



THE FLORIDA AQUARIUM 

2013 ANNUAL REPORT

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A Letter From Thom Stork

What a year! So many exciting things happened at The Florida Aquarium in 2013. In less than a year, we completed the first phase of our Rising Tides Capital Campaign, transformed the Wetlands Gallery into the Wetlands Trail with our partners at the Florida State Parks, added a Horseshoe Crab-touching experience and opened Stingray Beach along with the Vinik Channelside Room. We also had record attendance and raised a record amount of money for our Annual Fund.

The Florida Aquarium has gone through a number of exciting changes in our almost 20-year history. As the cornerstone of development in the Channel District, we paved the way for the transformation of the district and turned the largely pedestrian-barren area of the Port of Tampa into the aesthetic and economic contributor it is today. Since our opening in 1995, we have been joined by cruise terminals, Channelside Bay Plaza shops, the Tampa Bay Times Forum, Tampa Bay History Center, luxury hotels and thousands of residential units.

As we look to the future, the Channel District is once again at a crossroads and The Florida Aquarium is paving the way for the revitalization of this amazing district with the first physical expansion of our Aquarium in our entire history. Our mission is the focus of everything that we do and it's a part of everyone here at The Florida Aquarium. We are proud to be strong contributors to our community and we are looking forward to an even more successful 2014!



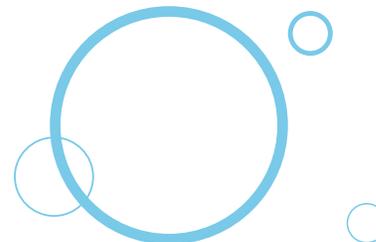
A blue ink handwritten signature of Thom Stork, written in a cursive style.

Stork

A Letter From Doug Montgomery

It was truly an honor to serve as chairman of the board for The Florida Aquarium throughout 2013. We've come a long way in our almost 20-year history. Beyond just the physical expansion of our great Aquarium, we continue to expand our education and outreach programs throughout the community. We have educated over one million children since opening our doors and we will be opening brand-new state of the art classrooms to our facility in 2014. These new classrooms will help grow and enhance our current education program by providing our community with the best resource possible for marine science education.

Your support has been instrumental in the success of this great Aquarium. On behalf of the Board of Directors and the staff of The Florida Aquarium, please accept our sincere gratitude.



Doug Montgomery



THE FLORIDA
AQUARIUM

Our 2013 Mission In Action

- Our veterinarian team cared for 15 injured sea turtles. Since 1999, we have rehabilitated 129 injured sea turtles, releasing 105 again to the wild.
- Always looking for a solution, our dedicated vet team conducted their first sea turtle blood transfusion this year on Tater, an ailing Green sea turtle with a critically low red blood cell count. After two transfusions from a healthy Green, Tater is well and has been released back into the wild!
- The Aquarium's Sponsored Admissions program provides free or reduced rate admission to at-risk children in our region. Last year, over 10,000 students enjoyed a day of science enrichment here at the Aquarium through Sponsored Admissions.
- Aquarium biologists midwived a coral spawn in the Florida Keys, where a team gathered 120,000 coral larvae for six scientific institutions and 150,000 more larvae to be used for coral reef restoration.
- Nearly 500 teachers benefited from our professional development programs, learning how to excite their students with hands-on science investigation while meeting science standards for the year. From day-long workshops on marine science to a week long exploration of chemistry in the Florida Keys, teachers participated for free.
- In May, we held our first "Day of Discovery," which enabled families with sensory disabilities (such as autism) to enjoy the Aquarium. Featuring special programs, animal interactions, and lights and sounds calibrated for families with special needs, Day of Discovery served over 300 people.
- Over 1,360 Boy Scouts and Girl Scouts earned Journey Awards and Merit Badges through workshops at the Aquarium.
- The Aquarium organized a post Gasparilla clean up utilizing over 125 volunteers, both in water and on land, collecting beads, cups and other jetsam resulting in over 400 pounds of trashed being removed for our beautiful bay waters!
- Aquarium volunteers dove in wherever they were needed in 2013 – we helped plant 15,000 sea oats at St. Petersburg Beach to prevent beach erosion and collected over 200 pounds of garbage during quarterly Channelside District clean-ups.



