



“Only a public that understands the marine realm can truly help save it, and the Tybee Island Marine Science Center is a leader in reaching this audience.”

Clark Alexander, Ph.D.  
Director and Professor  
UGA Skidaway Institute of  
Oceanography

## Bringing The Outside In

A campaign to create an outdoor marine science education experience—indoors.



**30**  
YEARS OF  
CREATING COASTAL  
CONNECTIONS  
1989 - 2019

## 2018 FINANCIAL RECAP

Revenue - **\$573,799**



Earned Revenue = **89%**

Our earned income covers 100% plus of our costs.



Expenses - **\$422,067**



Net Income - **\$81,706**



### 1989 to 2019: 30 YEARS OF SERVICE

The Tybee Island Marine Science Center was formed in 1989 by the University of Georgia MAREX, NOAA Gray's Reef, and the City of Tybee Island. In 1990, the Tybee Island Marine Science Foundation, the center's governing body, incorporated the science center as a tax exempt organization.

### OUR MISSION

Our mission is to cultivate responsible stewardship of coastal Georgia's natural resources through education and conservation.

### OUR BUSINESS STATEMENT

We provide marine science-based education and conservation programs—supported by participant fees, and subsidized by proceeds from retail sales, membership dues, private donations, business sponsorships as well as corporate and government grants.

### OUR BRAND STATEMENT

Coastal Georgia is our campus. We deliver year-round programs for our citizens, island visitors, schools, scouts, and groups. Our classrooms include the beach, the marsh, the surrounding waters, and our Coastal Georgia Gallery.

2018 SERVED

**57,000**

Group Programs - 29%  
Island Visitors - 71%



SCHOOL ORIGIN

Local - 30%  
State - 57%  
Out of State - 13%

## EDUCATION PROGRAMS

- Coastal Badge Program
- Girl Scouts
- 
- Barrier Island Patch Program
- Cub Scouts
- 
- Oceanography Merit Badge
- Boy Scouts
- 
- Island Ecology Experience
- All Groups
- 
- Floating Classrooms
- All Groups
- 
- Coastal Classroom
- Pre-k and Up
- 
- Sidewalk to the Sea
- Title I Schools
- 
- Ocean Outreach
- Offsite Events
- 
- Walks, Talks & Treks
- Island Visitors
- 
- Coastal Kids' Sea Camp
- Island Visitors
- 
- Coastal Georgia Gallery
- Everyone

## CONSERVATION WORK

- Tybee Sea Turtle Project
- Diamondback Terrapin R&R
- Shore/Seabird Rescue
- Mindful Beachcombing
- Lights Out!
- Marine Mammal Stranding
- Sea Turtle Stranding Network

Tybee Island Marine Science Center  
... an authentic coastal experience.

# We've come a long way . . .

Last year, we delivered programs to 57,000 people, kids to retirees.



Thirty years ago, local school teachers grabbed a seine net and took a group of island visitors out to the surf. Thus was born our Tybee Island Marine Science Center.

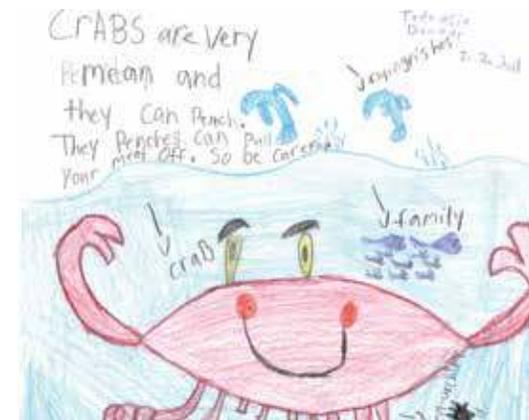
In field we have collected organisms, sand-sifted, and trekked through the marsh. In the exhibit gallery, visitors from all over the world have examined whale bones and fed the sea turtle. Others played Plankton Twister in SeaCamp, or studied dolphins on our Floating Classroom.

Since 2007, over a half-million people, children to retirees, connected to the coast through the Center's education and conservation programs.

