Executive Directors Report: Q4 FY21-22
April, May & June Highlights
prepared by Carla Bitter
Q4 Attendance: 5,286
4,635 Visitors & 651 Field Trip participants

Visitors averaged 55% out of county/45% in county

- Average numbers of members per month: 386
- Business members: 5

Science Saturdays are the busiest day of the month: 725 attendees at 3 events

- Nature Exchange, Remembering 1882, and Illustrating Nature exhibits kept attendance steady
- Walk of Remembrance 300+
Development & Engagement Report: Q4 FY21-22
April, May & June Highlights (new Impact Report)

Total Revenue:
• $28,466 admissions & programs
• $19,575 memberships
• $114,419 donations
• $6,330 store merchandise
• $65,910 PG City

Grants Received:
• $32,500 CF Extended Learning Grant
• $2,400 Kiwanis
• $3,000 MB Aquarium & MBARI
• $2,950 Monterey Fish & Game
• $2,500 Pebble Beach Foundation
• $2,000 Santa Cruz Office of Education
Education & Outreach: Busy Season!

Brand new Nature Exchange program created 220 new Naturalists in Q4

- First month of summer camp hosted 85 children
- Premier pilot of Preschool Curiosity Club had 51 littles and their grown ups
- Successful adult Climate Interpreter course had 19 students

Outreach hits a record high with 1,330 participants engaged in offsite events

- Watershed Guardians finished Q4 with 44 students, and LiMPESTs ended its season with 656 participants
- Junior Naturalists had 53 children enrolled and we launched a new teen program, Naturalists in Training for 13 year-round teen interns
So Social! 220% growth across platforms. Web traffic down slightly

Website visits: 25,000
Unique Visits: 20,000
Page Views: 44,000

Monarch media mania drove a lot of Q3 web traffic!

Total Online Audience: 14,704
Audience by platform
• Linkedin: 216
• Instagram: 2,974
• FB: 9,498
• Twitter: 2,016
Collections & Research by the Numbers

New records added to catalogue- 19
Records removed from catalogue- 0
Objects inventoried- 562
Image files added to database- 1546
Objects cleaned and rehoused- 45
Objects newly available to view online- 168

Curated the *Illustrating Nature* show
Completed the Museums’ CAP self study assessment
Supported a special pop-up exhibit and lecture for Hardcore Natural History: Collections Curiosities
Supported the Collection planning and selection for *Wonder*
Installed a special pop-up exhibit, and supported lectures for *Walk of Remembrance*
Staff & Volunteers

The Museums amazing volunteers contributed 1,162 hours this quarter, engaging our visitors, campers, and school groups with their expert knowledge and great energy. Thank you!