

Community at the Core



The National Aquarium in Baltimore is one of the most impressive additions to downtown Baltimore's portfolio of world-class attractions. Its educational programs attract schoolchildren from all over the region. Presently the Aquarium is undergoing a major capital expansion that will improve its ability to serve the community.

Governor Robert Ehrlich, Jr.
Governor of Maryland





Community at the Core

Our mission to inspire stewardship of the aquatic world comes to life everyday within our Aquarium walls and beyond. We see it ...

...in the smiles on the faces of fourth graders as they create miniature sea grass farms in their city classrooms,

...in the hundreds of volunteers who join us each year to restore wetlands and rescue stranded animals,

...through Baltimore teens who take the aquatic world on the road to libraries, and by college-bound youth who explore new career opportunities,

...through the families, neighbors, and congregations who visit free of charge, and those with disabilities who become our special guests,

...as parents and grandparents interpret the world of nature as a stage for sharing life lessons.

We know that we're doing our best work when we see it reflected in our community—when hearts are touched, minds are opened... when lives are changed. Only when our roots are firmly planted can we extend our reach. And community lies at the core.





Dear Friends

Two thousand two truly was a groundbreaking year for the National Aquarium in Baltimore. We began construction on an extraordinary new expansion, while starting to create a vision for the year 2020. It seems like only yesterday that we broke ground for the original Aquarium. In the 20 some years since, we have helped revitalize the city and reached out to residents of every need, neighborhood and nationality. Giving back to the community has become our passion, and our fulfillment of that commitment grows stronger with each passing year.

It's a commitment that we measure not only in public terms—revenue generated for the region, jobs created, businesses attracted—but also in private ones. How many times have we introduced a child to a dolphin's "smile," led a talented youth to their true calling, or enabled a volunteer to help save the Bay? How many times have we opened eyes to the beauty of the aquatic world and changed lives?

Now, more than ever, our goal is crystal clear: If we build on the Aquarium's world-class reputation, we can continue to build a better quality of life for our community.

David M. Pittenger
Executive Director

Randall M. Griffin
Chairman of the Board

AquaPartners for the Bay



Baltimore City
AquaPartner Schools

Barclay School

Bay Brook Elementary

Bentalou Elementary

Francis Scott Key Elementary

Garrett Heights Elementary

Hazelwood Elementary

Holabird Elementary

John Ruhrah Elementary

Lakeland Elementary

Medfield Heights Elementary

Woodhome Elementary

Minerva Eaton

Fifth Grade Teacher, Bentalou Elementary,
Baltimore City Public School System

Participant, Aquariums AquaPartners Program

I couldn't believe that my students had never seen an oyster. It was mind-boggling because the students live so close to the harbor. Now, it's very impressive to see the children measuring how water salinity and turbidity affect the oysters and using the skills they've learned to increase their awareness of conserving and preserving the Bay. The students canvassed the school's neighborhood and noticed that none of the storm drains were labeled, so the teachers wrote a grant to the Chesapeake Bay Trust to obtain monies for the storm stenciling supplies. The students are very excited to get started because they now understand their impact on the Bay.



Minerva Eaton and her students participate in AquaPartners, the Aquariums new education outreach program made possible by a grant from the Howard Hughes Medical Institute. Targeting fourth and fifth graders in city schools, AquaPartners aims to increase knowledge of the Chesapeake Bay and foster behaviors that will benefit the watershed. More than 1,500 students and their teachers participate in the four-year program.

The Ticket to Career Success

Darren Carter

Aquarium Manager of Visitor Operations

My first job at the Aquarium in 1991 was collecting tickets at the dolphin show. I was shy and never thought I'd be in a job working with people, but my managers pushed me because they knew I was capable.

Now that I'm a manager, I look at every visitor interaction as an opportunity to help someone. I teach my staff about customer service and help them develop their careers and new opportunities within the Aquarium. The Aquarium staff has become my family over the past 12 years, and we're a family that loves our visitors.



Aquarium Staff Development Opportunities

- Scientific lunchtime lectures
- Management classes
- Career development planning
- Personal coaching
- Workshops on recruitment and supervision
- Customer service training
- Diversity training
- New staff orientation
- Financial planning
- CPR training
- Computer skills & programming classes
- Scientist-led gallery tours
- Managers Roundtable



Darren Carter is one of some 250 local residents employed by the Aquarium. All staff benefit from the comprehensive training program, which stands out in the industry.



