

# Annual Report

*Fiscal year 2022-2023*



*San Diego Bay at Chula Vista*

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



# Our Mission

**Inspiring the community  
to connect with and care  
for our coastal environment.**



# Community



## Community Events

In 2022, we were excited to see the return of our community events: Animals on the Bay Day, Owl-O-Ween, and New Year's Eve! With the outpouring of support from the families and individuals who joined us, we could see just how important these events are for the community and allow them to come together and celebrate in a fun, engaging, and accessible way.

### Animals on the Bay Day

1,100+ attendees

### Owl-O-Ween

200 attendees

### New Year's Eve

300+ attendees



# Community



## Welcome back Volunteers!



**Volunteers:** 196

**New Volunteers:** 142

**Volunteer Hours:** 8,106

**Value of Volunteer Hours:** \$302,516

# Community



The **Trail to Bay Challenge** is a community program that mobilizes families to explore the outdoors. In partnership with the City of Chula Vista and with support from the California State Parks Habitat Conservation Fund, participants are encouraged to explore, learn, and protect wildlife by attending three guided hikes and one cleanup with the Living Coast.

## Hikes



**65 Hikes**  
**927 Participants**



## Clean Ups

**17 Cleanups**  
**229 Participants**



With the return of cleanups in 2022, the Trail to Bay Challenge resumed! Those who completed the challenge were provided with admission for four to the Living Coast.



# Education



Every day, we welcome hundreds of students through our doors to experience nature, educational programs, and the conservation of local species. With program numbers at an all-time high, the excitement within our community is palpable, from students who experience hands-on learning with real-life animal ambassadors, to Living Coast educators who teach and engage with students.



over **3,600** campers, 33% offered at no cost through grant funding

over **800** education programs

Overall reach:  
over **67,900** including  
**31,696** children served through school & public programs

Field trips:  
over **20,200** students,  
56% offered at low or no cost through grant funding

Our Wild San Diego:  
over **6,000** reached, 17% participated at no cost through grant funding



# Education



## Chula Vista Elementary School District:

**9,407** children served  
**1,830** adults served  
**417** field trips



# Farm to Bay



## Thank you for your support of the 13th annual Farm to Bay!

With your support, our annual food & beverage tasting fundraiser was the highest grossing in the event's history!

With a sold-out event, we were able to raise **\$137,000** through sponsorships, auction proceeds, ticket sales, and raise the paddle donations.

And **96%** of the waste generated from the event was diverted from the landfill, with a total of **284 pounds** of material recycled or composted. Thank you to the City of Chula Vista for the use of their commercial composting facility, which made this possible.



# Conservation

## Western Burrowing Owl Recovery Program



# 6

**burrowing owl  
chicks released**

Burrowing owls (*Athene cunicularia*) can be found throughout grasslands and deserts of North America and right here on the San Diego Bay National Wildlife Refuge. Our local San Diego population is threatened due to habitat loss and degradation. In partnership with the San Diego Zoo Wildlife Alliance, we have worked together on a dedicated recovery program for western burrowing owls. As the only institution with a female burrowing owl in its care, our participation in the program supports the conservation breeding goals. Owl groups produced from conservation breeding are released in an effort to support the establishment and recovery of burrowing owls in San Diego County.



# Conservation



Since 2001, we have worked with **Team Clapper Rail**. In 2023, we reached over

# 900

Ridgway's Rails released into the wild.

Team Clapper Rail is composed of organizations dedicated to the study, restoration, and introduction of the Light-footed Ridgway's Rail (*Rallus obsoletus levi*) in Southern California. The Light-footed Ridgway's rail is a state and federally-listed endangered species. The presence of the rail within a coastal habitat indicates a functioning tidal salt marsh ecosystem and its rich biological diversity.



## Living Shoreline Project

A reef ball is a structure made of baycrete, which is a mix of concrete and shell fragments. These structures are made to support the development and growth of oyster colonies by providing a surface where they can successfully attach. Reef balls are an ecological approach to creating areas for oyster colonies to establish, which aids in increasing the biodiversity and protection from future sea level rise.

In partnership with the Port of San Diego, the Living Coast Shark & Ray Exhibit houses two Reef Balls meant to educate the public about restoration projects in San Diego Bay and how they help threatened coastal communities. As part of the Living Shoreline Project, this exhibit highlights what people can do to help protect critical native marine habitats.



# Animal Care

## Welcome New Ambassadors!



Atlantic Green Sea Turtle

Baja California Tree Frogs



Shovel Nose Guitar Fish



Green Heron



Box Turtle



# Sustainability



## Free Composting Workshops

Composting turns organic waste that would end up in a landfill into nutrient-rich soil. The Living Coast hosts free weekly composting workshops so our community can learn how to lower their carbon footprint, reduce waste, and help save the planet!

