

Pacific Grove Museum of Natural History  
Director's Report January 2022

Guests & Event Attendance		January 2022			
Museum Visitation	General Attendance	1,417			
	Science Saturday	277	<b>In County</b>		374
	Museum Events*	0	<b>Out of County</b>		618
	Group Visits	11	Undeclared		
	Free First Friday	n/a			
					<b>TOTAL: 1,417</b>

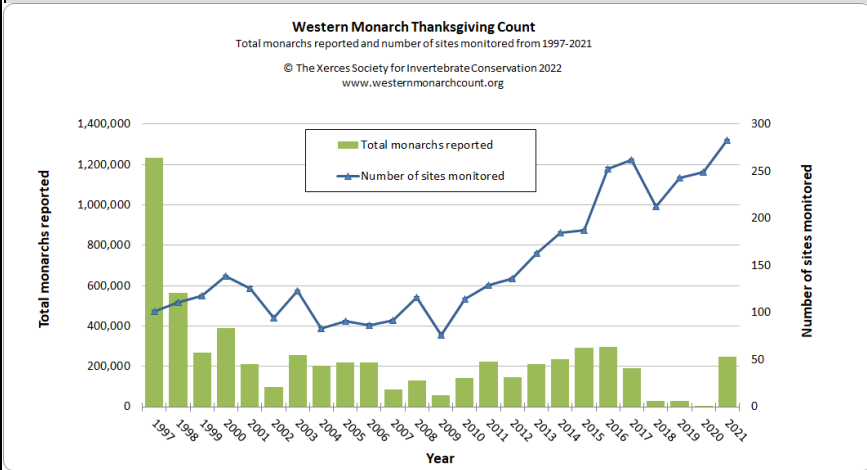
		January 2022			
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Installation completed on updated Monarch exhibit, museum store relocated in preparation of Nature Exchange exhibit, opening in March. Entry landscape refresh completed.</li> </ul>				
Special Exhibitions	<ul style="list-style-type: none"> <li>n/a</li> </ul>				
Education		January 2022			
Field Trips (included in Gen Attendance)	<b>Groups:</b>	7	<b>Virtual:</b> 3	<b>Onsite:</b> 2	2 groups in Sanctuary (26)
	<b>Students:</b>	146	64	56	
Other Group Visits				<b>Attendees</b>	
	2 adult groups			3, 8	
	<b>Total: 11</b>				
Science Saturday	277				
Event Tabling	<b>Event: n/a</b>		<b>Visitors:</b>		
Group Outreach Programs/Kits	<b># of Schools</b>	<b>Students</b>	<b># Program/Kit</b>		
	0	0	0		
Museum Events/ Facility Rentals/ Private Events Guests	Lectures* 0				
	HNH* n/a				
	Business Member Meetings* 0				
	Private Events & Receptions* 0				
Jr Naturalists	21				
LiMPETS	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>		
	5	10-12	166		
Watershed Guardian Program	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>		
	1	10	111		
Marketing & Promotions		January 2022			
Web, Media Social Media	<ul style="list-style-type: none"> <li>Website Visits: 18K visits with 30K page views</li> <li>For amazing Monarch press, check <a href="https://www.pgmuseum.org/newsroom">https://www.pgmuseum.org/newsroom</a></li> </ul>		Instagram- 2,743 Facebook-9,387 Twitter-1,971 Youtube-383	Tumblr: 1,164	

