



NATIONAL AQUARIUM[®]

Animal Care and Rescue Center

NATIONAL AQUARIUM
2018 MISSION IMPACT REPORT



impact

INSPIRING TOMORROW'S LEADERS
AND EMPOWERING COMMUNITIES

The National Aquarium is a nonprofit organization changing the way humanity cares for our ocean planet. Through unparalleled exhibits, science-based education programs and hands-on field initiatives, we are creating a new community of hopeful conservationists, driven by our mission to inspire conservation of the world's aquatic treasures. We are proud of what we accomplished in 2018 to benefit people, animals and the planet.

Guests of all ages from Baltimore's Jonestown community explored the National Aquarium's new Animal Care and Rescue Center during a neighborhood open house.

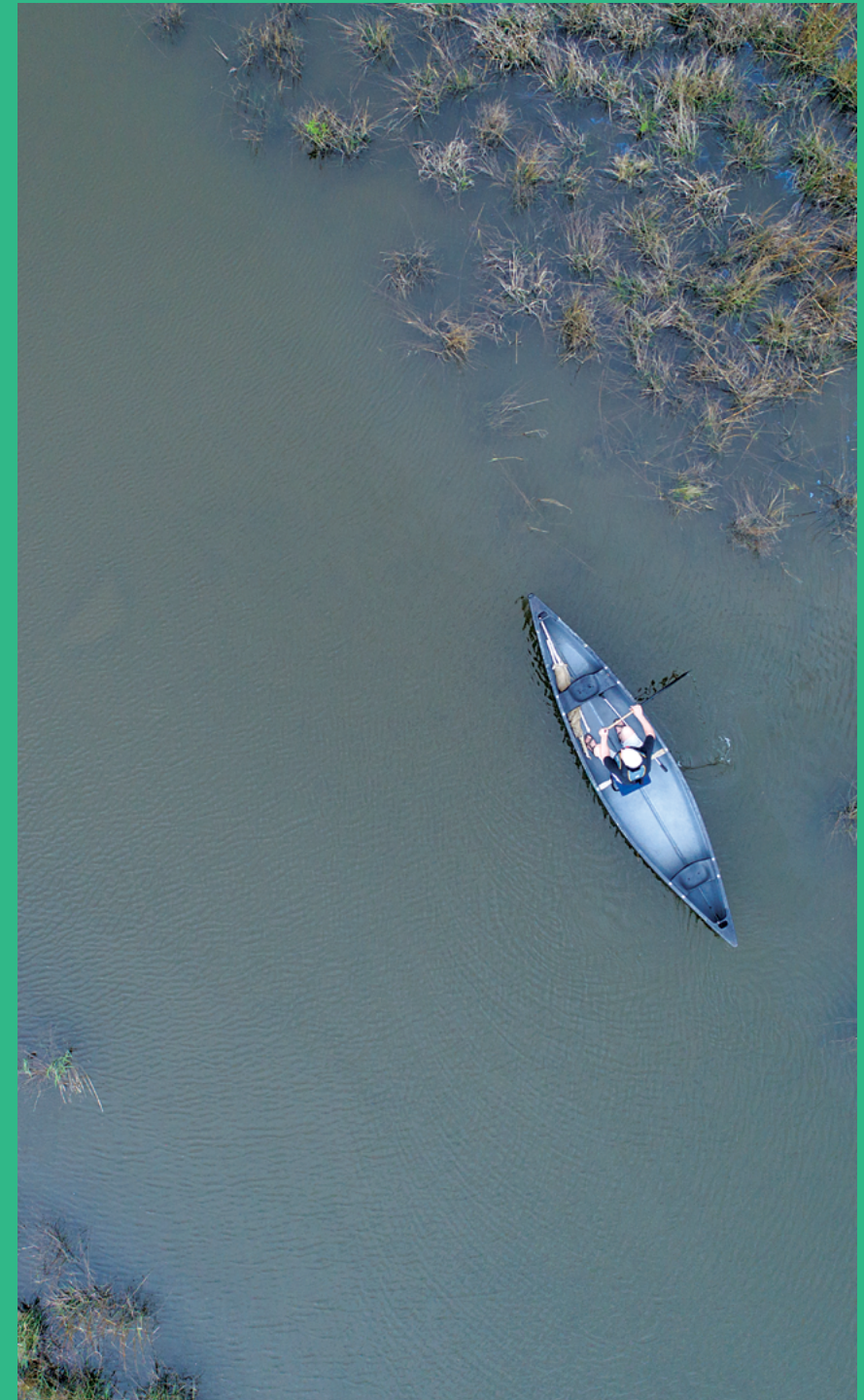
nature

RESTORING VITAL HABITATS FOR WILDLIFE AND PEOPLE

Over the past 20 years, we have helped restore thousands of acres throughout the Chesapeake Bay watershed—including planting native gardens and wetland grasses in Baltimore City and beyond to provide habitat for wildlife and promote coastal resiliency.

The Chesapeake Bay is the largest estuary in the United States. Its watershed is home to more than 18 million people and 2,700 species of animals, all of which depend on a healthy Bay for survival.

*National Aquarium General Curator
Jack Cover canoes along an Eastern Shore
salt marsh, the model for the Aquarium's
waterfront campus updates.*



nature 2018 impact

