

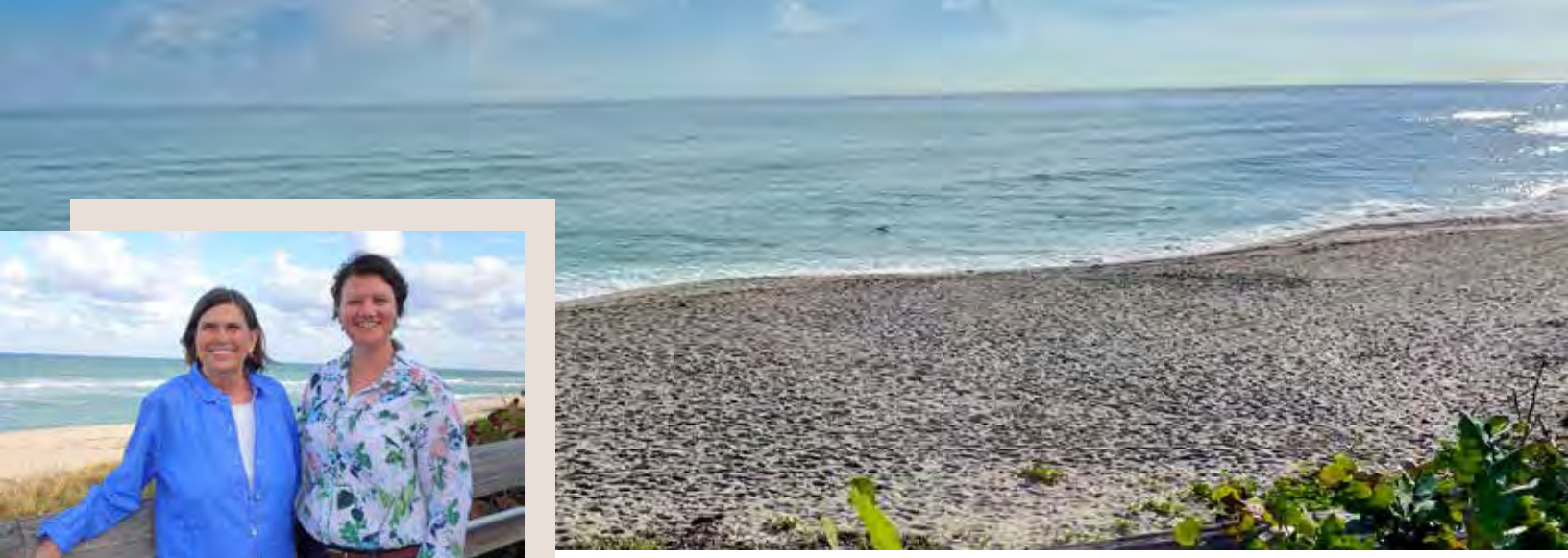
Friends of MacArthur Beach State Park Annual Report | **2024**





OUR MISSION:

To generate supplemental resources to preserve, restore, and interpret the natural and cultural assets of the Park for present and future generations.



A Letter from Our Leaders

a message from the President of the Board of Directors and CEO

Dear Friends,
This year, we saw a growing number of individuals, organizations and corporate partners unite with us to further our mission. In this report, you will learn more about our impact together.

We want to extend our deepest gratitude to each of you—the corporate and nonprofit partners, volunteers and advocates—who have invested your time, energy and resources into our community. Your dedication is at the heart of everything we accomplished in 2024.

Because of your support, our programs have continued to thrive and expand in response to the ever-growing needs of our community. With Florida’s population on a steady incline since 2021, the sunshine state became the fastest-growing in the nation in recent years. In 2024, we welcomed more than 130,000 patrons to the Park.

- We hired a new full-time educator who works closely with our Director of Education so our award-winning education programs can serve more students in our living laboratory
- The Friends education team served more kids in summer camp than ever before, offering environmental education options filled with time outdoors during summer break
- Increased attendance at our pumpkin stroll event tripled, demonstrating how much visitors love this new fall event
- Our annual fundraising gala had a record setting year with the number of sponsorships and funds raised, each dollar going right back into the Park
- A new partnership with Angari Foundation gave our two ambassador sea turtles an incredible sendoff as they were released back into the ocean

While the Park community and programming continues to grow bigger and better, it also stays true to its roots. Our

Park remains an oasis right outside the urban areas of Palm Beach County, providing beauty and serenity for all who visit.

