience, while introducing the concepts of data collection and connecting students to the natural world.”

– Sulakshna Anand, Science Teacher, Irvington High School

In June we launched the highly anticipated return of summer camp and taught **over 100** children. Our incredible educators brought campers into worlds of wildlife, deep oceans, and the stars as they explored how incredible nature is. Our native plant garden’s buckeye tree became a classroom, sheltering campers as they tested out their butterfly wings and designed their own museum exhibits. Campers enjoyed a long overdue exploration of new spaces and made new friends, a true gift to both families and the Museum staff who were able to help facilitate these priceless experiences.

Our goal upon reopening was to support our community in reconnecting with the outdoors and each other. Our LIMPETs field trips brought **623** middle and high school students to beaches and tidepools, often for the first time, to collect and add vital species data to a **19-year** dataset. As a Museum, we pride ourselves in creating hands-on outdoor experiences that immerse students in the wonders of the natural world. In 2021, our trips engaged and excited students, inspiring a new generation of naturalists, teachers, and scientists. We could not have asked for a better demonstration of how valuable these programs, including Watershed Guardians and Junior Naturalists, are to students around Monterey Bay and beyond.

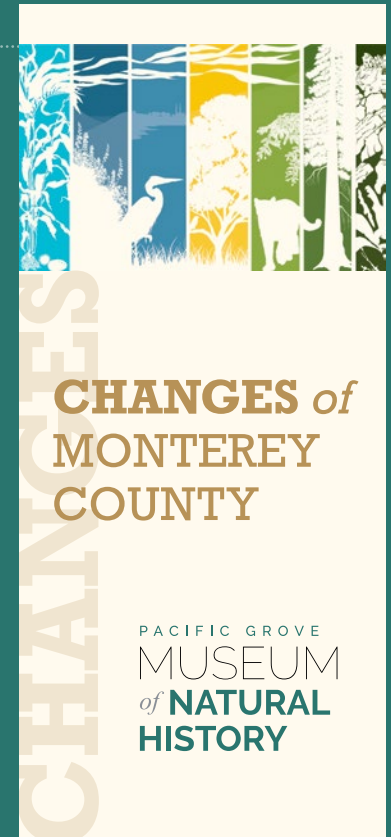


EXHIBITS + COLLECTIONS

Changes of Monterey, our newest exhibit focuses on the diverse ecosystems of Monterey County, how human activity affects them, and what visitors can do to be mindful of the way their choices impact the environment. We were also fortunate to host Shifting Tides: A Convergence in Cloth, a traveling exhibition organized by the Studio Art Quilt Association featuring a stunning array of textile pieces depicting the beauty of our oceans as well as the ecological threats they face. Our collections and exhibits represent the natural and cultural history of communities in Pacific Grove, the Monterey Bay, and beyond. This year we're designing and building our new 2022 exhibits and engaging our community of learners and science partners in brand new ways.



In partnership with CSUMB, the Museum hosted a digital year of our popular Illustrating Nature exhibit, featuring the works of graduating artists from the Science Illustration Program. Art from the 2021 show was hosted on our website with videos and photos of students creating their pieces. We also offered virtual classes for our members and the public in sketching and nature journaling taught by a local artist. We were thrilled with the innovative approaches in presenting this exhibit and the public loved the results. Special thanks to the Art Council for Monterey County for supporting this exhibit for over a decade.



“The Museum offers valuable cultural resources to its community and to visitors from near and far. It’s a rich physical and social environment to experience and engage with original art and artifacts from different periods and cultures in the area. And most importantly, the museum team are true champions in promoting research, exploration, and a sense of belonging. I’m very honored to be a part of this community and contribute to its incredible legacy.”

– Olivia Duarte, Board Member

The Museum’s unique collection forms a meaningful connection to our community’s history and acts as a repository for specimens that will be increasingly valuable to research in years to come. Caring for and effectively interpreting it is a core part of our mission. In 2021 we began the process of CAP (Conservation Assessment for Preservation) through the American Institute for Conservation to complete an assessment of our collection and facility to apply our resources as efficiently as possible toward our most pressing conservation needs. We also implemented an active environmental monitoring system through Conserv, allowing us to track and address preservation issues in real time. With these large initiatives, **2,247** objects were inventoried, **187** new records were added to the database, 110 objects were deaccessioned and **1,232** more catalog records were made available to the public on our online database.



2,247

COMMUNITY IMPACT + VOLUNTEERS

14,025

Monarch butterflies returned to Pacific Grove in October, heralding a magical season. Our Monarch Docent program became the most popular program of the year, with 17 volunteers contributing **571** hours at the Monarch Sanctuary, which saw an incredible number of visitors. 2021 also saw a significant amount of monarch butterflies overwintering with **14,025** butterflies counted by our volunteers at the Monarch Sanctuary alone. In addition, the Museum is the Monterey County coordinator for the Xerces Western Monarch Count, which saw an unprecedented return of monarchs to the whole state: 250,000 throughout California, an extraordinary increase from less than 2,000 in 2020. Our phones were ringing off the hook with unique inquiries and we had 48 media hits on this topic alone.

