

2018 ANNUAL REPORT



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We would like to honor the memory of Elinor Drake Donnell, Founding Trustee



GREETINGS,

We are once again pleased and proud to present to you our Annual Report. From education outreach, to the number of patients successfully treated at our Wildlife Rescue Center, to research and conservation funding and operating revenue and economic impact, 2018 was a remarkable year for your Texas State Aquarium.

Our Education team advanced its outreach efforts through new programming, bringing behind-the-scenes animal care activities and conservation work to schools around the state and beyond. Their efforts were recognized with a Pinnacle Award from the Center for Interactive Learning and Collaboration.

The Wildlife Rescue program treated over 1,100 cold-stunned sea turtles in December 2017 through February 2018, with the great majority of them being able to be released back into the Gulf of Mexico. Our Wildlife Care, Conservation, and Research fund supported several research and conservation projects, from shark research around the waters of Isla Mujeres in the Caribbean, to green sea turtle tracking and protection on the Padre Island National Seashore.

We continued our quest to eliminate single-use plastics in many of our operations by joining with over 100 other aquariums from around the world in the newly-created World aquariums #ReadyToChange to #BeatPlasticPollution.

According to Impact Data Source, the Aquarium had a record \$90 million positive effect on the Corpus Christi area economy. 2018's operating revenue was also our best ever.

However, being a mission-driven private not-for-profit organization, our success is not measured solely by financial results, but also the strides we take to engage people with animals, inspire appreciation for our seas and support wildlife conservation. Through your contributions, we were able to further all of our mission's goals in 2018, including updating our new Caribbean Journey experience, supporting scientific research in the Gulf of Mexico and Caribbean, rehabilitating and releasing more than 1,000 animals through our Wildlife Rescue Center and providing an engaging and educational Aquarium experience for more than half a million guests. Without your participation, none of these accomplishments would be possible.

Thank you for supporting the Texas State Aquarium and our mission to engage and inspire.



Tom Schmid, President & CEO





With this record-breaking rescue, rehabilitation and release of sea turtles, the Aquarium's Wildlife Rescue Center entered a new phase as a major contributor to the conservation of these endangered species, working closely with partners at the Padre Island National Seashore -Division of Sea Turtle Science & Recovery, the Texas Parks and Wildlife Department and the U.S. Fish & Wildlife Service. While the Aquarium has been permitted to rescue and treat sea turtles for several years, the 2018 coldstunning event far surpassed any number of turtles we've seen before in such a short time, and has allowed us to take on a larger, more meaningful role in the last tenant of our mission, "supporting wildlife conservation."

In May, the Aquarium revealed the newest updates to its Wildlife Rescue Center including a 24-foot boat,

generously donated by Bill Cone, used for rescuing and transporting animals, a refurbished surgical center and sea turtle water systems where the more than 1,000 sea turtles were rehabilitated earlier in the year.

Our rescue efforts also received a national audience with several mentions on Animal Planet's "Lone Star Law." Film crews documented the offshore release of sea turtle hatchlings, a peregrine falcon and more to share our rescue success stories with millions!

Throughout 2018, a record 1,401 patients were admitted by our Wildlife Rescue Center, with the vast majority being released back into the natural habitat or transferred to new homes!



WILDLIFE RESCUE

An unexpectedly harsh cold front that swept into Corpus Christi from December 2017 through February 2018 led to a record-breaking year for our Wildlife Rescue team. The frigid weather resulted in stranded sea turtles all over the Texas coast, afflicted with a hypothermia-like condition known as "cold-stunning." Working

closely with partners at the Padre Island National Seashore

Division of Sea Turtle Science and Recovery, Aquarium staff worked to transport and accept more than 1,100 sea turtles to our facility and treat them for their condition. Thanks to the skill and dedication of the Aquarium's Wildlife Rescue team, over 90 percent of the cold-stunned sea turtles made a full recovery and were released back into their natural habitat.



Members of the public were invited to several sea turtle releases, giving the community a rare and up-close look at these endangered species.



Rescuing and rehabilitating 1,000 sea turtles took an immense investment of time and resources, but it was all worth it to see these sea turtles swim off after returning to their natural habitat.

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EDUCATION



From microscopes to 3-D printing, technology opened future scientists' eyes to a whole new world.



THROUGH THE AQUARIUM'S Flint Hills Resources Center for Excellence in STEM Education, more than 82,000 members of the next generation were introduced to the Aquarium's amazing sea life and inspired to protect the ocean with hands-on, engaging learning opportunities.