Rescue and Rehab



MEET FREUD

Freud is an endangered juvenile green sea turtle who was found stranded on a Panhandle beach bloated and covered in algae, but with no visible wounds. A passer-by carried him to Gulf World Marine Park in Panama City, where workers couldn't figure out what was wrong with him. In January 2012, Freud was sent to The Florida Aquarium for help.

Unable to completely diagnose Freud's condition without sophisticated advanced imaging, The Florida Aquarium teamed up with the staff at the University of South Florida's Center for Advanced Medical Learning and Simulation (CAMLS) facility to get a better look at his injuries and figure out the best course of action for his recovery.

The advance imaging and bronchoscopy confirmed the suspected tear in his lungs, possibly caused by a heavy impact that had jostled his lungs located under his shell. The next step is to let veterinary radiologists view the results and recommend a course of treatment. The Florida Aquarium vet staff is hopeful a surgical option to repair the leak might be available. And if that surgery works and Freud can dive like the rest of his kin, he could be released.

Education

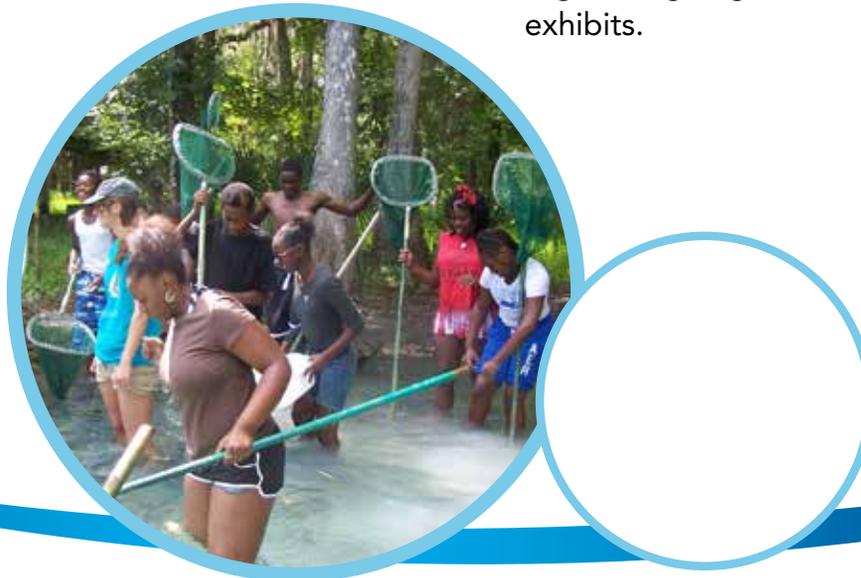
DESOTO

The fastest growing segment of the population in the Tampa Bay region is Hispanic: between the 2000 and 2010 censuses, the Hispanic population in Hillsborough County grew by over 70%. While not all Hispanic residents face language barriers, over 8% of students (15,000) attending Hillsborough County schools speak Spanish at home. Unfortunately, Hispanic children in area schools who are learning English are failing at science at alarming rates.

Family support is essential for children to achieve in science, but the American Association for the Advancement of Science has found that there are often gaps in parents' knowledge of basic science concepts. Among Spanish-speaking parents in the study, only 9% felt confident assisting their children in their science homework.

To help reverse this trend, the Aquarium began a partnership with DeSoto Elementary in 2007 that is building science competency in the entire school community, including parents. Situated on McKay Bay, DeSoto's mission is to motivate and educate the next generation of environmental leaders. Yet the school faces high hurdles to achieving their goal: DeSoto is both a Title I and Renaissance school, a population that has limited resources and education. Each year, we provide DeSoto with bilingual science enrichment for teachers, students and their families.

In 2013, our Education team brought outreach programs to each classroom, worked with teachers on science standards for the year, and held a bilingual Family Science Day at the Aquarium. Families spent the day doing science projects together, going on scavenger hunts and just enjoying our exhibits.



Volunteers

PROJECT GREEN

Channelside and Parking Lot Clean-up

We have picked up an estimated 200 pounds since we started in 2013

Dive/Pier Clean-ups

A few hundred pounds of trash. We have found old road signs, fishing gear and a bike.

