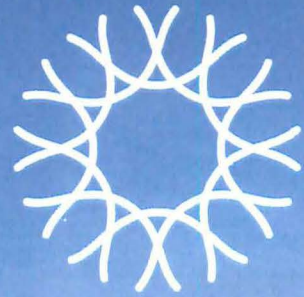
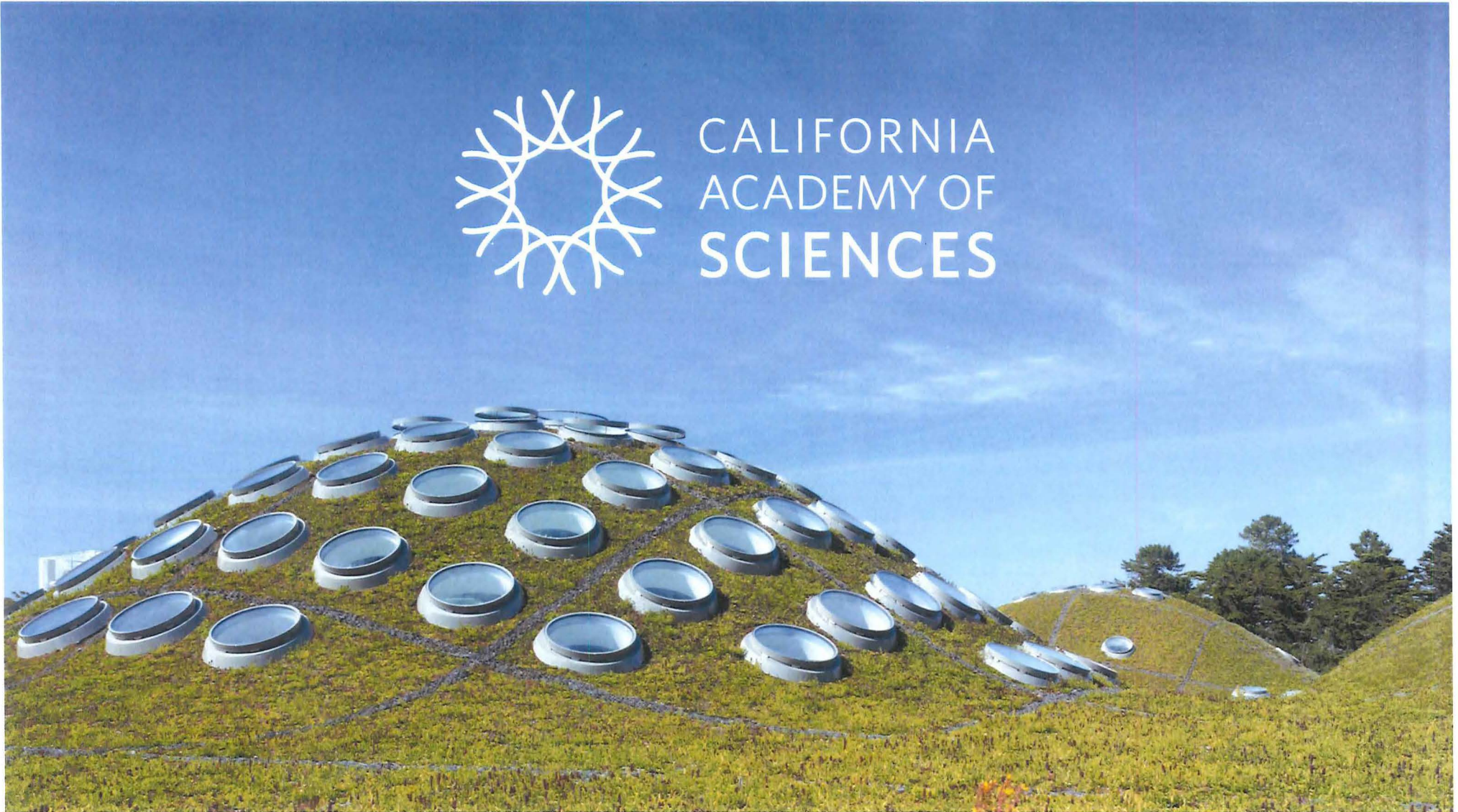


File # 150610  
Recommendation Committee  
4/18/17  
JWS



CALIFORNIA  
ACADEMY OF  
SCIENCES





*STRONG AGREEMENT WITH PROPOSED FUNDING & STAFF ALLOCATION*

*DEEPLY APPRECIATE CITY'S SUPPORT OF THE ACADEMY*

An underwater photograph of a vibrant coral reef. The scene is filled with various species of colorful fish, including orange, blue, and yellow ones, swimming around dark, textured rock formations and coral. Sunlight filters through the water from the top, creating a bright, shimmering effect. Four horizontal, semi-transparent blue bars are overlaid on the image, each containing white text.

