

Executive Directors Report: Q1 FY22-23

July, August, September Highlights

prepared by Carla Bitter

Q1 Total Attendance: 5,014 4,753 Visitors & 261 Field Trip participants

Visitors averaged **45%** out of county/**55%** in county (closed for Car Week)

- Average numbers of members per month: 343
- Business members: 5

Science Saturdays are the busiest day of the month: 288 attendees (2 events)

- Adopt A Bird ave 228 adoptees
- Birthday parties, private events, and business meetings are back

Development & Engagement Report: Q1 FY22-23

July, August, Sept Revenue Highlights

\$12,359 museum admissions
\$7,120 memberships
\$1,616 donations
\$5,838 store sales
\$3,456 Special Events
\$27,850 Education & Public Programs
\$73,782 City of Pacific Grove

\$100K Packard Foundation
\$300K Shelby Collum Davis Foundation
\$4,360 Adopt A Bird
\$33,700 Grants restricted (including the **Hardin Foundation** and **MBA/MBARI**)
We thank the community for this generous support!

Education & Outreach: Another Busy Season!

Nature Exchange created 232 new Naturalists breaking 1,000 participants

- 2nd month of **summer camp** hosted 84 children
- 2 **Hardcore Natural History** evenings hosted 55
- **Community Science** is underway with trainings and programs
- **Teacher workshops** were filled with 69 teachers
- **Pollinatorpalooza** co-hosted community science partners for kids programs, adult lectures and teacher workshops

Outreach hits a record high with 585 participants engaged in offsite events

- **Watershed Guardians** finished Q1 with 66 students, and **LiMPETS** started its 20th Anniversary season with 176 participants
- **Junior Naturalists** had 68 children participating in the club
- New teen program, **Naturalists in Training** for 11 year-round teen interns launched
- Newly added in **Jr Conservationists** program has 5 new middle schoolers

Collections & Research by the Numbers

New records added to catalogue- 6

Records removed from catalogue- 0

Objects inventoried- 615

Image files added to database- 1947

Objects cleaned and rehoused- 72

Objects newly available to view online- 236

Supported the Collection planning and selection for *Wonder (installation begins 12/12/22)*

Collection displays supported Free First Friday events including Curator's Corner for Wild West, Beautiful Bugs, and Spooky Specimens

Researcher Kelly Flanders of UCSD removed one tooth from our orca skull for bisection and stable isotope analysis as part of her project studying historical orca diets.

Audiences Online. SO Social!

Total SM Audience: 15K

Audience by **platform**

LinkedIn: 250, Instagram: 3,089, Twitter: 2,046,
FB: 9,686

Website visits: 25K

Unique Visits: 20K

Page Views: 41,531

Bi-monthly **newsletter** distribution: 5,687

4 new marketing and program brochures
created, bilingual Spanish/English

Infrastructure Projects Underway

New **Safety Committee**, Consultant & IIPP

Improved staff benefits and 401K plan

New **IT System**, Equipment & Integration

PG CIP window replacement completed

Major **landscape/drip irrigation** work in Native

Plant Garden and Museum landscaping

New exhibit **Wonder** installation begins 12/12/22

2023 **Strategic Foresighting** project in planning

Staff & Volunteers

The Museums amazing volunteers contributed nearly 147 hours this quarter, engaging our visitors, campers, and school groups with their expert knowledge and great energy. Thank you!