The mission of the Friends to preserve and restore the natural and cultural assets of the park for present and future generations has never been more important than it is today and fuels everything we do. Our community of members, donors, and visitors provides the support for us to succeed in our mission.

The tremendous generosity and commitment of the Board and the exceptional work of the Friends staff have increased the scope and scale of our organization’s impact, underscoring the essential role philanthropy and partnerships play in the stewardship of our state park.

We are honored that you have chosen to join us as a partner, supporter and friend. In partnership with strong Park supporters like you—we are excited about what we can accomplish in the coming months and years.

Keep reading to learn about the rest of our year’s accomplishments. We know that the upcoming year is going to be the best yet. Thank you for doing your part to keep this Park the treasure that it is. We hope to see you soon at MacBeach.

Sincerely,

Teri Jabour
Friends of MacArthur Beach State Park
Board of Directors President

Veronica Frehm
Friends of MacArthur Beach State Park
Chief Executive Officer

2024-2025 Friends of MacArthur Beach State Park Board of Directors

Board of Directors Officers

- Teri Jabour, President
- W Mason, President Elect
- Julie Miles, Past President
- Karen Marcus, Vice President
- Peter Jordan, Treasurer
- Becky Robinson, Secretary

Board of Directors

- Natalie Carron
- Tom Chesnes, Ph.D.
- Adam Jones
- Dean Kaplan
- Ilan Kaufer
- Steve Lomicka
- Jessica Mason
- Jessica Miles, Ph.D.
- Roger O’Brien
- Lauren Perry
- Rob Rabenecker
- Chelsea Reed
- Elizabeth Romfh
- Deborah Searcy, Ph.D.
- Rachel Shanker
- Donald Solodar
- Peter Troup

Advisory Directors

- Jodi Butler
- Latimer Farr

Emeritus Directors

- Marianne Gold
- Stephanie Pew
- Ted Thoburn

Honorary Council Directors

- Richard Apple
- Leni Bane
- Michael Brozost
- Susanne M. Fruehauf
- Ellin Miller
- Susan Murray
- Hal Reed
- Patricia Welch

THANK YOU BOARD!

We want to acknowledge the work and contributions of our esteemed board of directors at Friends of MacArthur Beach State Park. Thank you for your service.

2024 BY THE NUMBERS

2,573

sea turtle nests recorded on our 1.6 miles of beach during 2024's sea turtle nesting season

459

votes cast in our sea turtle naming contest to name our new ambassador sea turtle

60

 articles in the press and media

21,400

 followers on Facebook and Instagram

360

 students transported to the Park by charter bus thanks to grant funding

133,233

visitors to John D. MacArthur Beach State Park

6

 new Board members brought onto Friends of MacArthur Beach State Park

1,000+

visitors who attended our 2nd annual pumpkin stroll event



36

 new kayaks funded by the Freed Foundation

16

 local artisans featured in the Park Gift Shop

1,500+

baseball fans who learned about MacBeach and ocean conservation during "All About the Ocean" night at Roger Dean Chevrolet Stadium

51

local vendors and artisans that exhibited at MacBeach Nature Fest

19

businesses who chose to support our annual Gala through sponsorships

6

 interns completed our internship program

71

 educators reached during professional development workshops

49

 campers were sworn in as junior rangers at our summer camp

4,000+

 students attended field trips at the Park

255

pounds of debris cleaned off our beach by volunteers after Hurricane Milton

12,260

hours of work contributed by MacBeach volunteers





“Each year as I read the Annual Report, I am so grateful for the unwavering support by the Friends of MacArthur Beach State Park. What a privilege it is to have the Friends making so many things possible for the park, our visitors, and our community!”

- Andy Flanner, Park Manager, John D. MacArthur Beach State Park



Community Partnerships

Friends of MacArthur Beach State Park works together with Park staff to identify places and projects where our effective mix of private philanthropy, volunteerism, innovative leadership, and strong partnerships most benefit the park's critical needs.

In 2024, Friends forged new partnerships and built stronger collaborations from previous funders. Your partnership inspires, energizes, and sustains us.