CITY SUPPORT IS CRUCIAL TO OUR SUCCESS

WE ARE ALREADY AN *EXCELLENT* INVESTMENT

WE ARE WORKING TO BE *EVEN BETTER, MORE EFFICIENT*

WHILE *INCREASING* OUR MISSION DELIVERY

A photograph of the California Academy of Sciences building, a modern structure with a glass facade and a large, curved roof. The building is surrounded by palm trees and other greenery. The sky is clear and blue. The image is overlaid with four dark blue horizontal bars containing white text.

# 2008

~1.4 MILLION VISITORS THIS YEAR

LARGEST, MOST POPULAR MUSEUM IN BAY AREA

ALL SAN FRANCISCO SCHOOL GROUPS ATTEND FOR FREE

NEW "COLOR OF LIFE" EXHIBIT - CELEBRATING DIVERSITY OF LIFE

A lush, green terrarium or conservatory with various plants and a blue butterfly. The background is filled with dense foliage, including large green leaves, ferns, and a blue butterfly with orange markings on its wings. The scene is brightly lit, creating a vibrant and natural atmosphere.

10 MILLIONTH VISITOR THIS SUMMER!

INCREASING OUR ACCESSIBILITY & AFFORDABILITY PROGRAMS

INCREASING OUR COMMITMENT TO DIVERSITY & INCLUSION

INCREASING OUR COMMITMENT TO SF FAMILIES, COMMUNITY

DEEPENING OUR ECONOMIC BENEFITS TO THE CITY



NEW MISSION: EXPLORE, EXPLAIN & SUSTAIN LIFE ON EARTH

STRATEGIC PRIORITIES: CALIFORNIA, CORALS & RAINFORESTS

GLOBAL ENVIRONMENTAL EDUCATION & SOLUTIONS HUB

"ACADEMY FOR ALL" INITIATIVE



THE CITY'S SUPPORT IS CRUCIAL

CITY SUPPORT OF CORE OPERATION, LEVERAGED BY PRIVATE DONORS

WE ARE A SOUND & SECURE INVESTMENT FOR THE CITY

An underwater photograph of a vibrant coral reef. The water is clear blue, and sunlight filters down from the surface, creating a shimmering effect. Various colorful fish, including orange and yellow ones, are swimming around the coral. The coral itself is diverse in color and shape, with some appearing as large, rounded structures and others as more intricate, branching forms. The overall scene is lively and healthy.

TOGETHER, WE WILL CONTINUE TO MAKE SAN FRANCISCO GREAT...

...AND A LEADER AROUND THE WORLD

THANK YOU FOR YOUR SUPPORT!

LOOKING FORWARD TO CONTINUED COLLABORATION WITH CITY



## Talking Points for Board of Supervisors Budget and Finance Subcommittee Presentation

### SLIDE 1 Title slide

- Good morning Chairman Farrell, President Breed, and other distinguished members of the Subcommittee. (Acknowledge Kate Howard, Steve Kava, and any others you might know.)
- I'm Jon Foley, the new Executive Director of the California Academy of Sciences
- I've only lived in San Francisco for 10 months now but I'm proud to call the City my new home and can't wait for my wife and youngest of two daughters to join me here in a few weeks.
- I feel fortunate to work with the best team, in the best institution, in the best city in the world.

### SLIDE 2 Mayor, Claude and me slide

- During this time, I've learned a great deal about the Academy and am learning to report to many bosses.
- We are proud to be here in San Francisco.
- We do a lot for the city - including free field trips, free days, city services, etc. - and the city does a lot for us.
- So, today, I am glad to say that we are in strong agreement with the budget and staffing allocation for the Steinhart Aquarium.
- We appreciate the City's support of the Academy, and the increased level of funding proposed this year.