After Gasparilla Clean-up Day

We have over 125 volunteers from the community that help us and they all have full garbage bags (or two) at the end. We have done this two years in a row and will do it again this year. We partner with The City of Tampa Solid Waste Department, The Tampa Bay Green Consortium and Keep Tampa Bay Beautiful to get this done. We find mostly plastic bags, zip ties, cans, beads, and old feather boas. We picked up a few folding lawn chairs last year.

Sea Oat Planting

To date, we have planted 15,000 sea oats at Crabby Bills and The Sirata Resort.



**THE FLORIDA
AQUARIUM**

Research

USS NARCISSUS

The Florida Aquarium is actively involved in shipwreck archeology diving and one of the ships we are investigating is the USS Narcissus, a civil war tugboat that was used as a Union blockade ship. Sunk off the coast of Tampa, Florida, in 1866, the USS Narcissus design is believed to have played a key role in the Union's Naval Strategy. The Florida Aquarium has been pulling artifacts from the site since 2011, recovering a second lantern in 2013. However, there were no known pictures of the Narcissus crew... until now! The Aquarium was recently contacted by a couple in Canada who purchased an antique picture frame at a garage sale. The picture in the frame was of two ladies in a parlor setting. Out of curiosity, the couple opened the frame and discovered a photo of six Civil War Soldiers with a note written on the back that was dated Dec 10, 1865. The author, Mr. J. M. Young, is listed in contemporaneous newspaper articles as a member of the original crew who sailed the USS Narcissus from New York to the Gulf of Mexico in 1864. Mr. Young states in the letter that he was sending this picture as a Christmas gift because he couldn't find anything else to send except loads of white sand. (Funny, since he was stationed in Pensacola.) The letter was sent one month prior to the ship sinking. This finding is an instrumental piece of a very elaborate puzzle and The Florida Aquarium team is thrilled to be continuing their research of the USS Narcissus. Stay tuned for more fascinating discoveries from the USS Narcissus in 2014!

FLORIDA CONSERVATION AND TECHNOLOGY CENTER

The Florida Aquarium, Florida Fish and Wildlife Conservation Commission and the Tampa Electric Company have teamed up to create a Florida Conservation and Technology Center. The first partnership of its kind, this Florida Conservation and Technology Center celebrates Florida's beautiful, healthy ecosystems today and for the future by providing a recreational, educational and conservation-focused park where nature seamlessly coexists with technology.

Located near and as a part of Tampa Electric's Manatee Viewing Center in Apollo Beach, this Florida Conservation and Technology Center will serve as a nexus for recreation, learning and conservation as well as research and technology. The Center will be a hub for presenting energy solutions that are environmentally safe and engaging education on nature and conservation as well as serving as a favorite destination for camps and field trips across the state. The Center's admission and parking will also be completely free.



Rising Tides

PHASE 1

After a few months of construction walls, cranes and the occasional sound of a jack hammer, the Aquarium unveiled in June the completed components of Phase I of our Rising Tides campaign: a new Stingray Beach touch tank and the Vinik Channelside Room.

Stingray Beach feels just like an old-fashioned boardwalk set in sandy dunes of a windswept beach. The new pool, however, has twice as much space as the old lower lobby touch tank, and features species of rays and sharks from around the world. This larger tank is ADA accessible from all three sides that are open to the public.

Boasting spectacular views of Garrison Channel and Channelside, our new Penny and Jeff Vinik Channelside Room expands the Aquarium's capacity for meetings. This large room can seat 120, but can also be divided into two rooms for separate activities. And on any evening when there are fireworks over the water, the Vinik Channelside Room will have the best seats in the house!

Phase I also constructed infrastructure that will be essential to later phases of the campaign, including new classrooms, lobby renovations and the Mosaic Event Center. Rising Tides recently received a \$1 million contribution through the New Market Tax Credit initiative, a federal program that gives private investors an incentive to promote economic development, bringing the total raised to almost \$10 million. The goal for the entire Rising Tides campaign is \$15 million.



