



2022 Year-In-Review

MISSION

To inspire wonder, exploration, and appreciation of our world.

VISION

We envision Turtle Bay Exploration Park as a vibrant gathering place where our community is strengthened through education, cultural engagement, and economic growth.

CORE VALUES

- Playfulness – Learning is easier when it's fun and interactive.
- Real World Experiences – Learning is enhanced through interaction with living and non-living collections.
- Interdisciplinary – Learning is enhanced when we recognize connections between art, history, and sciences.
- Community – We strive to make our Park accessible and value community partnerships which make us strong.
- Lifelong Learning – The pursuit of knowledge and the joy of learning is important at every age.
- Integrity – We accomplish our goals with honesty and transparency, seeking excellence in service.
- Sustainability – We strive to be the best stewards of natural and cultural resources for the generations to come.

CAMPUS

The Turtle Bay campus is divided into north and south, separated by the Sacramento River. On the north side is the McConnell Arboretum and Botanical Gardens, comprising 20 acres of gardens and 200 acres of savannah. The south side of campus, approximately 65 acres, contains the Turtle Bay Museum, Branch House Riverfront Bistro, and Paul Bunyan's Forest Camp, including the Mill Building, Parrot Playhouse, Wildlife Woods, and seasonal Butterfly House.

Turtle Bay is connected by the Sundial Bridge, engineered by famous Spanish architect Santiago Calatrava. The Sacramento River Trail, designated as a National Recreation Trail within the National Trail System, crosses the Sundial Bridge and extends north to Shasta Dam.

The Sheraton Redding Hotel at the Sundial Bridge is Redding's first ever 4-star hotel, located near the entrance of Turtle Bay and the Sundial Bridge. A separate for-profit entity, SSR Ventures, was formed to build and operate the LEED-certified hotel and its adjacent Mosaic Restaurant. The Sheraton Redding provides economic development and tourism benefits to our local community and especially to Turtle Bay, with profits after expenses providing ongoing support for Turtle Bay programs and operations.

AFFILIATIONS

Turtle Bay is a privately-owned and operated 501(c)3 non-profit organization, licensed by California Department of Fish & Wildlife and the US Fish and Wildlife Service and a member of the California Association of Museums (CAM). Our organization participates in reciprocal membership programs with the Association of Science and Technology Centers (ASTC) and the American Horticultural Society (AHS).

VISITATION

- Turtle Bay had approximately 7,400 member households as of December 31, 2022.
- In 2022, more than 133,000 people visited Turtle Bay! Of these visitors, 57% are Shasta County residents and nearly 52% of Park visitors are members.

OPERATIONS

- The total annual operating budget for Turtle Bay in 2022 was approximately \$6 million and the annual operating budget for 2023 will remain consistent.
- Revenue comes from the following sources: grants (24%), retail (5%), sponsorships & donations (7%), service contracts (7%), membership (8%), admissions (8%), program revenue (4%), investment income (1%) and special events (36%).
- Expenses include the following: education & programming (2%), museum operations & exhibitions (5%), administration (5%), facilities & maintenance (7%), marketing & fundraising (15%), guest services (1%), insurance, utilities, & rental fees (10%), and payroll (55%).
- Turtle Bay has 47 full-time staff, 12 regular part-time employees, and as many as 22 seasonal employees to assist during summer and holiday months.

VOLUNTEERS

- In 2022, Turtle Bay had 202 active volunteers, including 51 teens and 151 adults. Volunteers logged more than 9,100 hours, serving vital roles in a variety of departments, for which we are so grateful!

ANIMAL CARE

- Turtle Bay is home to approximately 120 non-releasable animals, most of which are native animals acquired from rehabilitation situations. In 2022, two new Animal Ambassadors were added to the Turtle Bay family. Welcome to Gucci the Opossum and Blossom the Skunk!
- In 2022, Turtle Bay hosted 58,517 guests to the year-round *Parrot Playhouse*. The *Wings of Summer Butterfly House* had 19,990 visitors during its eight-week run, averaging more than 350 guests per day!
- Turtle Bay's beloved *Walk on the Wild Side* animal show saw 16,020 guests in attendance during the summertime run from May-September! An additional 1,239 guests attending the popular *Aquatic Adventures* program and 10,145 guests enjoyed our other educational programs and appearances.
- The Turtle Bay Tuesday Animal Segment was added to KRCR News Channel 7 twice monthly with Meteorologist Mike Krueger. In this segment, Mike interacts with Animal Ambassadors while learning interesting facts about the species. This has been a very successful partnership with many positive comments.
- For the second year, Turtle Bay housed 100 Chinook Salmon in 2022 as part of the Conservation Head Start program in partnership with the Coleman Fish Hatchery. The goal of this project is to raise the salmon in the protected environment of our indoor pool and release them into the Sacramento River just below the Sundial Bridge when ready to spawn. This program has given Turtle Bay the opportunity to educate our guests about salmon and other endangered species groups.

