The Mission of the Living Coast Discovery Center is to:

• Partner in collaborative research and restoration of coastal wetlands and bays

• Provide student-focused education through Science, Technology, Engineering, Art, and Mathematics (STEaM)

• Increase knowledge of coastal environments, climate change adaptation, and human coexistence with the natural resources of San Diego Bay
Dear Friends and Supporters,

Thank you for your loyal support and commitment to the Living Coast Discovery Center. I am pleased to share with you the highlights from the fiscal year 2013-2014 and our enthusiasm for an exciting year ahead.

As the Executive Director, I feel very fortunate to have been a part of the Living Coast Discovery Center since the early 1990’s. It is rare, in this day and age, to be able to learn and grow with an organization for over a decade, but it seems like only yesterday that I started out as a volunteer aquarist while attending San Diego State University. While volunteering, I realized that the Living Coast was the ideal place for me to make a difference in this world, while developing my interests in marine biology and expanding my experience in business and finance. In 2002, I was hired as the gift shop manager and my 12-year adventure towards executive leadership began!

Looking back on this past year, I am truly thankful for the outpouring of community support that we received last fall, allowing the Living Coast to keep its doors open and continue its mission. We are proud to report we have since taken strategic steps to become a financially sustainable organization and are moving rapidly towards our goals. Through the tireless efforts of dedicated community leaders and supporters, a long-term vision and strategic plan is now in place to continue to guide the Living Coast towards providing more interactive STEaM focused educational camps, field trips, and outreach to students throughout the San Diego region.

Through our special events, general admissions, and educational programs, over 75,000 guests visited the Living Coast this year to learn about our native wildlife in San Diego and the importance of their habitats in our ecosystem. With the expansion of our educational programs, 14,979 school children have had an opportunity to participate in hands-on interactive learning experiences either at the Living Coast or through Our Wild San Diego outreach programs at their school.

I am optimistic about our future as a sustainable organization and grateful for the generous support of the Board of Directors, volunteers, collaborative partners, staff members, and community supporters. Please enjoy this informative report featuring the highlights from the fiscal year 2013-2014.

Thank you for supporting our vision to inspire care and exploration of the living Earth by connecting people with coastal animals, plants and habitats. Together, we are making a difference.

Sincerely,

Ben Vallejos
Executive Director
"The Living Coast Discovery Center is one of the great gems of San Diego. It’s a place that opens the eyes and the mind to the precious natural resources and fascinating wildlife that inhabit our coastal region. It’s a public aquarium, zoo and classroom all rolled into one small place that is easy to explore and a delight to visit."

– San Diego County Supervisor Greg Cox
The seasonal exhibit ‘Splash of Color’ celebrated the art and science of nature, inviting guests to discover animals and their fascinating use of color that helps them camouflage and communicate in the wild world surrounding us all. In creating the ‘Splash of Color’ exhibit, the Living Coast Discovery Center encouraged an active curiosity and appreciation of wildlife and habitats through visual imagery and education.

An exciting behind-the-scenes VIP experience was created that provided guests with an up-close and personal interaction with the animals.
Animals on the Bay Day allowed families of all demographics and diverse cultural backgrounds to enjoy a free day on the coast for a day filled with science experiments, nature exploration, wildlife encounters, and community resources. This community event featured, not only the animals and habitats that make up San Diego Bay, but a wide variety of similarly minded organizations to promote STEaM education, environmental conservation, ocean awareness, and collaborative research.

A zero waste program was initiated for the annual 2013 Farm to Bay Food and Wine Classic.

Last year, over 75,000 people visited the Living Coast Discovery Center – of that, 15,000 were K-12 students.
“The Nature Smart Studies Program (NSSP), sponsored by Mueller Charter Leadership Academy (MCLA) in Chula Vista, completed its fifth highly successful school year at the Living Coast Discovery Center in June, 2014. About 100 7th graders participated in the program, which included hands-on learning of invertebrate and vertebrate animals, cells and genetics, and living systems, to name a few. Highlights for the students included docent-led tours and bird talks, animal observations and dissections, and the aquaponics planting project in the greenhouse. The NSSP students at MCLA benefitted greatly from their experiences at the Center and will continue to do so in the coming years.”

– John Knox, Science Teacher, Mueller Charter Leadership Academy
Educational Programs

Our Wild San Diego outreach programs reached over 2,500 students at local schools. Each program provided age-appropriate cognitive and STEaM learning opportunities with animal interactions.

14,979 students participated in school field trips for an interactive experience focused on watershed protection and conservation of the local environment. The lively environmental lessons are fully integrated with the California State Content Standards.
Through up-close and personal animal encounters and hands-on outdoor learning adventures, 700 Day Campers (ages 4 to 18) had an opportunity to explore nature and develop an informed connection to local habitats and animals.

This year, 202 guests of all ages learned the basics of composting at our Sunday afternoon composting workshops. 50 guests participated in our 6-week intensive master composting training course and became experts in composting and soil health.

“Chula Vista Elementary School District students visit the Living Coast just once a year with a class, but their memories of the experience are as vivid as if they had come the previous week. Every day I hear, ‘This is the best field trip ever!’ and I know they say this because of the personal encounters they have with the living world around them.”

- Karen Quiros, CVESD Science Resource Teacher
The Living Coast Discovery Center would like to thank our local partners for their collaboration in research projects that provide better understanding and restoration of natural habitats and protection of endangered species.
The Endangered Light-Footed Clapper Rail Breeding Program
A program to breed, raise, and release the Light-footed Clapper Rail into the local wetlands is a collaboration between the Living Coast Discovery Center, US Fish and Wildlife Service, California Department of Fish and Wildlife, San Diego Zoo Global, and SeaWorld San Diego.

