

# Executive Directors Report: Q4 FY21-22

## April, May & June Highlights

prepared by Carla Bitter

# Q4 Attendance: 5,286 4,635 Visitors & 651 Field Trip participants

Visitors averaged 55% out of county/45% in county

- Average numbers of members per month: 386
- Business members: 5

Science Saturdays are the busiest day of the month: 725 attendees at 3 events

- *Nature Exchange, Remembering 1882, and Illustrating Nature* exhibits kept attendance steady
- Walk of Remembrance 300+

# Development & Engagement Report: Q4 FY21-22

## April, May & June Highlights (new Impact Report)

### Total Revenue:

- \$28,466 admissions & programs
- \$19,575 memberships
- \$114,419 donations
- \$6,330 store merchandise
- \$65,910 PG City

### Grants Received:

- \$32,500 CF Extended Learning Grant
- \$2,400 Kiwanis
- \$3,000 MB Aquarium & MBARI
- \$2,950 Monterey Fish & Game
- \$2,500 Pebble Beach Foundation
- \$2,000 Santa Cruz Office of Education

# Education & Outreach: Busy Season!

## Brand new Nature Exchange program created 220 new Naturalists in Q4

- First month of summer camp hosted 85 children
- Premier pilot of Preschool Curiosity Club had 51 littles and their grown ups
- Successful adult Climate Interpreter course had 19 students

## Outreach hits a record high with 1,330 participants engaged in offsite events

- Watershed Guardians finished Q4 with 44 students, and LiMPETS ended its season with 656 participants
- Junior Naturalists had 53 children enrolled and we launched a new teen program, Naturalists in Training for 13 year-round teen interns

# So Social! 220% growth across platforms. Web traffic down slightly

Website visits: 25,000

Unique Visits: 20,000

Page Views: 44,000

Monarch media mania drove a lot of  
Q3 web traffic!

Total Online Audience: 14,704  
Audience by platform

- LinkedIn: 216
- Instagram: 2,974
- FB: 9,498
- Twitter: 2,016

# Collections & Research by the Numbers

New records added to catalogue- 19

Records removed from catalogue- 0

Objects inventoried- 562

Image files added to database- 1546

Objects cleaned and rehoused- 45

Objects newly available to view online- 168

Curated the *Illustrating Nature* show

Completed the Museums' CAP self study assessment

Supported a special pop-up exhibit and lecture for Hardcore Natural History: Collections Curiosities

Supported the Collection planning and selection for *Wonder*

Installed a special pop-up exhibit, and supported lectures for *Walk of Remembrance*

# Staff & Volunteers

The Museums amazing volunteers contributed 1,162 hours this quarter, engaging our visitors, campers, and school groups with their expert knowledge and great energy. Thank you!

