### Pacific Grove Museum of Natural History
#### Director’s Report December 2021

<table>
<thead>
<tr>
<th>Guests &amp; Event Attendance</th>
<th>December 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Museum Visitation</strong></td>
<td></td>
</tr>
<tr>
<td>General Attendance</td>
<td>1683</td>
</tr>
<tr>
<td>Science Saturday</td>
<td>n/a</td>
</tr>
<tr>
<td>Museum Events*</td>
<td>70</td>
</tr>
<tr>
<td>Group Visits</td>
<td>23</td>
</tr>
<tr>
<td>Free First Friday</td>
<td>28</td>
</tr>
<tr>
<td>In County</td>
<td>508</td>
</tr>
<tr>
<td>Out of County</td>
<td>798</td>
</tr>
<tr>
<td>Undeclared</td>
<td>377</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>1683</strong></td>
</tr>
</tbody>
</table>

### Education

**Permanent Exhibitions**
- Installation begins on updated Monarch exhibit, museum store relocates in preparation of Nature Exchange exhibit, coming spring of 2022, new Monarch interpretive signage at Sanctuary.

**Special Exhibitions**
- n/a

### Field Trips (included in Gen Attendance)

#### Groups: 8

<table>
<thead>
<tr>
<th>Virtual: 3</th>
<th>Onsite: 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students: 255</td>
<td>5 groups in Sanctuary</td>
</tr>
</tbody>
</table>

### Other Group Visits

- Girl Scout troop: 23
- **Total:** 23

### Science Saturday

- n/a*

### Event Tabling

- **Event:** n/a
- **Visitors:**

### Group Outreach Programs/Kits

<table>
<thead>
<tr>
<th># of Schools</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td># Program/Kit</td>
<td>1</td>
</tr>
</tbody>
</table>

### Museum Events/Facility Rentals/Private Events Guests

<table>
<thead>
<tr>
<th>Lectures *n/a</th>
<th>HNH* 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Member Meetings * 19</td>
<td>Private Events &amp; Receptions* 70</td>
</tr>
</tbody>
</table>

### Jr Naturalists

- 21

### LiMPETS

<table>
<thead>
<tr>
<th># of Schools</th>
<th>Grade Level</th>
<th># of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td></td>
<td></td>
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</tbody>
</table>

### Watershed Guardian Program

<table>
<thead>
<tr>
<th># of Schools</th>
<th>Grade Level</th>
<th># of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Marketing & Promotions

**Web, Media Social Media**
- Website Visits:
  - 15K visits with 25K page views
  - For amazing Monarch press, check https://www.pgmuseum.org/newsroom
  - Instagram: 2,743
  - Tumblr: 1164
  - Facebook: 9,387
  - Twitter: 1,971
  - Youtube: 383

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* Bitter 1 12/31/21
Organizational Updates

Thanksgiving Count Results & Monarch Sanctuary Count

New staff

Open positions as of 12/31/21

The Museum warmly welcomes Elin Dolowich as our new PT Controller. Elin had been serving as our Bookkeeper. We also are thrilled to welcome Noelle Johnson as our brand new Marketing & Museum Events Coordinator. Noelle will begin in Feb 2022.

Still hiring for our Museum Admin Manager position

https://static1.squarespace.com/static/53ac1211e4b0a7d6603b36c3/t/61df7c604bc9e92449b9f3e5/1642036320966/Museum+Administration+Manager.final2.pdf
**Volunteers December 2021**

**Active Volunteers:** 40
- **Monarch Docents:** 19

**Combined Vol Hours**
- 290
- (152.25 Monarch docents)

**TOTAL:** 40

**Volunteer Trainings**
- 16.25 hours accrued by 7 volunteers

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**Collections December 2021**

**Management**
- Continued rotating inventory:
  - a. 262 items assessed, photographed and inventoried.
  - b. 4 items added to catalog
  - Rehoused items in appropriate archival conditions where necessary.

**Conservation**
- New Conserv exhibit monitoring system up and running including leak protection. CAP orientation and planning meetings began for Collection’s assessment to begin in Feb 2022. Museum joins AIC as an institutional member.

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**Membership December 2021**

**Active Memberships**
- 624

**Business Members**
- 4