Rising Tides

CAROL AND BARNEY BARNETT LEARNING CENTER

In January 2014, the Aquarium will begin construction on the Carol and Barney Barnett Learning Center. Currently a team made up of our Education and Exhibit departments is working to create the final plans for the Learning Center. Each classroom will form a step in a loop program that takes learners of all ages on a journey from Florida ecosystems to the world ocean, emphasizing the connections between our water resources and the impact that human choices have on their health; the layout and features of each room will be fashioned to deliver this innovative educational programming to 100,000 students every year, as well as hundreds of teachers, families, and community groups.

The Learning Center will be divided into four themed classrooms and a laboratory, circling a hub that can serve as a stage or launching area for programs. In My Backyard, an early childhood classroom, will be devoted to pre-Kindergarten, Kindergarten and first grade. The Florida Keys, The World Ocean and The Green Room will transport primary and secondary students along on a sea turtle's journey from a coral reef to the world ocean, also illuminating dangers facing their survival. Engaging and charismatic animals, sea turtles will be used as a unifying theme in all three rooms to explore marine biology, food webs, ocean currents, geography, geology, climate change and conservation.

Showcasing our mission, the new Learning Center will integrate the exciting potential of 21st century technologies into our educational programs, combining touch tanks with technology such as touch screens. Through live video streaming, students in our new classrooms will be able to dialogue with our researchers in the field as they explore shipwrecks or restore coral reefs in the Keys.

Every educational space in the Carol and Barney Barnett Learning Center will offer hands-on science experiences, but the state-of-the-art Laboratory will enable learners to act as real scientists, conducting experiments and using tools essential to investigation. High school and college students, as well as teachers in professional development workshops will dive into lab activities that schools rarely offer these days using microscopes, computers, and probeware as well as lab staples such as hot plates, test tubes and sieves. The Carol and Barney Barnett Learning Center will enrich our community programs as well, adding new educational and fun activities to sleepovers, Aquatots and badge programs for Boy Scouts and Girl Scouts.

\$25,000 +

State of Florida Division of
Historical Resources
Wal-Mart Foundation
Marjorie McEntyre
Wells Fargo Foundation
The Camille and Henry Dreyfus Foundation
JPMorgan Chase & Co.
Hillsborough County Tourist
Development Council
City of Tampa

\$10,000 - \$24,999

April and Craig Diemer
The New York Yankees Foundation, Inc.
L.V. Thompson Family Foundation, Inc.
Laurie and Michael Echevarria
Tampa Bay Rays
State of Florida
TECO Energy, Inc
Florida Blue
ARAMARK Sports and Entertainment
Fifth Third Bank, Tampa Bay
Verizon Foundation

\$7500 - \$9999

Power Design, Inc.
Gerdau

\$5000 - \$7499

Brown & Brown Insurance
Macy's District Grants Committee
Tampa Bay Times Fund
Amscot Financial, Inc.
Eleanor M. Beyer Foundation
Kiwanis Club of Midtown Tampa
The Kaul Foundation
Premier Eye Care
AT&T Florida
PNC Financial Services Group, Inc
Adams and Reese LLP
Anonymous
Jacqueline Preis
Casey and L. David Shear
Pepin Distributing Co.
Margaret and Michael Moran
Cutler Associates
The Mosaic Company
The Couch Family Foundation

\$2500 - \$4999

Ferman Motor Car Company, Inc.
J2 Engineering, Inc.
Bette and William Crown
Carl Lindell
Karyn and Lance Ringhaver
Anthony L. Henneke Living Trust
Beth Rutberg and John-Edward Alley
WRB Enterprises, Inc.
Sherloq Group, Inc.
Tampa Steel Erecting Co.
Glazer Family Foundation
T. Rowe Price Associates, Inc.
Ovations Food Services, L.P.
Christine and Mark Middlebrook
Anne and Ken Hyatt
McNichols Company
Donna and Thom Stork
Gayle and Gregory Mester
Dorothy Holle and Alan Donn
Humana
Beverly Birkitt
Zenith Insurance Company
Susan Dryer and Stephen Dryer
James's A. & Doralice P. Hinton
1995 Charitable Unitrust
Christine and Daniel Fisher

