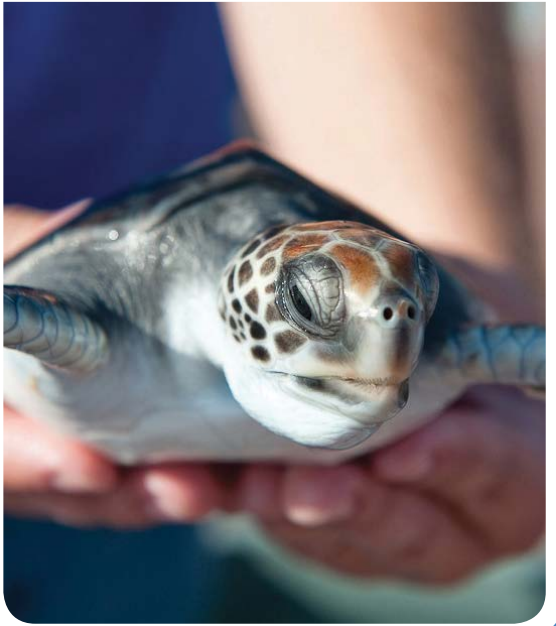


[www.TheLivingCoast.org](http://www.TheLivingCoast.org)



# Annual Report

Fiscal Year 2013-2014







## **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



*The Living Coast Discovery Center is uniquely located on the San Diego Bay National Wildlife Refuge, Sweetwater Marsh Unit.*



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,

A handwritten signature in blue ink that reads "Ben Vallejos". The signature is fluid and cursive, with a stylized "V" and "J".

Ben Vallejos  
Executive Director



# The Living Coast Experience



*"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 Living Coast Experience



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.



# The Living Coast Experience



Last year, over **75,000** people visited the Living Coast Discovery Center – of that, **15,000** were K-12 students

**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.





# Educational Programs



*"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.





# Educational Programs



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

# Research

Collaboration



*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.*



# Research Collaboration



## **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.

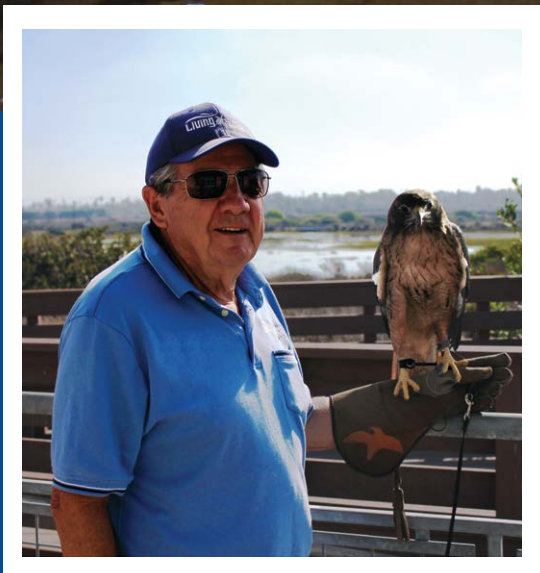
*The Living Coast Discovery Center, through the support of The San Diego Foundation, is establishing new populations of the endangered Salt Marsh bird's-beak at San Diego Bay National Wildlife Refuge. The collaborative research is a significant on-the-ground adaptation strategy to conserve endangered 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*

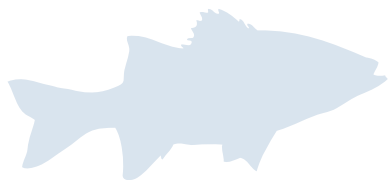
# Volunteers



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.



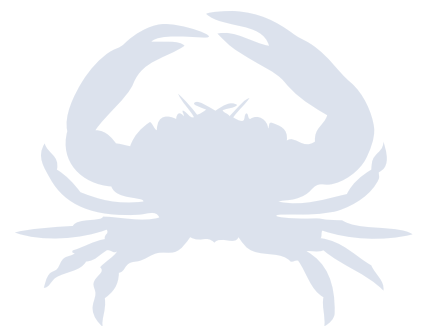


# Volunteers



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.



