



**AQUARIUM**  
**OF THE PACIFIC**®

A non-profit institution

# City Council Update



**May 20, 2014**

# Aquarium Today

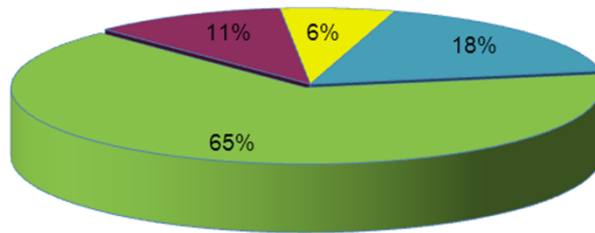
- 1.5 million annual attendance
- 196,000 education students & teachers
- 4<sup>th</sup> highest-attended aquarium in the U.S.
- 300 employees and 1340 volunteers



# 2013 Financial Impacts



Earned Revenue



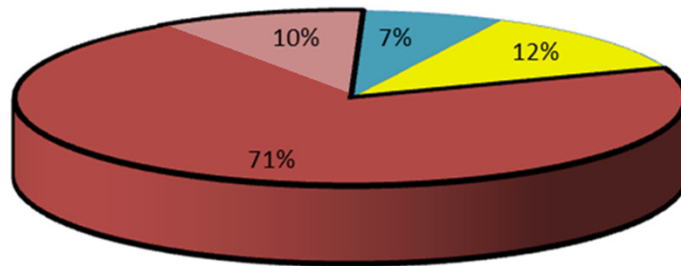
■ Admission/Visitor Spending   
 ■ Membership   
 ■ Government grants   
 ■ Contributions

Revenue	\$36 million
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Expenditures	\$34.4 million
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Net	\$1.6 million
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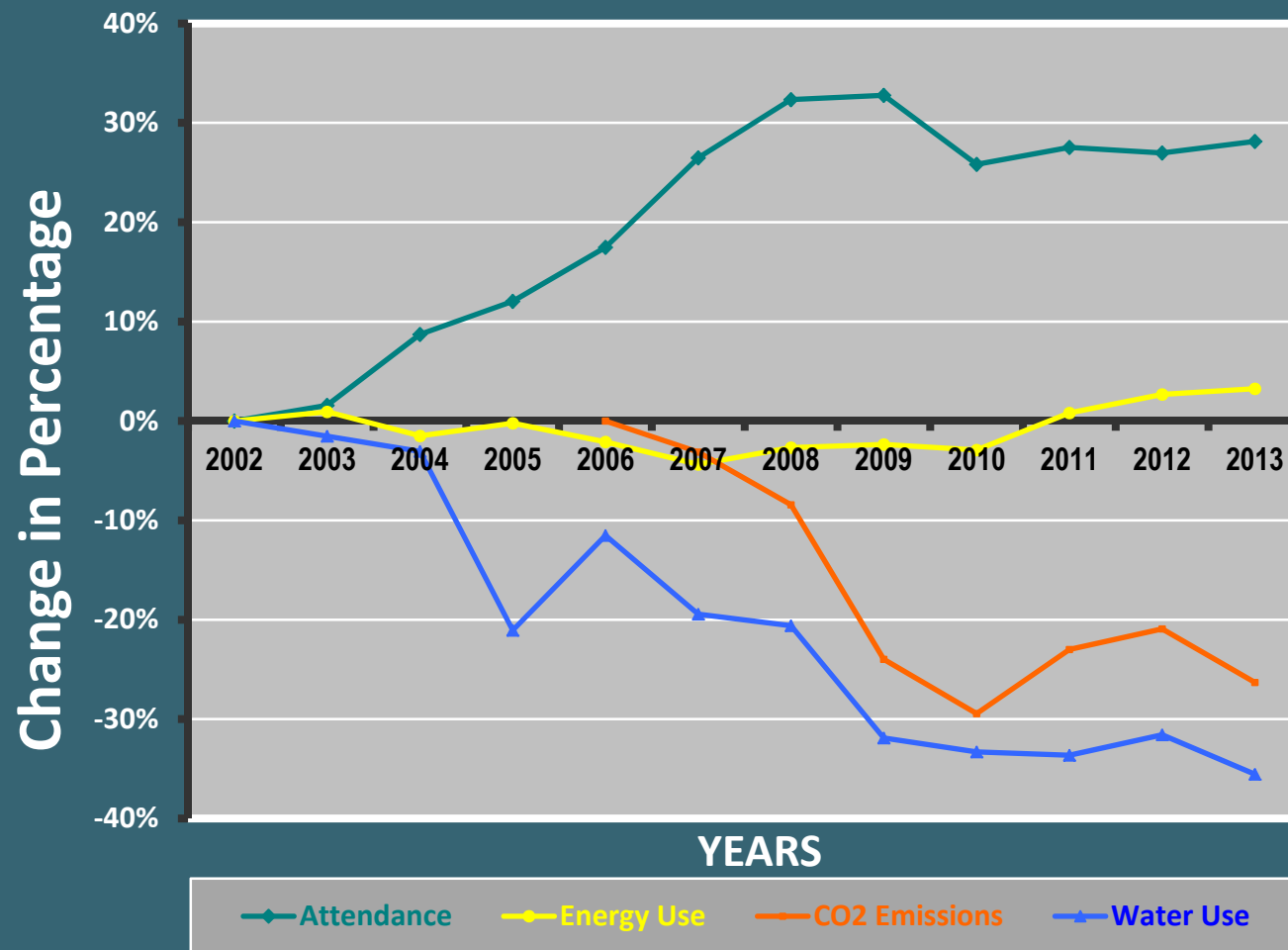
Expenses