- 1 We protected wetland and coastal habitats by planting 90,536 native trees and plants, restoring 9 acres of tidal wetlands and removing 102,097 pieces of debris from waterways. The debris removed from critical habitats by the Aquarium Conservation Team and volunteers during 2018 field events weighed nearly 18 tons—and more than 90% of the items were plastic or foam.
- 2 In its second year, our award-winning floating wetland prototype continued to benefit the Inner Harbor ecosystem. In 2018, a total of 27 species of wildlife were documented on, near or under the wetland, including fishes, blue crabs, ghost anemones, and native and migratory birds. The prototype is part of an expansive, ongoing project to turn our waterfront into a living laboratory that improves water quality, attracts native species and teaches students and other Inner Harbor visitors about wetland ecosystems.
- 3 We are reducing the amount of plastic entering the waste stream by eliminating single-use plastics across our campus, including gift shops and cafes. We have replaced disposable plastic products with reusable, compostable or more sustainable recyclable options, including drinks served in refillable containers and aluminum cans.
- 4 Working with volunteers and citizen scientists, we catalogued 971 species of wildlife in the Baltimore metropolitan area, including diamondback terrapins, black-eyed Susans and Baltimore orioles— Maryland's official state reptile, flower and bird, respectively.



nurture

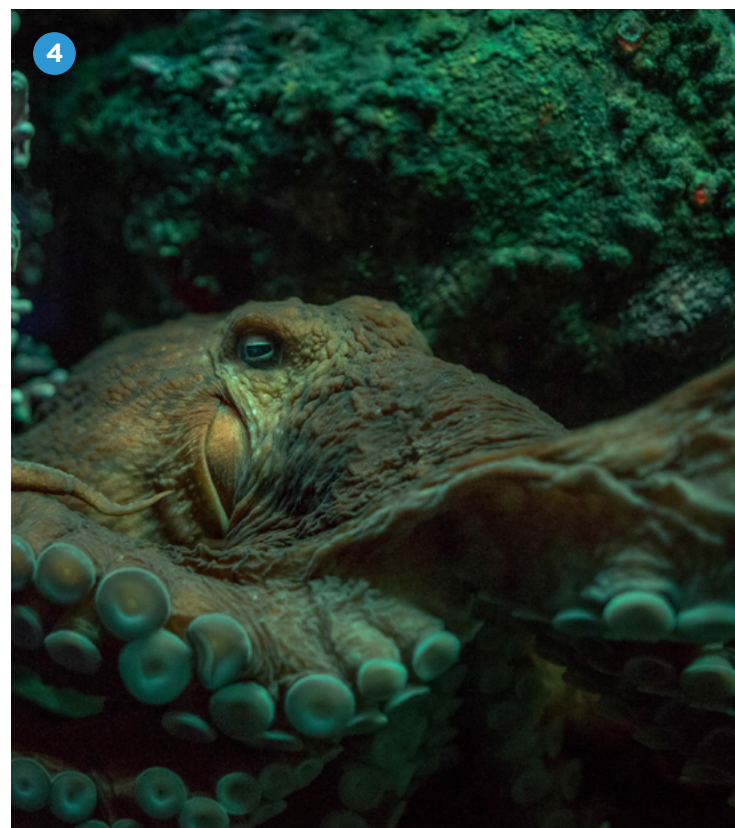
CARING FOR ANIMALS AT THE
AQUARIUM AND IN THE WILD

We practice the highest standards of animal care and promote animal welfare—both inside the Aquarium and out.