**144** participants    **96** Chula Vista residents

**46 zero-waste** birthday parties



over **650 pounds** of waste from birthday parties diverted from the landfill



# Sustainability



## 2 Master Composter Training Courses

Offered in the Spring & fall, the Master Composter Course is a free seven-week class that provides in-depth training in the art and science of composting. We are able to offer this program with support from the City of Chula Vista.



**24** participants

**9** participants now certified

# Honor Roll

*Fiscal year 2022-2023*

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

## **\$100,000+**

San Diego Foundation  
Unified Port of San Diego  
U.S. Fish & Wildlife Service  
U.S. Small Business Administration

## **\$50,000-\$99,999**

County of San Diego  
Sun Communities

## **\$25,000-\$49,999**

California Office of the Small Business Advocate  
California State Coastal Conservancy  
Institute of Museum and Library Services  
San Diego Gas & Electric  
The Miller Hull Partnership, LLP  
Walter J. and Betty C. Zable Foundation

## **\$10,000-\$24,999**

Anonymous  
City of Chula Vista Nonprofit Relief Fund  
Guadalupe and Ron Cohn  
Cheryl and Greg Cox  
East County Economic Development Council  
Hervey Family Non-endowment Fund at the San Diego Foundation  
Las Patronas  
San Diego & Imperial SBDC Network  
Seven Mile Casino  
Susan Fuller

## **\$5,000-\$9,999**

Jim Biddle  
City of Chula Vista Environmental Services Section  
Fidelity Charitable  
Marine Group Boat Works  
Mission Federal Credit Union  
Nelson Family  
Republic Services  
The Elwyn Heller Foundation of San Diego

## **\$1,000-\$4,999**

Sandra Adamson  
AmazonSmile Foundation  
Arthur P. and Jeanette Gladys Pratt Memorial Fund  
Jennifer Austin

Baldwin & Sons  
Jeanne and James Bonk  
Heather Bowden  
Christine Bowers  
Gary Bryant  
Rochelle and Chris Carroll  
Mary Casillas Salas  
Charles Schwab  
Chula Vista Sunrise Rotary Club  
Sara Giobbi and David Claypool  
Sherry Cossio  
Janie DeCelles  
Debra Dodson and Michael Meacham  
Rosemary and Chris Dries  
Employees Community Fund of Boeing California  
Paula and Herb Engel  
Candice and Richard Finn  
Suzan and Steve Fuller  
Greater Houston Community Foundation  
Jenn Jett and Al Heider  
Kendall and Matthew Helm  
Hoffman, Hanono Insurance Services  
Homefed Corporation  
Ken Hunt  
J.F. Beyster Fund  
Colin Kennedy  
Michele Mangan and Robert Kilpatrick  
Charlene Krusas  
Majestic Realty Foundation  
Lesley Marr  
Elaine Morrison  
Julie Morrison  
Karen and Stephen Neudecker  
North Island Credit Union  
Marjorie and Daniel Noyes  
Joseph Rangus  
Joan Roseman  
Mary Ann Saponara  
Mariel and Jayson Schmidt  
Southwestern College  
Sarah Stivland  
Sweetwater Woman's Club  
The Hattie Ettinger Conservation Fund  
The Johnson Family Foundation  
Judith and Anthony Tieber  
Verizon  
Paul Viani  
Lori and Bill Walton  
Dina and Ken Weimer