# Honor Roll

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

J.F. Beyster Fund at The San Diego Foundation

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

United States Fish and Wildlife Service  
Wells Fargo

#### \$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

International Marine Industrial Applicators, LLC

Makooi Trust

Mission Federal Credit Union

Carol and Thomas Warschauer

#### \$1,000 to \$4,999

American Scaffold

BAE Systems San Diego Ship Repair

Lois Baker

Baldwin & Sons

Vanessa Bill

Joyce Boll\*

Boy Scouts Troop 805

Boys & Girls Foundation

Charlie Bradley & Susan Laurel

Alexis and Brian Busalacchi

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 Douglas Evans

Fidelity Charitable Gift Fund

General Dynamics NASSCO Ship Building Company

Linda Wilhelm and Arlyn Jahn

Patricia and Frank Jones

Charlene Krusas

Belinda and Charles LaCour

Sherry and Robert Lankston

Diane and Christopher Lever

Lorton Mitchell Custom Homes, Inc

Kathrin S. Mautino

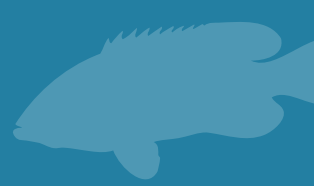
McKenna, Long & Aldridge LLP





# Honor Roll

Thank you to all of our generous donors for their loyal support of the Living Coast Discovery Center.



## \$1,000 to \$4,999

Virginia and George Milke  
Susanna Money  
Money Realty  
National Environmental Education  
Foundation  
Ann Navarra  
Karen and Stephen Neudecker  
Paradise Village Federal Credit Union  
PCE San Diego  
Sharon Jasek Reid  
Republic Services  
Jane and Arthur Riggs  
Rotary Club Of Chula Vista  
Mary Ann and David Saponara  
The Securities Center, Inc.  
Linda Simpson  
Debra and Donald W. Smith  
Southcoast Welding & Mfg, LLC  
Ann and Robert Steiner  
Shauna Stokes  
Shirley Sykes  
Sara and John Thomas  
Judy and Tim Tillyer  
Kathleen and Ben Vallejos  
Patricia N. Wagner  
Shirley Warner

Dina and Ken Weimer  
Russell Wilson  
Harold Zimnick  
Roxanne and John Zurich

## \$500 to \$999

Diana Avila  
Pat Baumgartner  
Paula Beck  
Vicki and Thomas Bernitt  
Gertrud Scott and Jim Biddle  
Charlotte and Charles Bird  
Jeanne and James Bonk  
Chula Vista Woman's Club  
Alan Clark  
Susan Conley  
Sherry Cossio  
Deni David  
Dream West Photography  
Eclipse Chocolate  
Pattie Frazer  
Sherlyn and Abranjohn John Grecia  
Toni Helmer  
Paul Henkart  
Marsha Hildebrand  
Carol Horst  
Patti and Wylie Huffman

Lisa and John Kath  
Lois Lewis  
Ron Lingley  
Christine Malone  
Sara and Paul Megling  
Kathleen L. Morgan  
Lynn Nebus  
Melanie Nelson  
Virginia S. Patch  
Pfizer Foundation  
Nancy and Tom Pilcher  
Barbara Radcliffe  
John Rendine  
Deborah and John Ritch  
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*



# Board of Directors and Leadership Staff



## Board of Directors

### *Executive Committee*

Susan Fuller, Chairperson

Retired, Fuller's Plumbing

Ken Peterson, Vice Chairperson

Owner, Winzer

Bob Kilpatrick, Treasurer

Vice President/General Manager, BAE  
Systems San Diego Ship Repair

Dr. Larry Wergeland, Secretary

Colonel of the U.S. Army Medical Corps,  
Retired; Ophthalmologist, Retired

Tom Bernitt, Executive Committee

President, EQC, Inc.