Thousands of students embarked on "Marine Adventures" and "Field Expeditions," thanks to grant funding from CITGO, experiences that went beyond your typical field trip. As they explored the Aquarium and local coastlines, students were encouraged to work independently and in teams to investigate animal adaptations, observe, describe, sketch and collect data and discuss their findings, strengthening their STEM skills in the process.

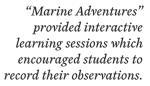
For the fourth school year in a row, the Texas State Aquarium's Flint Hills Resources Aquavision Distance Learning program earned a Pinnacle Award from the Center for Interactive Learning and Collaboration (CILC). Aquavision uses web-based video conferencing technology to teach students located around the world through programs like the newly-launched Virtual Zoology Labs, during which students practice STEM skills while observing flamingos, sharks, otters or dolphins.

Working with a \$100,000 grant from NOAA's Gulf of Mexico Bay-Watershed Education

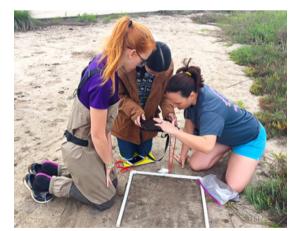
During field trips and distance learning programs, students learned about Aquarium careers and staff roles, such as how SCUBA divers feed and care for our fish.



and Training (Gulf B-WET) Program, and in partnership with the City of Corpus Christi and AECOM Engineering, our Education department recruited and trained 40 Coastal Bend teachers to design and implement environmental stewardship activities called Meaningful Watershed Educational Experiences (MWEEs). During these unique training opportunities, teachers and students were able to explore watershed habitats and exhibits and investigate how coastal areas can become more resilient to hurricanes, sea level rise, and oil spills, among other watershed threats.







B-WET teachers sample microplastics in sand at the Oso Bay Preserve and Nature Center.





The Aquarium has always aimed to educate guests on the importance of conserving our habitats and wildlife - and to be effective in that, we must always lead by example. In 2018, we continued to expand our contributions to preserving and protecting habitats and wildlife both in the Gulf of Mexico and throughout the Caribbean by funding conservation-focused research and education and spreading awareness for ocean conservation.

PROMOTING A "FIRST STEP" TO BEING PLASTIC-FREE

As part of the Aquarium Conservation Partnership (ACP), we continue to help drive a shift away from single-use plastic among our visitors to facilitate change in our local communities and beyond. In 2018 a focused campaign was launched asking the public to take a "First Step" at reducing plastic by skipping plastic straws whenever possible.

SCHOLARSHIP FOR WES TUNNELL

The Aquarium launched a scholarship fund honoring the late John Wesley "Wes" Tunnell, Jr., Ph.D., a prolific marine ecologist who made valuable contributions to the Aquarium and numerous research and conservation organizations. "The Texas State Aquarium Endowed Scholarship in Biodiversity and Conservation Science" will provide financial support for Texas A&M University-Corpus Christi students, carrying on Dr. Tunnell's legacy by fostering a new generation of dedicated conservationists.

WILDLIFE CARE, CONSERVATION, AND RESEARCH FUND

More than \$74,000 in grants were delivered through the 2018 Wildlife Care, Conservation and Research (WCCR) Fund to support vital wildlife research and conservation projects, including tracking green sea turtles, studying harmful diseases in Kemp's ridley sea turtles, monitoring Texas coastal sport fisheries and following the movements of tagged sharks off the Sian Ka'an Biosphere Reserve, among other projects. This year's contribution is the largest ever given through the WCCR and makes \$500,000 in total donations since the program was founded in 2013.

A COLLEGE COURSE FOR CONSERVATION

In March, the Aquarium partnered with Texas A&M University - Corpus Christi (TAMU-CC) to offer a summer course. This groundbreaking course provides unprecedented opportunities for biology students to study animal care activities at the Texas State Aquarium and learn firsthand from Animal Care staff about how we care for our collection and promote conservation.

Endowed Scholarship in Biodiversity and Conservation Science at Texas A&M - Corpus Christi in memory of Dr. Wes Tunnell



learned about sustainable seafood at Seafood Wars

OUR IMPAC

Approximate number of sea turtle patients

released back into their natural habitat

Straws kept out of the environment through Aquarium plastic-free



Total wildlife patients

Total wildlife releases



Bird patients

Number of Aquarium species in the AZA Species Survival Plan (SSP)



from beaches during

Adopt-A-Beach cleanups.

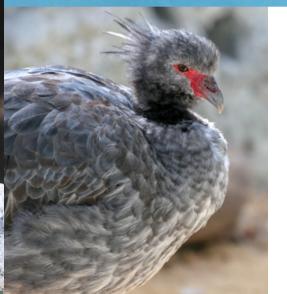
Given to conservation and research projects through the Wildlife Care, Conservation, and Research Fund.

