

# Executive Directors Report: Q3 FY22-23

## January, February, March Highlights

prepared by Carla Bitter

# Q3 Total Attendance: 8,427 includes... 6,500 Visitors & 1,927 Field Trip participants

**Daily Visitors averaged 35% out of county/65% in county**

- Average numbers of members per month: **330**
- Business members: **8**

**Science Saturdays are the busiest day of the month: 1,078 attendees @ 3 free community events**

- Adopt A Bird averaged **200** adoptees
- Birthday parties, private events, exhibit openings, 1<sup>st</sup> Fridays, and business meetings hosted **961** guests

# Development & Engagement Report: Q3 FY22-23

## Earned Revenue Highlights

\$10,483 museum admissions

\$190,750 donations

\$8,438 store sales

\$2,189 special events

\$51,517 education & public programs (includes

\$36,215 camp revenue)

\$73,782 City of Pacific Grove

\$9,165 Adopt A Bird

\$12,775 Membership

\$3,380 Door & Sanctuary Donations

\$57,659 **Grants restricted** (\$44,805 CA Coastal Comm, \$9,170 Monarch Jt Venture, \$3,684 YLACES )

\$153,079 MCGives (FINAL total) Wonder on Wheels!

**Highlight: \$500,807 raised in Q3**

## Audiences Online. SO Social!

**Total SM Audience:** 16,004

Audience by **platform**

LinkedIn: 326, Instagram: 3,539, Twitter: 2,075,  
FB: 10,064

**Website** visits: 7,400

Unique Visits: 6,700

**Page Views:** 12,000

Bi-monthly **newsletter** distribution: 5,898 with  
46% open rate! (FYI: industry average open rate  
is 17%)

Highlight: **250** likes on 1 SM post about Monarchs

## Infrastructure Projects Underway

Gorgeous new exhibit *Wonder* opened Jan 5.

**Safety Committee** Major purchases to improve and replace emergency supplies, back up batteries, sump pump and systems after serious storm and power related issues in Q3

New **IT System** Equipment & Integration continues with **Security**

2023 **Strategic Foresighting** Staff and Board retreat took place in Feb generously hosted by MBA and consultant Becky Menlove making great use of a Community Foundation \$8,000 organizational development grant, working toward the **Museums 2024-2028 Strategic Plan**

**CIP** Bird Room roof repair completed

Welcomed Museum Foundation Board members Lisa Max & Jazmine Mejia-Muñoz, and City Museum Board member David Messman

# Education & Outreach: Spring Ahead!

- **Nature Exchange** created 153 new Naturalists totaling 462 Nature Exchange interactions
- Holiday **camp** hosted 32 children, **Science on Tap** hosted 42 guests, **PreSchool Curiosity Club** 27 participants, **NITS** 11 teens
- **Teacher workshops** reached 33 teachers
- **Monarch are Peak!** With over 330,000 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** continues with 983 participants engaged in 11 offsite events **Watershed Guardians** finished Q3 with 475 students, and **LiMPETS** with 413 participants
- **Wonder on Wheels** planning and front end research has begun
- **Staff Professional development** included staff presentations at California Association of Museums, Central Coast STEM Conference, Western Monarch Summit, and the Community Science Outdoor Leadership Collaborative.
- **Volunteer** highlight: 3 week Volunteer Class with 15 participants and staff features from Nate King, Liese Murphree, and Maddie Duffy. Sandy's history enrichment featuring Elayne Azevedo, California King Tides Project with the NITs

# Collections & Research by the Numbers

New records added to catalogue- 4

Records removed from catalogue-0

Objects inventoried- 515

Image files added to database- 832

Objects cleaned and rehoused- 24

Objects newly available to view online- 400

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

Loaned specimens to the Monterey Museum of Art for their Flora Fauna exhibit

Wet specimen refresh project with Jocelyn Douglas at Moss Landing Marine Lab continues

Purchased lots of emergency planning/preparation equipment!

# Staff & Volunteers

The Museums incredible volunteers contributed over 1,170 hours this quarter (not including 38 hours lost to storm-caused closures), which is a 41% increase from 2022's Q3. We had 184 volunteer participants, a staggering 72% increase from 2022's Q3.

New permanent hires: We are thrilled to have hired Dr. Christopher Green, Director of Collections & Exhibits and the amazing Rose Hayag as our new Controller.

The Museum also welcomed Security company Verkada, Sam Chow continues as our contractor in support of Collections, and Karina Guzman joined the team part time to support events.

