

Pacific Grove Museum of Natural History
Director's Report October 2021

Guests & Event Attendance		October 2021			
Museum Visitation	General Attendance	1,999			
	Science Saturday	664	In County		500
	Museum Events*	333	Out of County		529
	Group Visits	24	Undeclared		2,031
	Free First Friday	40	TOTAL: 3,060		

October 2021	
Permanent Exhibitions	<ul style="list-style-type: none"> Continued work on Nature Exchange, <i>and Wonder</i>. Fishing & Tourism and Ohlone Tools vitrines removed from <i>Changes</i> exhibit for mount reinforcement, Fishing & Tourism has been reinstalled.
Special Exhibitions	<ul style="list-style-type: none"> n/a

Education		October 2021				
Field Trips (included in general attendance)	Groups:	4	Virtual:	2	Onsite:	2
	Students:	228		75		153

Other Group Visits		Attendees	
Cal Naturalist Course		24	
8 sessions virtual and field			

Science Saturday	Halloween event: 664
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Event		Visitors	
n/a			

# of Schools		Students		# Program/Kit	
n/a					

Museum Events/ Facility Rentals/ Private Events Guests	Lectures*	12
	HNH*	14
	Business Member Meetings*	32
	Private Events & Receptions*	303

Jr Naturalists	14
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# of Schools		Grade Level		Students	
4		6, 9-12		248	

School		Grade		# of Students	
N/A					

Marketing & Promotions		October 2021			
Web, Media & Social Media	<ul style="list-style-type: none"> Website Visits: 11,306 visits with 19,113 page views New social media staff and analytic tool Sprout added 			<ul style="list-style-type: none"> Instagram, Facebook, Twitter audience: 13,788 Tumblr: 1,164 	

Organizational Updates	October 2021												
Staff	<p>We welcomed two new staff members:</p> <p>Maya Sosa: Guest Services & Museum Store Specialist (FT)</p> <p>Denise Gomes, Museum Administration Manager (PT/temp)</p> <p>We are currently recruiting for 3 positions</p> <ol style="list-style-type: none"> 1. Controller (PT) 2. Marketing & Museum Events Coordinator (FT) 3. Museum Administration Manager (FT Temporary) 												
Volunteers	October 2021												
Volunteers	Active Volunteers: 57 Monarch Docents: 5 TOTAL: 57	Combined Vol Hours 358	Monarch count update: <table style="margin-left: 20px;"> <thead> <tr> <th>Date</th> <th># of Monarchs</th> </tr> </thead> <tbody> <tr> <td>Oct 7</td> <td>1</td> </tr> <tr> <td>Oct 16</td> <td>1,316</td> </tr> <tr> <td>Oct 21</td> <td>2,593</td> </tr> <tr> <td>Oct 29</td> <td>9,544</td> </tr> </tbody> </table>	Date	# of Monarchs	Oct 7	1	Oct 16	1,316	Oct 21	2,593	Oct 29	9,544
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Oct 7	1												
Oct 16	1,316												
Oct 21	2,593												
Oct 29	9,544												
Volunteer Continuing Education	26 participants accruing 125.5 hours												

Collections	October 2021
Management	Continued rotating inventory: a. 235 items assessed, photographed and inventoried. b. 12 items added to catalogue Rehoused items in appropriate archival conditions where necessary.
Conservation	Installed Conserv environmental monitoring system

Membership	October 2021
Active Memberships	735
Business Members	4