

# **Dauphin Island Sea Lab Foundation Annual Overview 2012-2013**

## **Financial Information**

The DISLF began FY 2012-2013 with total checking and savings balance of \$167,540.08 and combined Community Foundation balance of \$468,322.12 total assets of **\$635,862.20**.

Ending FY 2012-2013 total checking and savings had a balance of \$210,215.70 and combined Community Foundation balance of \$553,095.05 for total assets of **\$763,310.75** **an increase in total assets of 20 %**.

\$70,000 will be transferred to the endowment. The addition will be made in a lump sum to the total account.

## **Fundraising**

### **Grants:**

- PNC Bank funded a grant request to underwrite five scholarships to the Summer Science Program at Discovery Hall.
- PNC Bank funded a grant request to underwrite a new van for the Baymobile.
- Wind Creek Hotel donated to the Foundation in the Wonders of the Gulf Giveaway
- Hearin Chandler Grant donated for Rays of the Bay

\*\*\*\*\*New This Year\*\*\*\*\*

### **Marine Environmental Awards Luncheon (MEAL):**

Purpose: The purpose of the award is to recognize those in our community who have demonstrated excellence in sustainability related to our waterways, marine environment or estuaries. The award is to be presented at a public venue.

Gulf Coast Marine Environmental Excellence Award-Recognizes an individual who has made outstanding contributions to marine environmental sustainability in the Alabama Gulf Coast Region.

Gulf Coast Marine Environmental Leadership Award-Recognizes a business or organization whose efforts have resulted in the improvement of marine environmental sustainability in the Alabama Gulf Coast Region.

Candidate Selection: Nominations were solicited from the Trustees and the Advisory Board of the DISL Foundation, Friends of the Sea Lab and the greater community through the Chamber of Commerce and DISL Faculty.

The nominees were evaluated by the selection committee comprised of John Dindo, John Valentine, George Crozier and Helene Hassell.

Russell Ladd and Exxon Mobil were the recipients.

The event:

A Luncheon was held at the Riverview Hotel on November 2. Regions Banks was our Title Sponsor. The keynote speaker was Gunter Guy, Conservation Commissioner for the State of Alabama. Tickets were \$50. There were 150 people in attendance.

Income and Expense Budget MEAL

Expenses	Riverview		4388.34
	projector	350	
	Mic	40	
	Manicotti(144)	2880	
	Svc chgs	719.4	
	Taxes	398.94	
	Crystal Bowl		283.4
	Engraving		30
	Printing		735.48
	Mail		167
	postage due		7.65
	frame Prints		110.79
	Office Depot		
	Posters(2)		29.13
	Name tags, Raffle tickets, etc.		17.11
	Total Expenses		\$5,768.9
Income	Regions	\$5,000	
	Lunch		
	Reservations	\$6,667	
	Gross Income		\$11,667
	Net Income		\$5,898

**Friends of the Sea Lab:**

Memberships have increased from 63 to 128.

The increase is attributed to the mass mailing that occurred in September, 2012 and an increase in visitors to the Estuarium.

749 letters were mailed out in September.

**Friends of the Sea Lab Income**

	2010-2011		2011-2012		2012-2013
Students	1	\$30.00	1	\$30.00	0
Individual	8	\$400.00	9	\$450.00	10 \$500.00
Family	53	\$5,300.00	44	\$4,400.00	91 \$9100
Seahorse	5	\$1,250.00	3	\$750.00	10 \$2,500.00
Skate	2	\$1,000.00	3	\$1,500.00	5 \$2,500.00
starfish	0	\$0.00	1	\$1,000.00	1 \$1,000.00
School of fish	1	\$2,500.00	2	\$5,000.00	2 \$,5000.00
Comps					4 \$ 20,600
		\$10,480.00		\$13,130.00	

**Christmas Appeal:**

The holiday appeal grossed \$6001.57 with expenses of 350 for a net profit of 5651.57. 750 letters were mailed.

	2010-2011	2011-2012	2012-2013
Gross Income	\$6,150.00	\$6,395.00	\$6,001.57
Expenses	\$462.36	\$653.27	\$ 350
Net income	\$5,687.64	\$5,741.73	5,651.57
Letters mailed	650	805	750
Donors	32	35	34
Honorary	4	10	8
Memorials	6	4	3
Donations	22	21	23

**Cocktails with the Critters:**

Cocktails with the Critters was held at Tacky Jacks on the Causeway on May 2. This was our 5<sup>th</sup> year at this location and the 3<sup>rd</sup> under the ownership of Tacky Jack's Restaurant.

This year we worked with the new GM Nick Fawal.

Our attendance totaled 426 about the same as last year.

#### Tickets

The revenue generated thru 49 ticket sales at the gate, brought in \$2605 . The individual ticket pre-sales of 140 brought in \$7000.

**Totaling \$9605 in ticket sales .**

**Sponsorships** – There were 20 individual sponsors generating \$6750 a decrease of about 25%. Our corporate sponsors of 44 brought in \$37,250 + 23% LY.