In 2009, we developed a workplace training program for new biologists. Today, there are 72 seasoned marine science educators—working from Hawaii to Maine—who prepared for their careers with us on Tybee Island.

Sidewalk to the Sea brings Savannah's inner city students to the island for a Coastal Classroom. Only 15 miles from the coast, this field trip is the first time many kids will see their ocean. Since 2011, with support from the City of Tybee Island, 33,928 students have gone through the program.

We've accomplished all of this with a single classroom, an apartment-sized exhibit gallery, and an island. Imagine the impact we'll make with seven classrooms, a 3,500 sq. ft. exhibit gallery, and much more in our spectacular new facility—currently under construction—on Tybee's North Beach.



# Now, we are extending our reach . . .

in a spectacular 10,800 Sq. Ft. facility—on Tybee's North Beach.

Annually, over one-million people visit Tybee for the island experience.

In our existing facility, our visitors often have to wait outside for their turn to enter and we often lose them. This is very unfortunate. Everyone who walks through our doors has the potential to become a steward of coastal Georgia's natural resources. To teach them we have to reach them, and the new facility will reach and therefore teach many more.

Our new Center will be accessible to all, by all.

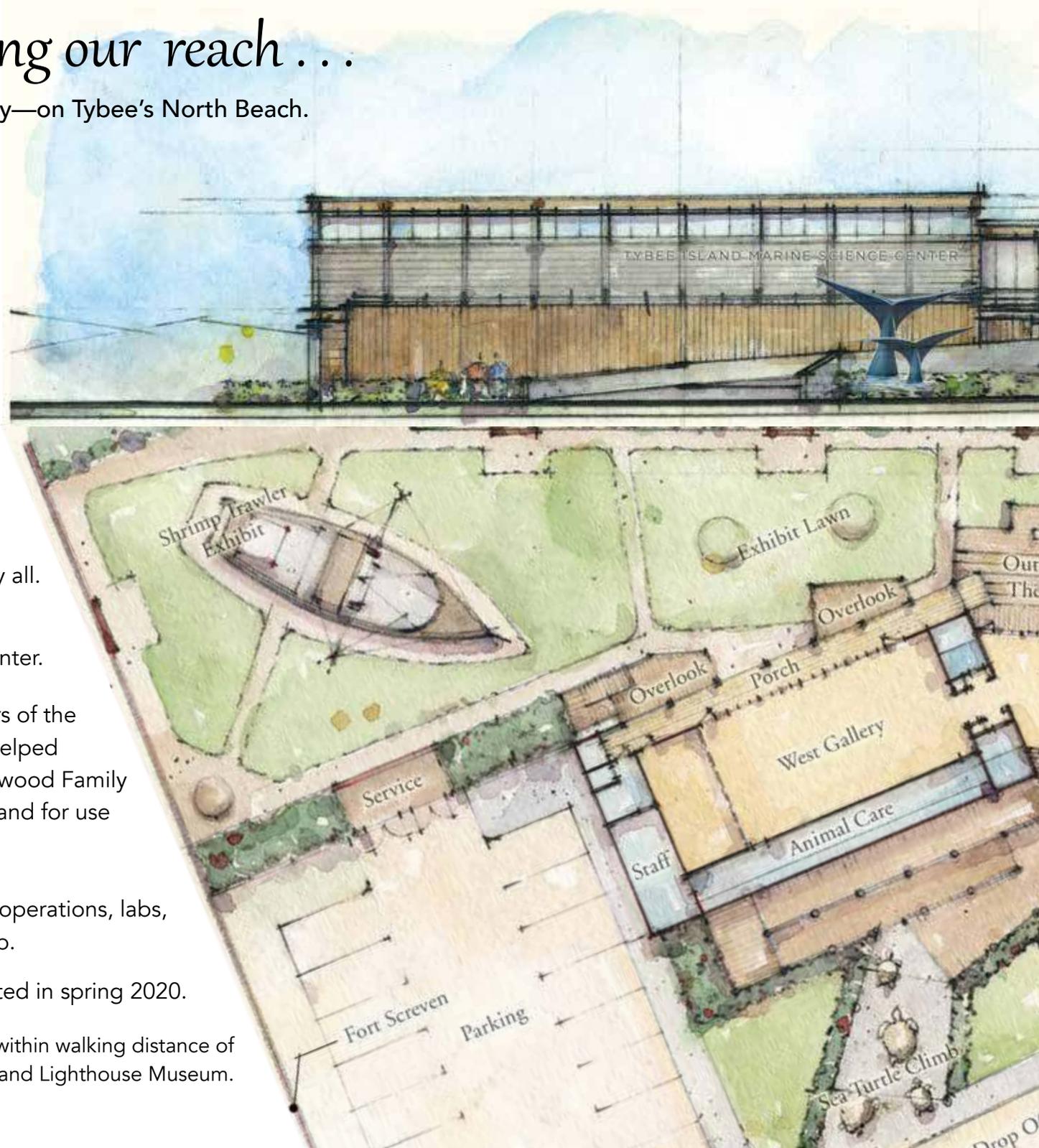
We are grateful to the City of Tybee Island for funding the construction of our new Center.