**Organizational Updates**

Monarch Sanctuary Count 7,756 as of 1/29

Open positions as of 1/31/22 Museum Administration Mgr

**January 2022**

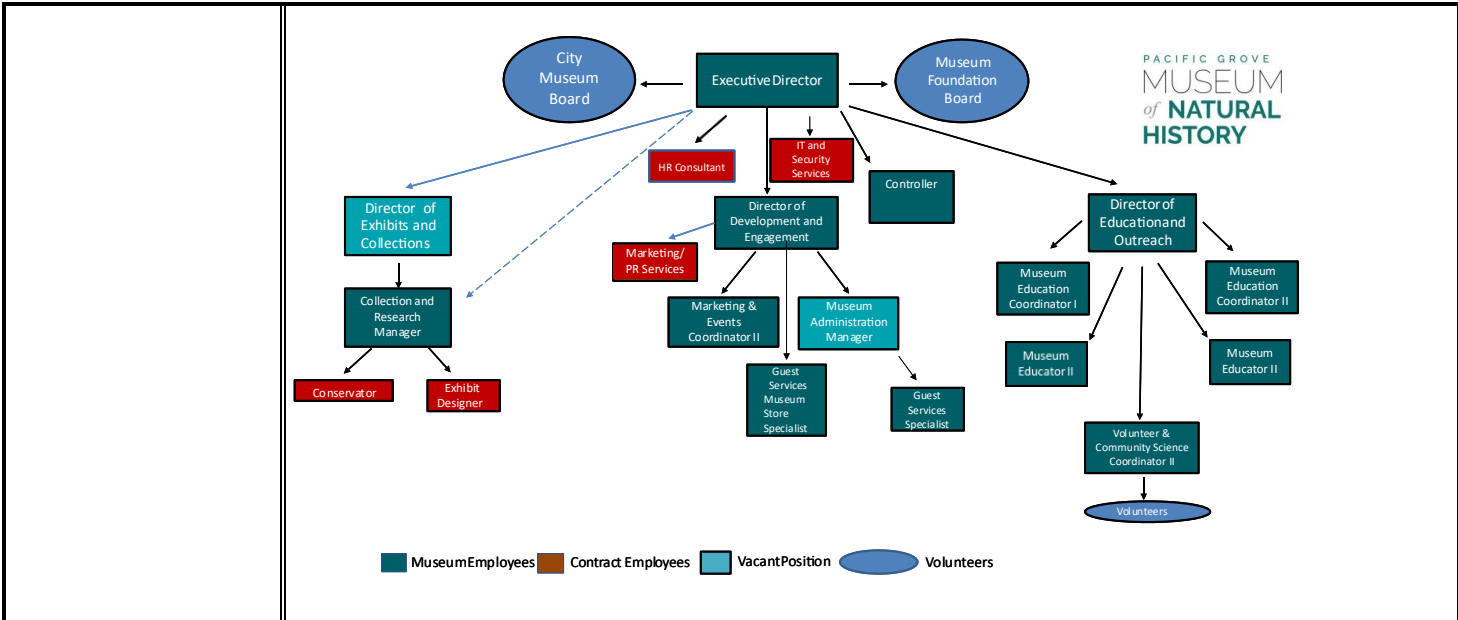


The Western Monarch Thanksgiving and New Year’s Counts have concluded for the winter of 2021/2 and a total of 283 sites were surveyed for monarchs. That is an impressive accomplishment considering all of the surveys were conducted during the pandemic, and it is an all-time record high volunteer effort! Surprisingly, this year, nearly 250,000 monarchs were counted at overwintering sites in the West. The final tally came to 247,237, a significant uptick from last year's count of under 2,000 butterflies. However, the population remains more than 95% below its size in the 1980s, when low millions were observed most years. The New Year's Count concluded on Sunday, January 9th and the data will be officially released in late February, 2022.

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Current Org Chart for PG Museum circa Jan 2022

Volunteers	January 2022		
Volunteers	<b>Active Volunteers: 26</b> <b>Monarch Docents: 15</b>	<b>Combined Vol Hours 269</b>  <b>Monarch docents) 188.5</b>	<i>Please see graphs and media links For monarch counts and coverage</i>
	TOTAL: 26		
Volunteer Trainings	13.5 hours accrued by 9 volunteers		

Collections	January 2022
Management	Continued rotating inventory: a. 163 items assessed, photographed and inventoried. b. 4 items added to catalog Rehoused items in appropriate archival conditions where necessary.
Conservation	Maya Sosa continues work on collection and exhibit file reorganization.

Membership	January 2022
Active Memberships	641
Business Members	5