The Aquarium is much more than a tourist attraction. It is a source of jobs, a source of education, and a source of culture. And the Aquarium is a strong leader in environmental conservation, empowering us all to preserve our wildlife and help save the Chesapeake Bay.

Barbara Mikulski
United States Senator for
the State of Maryland

The Right Stuff for Scholarship

Andrew Wright

Junior, Dunbar Senior High School,
Baltimore City Public School System

Henry Hall Scholarship Winner
and Aquarium on Wheels Student

For a long time, I didn't think I wanted to attend college, but, at the Aquarium, I realized how much I enjoy learning—and how much there is to learn. The Aquarium gets you involved. You work with interactive models and teachers who have great presentation skills, and you study with your peers in a small group. What surprised me the most was how the experience brings the best out of people and enables you to discover stuff you didn't know you had inside. It opens your eyes. Now, I want to get a doctorate and be the master of my profession.



Henry Hall Scholarship Opportunities

Summer camp tuition

Environmental science programs

\$1,000, one-year college scholarships

Paid Aquarium summer aide positions

Representative Schools Attended by Henry Hall Scholarship Students in 2002

Francis Scott Key Elementary/
Middle School

Lake Clifton High School

Roland Park Middle School

Faring Elementary/Middle School

Baltimore Polytechnic Institute

Western High School

University of Maryland

Capitol College

Rognel Heights Elementary/
Middle School



Andrew Wright is one of the approximately 65 Baltimore students who win Henry Hall Scholarships each year. This innovative program receives its name from the late prominent African American and Baltimorean who donated his fish collection to the Aquarium.

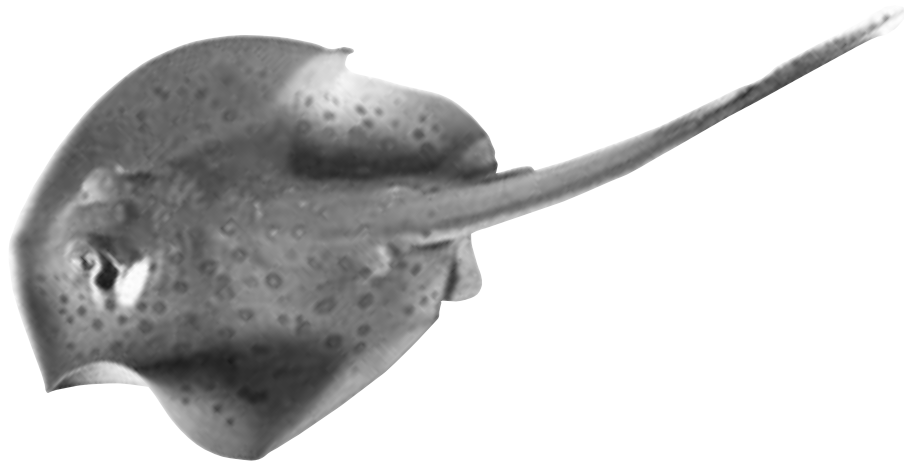
A Foundation for Caring

Kathie Figallo

Program Director, Casey Cares Foundation, Baltimore

So many families of critically ill children have never been able to visit the Aquarium because of financial hardships. For the families we serve, the Aquarium is a much-needed escape during a difficult time—a day of fun can make a week go quickly.

It's heartening to see how the dolphins have a calming effect on the children. I remember one boy who could not take his eyes off them. Watching the amazement on his face was just wonderful. The children are mesmerized by the beauty of everything. During their visit to the Aquarium, they briefly forget about hospitals and medical treatments.



Community Groups
Supported by a Grant from
the Harry & Jeanette
Weinberg Foundation Include

Association of Jewish Charities

Baptist Childrens Services

Barth Syndrome Group

Bethesda Mission for Men

Big Brothers/Big Sisters
of Southern Maryland

City of Baltimore—Hispanic
Latino Afterschool Program

Crownsville Hospital

Goodwill Industries
of the Chesapeake

Maryland School for the Blind

My Sisters Place

National Sclerosis Society

The East Baltimore Mental
Health Partnership

Ronald McDonald House

The Chimes

Sheppard Pratt



Kathie Figallo of the Casey Cares Foundation enjoys an aquatic tour with a child whose visit was made possible by the Harry & Jeanette Weinberg Foundation. The Weinberg Free Admission grant provides an opportunity for underserved community members to visit the Aquarium free of charge.