The W. C. Fleetwood Family, former owners of the land on which the new Center is located, helped the City acquire it. Subsequently, the Fleetwood Family and the Makel Family donated additional land for use as our Center's Open-Air Gallery.

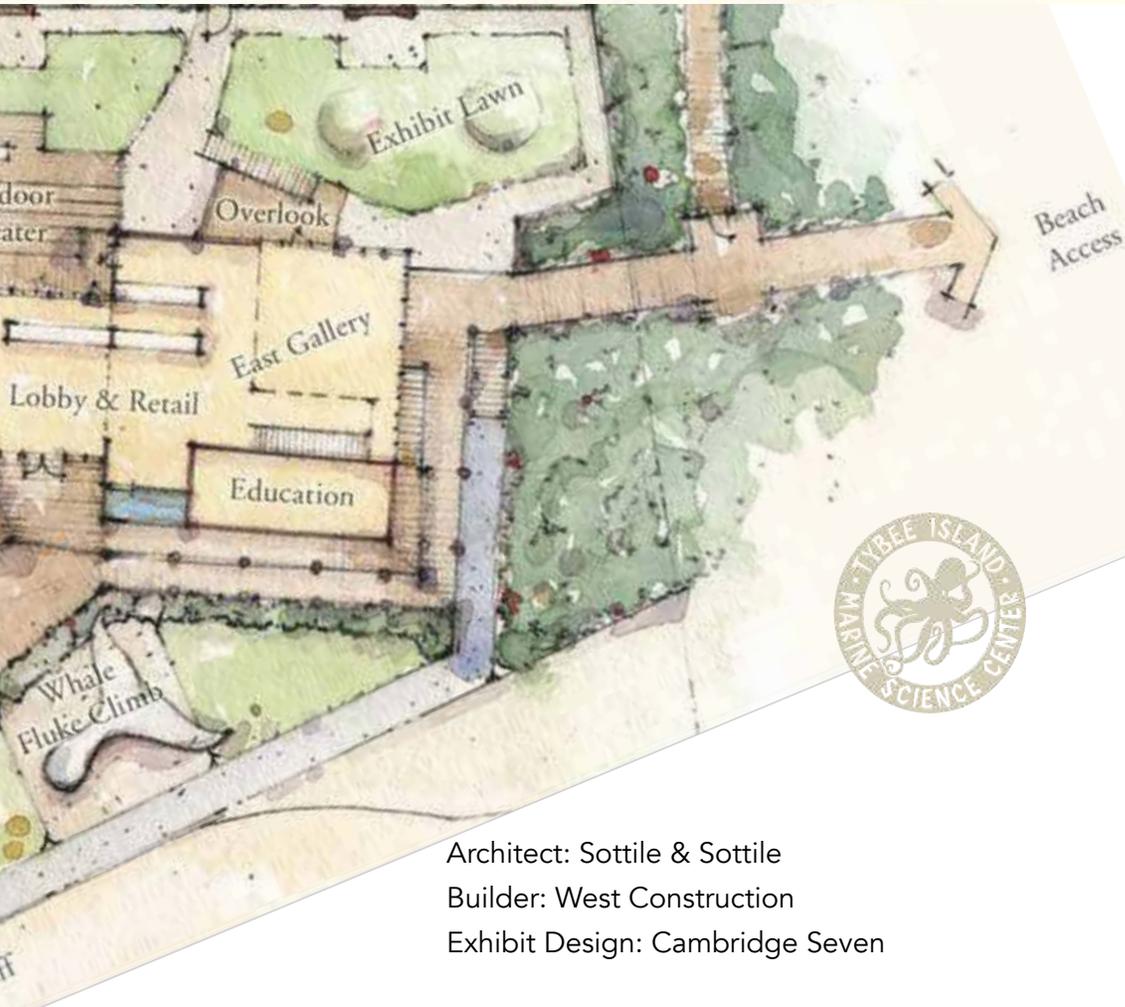
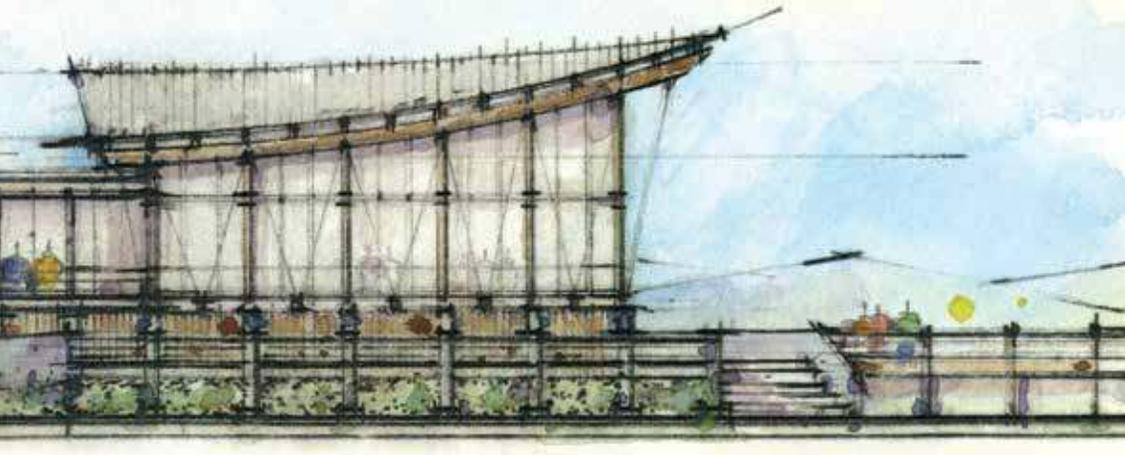
A grant from IKEA will furnish the Center's operations, labs, classrooms, husbandry, and Discovery Shop.

Our new Center is expected to be completed in spring 2020.

The new center is within walking distance of the Tybee Island Lighthouse Museum.



# What we are planning . . .



Architect: Sottile & Sottile  
Builder: West Construction  
Exhibit Design: Cambridge Seven

## Inside

Our new Center will provide inside protected, climate-controlled spaces for the following.

- Hands-on activities
- Demonstrations
- Displays
- Exhibits
- Films
- Presentations
- Kiosks
- Nature-based play sites
- Labs
- Husbandry
- Gift Shop

## Outside

On the outside of the new Center, the following will be prominently featured.

- Life size models of the flukes of a mother/calf North Atlantic right whale pair
- Life size models of five local sea turtles
- Full scale shrimp boat (former commercial working boat)
- Interpretive boardwalk over the dune system

## Underneath

Underneath our new Center is a huge shaded space where cool breezes flow through. This area is called the undercroft. Here school groups will be sheltered from the sun and rain while engaging in programs.

# Next, we'll bring the outside in . . .

Now that we can reach them, we need the tools to teach them.

The island, its beaches, marsh, and tidal creeks, the ocean and Savannah River are our classrooms. Field programming is the true immersive experience, but we can't take everyone into the field, so we need to bring the outdoors in.