Education is the heart of our Museum and community programs were back in action in 2021. Our family-friendly Science Saturdays thundered back with record breaking attendance, and the October Creepy Crawly event peaked at **664** excited visitors. Our California Naturalist program attracted and inspired adult learners who invested nights and weekends becoming certified California Naturalists led by our outstanding education staff. The after-hours Hardcore Natural History programs explored cutting-edge topics with regional experts including the value of good fire and habitat restoration. The Museum is also a proud participant in PG First Fridays each month from 6-9PM, come check out the Museum after hours!



“I found so much joy in being a Monarch Docent! There seemed to be universal enthusiasm for the butterflies in people of all ages and backgrounds. It made my role as a docent so enjoyable.”

- Amy Barker, Museum Volunteer and Nature Enthusiast

Stephanie Edenholm

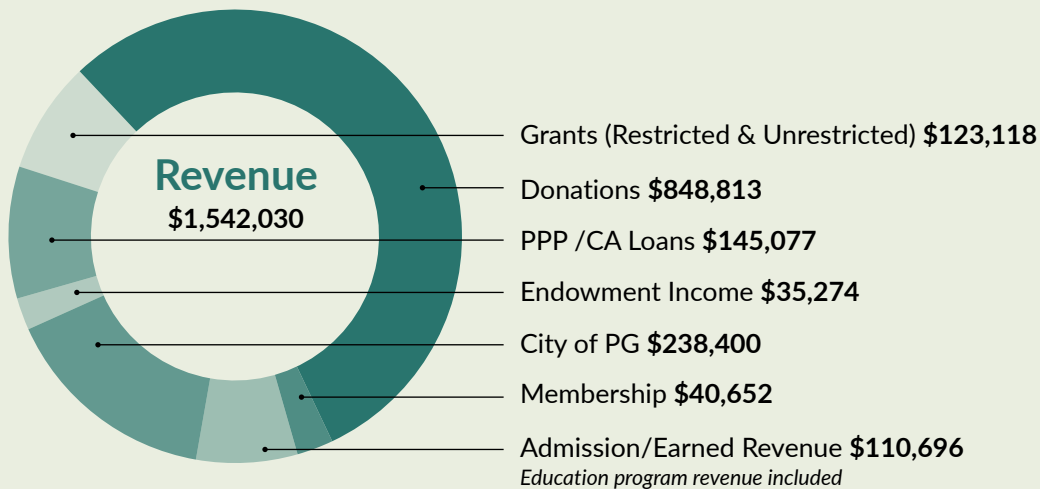
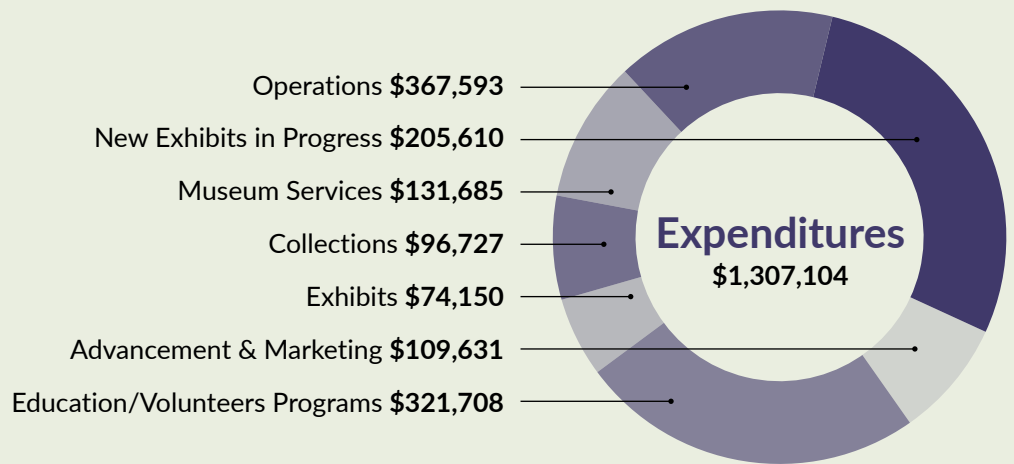


At the beginning of 2021, our volunteers kept the Museum connected to the community by contributing to our Museum To You virtual programs. They also helped behind-the-scenes, constructing our new Changes of Monterey exhibit that opened in July. We know from experience that without volunteers, there could be no Museum! Our docents teach nature stewardship to visitors from around the world, assist with in-person field trips, and provide valuable data that brings about legislative environmental protections. With **1,961** volunteer hours in 2021, they guided our unique community science programs and we were thankful to get our Black Oystercatcher monitoring program and MPA Watch up and running again.



Financial Overview

Calendar Year 2021



PACIFIC GROVE
MUSEUM
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HISTORY**

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pgmuseum.org



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WHAT'S NEXT

NATURE EXCHANGE

Now Open

NATURALISTS IN TRAINING

Underway

PRESCHOOL CURIOSITY CLUB

Sign Up Soon

SENSORY GARDEN

Coming this Fall

WONDER EXHIBIT

Opening in Fall

“So cool - our kids had so much fun! We spent several hours at the museum and even ended up skipping lunch. This is one of the most engaging museums our kids have been to. They had so many curious conversations with the staff and were thrilled with Nature Exchange. We're definitely going to have to visit again.”

- R. Miller, SF Bay Area parent