All animals—from microorganisms to apex predators—play critical roles in maintaining healthy ecosystems and a healthy ocean, which humans rely upon for oxygen, water, climate regulation, food, energy and other resources.

National Aquarium Animal Rescue has rescued, rehabilitated and released more than 200 seals and sea turtles since 1991.





nurture 2018 impact

- 1 We cared for 20,000 animals at the Aquarium as well as 126 rescued sea turtles and seals in short- and long-term rehab, and we opened our world-class Animal Care and Rescue Center in Baltimore's historic Jonestown neighborhood. The ACRC provides a permanent home for the care of our current and future animals and expands the capacity of our rescue operations. In its first seven months, nearly 500 animals were cared for at the ACRC, including three rescued seals—one harbor and two greys.
- 2 We made progress toward our goal to create North America's first dolphin sanctuary, continuing our search for the ideal location and acclimating our colony of Atlantic bottlenose dolphins to transport techniques and unfamiliar elements, such as algae, shade structures, sea grass, birds and fluctuating temperatures to mimic life in the sanctuary.
- 3 We joined the state of Maryland and five other mid-Atlantic aquariums to oppose seismic testing off the East Coast. We led two campaigns to bolster public support of the Marine Mammal Commission and the Endangered Species Act, both critical to wildlife and our ocean planet.
- 4 The giant Pacific octopus got a striking new home in spring 2018, part of an update to the *Surviving Through Adaptation* exhibit. The updated habitat is almost twice the volume of the former one and is modeled after a deep-sea cave, giving guests the perspective of being inside looking out.

next generation

INSPIRING THE OCEAN
CONSERVATIONISTS OF TOMORROW

With a wide range of programs for students from pre-K through college, we are an educational partner that works with young people, families, schools and communities to build STEM skills, spur conservation action and prepare students for college and careers.

U.S. employment in science, technology, engineering and math occupations has grown from 9.7 million to 17.3 million since 1990, but women continue to be underrepresented in the STEM workforce, as do some ethnic groups, including African-American and Latinx communities. We believe diverse backgrounds, thoughts and opinions are critical to scientific progress and the continued development of inclusive conservation and climate change solutions.

A student plants wetland grasses to help with restoration efforts at Masonville Cove in south Baltimore.





next generation 2018 impact

- 1 We reached more students locally and nationally in 2018 than ever before. In total, we engaged 121,000 students from pre-K through college in education programs throughout the year. These programs include Terrapins in the Classroom, AquaPartners, What Lives in the Harbor, Henry Hall summer camps and in-school programs.
- 2 Of the 121,000 students engaged in Aquarium education programs in 2018, more than 97,000 visited the Aquarium on a field trip, many at no cost, supported in part by the Maryland State Department of Education.
- 3 The What Lives in the Harbor program grew significantly in 2018, connecting 918 Baltimore City Public Schools sixth graders to the Chesapeake Bay watershed. This program will continue to expand over the next three years to reach every middle school in the city. We also launched the pioneering national Urban Climate Action Network (UCAN) initiative, bringing together teens from across the country to discuss solutions to climate change.
- 4 Through a partnership with the Enoch Pratt Free Library, we offer Read to Reef, a conservation-themed book club for young readers in Baltimore City. In 2018 alone, students earned 11,535 free Aquarium visits through Read to Reef, a 17% increase from 2017. Since the program began in 2016, a total of 31,199 visits have been provided to 8,558 Baltimore-area children.

