WHAT IS TURTLE BAY?
Turtle Bay Exploration Park is a non-profit 300-acre gathering place located in the heart of Redding, CA featuring the Sundial Bridge, a museum, forestry and wildlife center, and arboretum and botanical gardens. At the gateway to the Sacramento River Trails, Turtle Bay celebrates far Northern California as part of the world we share.

MISSION
To inspire wonder, exploration, and appreciation of our world.

VISION
We envision Turtle Bay Exploration Park as a vibrant gathering place where our community is strengthened through education, cultural engagement, and economic growth.

CORE VALUES
▪ Playfulness – Learning is easier when it’s fun and interactive and we aim to incorporate that spirit of enjoyment, healthy movement, and activity when appropriate.
▪ Real World Experiences – Learning is enhanced through interaction with living and non-living collections and this special place along the river we call home.
▪ Interdisciplinary – Learning is enhanced when we recognize connections between art, history, and sciences.
▪ Community – We strive to make our park accessible and affordable, base our offerings on relevant community needs and feedback, and value our many community partnerships which make us strong.
▪ Lifelong Learning – The pursuit of knowledge and the joy of learning is important at every age. We aim to give both children and adults the opportunity to learn in a safe environment.
▪ Integrity – We accomplish our goals with honesty and transparency, seeking excellence in service.
▪ Sustainability – We strive to be the best stewards we can be of natural and cultural resources, protecting them for generations to come.

AFFILIATIONS
▪ Turtle Bay is a privately-owned and operated 501(c)3 non-profit organization.
▪ Turtle Bay participates in the following reciprocal membership programs:
  o Association of Science and Technology Centers (ASTC)
  o American Horticultural Society (AHS)
▪ Turtle Bay is licensed by California Department of Fish & Wildlife and the US Fish and Wildlife Service.
▪ Turtle Bay is a member of the California Association of Museums (CAM).

CAMPUS
▪ The Turtle Bay campus is divided into north and south campuses, separated by the Sacramento River. On the north side is the McConnell Arboretum & Botanical Gardens, comprising 20 acres of gardens and 200 acres of savannah. It also contains a nursery, open year-round. The south side of campus, approximately 25 acres, contains the Turtle Bay Museum and Paul Bunyan Forest Camp, including the Parrot Playhouse, Wildlife Woods, Animal Recovery Center (ARC), playgrounds, amphitheater, and seasonal Butterfly House.
▪ The campus is connected by Santiago Calatrava’s Sundial Bridge. The Sacramento River Trail, which crosses the world famous Sundial Bridge, and the Sacramento River Rail Trail, which extends north to Shasta Dam (a 26-mile roundtrip from the bridge) are designated National Recreation Trails in the National Trail System.
▪ The Sheraton Redding Hotel at the Sundial Bridge is Redding’s first ever 4-star hotel located near the entrance of Turtle Bay and the Sundial Bridge. A separate for-profit entity, SSR Ventures, was formed to build and operate the hotel and its adjacent Mosaic Restaurant. The Sheraton Redding at the Sundial Bridge is LEED certified, identified for environmental sustainability and demonstration of leadership in transforming the building industry. It is also pet friendly and the only hotel of its kind between Sacramento, CA and Portland, OR. Not only does it provide economic development and tourism benefits to our local community, but all profits generated from the hotel and restaurant provide ongoing support for Turtle Bay programs and operations.

*The following figures represent activity throughout the Park from January 1-December 31, 2020. During this time, the global COVID-19 pandemic resulted in closures, delays, and cancellations across all areas of the Park. The CA statewide shelter-in-place order closed Turtle Bay’s campus to the public from March 16-June 19. Then, in September, the indoor areas of the Park once again closed to the public after spread continued, remaining in place through December 2020. Figures represented here are not necessarily indicative of a typical year and are not comparable to previous years.*
VISITATION
- Turtle Bay had approximately 5,000 member households in 2020.
- In 2020, 48,500 people visited Turtle Bay, including 29,855 member visits. This figure is down from previous years due to COVID-19 restrictions. Average visitation is typically well over 100,000 people.
- Park visitors came from Shasta County - 68%, California (other counties) - 26%, USA (other states) - 5%, and International - 1%.