As an Aquarium board member and a volunteer for the Henry Hall Scholarship program, I have seen firsthand what the Aquarium has meant to our youth and what it will mean to them in the future. It's important for all of us to ensure that the Aquarium continues to grow, to enhance lives, and to captivate, educate, and prepare our youngsters for the future.

Rod Daniels
WBAL-TV News Anchor

Growing Awareness in the Schoolyard

Kristy Zelenz

Fourth Grade Teacher, Franklin Square Elementary School,
Baltimore City Public School System

Instructor, Parks and Peoples KidsGrow Program

Water is a very abstract concept for children. But, when they get to pour water in the Aquarium's watershed model, you can see the light go on in their eyes. You can see them thinking, "This is what it means."

The Aquarium staff really know how to engage the children, and they've given me some wonderful activities to use in my classes. The children are learning to be scientists by measuring the salinity of the water in our wetland pond and deciding whether to add more water or salt. Now that they understand the problems and solutions, the children want to help the Bay.



Schoolyard Wetland Sites

Franklin Square Elementary School,
Baltimore City Public School System

Morrell Park Elementary School,
Baltimore City Public School System



Kristy Zelenz and her students grow *Spartina alterniflora*, or smooth cordgrass, in a tidal wetland nursery constructed by members of the Aquarium's Conservation and Education departments. With the help of Aquarium staff, students at partner schools will harvest more than 6,000 plants for installation at a Chesapeake Bay restoration site.

A Family's Special Connection

Kimberly Wloczewski

Aquarium Member

Full-time Mother of Alec (6) and Brayden (2 Months)

My son, Alec, has a rare disease. He also has an intense love for turtles. As we were preparing Alec for a surgery to remove one of his fingers, I read about Calypso, the Aquarium's rescued sea turtle. I asked the Aquarium for a favor. The staff arranged for us to spend time with both Calypso—who had recovered fully from a flipper amputation—and its trainer.

It was an incredible help for Alec to see that the turtle was getting along just fine. Alec's own surgery went well, and he now considers Calypso his special turtle at the Aquarium.



Aquarium Community Activities

Dollar Days

Fridays After Five

Grade "A" Student Night

Deaf Awareness Days

Access Aquarium

Black History Month

Cultural Heritage Nights

Aquarium on Wheels at
Enoch Pratt Libraries

Baltimore Fairs and Festivals

Aquarium Member Programs



Each year, thousands of local residents like Alec Wloczewski enjoy Aquarium experiences during special events, discount days, and outreach programs for the community.



The National Aquarium in Baltimore is a wonderful resource for educators throughout the state. It provides students and teachers with worthwhile educational programs that support Maryland's goals and objectives. We consider the National Aquarium to be our partner in raising achievement for all of our state's young people.

Nancy S. Grasmick
Maryland State Superintendent
of Schools

Driving Force: Aquarium on Wheels

Orlett Haskett

Sophomore, Baltimore Polytechnic Institute,
Baltimore City Public School System

Aquarium on Wheels Student
and Henry Hall Scholarship Winner

Even though I won Aquarium scholarships, I never thought I was interested in studying marine science. I thought I didn't have the drive. At the Aquarium, I learned a lot about animals and a lot about myself—like how to be a leader and work in a group. All the Aquarium on Wheels students bonded as a team and got a conservation message across through our presentations to the community. After a college student talked to the Aquarium on Wheels students, I realized I like aquaculture because it's a way to help the population of animals and give people food to eat.



Enoch Pratt Library Branches
Visited by Aquarium on Wheels
Include

Walbrook
Washington Village
Waverly
Hamilton
Herring Run
Highlandtown
Light Street
Northwood
Pennsylvania Avenue
Broadway
Brooklyn
Canton
Cherry Hill
Clifton
Govans



Through the work-based Aquarium on Wheels program, Baltimore high school students like Orlett Haskett receive an extensive education in marine biology and use that newfound knowledge to create an original aquatic-themed play. The student-produced show goes on the road to entertain and educate local schoolchildren in the summer months.