\$1000 - \$2499

Kristen Aanerud
Anonymous
Carla and Pete Colangelo
Katie and Marc Edmiston
Sandra and Brendan McLaughlin
Danna Klemmer
Jennifer Moffatt
Kimberly and Robert Lamke
Meghan and Edwin Rodriguez
Cindy and Richard Hadlow
Ellen and Don Stichter
Karin and John Hotchkiss
Linda and Leroy Shear
Lisa DeBartolo and Don Miggs
Natalie and Steven Gillis
Natalie Thomas
Rita and Michael Wilson
Ruth and Thomas duPont
Sally Thompson
Wayne Echelberger
University of Tampa
Les & Judy Smout Foundation
Virginia Wright-Placeres and Rob A.
Placeres
Adam Duff
Ana Mendez
Barbara and William Eggert
Cynthia and Gary Osborne
Deborah and Kevin Stone
Jan and Scott Rose
Jason E. Carroll and Paul Quintero
Jill M. Gross
Jordan Ward
Katherine and Chris Claytor
PAR, Inc.
Cintas Corporation
Anne and Joseph Garcia
Gail and Paul Whiting
Jeremy Kinross-Wright
Joanne and Cyrus Spurlino
Kimberly and Robert Floyd
Susan and Casey Coy
Tristin and Tommy Ware

AAA Auto Club South
Deloitte
Spectra Contract Flooring
CSX Transportation
Tampa Bay Mariners Club, Inc.
Nortrax, Inc.
CFIndustries
MedExpress Urgent Care
Thresher and Thresher P.A
General Dynamics
Mercer
Diane and Stuart Williams
Judy and Douglas Montgomery
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JP Morgan Chase Employee Giving
Campaign
Celia and James Ferman
Judy and Brian Anderson
John Muller
Lisann Morris
Ryan Schulze
RSBP Events
Kim Casey and Brianne Murphy
Mary and Manuel Alvarez
Hill Ward Henderson
Lykes Insurance, Inc.
Sykes Enterprises Inc
Holland & Knight, LLP
Tampa Bay & Company
NorthStar Bank
Margaret E. Dickins Foundation
Ryan Companies US, Inc.
Harshany Technology Solutions, Inc.
Project Innovations
Carrier Corporation
All Covered
Westchase Primary Care
Bailey Family Foundation, Inc.
Mary Jane and Glenn Jones
Mark Haney
Regions Bank
Carol Byrnes
Gina and John Dabasinskas
Enterprise Holdings Foundation

\$500 - \$999

Kohl's Department Stores
Hahn Engineering, Inc.
Coppertail Brewing Co., LLC
Adilia and William Linero
Charisse May
Ellen Bilgore
Ingrid Brustad
Kelly and Keith Wade
Lauren Fernandez
Ruth and Bill Wagner
Sonia and Mario Amadeo
Tanya and Richard Russo
Tom Hines
Transammonia, Inc.
Venatore LLC
PP+K, Inc.
Givens Givens Sparks Law Firm
Goldman, Sachs & Co.
OTB Consulting, Inc.
Cynthia and Mark Carron Family Founda-
tion
Diversified Home Mortgage
Bartlett Custom Homes
Anonymous
Anonymous
Rachel and Sean Coniglio
Peggy and Robert Sharp
Cindy Dickerson