People protect what they love. —Jacques Cousteau

## Our Goal

The conservation of coastal Georgia's natural resources for both their intrinsic and utilitarian value.

## Our Strategy

Cultivate stewardship by creating personal connections to the coast through marine science education that's hands-on, immersive, and explorative.



# What we need . . . our Campaign

*Bringing The Outside In* is our capital fundraising effort to create an outdoor marine science education experience—indoors. With our new building under construction, we now face our final challenge of obtaining the exhibits, displays, and nature-based play spaces that will bring the Tybee Island Marine Science Center to life.

Through the generosity of the City of Tybee Island, the W.C. Fleetwood family, the Makel family, and Ikea to date we have raised \$6.2 million. The remaining \$1.3 million is our shared responsibility.

We cannot raise this amount alone, but with the right people and the right partnerships, we can complete a center that fosters, educates, and celebrates our special environment.

The following partnerships and naming opportunities are highlighted for donorship inclusion.

Far and away, the greatest threat to the ocean, and thus to ourselves, is ignorance. But we can do something about that. —Sylvia Earle



**\$100,000 - Flagship Leader** partners fund gallery spaces, Shark School, River Rampway, signature exhibits, and the outdoor amphitheater. Benefits include those of the succeeding levels, plus:

- Free use of entire facility for a private party (250 guests)
- Invitation to annual Foundation Trustees' Dinner Cruise

**\$75,000 - Marine Champion** partners fund lab and classroom spaces, the audio-visual auditorium, solar energy, and interactive digital exhibits. Benefits include those of the succeeding levels, plus:

- Free use of West Gallery for a private party (100 guests)
- Private, naturalist-led Marsh Trek for 15 guests

**\$50,000 - Island Sentinel** partners fund the Sky Loft and Husbandry spaces, Harbor Viewing Deck, shark tanks and turtle habitats. Benefits include those of the succeeding levels, plus:

- Free use of the East Gallery for a private party (50 guests)
- Private, naturalist-led Beach Discovery Walk for 15 guests

**\$25,000 - Ocean Guardian** partners fund Overlook spaces, presentation kiosks located throughout the Center, and internships for future marine educators. Benefits include those of the succeeding levels, plus:

- Free use of the Sky Loft for a private party (25 guests)
- Private, naturalist-led Turtle Talk for 15 guests

**\$10,000 - Coastal Curator** partners fund exhibits that reveal the intricacies of life in our ocean with focus on marine animals and plants. Benefits include those of the succeeding level, plus:

- Complimentary children's birthday party (20 guests)
- Private, naturalist-led Center tour for 15 guests

**\$5,000 - Sea Steward** partners fund our all-important program carts, which carry artifacts and hands-on educational materials that connect our learners to our ocean. Benefits include:

- Unlimited free admission for your family
- Discounts on classes, ticketed events, and other programs
- Invitations to exclusive exhibit preview receptions
- Recognition on the Donor Wall and website

# Bringing the Outside In . . .

will create an experience like no other for Georgia's coast.

Invest in *Bringing The Outside In*.  
Become a partner in this important  
new era for the center and our coast.