ARBORETUM & BOTANICAL GARDENS

- Turtle Bay has approximately 1,000 species/cultivars in its living plant collection, focusing on plants adapted to the Mediterranean climate zone, including California native species.
- The *Redding Garden of Lights* continued for a third holiday season, with more than 84,000 visitors traveling from near and far to see our gardens space transformed by over one-million lights! For the 2022 season, show dates were extended for an additional week, running November 18, 2022-January 8, 2023. Additions this year included two new retail carts, a dedicated Caroler's Corner for guests to enjoy entertainment while waiting in the entry line, and tenting throughout the event. A new section, Magical Mosaic, was also added in the Children's Mosaic Garden complete with meteor shower lighting streaming down from the treetops, tiny houses for children to explore, and an additional bar serving seasonal drinks and s'mores kits for the nearby fire pit warming station. This area quickly became a fan-favorite of the show! Nick the Reindeer extended his stay in 2022, greeted visitors at every night of the show, along with Turtle Bay Animal Trainers who shared fun facts about reindeer with curious guests.

COLLECTIONS/EXHIBITS

- Turtle Bay has over 35,000 objects in the Permanent Collection, largely compiled by founding institutions, The Redding Museum of Art and History, founded in 1962, and The Forest Museum, founded in 1983.
- In 2022, Turtle Bay hosted five major traveling exhibitions in our gallery spaces, including: *Nature's Blueprints* from the High Desert Museum in Bend, OR; *Tutankhamun: Wonderful Things* from the Museum of Ancient Wonders in Cathedral City, CA; *Pterosaurs* from ScienceWorks Hands on Museum in Ashland, OR; *Art & the Animal* from the international organization The Society of Animal Artists; and *Magnificent Me!* from the Museum of Discovery in Little Rock, AR.
- Two in-house curated exhibitions were presented in 2022. The *Art of Mt. Shasta* exhibition depicted art featuring northern mountain ranges and the *Ansel Adams Masterworks* exhibition featured pieces from the Turtle Bay collection.
- Numerous additional in-house curated exhibits in the glass case (*Kimonos* and *Fun & Games*), along with three *Spotlight on North State History* exhibitions shown in the Mill Building (*Tools of the Trade*, *25th Anniversary of Paul Bunyan's Forest Camp*, and *Indigenous Resources*) highlighted the people, industries, and resources that have shaped and continue to influence our North State culture.
- Exhibitions in the Mosaic Gallery continue to provide opportunities for local artists to share their works and the *Artifact of the Month* and *Selections from the Collection* exhibitions are always guest favorites!

EDUCATION

- A record 10,593 students attended Turtle Bay through our School Field Trips programming in 2022!
- Turtle Bay was awarded a Good Neighbor Grant from First 5 Shasta to enhance the *Little Explorers* program in 2022. 1,505 people—826 children 0-5 years old and 679 adult caregivers—participated in this popular weekly Thursday offering.
- Saturday programs were a huge hit! *Family 2nd Saturday*, held on the 2nd Saturday monthly saw 945 participants. *Science Saturday*, on the 3rd Saturday monthly, saw 1,048 participants. In August, the Education Department added another Saturday program each month in *Art Studio Saturday*. This program offers an open art studio for guests of all ages to explore their creativity and try something new! 339 attendees tried their hand at collages, block printing, finger painting, and pointillism.
- 153 campers attended 11 sessions of Turtle Bay *Discovery Camps* throughout the year. During the summertime sessions, Turtle Bay offered 12 full scholarships to children who qualify for free or reduced lunch at school, thanks to support from the Save Mart Companies C.A.R.E.S. Foundation and Sherrill Bambauer.
- *Bubblepalooza!* was offered again this year, with seven sessions of engaging and safe bubble machine fun and craft activities for our youngest learners inside the Butterfly House during the off-season.