\$100 - \$499

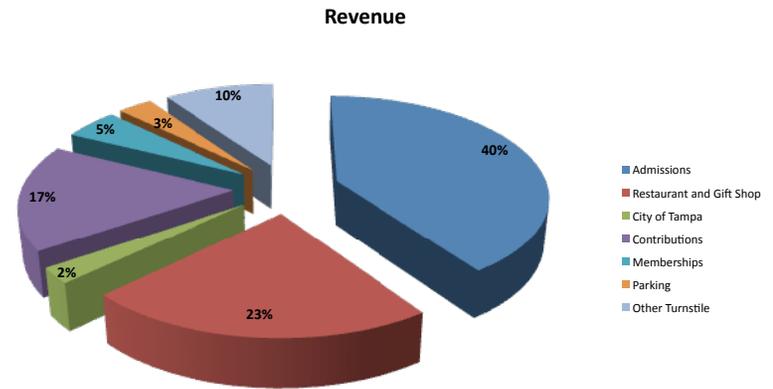
Anne and Edward Munsen
Barbara Busch
Margie and Melvin Lamb
Stephanie Looney
AIG Matching Grants Program
Jillian Alpert
Julie and John Farber
AT&T United Way Employee Giving Campaign
Frank Spielberg
American Express Foundation/Charitable Fund
Bern's Steakhouse
D & J Jehovah Jireh Foundation
Pamela and Jeffrey Breault
Fidelity Charitable Gift Fund
Advance My Baby
Marie Preston
Lisa Molinari
Marsha and Lauris Turck
Susan Lee
Nvirotect Pest Control Services, Inc.
Association of Zoos & Aquariums
Bobby and Arthur Marlin
Gail and Tyson Lykes
Bayshore Solutions
Waller & Scharber, P.A.
Kimberly Morris
Susan and Ken Grzybowski
Tamara and Andrew Vecsey
Christina and Craig Allen
Tampa Port Authority
Ye Mystic Krew of the Nautilus

Revenue

ATTENDANCE 697,958

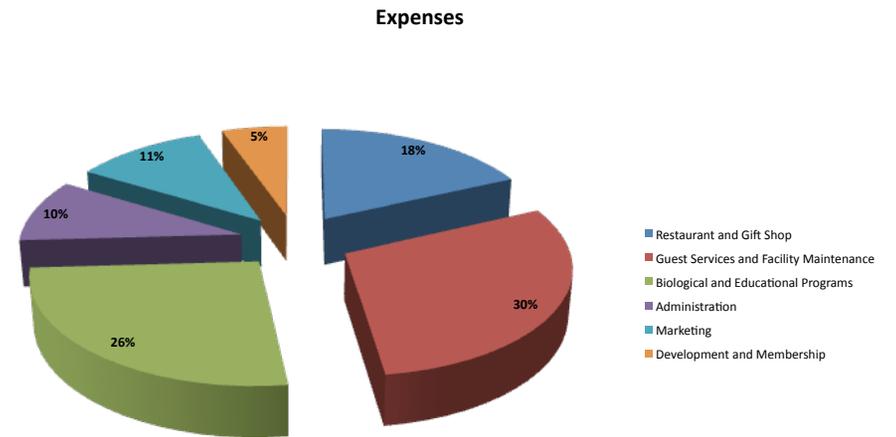
REVENUE

Admissions	\$7,754,000	34%
Restaurant and Gift Shop	\$4,337,000	21%
City of Tampa	\$486,000	2%
Contributions	\$3,248,000	27%
Memberships	\$930,000	4%
Parking	\$595,000	3%
Other Turnstile	\$1,877,000	9%
Total Revenue	\$19,227,000	



EXPENSES

Restaurant and Gift Shop	\$3,155,000	20%
Guest Services and Facility Maintenance	\$5,170,000	30%
Biological and Educational Programs	\$4,558,000	25%
Administration	\$1,654,000	9%
Marketing	\$1,909,000	11%
Development and Membership	\$937,000	5%
Total Expenses	\$17,383,000	



Net Surplus \$1,844,000



What You Can Do

From cold stuns to climate change – as threats to our vulnerable marine ecosystems increase, the value of The Florida Aquarium’s conservations, research and education initiatives become increasingly clear. We lead programs that are making a real impact on our quality of life in Florida: Staff scientists are advancing research in coral propagation and reef restoration, helping to preserve endangered coral reef ecosystems in the Florida Keys.

We not only help students achieve academically, we are engaging the next generation of environmental stewards. Our education programs illuminate the connections between our actions and the health of Florida’s aquatic resources, as they prepare teachers and students to master science benchmarks.