OPERATIONS
- Turtle Bay’s annual operating budget for 2021 is $6 million.
- Turtle Bay has 44 full-time staff, 13 regular part-time employees, and an average of 14 seasonal employees on staff. Payroll related expenses make up 58% of the operating budget.
- Revenue comes from the following sources: grants (27%), admissions (21%), sponsorships & donations (10%), investment income (10%), service contracts (8%), membership (8%), retail (7%), special events (6%), and program revenue (3%).
- Expenses include the following: education & programming (40%), facilities & maintenance (18%), administration (15%), museum operations & exhibitions (9%), marketing & development (9%), guest services (6%), and insurance & rental fees (3%).

VOLUNTEERS
- In 2020, Turtle Bay had 128 active volunteers who logged 13,287 hours serving in a variety of departments, including 96 adults and 32 teens, for which we are so grateful!

ANIMAL CARE/CONSERVATION
- Turtle Bay is home to 225 non-releasable animals, most of which are native animals acquired from rehab situations.
- In 2020, Turtle Bay hosted 1,261 guests to the Aquatic Adventures program and 3,664 guests to our smaller animal programs and appearances prior to the Museum closure in March. Regular videos featuring training sessions and animal updates were shared through social media from March-June. Later in the year, animal shows and programs were able to reopen with 5,360 guests to the Walk on the Wild Side Animal Show and 1,759 guests to our smaller appearances. Before and after closure, 20,354 guests were able to enjoy the Parrot Playhouse.
- COVID-19 closures kept the popular Butterfly House from opening in 2020. We look forward to its return and usual 8-week run in 2021!

ARBORETUM & BOTANICAL GARDENS
- Turtle Bay has approximately 1,000 species/cultivars in its living plant collection at the McConnell Arboretum & Botanical Gardens. The collection focuses on plants adapted to the Mediterranean climate zone, including California native species.
- Lighting and electrical infrastructure throughout the gardens helped to accommodate the addition of the Redding Garden of Lights. The City of Redding, Redding Chamber of Commerce, Bethel Church, Redding Convention and Visitors Bureau, and more made this project possible. This infrastructure will allow Turtle Bay to make the gardens even more accessible for year-round visitors, events, and entertainment moving forward.

COLLECTIONS/EXHIBITIONS
- From 2010-2020, Turtle Bay has hosted 46 traveling exhibitions and 24 major in-house curated exhibitions.
- In 2021, we are set to host the West Coast Biennial Juried Art Competition for the 6th time, along with three traveling exhibitions, one large in-house curated show, and many smaller in-house curated exhibitions for the Mosaic Gallery and throughout the Park.
- Turtle Bay has over 35,000 objects in the Permanent Collection largely collected by founding institutions Redding Museum of Art and History (founded in 1962) and The Forest Museum (founded in 1983).

EDUCATION
- During the 1st 11 weeks of 2020, 1,733 students attended school field trips to Turtle Bay. At the time of closure in March 2020, there were an additional 4,000 students scheduled for field trips.
- Throughout this same time, 398 children and 284 adults attended the Little Explorers program at Turtle Bay. The program moved online after closure and continued for the remainder of 2020. Weekly live videos on Thursdays are available for all community members featuring themed lessons, read-aloud books, and sing-alongs.
- The First 5 Shasta Story-Time sponsored program included 160 participants in January and February. After closure, the program shifted to a drive-thru offering, with 4 opportunities benefitting 123 families and 282 people total.
- The quarterly Sensory Hour program was offered for 50 participants in January, prior to closure.
- 100 campers attended Turtle Bay Discovery Camps during 5 weeks of summer programming. Support from Save Mart Companies CARES Foundation made 10 full scholarships possible. Extended Learning Camp began in September to support students during distance learning, with 15 days offered and 91 student participants. Single-day camps offered in January, February, November, and December allowed 106 additional participants.

Revised January 2021
In the wake of COVID-19 closures and cancelled school field trips, Turtle Bay answered the need for virtual learning resources by introducing Turtle Bay TV to our online community. Staff produced 10 episodes highlighting the various resource areas of the Park and important elements of our shared world, such as water, forestry, and movement. Videos originally launched to our website in a format similar to streaming video services and later aired on the local public access channel, PBS. Episodes from Season 1 are available at www.turtlebay.org/watch.