**Totaling \$44,000 in sponsors + 11% LY**

**Donations** Totaled \$1050

*Note: One of our goals from last year was to focus on generating more revenue from sponsors, with the concentration on corporate. This year's increase of 23% is to be recognized. Thank you to everyone who worked so hard on this endeavor*

**Silent Auction** –This year's auction generated a gross revenue of \$26,000, less consignment costs of \$1,770 resulting in net sales of \$24,230 from 96 items, giving us an increase of \$6726 up 30% LY. The fmv of the items this year totaled \$41,000. We are gaining a reputation for having a high quality auction. The merchants were very generous this year and our committee did an excellent job of acquiring great items!!!

The merchandising of all of the items and the lighting created the attention needed for active bidding. This area generated 38% of our Grand total.

#### **Other income:**

*Featured Artist* – Stig Marcussen brought in \$2235 which he splits with us 50/50.

*T-shirts* and light up wine glasses- sales totaled \$934. Ninety-Eight t-shirts were donated by Steven McNider again this year and they were really good looking. 48 shirts were sold at the event. The wine glasses were donated by Iberia and were a hit. Erin Goodloe took this area over and did a great job with the set up and sales. This was nearly double what we made last year and all of it was pure profit.

Trustee Sponsorship-Trustee sponsorship totaled \$4450. This sponsorship shared by all the trustees underwrites some of the expenses which allows the ticket price of the event to remain at a reasonable rate. Without this support we would have to raise the ticket price.

**Gross Total generated for the Dauphin Island Sea Lab Foundation - \$87,604**

**Net Profit generated for the Sea Lab Foundation - \$65,029**

900 invitations were mailed out a month in advance.

**CWC Budget vs Actual**

	Budget 2013	Actual 2013	
<b>Income</b>			
Tickets Sales -Gate	\$3,400	\$2,605.00	-
Advance Ticket Sales	\$7,400	\$7,450.00	50
Individual sponsors	\$9,050	\$6,750.00	
Corporate Sponsorship	\$30,250	\$37,250.00	
Trustee Sponsorship	\$4,600	\$4,450.00	
Silent Auction	\$19,925	\$26,000.00	
Artist	\$955	\$2,235.00	
T-Shirts	\$400	\$1,009.00	
Donations		\$1,150.00	
<b>Total Income</b>	<b>\$75,980</b>	<b>\$88,899.00</b>	
<b>Expenses</b>			
Prinitng	\$1,300	\$1,053.85	
Postage	\$300	\$358.06	
Advertisement	\$450	\$450.00	
Band	\$1,500	\$1,500.00	
Food(tx+grat)	\$7,500	\$11,192.08	
Beverage	\$3,500	\$4,048.00	
Decorations	\$300		
Tent rental	\$393	\$393.12	
Lighting	\$150	\$174.12	
Credit Card Fees			
Policeman		\$90.00	
Paypal fees	\$200	\$324.12	
Reimburse Artist	\$450	\$1,117.50	
other		\$370.87	
Silent Acution			
Consignment	\$2,000	\$1,770.00	
Ribbons	\$80	\$126.40	
Silent Auction		0	
<i>Total Expenses</i>	<i>\$18,123</i>	<i>\$22,968</i>	
<b>Net Income</b>	<b>\$57,857</b>	<b>\$65,931</b>	

Committee

Melissa Baker  
Janet Courtney  
Suzanne Damrich  
Mary Ellingwood  
Angie Gaillard  
Erin Goodloe

Helene Hassell  
Luella Hunt  
Austil Lott  
Tomi Sue Mayer  
Angela Payne  
Chuck Stapleton

Vicky Stapleton  
Amy Thompson  
Margaret VanLoock  
Claire Wilson

### **Administration:**

1. A reception was held to commemorate the opening of the Rays of the Bay. Friends of the Sea Lab and their families were invited. About 60 People attended. The food was prepared by Helene.

### **Trustees**

**Tom Gaillard, Chair**  
**Partick Wilson, V.Chair**  
**Russ Ford, Treasurer**  
**Mary Ellingwood,**  
**Secretary**  
**Kinley Bell**  
**Rick Courtney**  
**Kevin Cross**  
**Fred Cushing**  
**John Dindo**

**David England**  
**John Goodloe**  
**Bill Haffner**  
**Grant Harkness**  
**Doug Hungerford**  
**Luella Hunt**  
**Neil Kennedy**  
**Angela Payne**  
**Jocko Potts**  
**Julie Sirmon**

**Chris Smith**  
**Chuck Stapleton**  
**Bryan Thames**  
**Jay Thompson**  
**Richard Tremayne**  
**Bud Urquhart**  
**John Valentine**  
**Margaret VanLoock**

### **Advisory Committee**

**Scott Browning**  
**Jimmy Cook**  
**Janet Hayes**  
**Bert Krages**  
**Tara Marshall**  
**Sonny Middleton**

**Mary Porter**  
**Marty Stapleton**  
**Melissa Baker**  
**Fred Brock**  
**Suzanne Damrich**  
**Floyd Fraser**

**Lisa Goodloe**  
**Dr. Robert Harlin**  
**Austil Lott**  
**Tomi Sue Mayer**  
**Erin Wheeler -Chairman**

**Tours:** John Valentine, John Dindo and Robert Dixon along with Helene hosted tours of the Sea Lab for the following people.

- Suzy Hardy, PNC Community VP
- Asia Rambo, PNC Regional PR
- Cedric Hatcher, PNC Bank Area President