- *Paint Night at the Museum* brought in 144 participants and two newly implemented digital photography workshops with a local expert photographer engaged 36 attendees.
- We hosted three 21+ After Hours events at the Museum to feature our summer exhibitions, *Tutankhamun* and *Pterosaurs*. Each evening included access to the Museum, food and drink for purchase provided by Mosaic, a fun photo backdrop, animal interactions, and activities. We saw an impressive 788 guests throughout these events, many of whom were nonmembers and had not visited Turtle Bay as adults. We hope to continue to provide these unique opportunities to engage new audiences!
- Also in 2022, Turtle Bay hosted a *Project Learning Tree Workshop* for eight local educators. In 2023, we will be offering a workshop focused on early childhood and elementary education utilizing the *PLT Early Learners* and *Growing up WILD* curricula. We also hope to lead a Certified Interpretive Guide workshop in 2023.

SPECIAL EVENTS

- Turtle Bay hosts four major fundraising events annually in support of our education programs, animals, and exhibitions, including the *Turtle Bay Auction* in March, *Brews by the Bridge* in June, *Oktoberfest* in October, and *New Year's Eve at the Garden of Lights* in December.

GIVING BACK TO THE COMMUNITY

- With the help of donors on *North State Giving Tuesday* in November 2022, Turtle Bay donated 42 FREE Family-level memberships to local families through our "You Give, We Give" initiative.
- In 2022, Turtle Bay provided more than \$22,000 in donated park tickets and memberships to 214 organizations and schools in both Shasta County and throughout the country to aid in their fundraising efforts and provide access for the underserved.
- Three *Sensory Hour* events were hosted in the Museum for families of children with Autism spectrum disorder. This offering includes free early access to the Museum and modifications to the guest experience to accommodate sensory challenges like overhead lighting, excessive noise, and crowding. Three additional events offered a modified sensory experience during our *Redding Garden of Lights* show, with free entry prior to the public for 150 participants in attendance!
- Turtle Bay served as a destination along the annual Redding Cultural Cruise in January, offering free evening admission for guests to view the two available exhibitions, *Ansel Adams Masterworks* and *Nature's Blueprints*, as well as the *Famous Artists Children's Art Show* with artwork from local elementary school students participating in our *Famous Artists Portfolio* program.
- With support from the Union Pacific Foundation, we hosted our first ever *Train Day at Turtle Bay* on May 7, to coincide with National Train Day. Reduced admission helped more train-enthusiasts to be able to participate in the day's festivities, including train-themed educational activities, an up-close look at train artifacts, local train expert speakers, and raffle prizes! This event was a big hit, with more than 800 visitors to the Museum. We are excited to bring this event back in 2023.
- Through generous support from Redding Electric Utility, Turtle Bay offers discounted admission on the fifth and 10th of each month with our *Five and Dime Days* access program.
- *Test Drive Turtle Bay* offers 10 family memberships available year-round for check-out at the Redding Library
- *Turtle Bay for All*, supported by the Dhanuka Family and Redding Rancheria, works to encourage families of all backgrounds to visit museums regularly. Through this initiative, every child and family with an Electronic Benefits Transfer (EBT) card has access to our high-quality museum experience for a reduced cost.
- Turtle Bay continues to provide discounts on general admission and annual memberships to active-duty Military, Veterans, and Teachers.

RECENT RECOGNITIONS

- In 2022, Turtle Bay celebrated the 20th Anniversary of our Museum! To commemorate this special occasion, community partner Taste & See Creamery developed a custom Turtle Bay ice cream flavor—vanilla ice cream with caramel swirl, cookie dough pieces, and colorful M&M's—available in a commemorative yellow logod cup.
- Turtle Bay was named "Best Park," "Best Family Amusement," and "Best Place to Take the Kids" in the 2022 *Record Searchlight Best of the North State* awards.
- *Trip Advisor* ranks Turtle Bay as #3 on the "Top 10 Places to Go in Redding" list and *Planet Ware* ranks Turtle Bay as #1 on the "13 Top-Rated Attractions & Things to Do in Redding, CA" list!
- Turtle Bay Animal Trainers and six of our Animal Ambassadors were hired for an independent film shot in Humboldt County. The film will be released in 2023 and we cannot wait to see our stars on the big screen!
- The *Redding Garden of Lights* was featured by numerous media outlets during the 2022 season for some incredible press opportunities, including the following: *ABC 7*, *NBC 12/24*, *Fox 40*, *Fox 5 San Diego*, *KTLA*, *MSN*, *Bay Area Buzz*, *Rising 4 Harrisons*, *North State Parent Magazine*, *Montclair Living Magazine*, *Piedmont Living Magazine*, *Berkeley Hills Living Magazine*, *Active Family Magazine*, *Only in Your State*, and *Newsbreak*. Additionally, *The Points Guy* included the lights show on his "8 Places That Feel like a Holiday Movie" list.
- The *Redding Garden of Lights* was featured for the 2nd year in a row during the annual Veteran's Day giveaway segment on *CBS The Talk*, where audience members all received a package to visit the lights show and stay overnight at the Sheraton Redding Hotel at the Sundial Bridge. Over 2 million people tuned in!

