

# Executive Directors Report: Q2 FY22-23 October, November, December Highlights prepared by Carla Bitter

# Q2 Total Attendance: 7,921 includes... 3,499 Visitors & 2,056 Field Trip participants

Visitors averaged **48%** out of county/**52%** in county

- Average numbers of members per month: 336
- Business members: 7

**Science Saturdays are the busiest day of the month: 1,430 attendees @2 free community events**

- Adopt A Bird average 212 adoptees
- Birthday parties, private events, 1<sup>st</sup> Friday, and business meetings hosted **946** guests

# Development & Engagement Report: Q2 FY22-23

## Oct, Nov, Dec Earned Revenue Highlights

\$12,656 museum admissions  
\$10,425 memberships  
\$20,720 donations  
\$9,592 store sales  
\$7,039 special events  
\$2,697 education & public programs  
\$73,782 City of Pacific Grove

\$3,885 Adopt A Bird

\$150,866 **Grants restricted** (MPF \$40K WOW, Nancy Burnett \$97,866 LiMPETS, CFMP \$8K CF, Arts Council \$5K for *Illustrating Nature 2023*)

\$143,370\* **MCGives Wonder on Wheels campaign** 12/31 (141 donors)\*final MCGives = **\$149,390 (162 donors)**

**We thank the community for this generous support!**

## Audiences Online. SO Social!

**Total SM Audience:** 15,565

Audience by **platform**

LinkedIn: 292, Instagram: 3,281, Twitter: 2,033,  
FB: 9,959

**Website** visits: 41,000

Unique Visits: 31,000

**Page Views:** 60,000

Bi-monthly **newsletter** distribution: 5,884 with  
46% open rate!

New membership pricing, admission update and  
lobby/entrance/signage refresh

## Infrastructure Projects Underway

**Safety Committee**, Consultant, trainings & IIPP

New **IT System**, Equipment & Integration continues

Major **landscape/drip irrigation** work in Native Plant Garden  
and Museum landscaping completed

New exhibit **Wonder** installation begins 12/01/22

2023 **Strategic Foresighting** project interviews and Board  
Development retreat plan underway

**CIP** City of PG approves additional funds to **replace  
BirdRoom roof** (to begin Jan 2023)

New Museum Foundation Board member **Walan Chang** joins  
in Nov

Interviews begin for new Dir of Collections & Exhibits

# Education & Outreach: No Falling Back!

## Nature Exchange created 73 new Naturalists totaling 566 participants

- Holiday **camp** hosted 18 children, **Hardcore Natural History** evenings hosted 30, **Community Science** programs had 42 vols
- **Teacher workshops** were filled with 20 teachers
- **Monarch are Back!** With over 300,000 across California and a peak of nearly 16,000 at the Sanctuary, this is the highest count in over 20 years! Our Monarch Programs were featured across the media, in print, on TV, and even via podcast. Features include: the Monterey Herald, Mercury Times, San Francisco Chronicle, Business Insider, KSBW, ABC, CBS, and (to be released in the summer) Sierra Club, and Golden State Naturalist Podcast

## Outreach hits a record high with 448 participants engaged in 11 offsite events

- **Watershed Guardians** finished Q2 with 305 students, and **LiMPETS** enjoys its 20<sup>th</sup> Anniversary season with 307 participants
- Our educators created interpretive materials and cataloged Ed Collections for *Wonder*
- Staff Professional development included presentations at GLOBE, California Naturalist State Meeting and Western Museums Association
- Monarch Docent Training, new Monarch Docent Training guide (first time updated in 13 years), Xerces Western Monarch Count training

# Collections & Research by the Numbers

New records added to catalogue- 27

Records removed from catalogue- 3

Objects inventoried- 457

Image files added to database- 1832

Objects cleaned and rehoused- 44

Objects newly available to view online- 178

Managed the Collection planning, installation and catalog of 209 objects for *Wonder*

11 objects from the Pat Antonio collection taken in on long-term loan

2 objects loaned to the Monterey Museum of Art for their *Flora Fauna* exhibit

We welcomed Samantha Chow as a Collections contractor to support *Wonder* installation

# Staff & Volunteers

The Museum's amazing volunteers contributed nearly 1,432 hours this quarter, and we welcomed the Master Gardeners who contributed 188 hours.

## Staff promotions:

- Hannah Sarver: LiMPETS Program Manager
- Shannon Conner: Education Coordinator II
- Maddie Duffy: Education Coordinator I
- Laura Vivanco Morales: Museum Educator II

The Museum also welcomed safety contractor Tom Uretsky, Sam Chow in support of Collections, and Eessa Vanderspek to support birthday parties.