neighbors

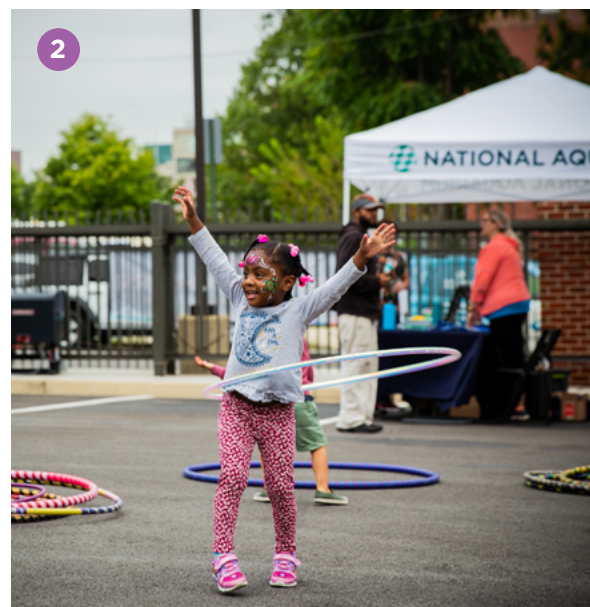
HONORING OUR COMMITMENT
TO OUR COMMUNITY

The National Aquarium attracts visitors from around the globe, but we belong to Baltimore. We work to ensure that a visit to the Aquarium is within reach of all our neighbors. We also invest in projects and engage city residents in important conservation work right in their own neighborhoods —from Jonestown to Locust Point to Curtis Bay.

Students from City Springs Elementary-Middle School in Jonestown collaborated with local artists to help bring the mural on the exterior of the Animal Care and Rescue Center to life.



neighbors 2018 impact



1 We welcomed 100,000 local guests for free or reduced admission through a variety of programs, events and celebrations in 2018. These included Grade A Student Night, sponsored by Pepsi; Half-Price Friday Nights, presented by M&T Bank; Pay What You Want Day, made possible by the generous support of T. Rowe Price, our official community engagement sponsor; Community Connections, made possible by National Aquarium corporate members; Maryland Mornings; Dollar Days, in partnership with the Downtown Partnership of Baltimore; and Free Fall Friday Night in partnership with the Baltimore Office of Promotion & The Arts.

2 After opening in May, the Aquarium's Animal Care and Rescue Center in Baltimore's historic Jonestown community welcomed 340 neighbors—including students—through community programs, and more than 100 Jonestown residents attended free workshops and programs led by Aquarium staff in the neighborhood.

3 Through our work in partnership with the National Wildlife Federation, Baltimore City was named a Community Wildlife Habitat, the largest in the Chesapeake Bay watershed. We are a key partner in the revitalization of south Baltimore's Masonville Cove, the first certified Urban Wildlife Refuge Partnership, which has become a haven for native wildlife and a living classroom for students and community members.

4 We hosted the International Effects of Oil on Wildlife Conference and, through the Marjorie Lynn Bank Lecture Series, held the inaugural Nature for All event, a conversation about diversity and inclusion in the conservation field.

by the numbers

OUR ECONOMIC IMPACT

Since the day the Aquarium opened in 1981, we have served as an important economic anchor in Baltimore City and throughout Maryland. Our award-winning exhibits attract visitors from across our region, nation and the world, creating jobs and generating tax revenue. As one of the top three aquariums in the United States and the largest paid cultural destination in Baltimore, we create \$455 million in economic activity statewide each year. Nearly 90% of Aquarium visitors report that the Aquarium is their primary reason for visiting Baltimore.

(Source: "The Economic Contributions of the National Aquarium: A 2017 Update" created by Sage Policy Group, September 2017.)

The National Aquarium opened its doors to the public on August 8, 1981.



**1.3
million
guests**
in 2018

1 in 3

Aquarium guests stay in
the area overnight

**4,500
jobs**
supported statewide



**\$9
million**
in annual tax revenue
for Baltimore

**\$20
million**
in annual tax revenue
for Maryland

5 in 6
Aquarium visitors
are from outside the
Baltimore region


**\$455
million**
in economic activity
across Maryland



**400
jobs**
in Baltimore City

aqua.org

The National Aquarium is a nonprofit organization whose mission is to inspire conservation of the world's aquatic treasures.

 We choose recycled.