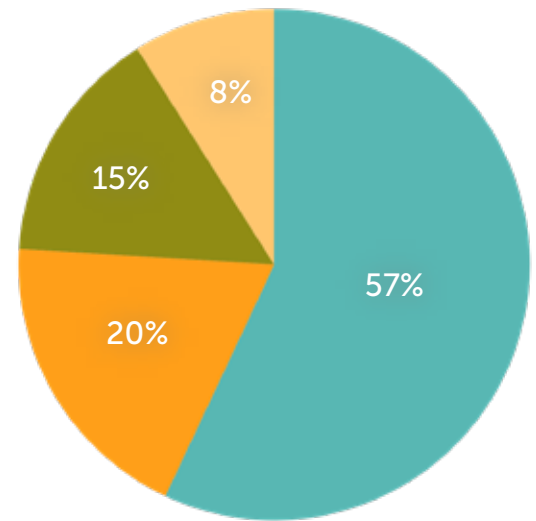
## **\$500-\$999**

Theresa Acerro  
Michelle Diaz and Maxwell Agha  
Barb Andrews  
Doreen Black  
Ramon Cardenas  
Karen Corey  
Kathleen and David Didonato  
Cindy and David Dunlevy  
Doug Dunn  
Lori Eggert  
Christine and Douglas Evans  
Terry Farrelly  
Connie Fey  
Sylvia and Jefferey Gaffney  
Jessica and Robert Gonzalez  
Maria Elena and Glen Googins  
Mandi and Scooter Graziano  
Krista and Mark Griffith  
Ellen Gross  
Jim Hush and Bob Zucco  
Sarah Kotecki and Keith Jenkins  
Evelyn Kezar  
Lois and Dennis Klepin  
Kimberly Kohler  
Liz and Stan Kottke  
Gaye and Ron Lingley  
Jessica Manning  
Kathrin Mautino  
Donna and Gene McAllister  
John McCann  
Jennifer and Geoffrey Martin  
Krista and Madeline Mattingly  
Lora Miranda  
Kathleen Morgan  
Tina Morton  
Tim Mulligan  
Patricia Palmer  
Michele Peters-Coville and David Voth  
Olivia Pires and Sean Ramirez  
Renaissance Charitable Foundation  
Ron Reinbolt  
Deborah and Jeff Reissman  
Christina and Robert Ross  
San Diego Fly Fishers  
Joan Serrano  
Marjorie Seybold  
Gary Petill and Laurie Shaw  
Rachel Shocket  
Glinda Copridge and Lola Slater  
Susanne Gesheker and Robert Smith  
Shauna Stokes  
Christina and Gregory Strangman  
The Chula Vista Womans Club  
Silvio Vota  
Carol and Thomas Warschauer  
Darlene Whorley

# Financials

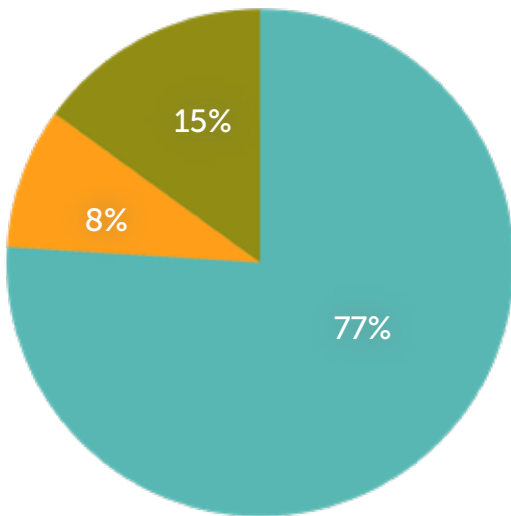
## Revenue & Support

Fundraising & Special Events	\$1,384,128	57%
Admissions & Memberships	\$474,887	20%
Educational Program Services	\$371,739	15%
Gift Shop, Rentals, & Investments	\$204,219	8%
TOTAL REVENUE:		\$2,434,973



## Expenses

Program Services	\$2,252,541	77%
Fundraising, Development, Marketing and Communications	\$436,911	15%
Management & General	\$273,113	8%
TOTAL EXPENSES:		\$2,926,565



# Leadership Staff



Thank you to our dedicated staff & volunteers.

**Ben Vallejos**, Executive Director

**Lori Torio**, Director of Community Engagement and Development

**Shayna Foreman**, Director of Education & Guest Experience

**Ashley Barron**, Education Manager

**Sadie Klughers**, Marketing & Communications Manager

**Jessica Leon**, Development Manager

**Cynthia Licon**, Community Programs Manager

**Katharine Mathews**, Facilities & Sustainability Manager

**Aiyana Reissman**, Animal Care Manager

# Board of Directors

**Christopher Lewis**, Chair  
The Lewis Group, President

**Kendall Helm, Ph.D.**, Vice Chair  
SDG&E, Vice President of Energy Supply

**Sam Cardoso**, Treasurer  
Wheelhouse Credit Union, Branch Manager

**Sara Giobbi**, Secretary  
General Dynamics/NASSCO, Environmental Engineering Manager

**Andy Yuen**, Executive Committee,  
U.S. Fish and Wildlife Liaison, San Diego Bay National Wildlife Refuge Complex, Project Leader

**Risa Baron**, Director  
Republic Services, Municipal Manager

**Kevin Browne**, Director  
Collins Aerospace, Executive Director

**Christopher Carroll**, Director  
University Supervisor (Point Loma Nazarene University, National University)

**Sanya DeVore**, Director  
Mission Fed Credit Union, Vice President, Director of Marketing

**Susan Fuller**, Director  
Fuller's Plumbing, Retired

**The Living Coast Discovery Center appreciates the commitment  
and support from the City of Chula Vista.**





# Annual Report

Fiscal year 2022-2023

Envisioning a thriving natural coast through engaged conservation.

The Living Coast Discovery Center is uniquely located on the  
San Diego Bay National Wildlife Refuge.