Rescuing and rehabilitating dozens of sea turtles and otters each year, our dedicated veterinary staff provide around-the-clock care that enables most animals to return to the wild in full health. None of this would be possible without the support of our community. Invest in the future of our children and the environment. You can partner with us by donating your time, becoming a member, underwriting a project and more. For more information on how you can be a part of this change for a better world please call or email Mark Haney, Vice President of Advancement at (813) 367-4018 or mhaney@flaquarium.org

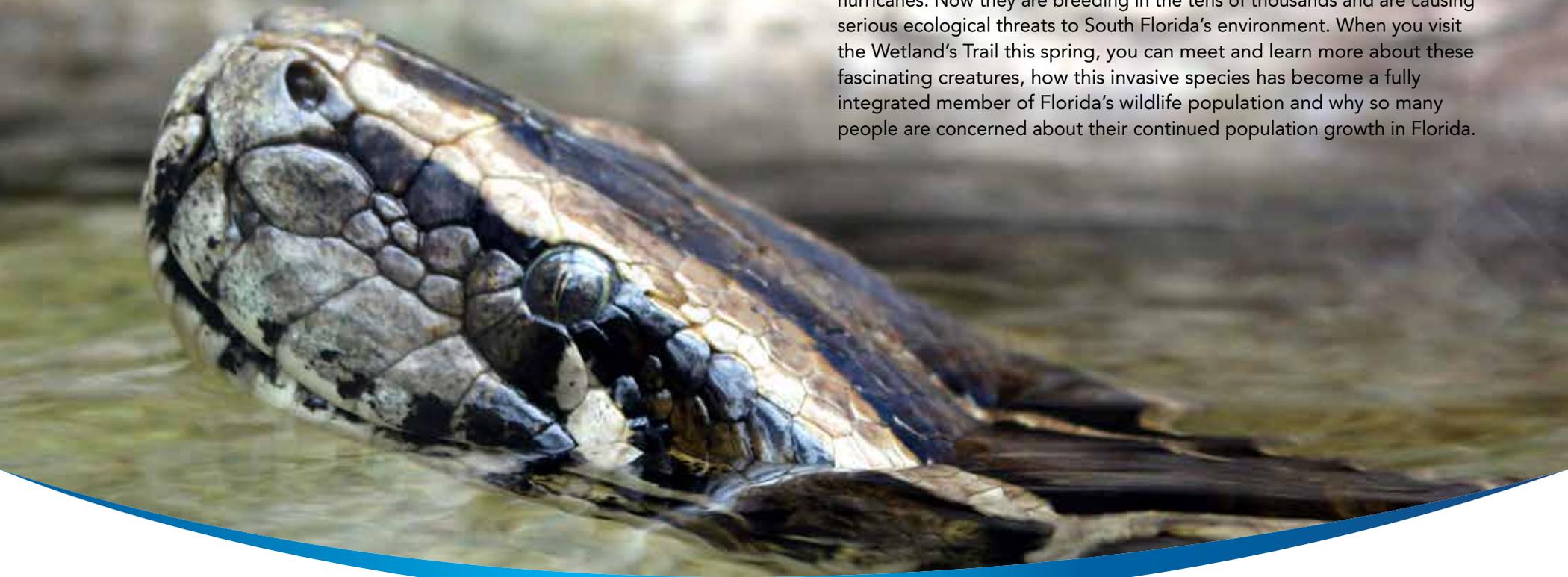


Wetlands Trail

If you've ever visited a Florida State Park, you've experienced one of the great natural stories the Sunshine State has to offer. At The Florida Aquarium, we are committed to providing unique and entertaining opportunities to our visitors. That's why we have teamed up with the Florida State Park Service and have transformed our Wetlands Gallery into the Florida Wetland's Trail; an immersive stroll through mangroves and springs of Florida, similar to what you would see in a local state park.

It won't be hard to feel as though you are roughing the trails in exploration, scouting for old wooden signs to guide you. Stand back and observe the grand image of lush vegetation and other river front qualities that exist in our own backyard.

One of the new attractions added in 2013 is our Burmese Python Exhibit. Although their population continues to grow, Burmese Pythons are not native to Florida and first arrived as released pets or escapees after hurricanes. Now they are breeding in the tens of thousands and are causing serious ecological threats to South Florida's environment. When you visit the Wetland's Trail this spring, you can meet and learn more about these fascinating creatures, how this invasive species has become a fully integrated member of Florida's wildlife population and why so many people are concerned about their continued population growth in Florida.



THE FLORIDA AQUARIUM 

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Tampa, FL 33602

www.flaquarium.org