Our Aquarium "family" grew larger in 2018 with the addition of some new land and sea creatures! Let's give a wild welcome to our

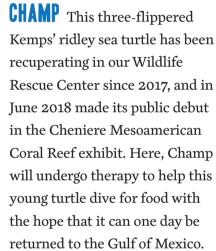
CHICO This young male Linnaeus's two-toed sloth

arrived from a facility in Florida and joined the female sloth Xena in our spacious Caribbean jungle exhibit. Our hope is that in time, we might even welcome some baby sloths to our family!









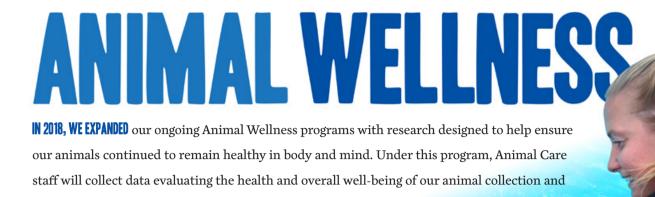




REINA With her regal appearance, the Spanish word for "queen" seemed fitting for this spotted eagle ray. Reina is currently sharing the 400,000-gallon H-E-B Caribbean Sea exhibit with sharks, groupers, barracudas and other stingrays.

JACK Named for his bright Halloween colors, this Venezuelan troupial joined nearly a dozen other tropical bird species in the Caribbean jungle.

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focus of the wellness program will be on our dolphins and octopuses, while

explore how we can take even better care of our more than 500 species. The initial

laying a foundation for later evaluating our fish,

invertebrate and avian welfare.









CETACEAN WELFARE STUDY

Along with several other aquariums, zoos, and other institutions, we're using special devices called M-TAGs to periodically track the dolphin's movements and other behaviors. Video recording and biological sampling is also used to monitor the dolphin's health and behavior. This data will be combined with that of other institutions to evaluate how physical habitat, environmental enrichment and animal training influences behavior and physiology across a population of cetaceans in managed care.



GIANT PACIFIC OCTOPUS HEALTH MATRIX STUDY

This study aims to more clearly understand how zoos and aquariums can manage the health and wellness of the giant Pacific octopus.

Weekly evaluations of our octopuses' behaviors and health will be collected, and the data will then be shared with other institutions.

OUR FIRST TEMPORARY EXHIBITION in the Caribbean Journey gallery, "SHARKS: On Assignment with Brian Skerry," organized and traveled by the National Geographic Society, brought visitors face-to-face or rather, face-to-nose with one of the world's most feared and misunderstood ocean predators. Photographs and accompanying captions featuring tiger sharks, great whites, and more by National Geographic Explorer and award-winning photojournalist Brian Skerry aimed to show why sharks need to be protected and appreciated as an integral species within the ecosystem.

Brian Skerry made a visit to the Aquarium to help usher in the exhibition and introduce Aquarium supporters to his most recent projects and how they are fostering awareness for ocean conservation. Skerry also held a photography workshop at the Aquarium to teach the techniques he uses to create captivating underwater images and compelling narratives.

SHARKS EXHIBIT

Thank you to our generous donors for their support of Sharks: On Assignment with Brian Skerry

George and Mary Josephine Hamman Foundation Prichard Family Foundation Strake Foundation

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THE AQUARIUM GREW in its role as a pillar of the Coastal Bend's community and economy in 2018. Jobs and tourism resulting from the Aquarium's operation had a record \$90 million economic impact on the Corpus Christi area in 2018, a more than \$26 million increase over its impact during the previous year, and the largest economic impact in the Aquarium's history. Jobs and tourism resulting from the Texas State Aguarium's operations had a more than \$566 million economic impact on the Corpus Christi area since 2009, according to a report from Austin-based economic consulting and research firm Impact DataSource.

Making the Aquarium accessible to everyone is our primary focus, and with generous support from H-E-B, Union Pacific Foundation, NavyArmy Community Credit Union and Whataburger, the Aquarium was able to provide such access by hosting five Dollar Days in 2018. Over 53,000 adults and children benefitted from these opportunities to experience the wonders of the Aquarium for only \$1 per person.

In 2018, the Aquarium launched the Diversity & Inclusion Initiative, which, through events like Sensory Sensitive Sundays, Deaf Awareness Day and Dream Nights, provided modified presentations, exhibits and activities to accommodate guests facing the challenges of autism, special needs, deafness and hard-of-hearing and other disabilities. Thank you to Driscoll Health Plan and Coastal Bend Community Foundation for helping us celebrate and welcome our diverse community and offer the Aquarium experience to guests who might otherwise not have the opportunity to visit.