Salt Marsh Bird’s-Beak
A program sponsored by The San Diego Foundation, in collaboration with US Fish and Wildlife Service, to propagate Salt Marsh bird’s-beak, an endangered plant species in coastal salt marshes.

Burrowing Owl Research
A collaboration with the San Diego Zoo Institute for Conservation Research to test data recorders on burrowing owls in the field.
Research Collaboration

Snowy Plover Husbandry Manual — Sponsored by Port of San Diego, the Living Coast Discovery Center was contracted as the primary lead in collaboration with US Fish and Wildlife Service and the Port of San Diego to create a definitive manual on the care of the Snowy Plover in captivity so they can be prepared for release into the wild.

Green Sea Turtle Isotope Study
Independent researcher, Garrett Lemons, conducted a diet and isotope study designed to give researchers a tool to study wild endangered sea turtles and help aid in their conservation.

The Living Coast Discovery Center, through the support of The San Diego Foundation, is establishing new populations of the endangered Salt Marsh bird’s-beak at San Diego Bay National Wildlife Refuge. The collaborative research is a significant on-the-ground adaptation strategy to conserve endangered species as sea levels rise in San Diego Bay over time.

We are pleased to partner with the Living Coast Discovery Center on this important climate change initiative.

- Andy Yuen, Project Leader, San Diego National Wildlife Refuge Complex

Salt Marsh Birds-Beak & Light-footed Clapper Rail photo by Lisa Cox/USFWS, Snowy Plover photo by Andrew Fisher/USFWS
Volunteers

“I was retired and looking to contribute my time and effort to a worthy organization. I came upon the Living Coast and realized this was the place for me; the people and the critters have become a huge part of my life.”

- David Neffew, Docent, volunteer since 2011
Volunteers

256 Active Volunteers (ages 16 to 80’s)

20,900 volunteer service hours equated to $550,506 in value of donated volunteer time.

26 community outreaches which helped increase awareness of the Living Coast Discovery Center and our mission to inspire care and exploration of the living Earth.
Volunteers

719 Docent-led tours through guided bird and nature walks, and school field trips.

Over 20 college and high school students participated in animal care internships this year. Many hours of work were given by these dedicated volunteers to gain hands-on experience working in a field that will help them start off or advance their careers.
Thank you to all of our generous donors for their loyal support of the Living Coast Discovery Center.

Honor Roll
Fiscal Year 2013-2014

$100,000 to $249,999
Anonymous

$50,000 to $99,999
Anonymous Donor
County of San Diego Board of Supervisors
San Diego Gas & Electric

$25,000 to $49,999
Nelson Foundation
Orca Fund At The San Diego Foundation
The San Diego Foundation
Unified Port of San Diego
UTC Aerospace Systems

$10,000 to $24,999
Anonymous Fund at The San Diego Foundation
Hervey Family Fund at The San Diego Foundation
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Kohl’s Cares
Marine Group Boat Works
Price Philanthropies Foundation
Sprouts Farmer’s Market - Chula Vista and Eastlake
Stanley/Stearns Fund at The San Diego Foundation
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$5,000 to $9,999
Cox Communications, Inc.
Susan Fuller
Hattie Ettinger Conservation Fund at The San Diego Foundation
The Heller Foundation of San Diego
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Makooi Trust
Mission Federal Credit Union
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Vanessa Bill
Joyce Boll*
Boy Scouts Troop 805
Boys & Girls Foundation
Charlie Bradley & Susan Laurel
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Judy and George Cave
CGI
City of Chula Vista Environmental Services Section
Crossroads II
Dolphin Quest Inc.
Employees Community Fund of Boeing California
Essential Support Services, Inc.
Christine and Doug Evans
Fidelity Charitable Gift Fund
General Dynamics NASSCO Ship Building Company
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Thank you to all of our generous donors for their loyal support of the Living Coast Discovery Center.

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Money Realty
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Karen and Stephen Neudecker
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PCE San Diego
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Republic Services
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Mary Ann and David Saponara
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Shirley Sykes
Sara and John Thomas
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Roxanne and John Zunich

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Gertrud Scott and Jim Biddle
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Susan Conley
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Eclipse Chocolate
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Sherlyn and Abrajohn John Grecia
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Romesco Mexiterranean Bistro
San Diego Fly Fishers Club
San Diego Tourism Authority
Carlene Scott
Judith Sherman
Slater’s 50/50
Hubert Starkey
Mitzi Swift
J. Reed Thompson
Anthony Tieber
Viejas Band of Kumeyaay Indians

*Deceased
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Lori Coons, Director of Development
Tina Matthias, Field Trip and Volunteer Manager
Amanda Grant-Stout, Education Manager
Lindsay Bradshaw, Animal Care Manager
Jessica LaFave, Development Manager

*Honorary Member
## Financials

### Revenues

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<td>Admission Fees</td>
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<td>Gift Shop Sales</td>
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### Expenses

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The Living Coast Discovery Center is especially grateful for the dedicated support of the City of Chula Vista!
To learn more about ways to support the Living Coast, please visit: www.TheLivingCoast.org/donate

Annual Report
Fiscal Year 2013-2014

Thank you for supporting our vision to inspire care and exploration of the living Earth by connecting people with coastal animals, plants, and habitats.