■ Program and Marketing                     
 ■ Net Transfer to City  
■ Development and Membership             
 ■ Administration

Capital Improvements	\$5.5 million
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# Watching Our Environmental Impacts



# Community Impacts

Long Beach  
Ballet



Festivals



District/Mayor Nights

# Newsworthy Impacts



- 41,785,000 tracked broadcast impressions
- 209,000,000 print impressions
- Secured national stories: US News and World Report, New York Times, NPR's All Things Considered, Associated Press, the Food Network, Radio Australia, and many more.



# Impacts Everywhere

- **Web**

- Users: 2,255,344

- **Social media**

- Facebook fans: 69,957
- Twitter followers: 14.1K
- Instagram followers: 6,662 followers
- Views on YouTube: 606,466 views

- **Paid media**

- Impressions: 337,425,834

- **Off-Site Programs**

- 37 booth events & 8 parades
- 39,322 people reached by our Aquarium on Wheels



# Our Impact Grows



**Molina Animal Care Center Penguin Program**



**Veranda**



**7 Webcams**



**Pacific Collections—3 Green Globes certified**

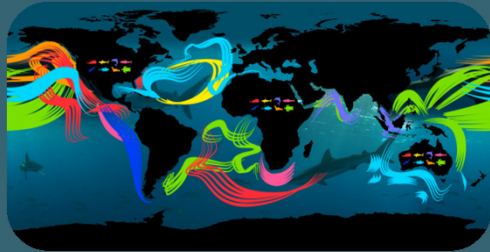


**A.R.E awards**

- Sustainability
- Wall Treatment



# Science on a Sphere Programs



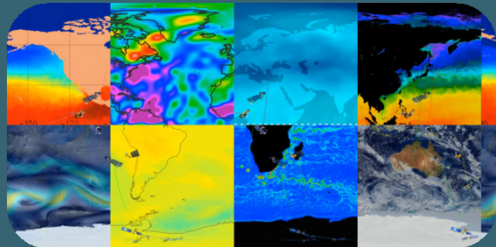
**Ocean in Motion**



**Cities Through Time**



**A Working Waterfront:  
Seaports of San Pedro Bay**



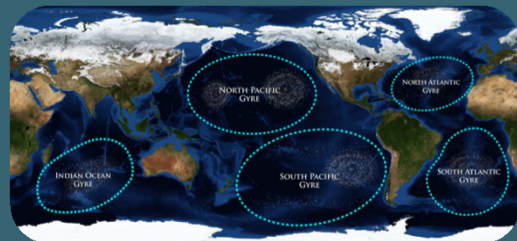
**Our Instrumented Earth**



**Exploring the Depths**



**The Rising Sea**



**Marine Debris: Our  
Coast, Our Ocean**



**The Urban Ocean**



**Aquaculture: Farming Seafood  
for People and the Planet**

# See You This Summer



**Guam Kingfisher exhibit**



**Southern California Steelhead Story**



**Coral & Sponge exhibit**



**Horseshoe Crab Touch Lab**