ADDED IN 2022

- Maintenance projects for 2022 included repainting the exterior of the Museum building and Parrot Playhouse structures, repairs to the boardwalk between the Museum and Paul Bunyan's Forest Camp, various fencing and irrigation repairs throughout the campus, and completion of a storage building for *Redding Garden of Lights* supplies.
- The life support filtration systems within the popular Aquariums of the Museum also got a much-needed upgrade, along with replacement of the 20-year-old pipes, pumps, controllers, and inserts which help keep this habitat clean.
- With a grant from First 5 Shasta in collaboration with Healthy Shasta, Turtle Bay added a water bottle refill station at the Quarry Patio by the Sundial Bridge.
- One of our Educators was trained in Visual Thinking Strategies, a student-centered facilitation method to create inclusive discussions. In fall 2022, we began piloting VTS sessions with a few different local School Field Trip participants. This facilitation style supports critical thinking, visual literacy, communication, and collaboration skills.
- A partnership with Shasta College and the College Corp Fellowship Program allowed Turtle Bay to hire on a Shasta College student for the school year to gain experience and training related to K-12 education, which also provides extra help for our Education programs.
- Formerly the Sundial Cafe, Redding welcomed a new natural gathering place by the Sacramento River: Branch House Riverfront Bistro. The Sundial Cafe closed permanently in April for the remodel of this space. The renovation included installing permanent seating, a fireplace, corn hole and shuffleboards, and modern decor indoors. Branch House opened to the public with a ribbon-cutting ceremony on September 21, continuing to serve coffee and pastry items to patrons, as well as lunch, shareable bites to eat, and beer and wine until dusk daily. Also in April, the retail space formerly in the Coffee Bar was moved to the Museum lobby. We have received many compliments by guests who love to see the Museum Store and Museum connected once again and it has been wonderful to overhear guests comment how well the spaces were integrated. Additional retail is now also available in Branch House.

NEW PROJECTS FOR 2023

- Maintenance projects for 2023 will include replacing irrigation systems and exhibit cases, refinishing the Aquarium glass and adding height to the enclosure fence for Timber the Beaver as part of the upgrade started in 2022, adding a visual barrier to the perimeter fencing in Wildlife Woods, and completing the redesign of the Donor Wall in the Museum.
- Included in the Gardens Master Plan is a new Environmental Resource Building for the Turtle Bay Nursery, complete with classroom space to enhance education programs focused on sustainable and drought tolerant gardening practices. Design for this new building has been finalized and will be moving forward in 2023.
- A Master Plan will be developed by Turtle Bay to refresh and redesign the permanent exhibitions in the Museum, with help from the original consulting firm who helped design and build the Museum more than 20 years ago. The areas of focus will be our Resource Gallery, River Lab, and People of the Sacramento exhibit areas.
- In 2023, Digger the Badger will upgrade to a brand new exhibit in Wildlife Woods to call home! We also plan to set aside funds to replace the outdoor amphitheater stage backdrop, and creating a holding area for Whisper the Bobcat during animal shows.
- Turtle Bay's Animal Care team will be applying for accreditation with the Zoological Association of America (ZAA), who recognize facilities with the highest standards of professionalism and responsible wildlife conservation practices. This accreditation will help lend credibility to our organization and open doors for additional funding opportunities.
- Stay tuned to see Buzz the Turkey Vulture featured in an upcoming BBC documentary about vultures!
- Turtle Bay's Education team is looking into ways to expand our School Field Trips programs by adding exploration classes for early learners in T-K and an art-focused class.