For more information, go to  
*BringingTheOutsideIn.org*

## **CAMPAIGN CO-CHAIRS**

Cathy J. Sakas  
Douglas E. Duch

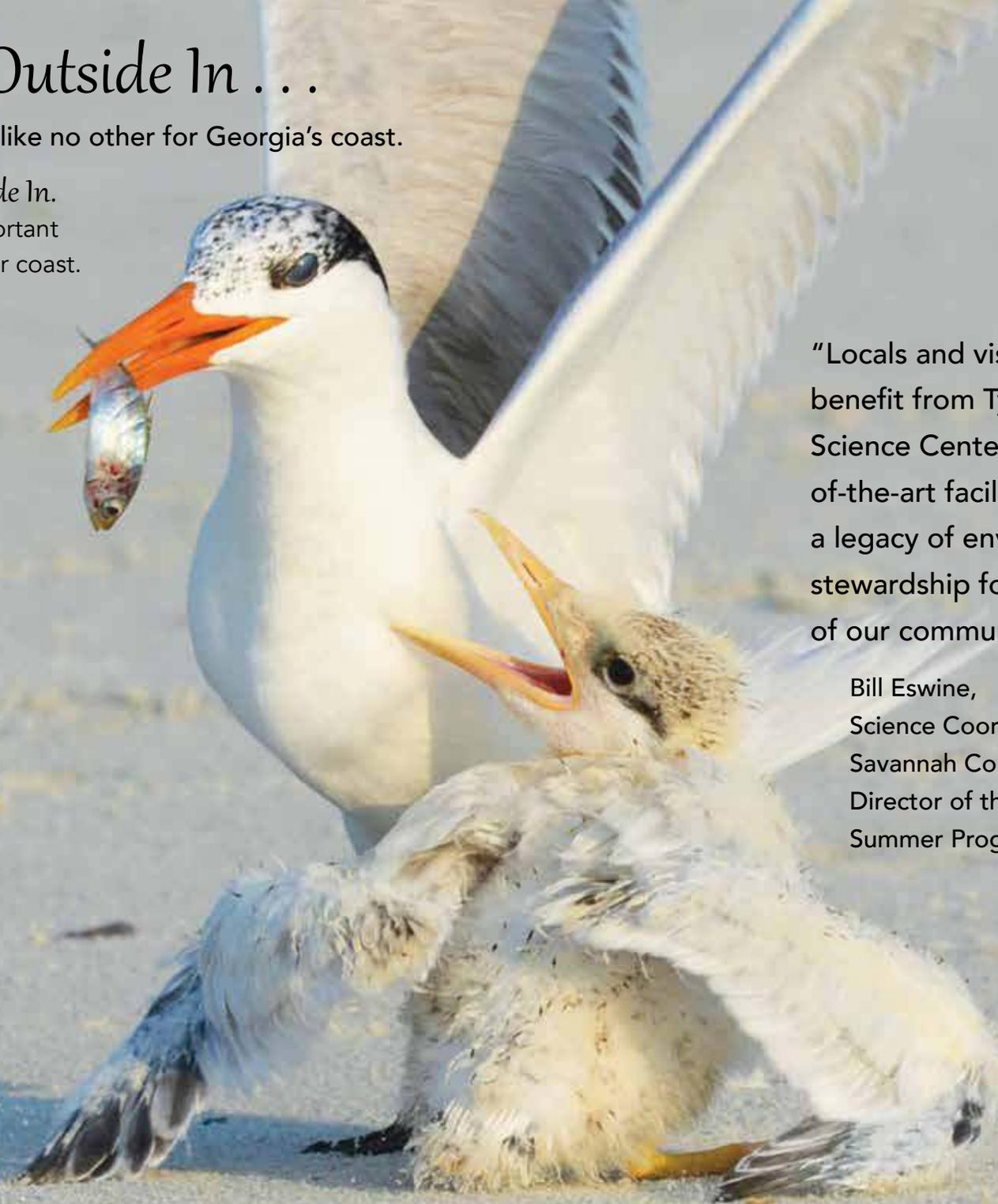
## **HONORARY CO-CHAIRS**

Helen D. Downing  
Zelda Tenenbaum  
Linda Zoller

## **TYBEE ISLAND MARINE SCIENCE FOUNDATION**

Mary Anne Beil  
Nancy Daves  
Jeanne M. Hutton  
Lane A. Johnson, Esq.  
Carol Pride, Ph.D.  
David D. Makel, Ph.D.  
Michael J. Neal, Captain  
Karen Robertson  
Kathryn Williams

Maria Procopio  
Executive Director



“Locals and visitors alike will benefit from Tybee Marine Science Center’s new state-of-the-art facility, ensuring a legacy of environmental stewardship for the future of our community.”

Bill Eswine,  
Science Coordinator  
Savannah Country Day School  
Director of the Coastal Ecology  
Summer Program

Royal Terns nest on our beaches beginning in late spring through summer.