Specialized events and programs welcomed the community to the Aquarium, while outreach experiences were also offered at schools and children's hospitals.

DONOR SPOTLIGHT

In 1989, a local television commercial featuring a little girl playing in the sand and announcing, "We're going to build an Aquarium!" caught the attention of Gaylord and Sue Hoyt. Immediately intrigued, Sue joined a group of volunteers called Friends of the Aquarium and was among these founding friends welcoming folks to Grand Opening Day at the Aquarium in 1990. From those early years on, both Sue and her husband, Gaylord, have dedicated their time and philanthropic support to the evolution of the Aquarium we all enjoy today.

As longtime residents, the Hoyts have always been committed to improving the quality of life in Corpus Christi and actively support many local non-profit organizations. With the Aquarium, they felt it was "a sure fit from the beginning," Gaylord explains, "for our coastal city by providing great wildlife, collaborative study and research for universities, and so much more."

In 1994, Gaylord and Sue co-chaired the auction committee for An Evening in Paradise, the Aquarium's first major fundraiser, and the first of many fundraisers to benefit from the couple's generous time and talent.

Guests had an opportunity to bid on a total of more than 300 items, one of the largest auctions ever held in South Texas at the time. The auctions alone raised more than \$40,000, and overall the event generated over \$100,000 for the construction of the Aquarium's new 76,624-square-foot Conservation Pavilion.

A year later, Sue began serving on the Texas State Aquarium Board of Trustees, sharing her valuable insight, expertise and guidance for 11 years. In addition to giving their time and leadership, the Hoyts have philanthropically participated in every major Aquarium campaign and have been longtime President's Council members. In 2011, the Aquarium was privileged to recognize Gaylord and Sue's generosity at the inaugural AQUA Society Reception.

When asked why they have remained so involved and supportive of the Aquarium over the past 32 years, the Hoyts right away reply, "Because of the wonderful venue into which it has evolved, the leadership of Tom Schmid, the continuing goal to fulfill the Master Plan and the Aquarium's commitment to education, animal rescue and conservation. We just love the Aquarium!"

Texas State Aquarium sincerely appreciates Gaylord and Sue Hoyt for their longtime commitment and philanthropic support which has truly advanced the Aquarium's mission.







Julie and Mike McNeil, Kim and Tom Schmid

Sherry and Chulk Kolb

PRESIDENT'S COUNCIL is a donor society made up of esteemed and passionate individuals committed to supporting the Texas State Aquarium and the vision of Tom Schmid, President & CEO. President Council members connect even more with the Aquarium through unique experiences such as private behind-the-scenes tours and exclusive receptions where they hear first-hand from Aquarium leadership on our animals, conservation efforts and research studies. These fun and engaging personal experiences also bring President Council members closer to the Aquarium's mission which is to engage people with animals, inspire appreciation for our seas and support wildlife conservation.



Tom Schmid, President & CEO, receives check from Rising Tide Society members.

THE RISING TIDE SOCIETY is a group of young professionals who are dedicated and inspired to help promote the Aquarium's Wildlife Conservation mission. Led by a group of enthusiastic volunteers, this organization of young leaders, is committed to finding the perfect blend of philanthropy, conservation and fun.

Rising Tide holds several engaging mixers each year bringing members and their friends together for a fun evening of camaraderie and presentations on Aquarium animals and programs. The highlight of the year is the group's Annual Mini Gulf Classic held at the Aquarium. This one-of-a-kind lively fundraiser attracts over 200 guests for a fun evening of miniature golf and festivities throughout the Aquarium. In 2018, Rising Tide members raised a record \$34,000 for the Aquarium's Wildlife Rescue Center.

RAUTILUS SOCIETY

The Nautilus Society honors those individuals who leave a legacy gift to the Texas State Aquarium to endow the future of the Aquarium.

By becoming a member of the Nautilus Society, you will provide lasting resources that will ensure the Aquarium remains a Texas star for generations to come, while addressing your financial goals. For more information on leaving a legacy gift to the Texas State Aquarium, contact











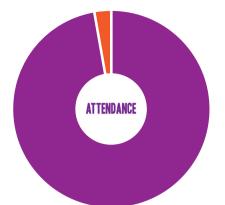
The Aquarium was a place of lasting memories for thousands of guests attending weddings, corporate gatherings and other private events in 2019. All in all, the Aquarium hosted 2019 events, welcoming over 15,500 after-hours guests.