Volunteer with a Rescue Mission



The Aquarium's 75 Volunteer Positions Include

Aquarium Conservation
Team Member
Aquarist Assistant
Certified Diver
Community Program Assistant
Exhibit Guide
Information Desk Specialist
Marine Animal Rescue
Program/Outreach Volunteer
Office Assistant
Rain Forest Assistant
Summer Student

Linda Halle

Aquarium Volunteer

Vice-President of Customer Service,
Citigroup (Citi Cards Division)

I love animals and the ocean, and I'm an advocate for conservation. Working in the Aquarium's Marine Animal Rescue Program has really given me an idea of what's going on in the ocean. If a pygmy sperm whale strands because it has eaten garbage, or a turtle is found on the beach tangled in ropes, or a seal is wounded by gunshot, it tells you a lot about what's happening in the environment and a lot about people and what they are doing.

It's important to get the word out—and do what we can to help the environment—so our children's children will be able to enjoy the ocean and its inhabitants.



Like Linda Halle (seen here assisting in a turtle rehabilitation), more than 600 regional residents give back to the community—as interpreters, educators, and caretakers of the aquatic world—through one of the city's largest and most successful volunteer programs.

Highlights of 2002

Rescue Record

The Aquarium's Marine Animal Rescue Program set a record for rescues in 2002. Responding to calls from Massachusetts to North Carolina, staff and volunteers recovered 23 animals—the largest number for one year in the program's 12-year history.

Volunteer High

Volunteer hours and their worth reached an all-time high: more than 100,000 hours contributed with a value of approximately \$1.3 million. Even more valuable are the high levels of professionalism, skill, and energy community residents bring to their volunteer work.

Kudos for Cultural Series

An expanded Cultural Heritage Series garnered the first regional Bridge Builder Award, presented by Baltimore County during Good Neighbor Week. The award recognizes efforts to promote understanding among different races and ethnic groups.

Henry Hall Unveiled

The Aquarium unveiled a wax figure exhibit dedicated to Henry Hall, the prominent African American and Baltimorean who donated his rare fish collection to the Aquarium. The exhibit is now showcased in Baltimore City's Great Blacks In Wax Museum.

Innovation by Design

The award-winning exhibit designs of Mark Donovan, Aquarium senior director of exhibits and design, received recognition from a new source: *The Daily Record* named him an "Innovator of the Year" for his positive effect on regional business.

Signed, Sealed, and Delivered

In preparation for construction on its upcoming expansion, the Aquarium relocated its harbor and grey seals to carefully chosen aquatic facilities throughout the United States. The seals now serve as ambassadors to a whole new group of aquarium visitors.

A Financial First

In 2002, the Finance and Administration Department facilitated the Aquarium and Foundation's first-time issue of \$34 million in tax-exempt bonds through the Maryland Industrial Development Financing Authority. The majority of the proceeds are earmarked for the Aquarium expansion.

The Strength in Numbers

The Aquarium received strong credit ratings from Moody's Investors Service (A2) and Fitch Ratings (A+), proving, once again, the Aquarium's financial viability and future promise.

Salute to the Military

The Aquarium saluted the military with a special event, discount for families, and Spirit of America souvenirs. The patriotic promotion, sponsored by AT&T Wireless, highlighted the celebration marking the one-year birthdays of three dolphin calves.



Wetland restoration



White-tailed trogon

Rainforest Firsts

The Aquarium became the only North American institution to breed two avian species: the razorbill, a sub-arctic seabird, and the white-tailed trogon, a rare neo-tropical rainforest bird.

Leadership Grant

The Aquarium received a prestigious \$112,500 grant from the Institute of Museum and Library Services—one of fewer than 200 institutions honored by this federal agency.

Safety First

The Safety Council of Maryland, a chapter of the National Safety Council, recognized the Aquarium's commitment to safety and excellent safety record with its "Outstanding Safety and Health Program Award."

An Environmental Example

The environmentally friendly Hord Coplan Macht design of the proposed facility for the Center for Aquatic Life and Conservation garnered design awards from the Maryland State and Baltimore chapters of the American Institute of Architects as well as from the Potomac and Maryland chapters of the American Society of Landscape Architects.

Conservation Counts

The Aquarium's Conservation Department installed 195,000 plants at Chesapeake Bay restoration sites, helping to restore 17 acres of tidal wetlands; protected 125 acres of rainforest land; and involved almost 3,000 volunteers in hands-on conservation projects. Conservation Director Glenn Page won the Spencer P. Ellis Award from the Maryland Chapter of the American Society of Landscape Architects.