GIVING BACK TO THE COMMUNITY
- With the help of generous donors during North State Giving Tuesday on December 1, Turtle Bay donated 46 FREE Family-level memberships to local families, as identified by community partners.
- In 2020, Turtle Bay provided 204 organizations with more than $14,000 worth of donated park tickets and memberships to help in their fundraising efforts and to provide access to the underserved.
- With the support of Redding Electric Utility (REU), Turtle Bay offers reduced admission for all non-member guests through Five and Dime Days on the 5th and 10th of each month and during times when the indoor areas of the Park were closed due to COVID-19 restrictions.

ADDED IN 2020
- The in-room Sheraton TV menu for all hotel guests now includes the in-house curated Turtle Bay TV channel, including videos of Animal Ambassadors, museum exhibitions, gardens, events, and ‘Famously Redding’ video series of local attractions including Turtle Bay, Sundial Bridge, Whiskeytown Lake, Shasta Lake, Shasta Caverns, and Shasta Dam.
- Maintenance projects for 2020 included painting the Museum exterior, repairs to the Aquarium, and replacing exhibit cases.
- The Redding Garden of Lights brought new tradition to the 2020 holiday season! Turtle Bay’s McConnell Arboretum & Botanical Gardens were transformed into an immersive experience for the entire family, with winding paths leading through 10 acres of artfully illuminated displays, exhibiting world-class design and celebrating the natural wildlife and plants unique to our region. A whopping 75,270 people visited the Redding Garden of Lights, making it an incredible inaugural year! Funds generated by this attraction helped to recuperate costs associated with the infrastructure, purchasing, and installation of the lights in 2020, as well as planning for next year’s show.
- With the support of many donors, construction of a new animal habitat for Kinta the Kookaburra in Wildlife Woods was completed in early 2020. A new habitat for Digger is expected soon.
- Turtle Bay added new Animal Ambassadors to our family this year, including Western Spotted Skunk siblings Beetle and Squirt, Kalkadoon the Ackie Monitor Lizard, and Nodin the Red Tailed Hawk, as well as an Ornate Box Turtle, Mexican Red-Knee Tarantula, Arizona Blonde Tarantula, and several African Millipedes.

RECENT RECOGNITIONS
- Turtle Bay was awarded an Earth & Space toolkit for NISENet in 2020 to expand our space science offerings. These toolkits include many tactile resources for those with visual impairments. We now have a total of 6 books with raised images and descriptions in Braille to be enjoyed by visitors with visual impairments moving forward.
- Educators from Turtle Bay participated in a Sustainability Fellowship by the National Informal STEAM Education Network. Each Educator received a $1,000 grant to develop and implement sustainability projects to help meet the need of Turtle Bay and the community. The Education team hosted a Sustainable Science Saturday on November 16 focused on the city of Redding and what it provides to citizens to create a sustainable future. The event was a great learning opportunity for the 120 visitors. Additional consideration for how Turtle Bay could integrate sustainability development goals into our existing programs and everyday operations was made. This process incorporated into several Strategic Plan goals and a focus group in planned for the future.
- The Turtle Bay campus can be see all over the Top 10 Places to Go in Redding provided by Trip Advisor, with the Sundial Bridge ranked #1, Turtle Bay Exploration Park ranked #3, and the McConnell Arboretum & Botanical Gardens ranked #6.

NEW FOR 2021
- The Turtle Bay Board of Trustees adopted a new strategic plan for 2021-2025. Over the next 5 years, Turtle Bay will focus on elevating guest experiences, growing our audience, engaging in best business and industry practices, and strengthening our core. Key efforts include creating and delivering engaging exhibitions and programs, improving guest amenities, ensuring our messaging reaches all audiences, continuing to maintain a cost-effective organization, leveraging and developing partnerships, and empowering our Turtle Team. We hope to continue to build on our current level of success, remain relevant in our community, and pave the way for becoming a cultural destination in rural Northern California. Through the next 5 years, we will continue to develop and strengthen our organization to thrive in the future, using this strategic plan as a road map to guide us.