Our guests showed their love for the Aquarium by voting us as 2018's top Event Venue in the Corpus Christ Caller-Times' "Best of the Best" and naming us as the Reader's Choice for Birthday Parties & Catering.

SUMMAR

ATTENDANCE

TOTAL ATTENDANCE546,490	6
• After Hours 15,54	6
• Daytime	0



REVENUES

• General Admission
• Retail Programs \$2,946,656
• Visitor Programs \$2,540,647
• Enterprise Programs

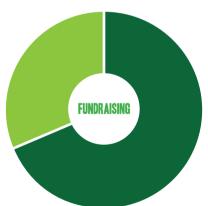
ITAL OPERATING REVENUE	\$\$15,584,651
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FUNDRAISING INCOME*

TOTAL FUNDRAISING INCOME\$3,425,496
• Donations, Grants & Special Events \$1,066,296
• Campaign Caribbean \$2,359,200

OPERATING EXPENSES**

TOTAL OPERATING EXPENSES \$14,525,764 NET INCOME \$1,058,887
• Major Repairs & Equipment\$140,777
• Cost of Goods Sold
• Interest\$761,999
• Advertising \$1,008,635
• Aquarium Operations
• Salaries & Benefits \$7,812,169



REVENUES



^{*} Unaudited

^{**} Does not include depreciation expense

\$300,000+

H-E-B

\$250,000 - \$299,999

Cheniere Energy CITGO Petroleum Corporation Flint Hills Resources, L.P. The John G. & Marie Stella Kenedy Memorial

\$100,000 - \$249,999

American Electric Power Foundation The Meyer Family Trust

\$50,000 - \$99,999

Valero Bill Greehey Refineries

Coastal Bend Community

\$25,000 - \$49,999

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\$10,000 - \$24,999

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Misty Ash-Kuhn

& Chris Kuhn Mr. & Mrs. William A. Clark. Mr. & Mrs. Will Clark, & Ms. Kittie Clark Sally S. Kleberg

Chuck Collins Fred Grimes

Holley Day Joshua Stephens

Hannah Henry Jordan Cappetta Janya Kieffer **Iennifer Martin** Shannon Morphew Kathleen Morrison Audrey Ochel Maddie Singleton

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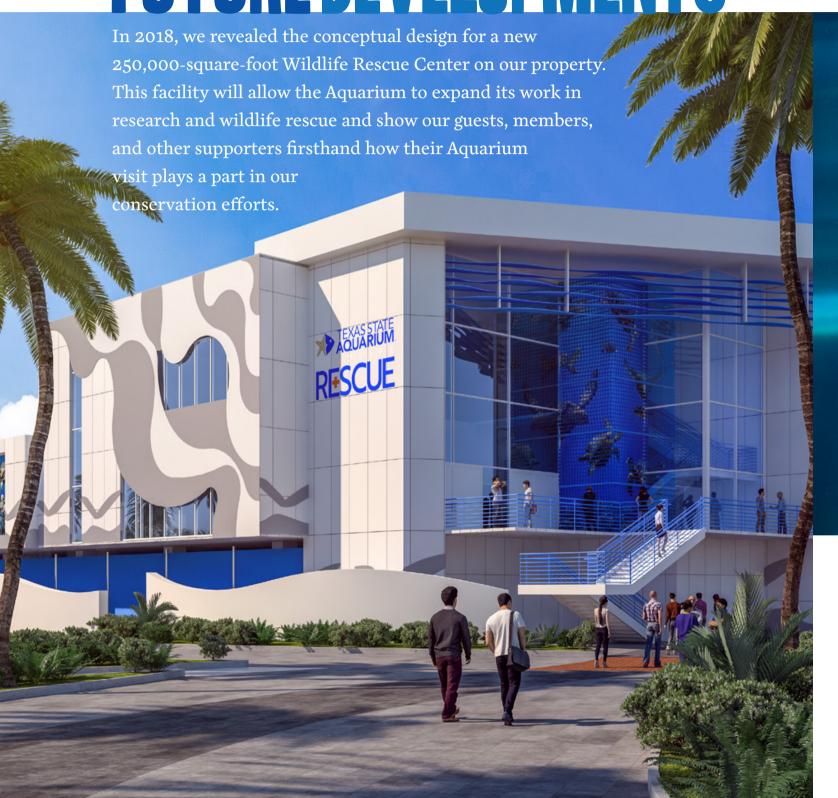






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A juvenile sandbar shark swims in the Aquarium's H-E-B Caribbean Sea exhibit.



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To engage people with animals, inspire appreciation for our seas, and support wildlife conservation. To be a global leader in fostering support for the conservation of the Gulf of Mexico and the Caribbean Sea.









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