### SLIDE 3 Aquarium background slide

- The Steinhart brothers understood that they couldn't create a world-class aquarium without City support and that is still true today.
- City support of the Aquarium is crucial to our success.
- We want to use City dollars in the most effective, efficient way possible.

- The City Controller's report highlighted that we already are an excellent investment. And now we are getting even better.
- We are working diligently to become even *more* efficient and contain costs
- While *increasing* our mission delivery to the city and people of San Francisco.
- In the last 9 months, we have reduced our operating costs by ~10%, eliminated a structural deficit that had been plaguing us for decades, and became dramatically more efficient – all as we *increased* our attendance, visitor satisfaction, and delivery of our core mission.
- In short, the City can be confident that we will use these dollars efficiently and well.

#### SLIDE 4 Academy background slide

- Next, I'd like to give you an update on our recent work...
- I think you all know we are:
  - o A museum that opened a new, state-of-the-art building in 2008 that is a major **family destination**
  - o We serve over **1.4 people a year**
  - o We have become the **largest cultural attraction** in the Bay Area
  - o And we have the **highest visitor satisfaction** of any museum on the West Coast
  - o A place where all SF public, private, and, parochial school groups are admitted for **free**
  - o And we just added a exciting, **new "Color of Life" exhibit**, funded by Google and the Pisces Foundation, showing how color plays a part in the day-to-day life of countless species, and reveals the interconnectedness of life. Check it out!

#### SLIDE 5 Rainforest Dome slides

- But, I don't know if you know that we:
  - o We are coming up on our **10 millionth visitor!**

- We are increasing our focus on accessibility & affordability
- We continue to provide more free tickets and accessibility programs than anyone in the city
- In fact, we just hosted 10,000 people at our Free Day two weeks ago
  
- We are also increasing our focus on diversity & inclusion
- Proud that our visitor demographics reflect San Francisco's broad demographic diversity, and we are working to do even more
- And we were named "Employer of the Year" by The Arc of San Francisco, out of 200 businesses and non-profits, for our work to provide meaningful jobs and opportunities for developmentally disabled citizens of the City
  
- And we are increasing our focus on providing outstanding educational opportunities for San Francisco youth & families
- We we are on track to serve over 150,000 free youth visitors through our School and Youth Field Trips; over 1/3 of those are from SF schools
- According to the recent Controller's report, the Academy attracts the largest number of children, as well as the largest number of class and workshop participants, of any City funded cultural institution.
  
- Looking to be an even stronger economic engine in San Francisco
- Over 60% of our employees live in San Francisco, and they too represent a cross-section of San Francisco's diverse population.
- We are a major engine of economic activity in the City, especially in the western neighborhoods surrounding Golden Gate Park
- And we will be doing more to attract visitors and money to the City in the coming years, creating more jobs and opportunity for the area.

SLIDE 6    Planetarium Dome
-----------------------------

- And we are embarking on a very ambitious new plan for the future
  - Sustainability will be the major theme for the future.
  - Our mission: Explore, Explain and Sustain Life on Earth
  
  - Crosscutting initiatives in the areas of coral reefs, tropical rainforest, and California biodiversity, building on the core strengths of the Steinhart Aquarium.
  - After all, our coral reefs and rainforests are the *heart and lungs* of our planet as well as important major areas of our aquarium.
  
  - We are also working to expand our work to the global scale. A new Global Environment Literacy Initiative will make us the epicenter for global environmental education. We are also working to start a new global media hub and convening

center focused on global environmental solutions – helping to make San Francisco the center of environmental solutions worldwide.

- And, a new initiative: “Academy for All” is aimed at ensuring access to the Academy for everyone despite their income or life situation.

#### SLIDE 7

- The City Support of the Academy is crucial, and never been more important.
- Your generous support is focused on the core operating expenses of the Steinhart Aquarium
- This allows the Academy to focus our private fundraising, leveraging the City’s funding, and support these broader initiatives.
- We are a sound and secure investment that is efficiently delivering on its mission.

#### SLIDE 8

- To wrap up, we are proud to work with the City to make San Francisco a place where science, education and environmental solutions thrive and are part of the fabric of daily life for everyone – of all ages and walks of life.
- And that we are also taking our place on the global stage, making this City a leader around the world.
- Thank you for your time today. And, again, for your vital, core support this year and in those past.
- I look forward to getting to know you all better and working with you in the future to serve the citizens of San Francisco and the world.
- I welcome your thoughts and am happy to take your questions.