A Business First

The Aquarium hosted its first Minority/Women-Owned Business Match Maker, an information exchange session designed to increase opportunities for local business owners.

Hi-Tech Tickets

In a year marked by challenging national and local events, the Aquarium exceeded 2002's annual attendance projections. Perhaps most astounding was a 100-percent increase in the number of tickets sold via the Internet.

When Prices Take a Dive

On Fridays After Five, prices take a dive—and in 2002, more people than ever took advantage of the special \$5 admission. Designed to encourage members of the community to enjoy their Aquarium, Fridays After Five hosted more than 44,000 visitors between September and March.

Believe in Baltimore

By displaying the campaign's signature "Believe" banner (the largest in the city) on one of its distinctive glass pyramids, the Aquarium committed to the city-wide effort to boost civic pride.

2002 Operating Highlights



Revenues

| | | |
|--|----------------------|---------------|
| Admissions | \$ 14,423,226 | % 49.9 |
| Contributions and Grants | 2,473,528 | 33.7 |
| Gift Shop | 4,157,856 | 14.4 |
| Groups and Education Programs Revenue | 3,135,541 | 10.8 |
| Memberships | 2,069,049 | 7.2 |
| Catered Events | 1,007,265 | 3.5 |
| Food Service | 679,932 | 2.4 |
| Auxiliary & Promotional Revenue | 928,963 | 3.2 |
| Investment Revenue | 44,179 | 0.2 |
| <i>Change in beneficial interest in net assets of the National Aquarium in Baltimore</i> | <i>(7,262,466)</i> | <i>(25.3)</i> |
| | <u>\$ 28,919,539</u> | <u>100.0</u> |

Expenses

| | | |
|--|----------------------|---------------|
| Plant Operations | \$ 9,628,084 | % 33.3 |
| Biological Programs | 5,158,851 | 17.8 |
| Visitor Operations | 2,757,405 | 9.5 |
| Cost of Sales & Direct Expense Gift Shop | 3,105,244 | 10.7 |
| Education | 3,122,442 | 10.8 |
| Membership | 752,129 | 2.6 |
| Catered Events | 274,037 | 0.9 |
| Marketing | 3,270,334 | 11.3 |
| General & Administrative | 3,159,645 | 10.9 |
| Development | 1,161,445 | 4.0 |
| | <u>\$ 32,389,616</u> | <u>112.0</u> |
| <i>Change in net assets</i> | <i>(3,470,077)</i> | <i>(12.0)</i> |
| | <u>\$ 28,919,539</u> | <u>100.0</u> |

Attendance

| | |
|--------------------|------------------|
| General Admissions | # 1,008,550 |
| Education | 180,939 |
| Group Sales | 163,078 |
| Members | 161,836 |
| Other | 17,137 |
| Total Attendance | <u>1,531,540</u> |

The Aquarium's significant achievements were not accomplished easily or alone. Our plans and good intentions continue to become realities only through cooperation, alliances, and partnerships formed with individuals, groups and institutions that share our commitment to the protection and preservation of the environment. You can become a partner in sharing the Aquarium's vision by making a contribution, planning a legacy gift, or becoming a corporate sponsor. Call 410-576-3876 for more information.

The National Aquarium in Baltimore is operated by a non-profit corporation, the National Aquarium in Baltimore, Inc. The above operating highlights cover the calendar year from January 1, 2002, through December 31, 2002, and are based upon information contained in the audited financial statements of the National Aquarium in Baltimore, Inc. Copies of this report are available for examination by responsible parties at the Aquarium's offices located at 501 E. Pratt Street, Baltimore, Maryland 21202. Documents filed in accordance with the Maryland Charitable Organizations Solicitations Act may be obtained from the Maryland Secretary of State. The National Aquarium in Baltimore is not affiliated with the National Aquarium located in Washington, DC.

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The Aquarium has done a tremendous job of reaching out to the underserved members of our community. We are pleased to be able to support its community programs through the Weinberg Free Admission grant, which gives the elderly, the disabled, and the disenfranchised access to the wonders of the aquatic world.

Donn Weinberg
The Harry & Jeanette Weinberg Foundation

Dedicated to serving the needs of local residents for more than two decades, the Aquarium's Office of Community Affairs, 410-576-8877, welcomes your comments, ideas, and feedback.