Andrew Yuen, Executive Committee

Project Leader, San Diego National Wildlife  
Refuge Complex, U.S. Fish & Wildlife  
Service

### *Directors*

Josie Calderon-Scott, Principal, JLC  
Consultants

Ron Cohn, Owner, Sprouts Farmer's  
Market - Chula Vista and Eastlake

Herb Engel, President, Marine Group Boat  
Works

Sylvia Gaffney, Associate General Counsel,  
General Dynamics NASSCO

Steven Miesen, Division Manager,  
Republic Services

Frank Roseman\*, Retired, Rohr Aircraft  
Corporation

Donald Smith, Vice President, Merrill  
Lynch

Robert Steiner, Partner, McKenna, Long, &  
Aldridge, LLP

Kyle Strong, Associate General  
Counsel, UTC Aerospace Systems –  
Aerostructures

Ken Weimer, Retired, Insurance Broker

*\*Honorary Member*

### *Leadership Staff*

Ben Vallejos, Executive Director

Sherry Lankston, Director of  
Communications and Guest  
Experience

Lori Coons, Director of Development  
Tina Matthias, Field Trip and Volunteer  
Manager

Amanda Grant-Stout, Education  
Manager

Lindsay Bradshaw, Animal Care  
Manager

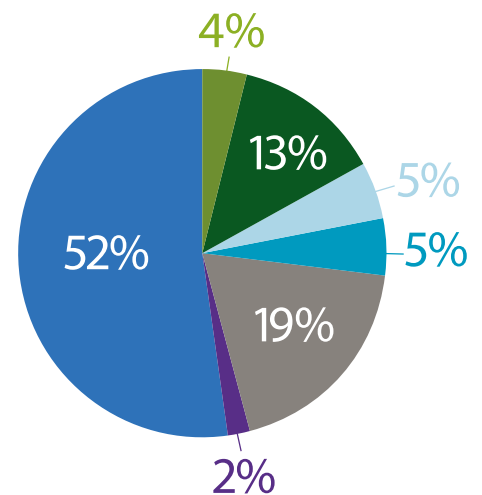
Jessica LaFave, Development Manager





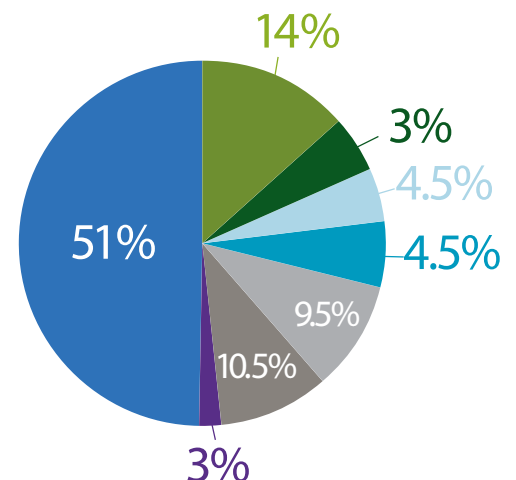
## Revenues

Admission Fees	\$289,584
Gift Shop Sales	\$80,193
Rentals and Other Services	\$35,700
Educational Programs	\$197,272
Annual Membership Fees	\$82,158
Development/"Fundraising"	\$791,704
Events	\$63,456
<b>TOTAL REVENUES</b>	<b>\$1,540,067</b>



## Expenses

Salaries, Benefits, Payroll Taxes	\$659,886
Insurance	\$33,281
Supplies and Services	\$136,051
Utilities and Shuttle Service	\$124,281
Marketing and Guest Experience	\$59,431
Development	\$58,305
Gift Shop	\$37,590
Restricted Grant Expenses	\$184,346
<b>TOTAL EXPENSES</b>	<b>\$1,293,171</b>





*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](http://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.



Living Coast Discovery Center  
1000 Gunpowder Point Drive  
Chula Vista, CA 91910

(619) 409-5900  
**[www.TheLivingCoast.org](http://www.TheLivingCoast.org)**