A partner in environmental education, **VoLo Foundation** continued to support our award-winning education program ensuring Palm Beach County students who come to the Park to experience our environmental education programs to have the best experience possible. Their funding provided program materials for our environmental education program, the translation of all our education materials into Spanish and supported the addition of a new full-time education staff member.

Sharkey Family Foundation supported education programming and the internship program, allowing undergraduates and recent graduates to come from all over the country to participate in our internship program. This program provides students the unique opportunity to live onsite and gain hands-on experience in the areas of teaching and leading environmental education programs, park management, and learn what it means to work at and run a nonprofit.

The **Florida State Parks Foundation** funded two new sheds to house park supplies and sea turtle program materials. Our park is an extremely active sea turtle nesting site, and the new sheds will help park staff maintain its sea turtle programs, which include public sea turtle walks, surveys and aquarium upkeep.

A new partnership with **Bass Pro Shops and Cabela's Outdoor Fund** provided funds to support our Education Program including Environmental Education Workshops for Title I teachers.

A continued partnership with the **Palm Beach County School District**, the **Robert and Mary Pew Public Education Fund** and **The Community Foundation for Palm Beach and Martin Counties** provided teachers with summertime professional development workshops, extended field experiences to the park during the year for their classes, and materials for their classrooms to connect the students to nature.

Friends of MacArthur Beach State Park is proud to be a grant recipient from the **REI Cooperative Action Fund**. In 2024, the Friends received funds for year two of a two-year funding commitment.

The Community Foundation for Palm Beach and Martin Counties awarded Friends of MacArthur Beach State Park the 2024 Community Impact Grant to support Friends operations and overhead costs to continue our meaningful work. With over a decade of support The Community Foundation's funding has helped the Friends continue to operate and successfully implement its education programs including field trips, teacher workshops and our internship program.

Friends of MacArthur Beach State Park was awarded a grant for a new kayak fleet funded by the **Freed Foundation**. We are so grateful for this financial support to fund the Park's most popular recreational activity.



STOP

INFORMATIONAL SIGN

INFORMATIONAL SIGN

INFORMATIONAL SIGN

INFORMATIONAL SIGN

WILD COFFEE
PSYCHOTRIA NERVOSA

INFORMATIONAL SIGN



A Thriving Event Scene

Special events serve as opportunities to connect with new audiences and involve volunteers in our mission. Last year the Friends and Park hosted a variety of fundraisers and community outreach events that appealed to all ages and interests.

A huge thank you to our corporate partners! The unwavering support of our dedicated patrons is instrumental in ensuring the success of these events, and we extend our heart-felt gratitude for their invaluable contributions.

Art Show

In 2024 we brought the art show back to the Park with the Janet Heaton Art Show! The month-long show held in the Nature Center Theatre celebrated the life and legacy of a member of the MacBeach family, wildlife artist Janet Heaton. Janet served on the Friends of MacArthur Beach State Park's board of directors for 20 years, raising more than \$250,000 through 19 art shows she organized. This was the first art show where her personal artwork was exclusively on display.

MacBeach Nature Fest 2024

This family-friendly park event continues to get better and better every year. In 2024, the park's annual outdoor festival grew to over 50 artisans and vendors, more than 1600 guests, a vibrant kids zone, top rated musical acts, and a partnership with Coke Florida.

Junior Ranger Jamboree

The Park was excited to host the Florida State Park's District 5 annual Junior Ranger Jamboree last May! This event was a great way for kids to spend the day at the Park and learn about Florida's natural and cultural resources. Kids of all ages had the opportunity to complete fun activities to earn stamps in their Junior Ranger passport, collect their Junior Ranger badge and patch!

MacBeach Gala: Preserving Paradise

New date, same location! Our annual fundraiser, MacBeach Gala: Preserving Paradise, was held at North Palm Beach Country Club in October. It was a wonderful night supporting the Park filled with a delicious food and drinks, captivating presentations, silent & live auction, music and more! Because of your very generous support, we were able to raise more funds than ever before for our education programs, sea turtle conservation, new Park events and programs, community outreach efforts, guided tours and more. A huge thank you to all our Gala sponsors, because of you it was truly an incredible night!

Pumpkin Stroll

In October, over 1,000 guests joined us for our 2nd Annual Pumpkin Stroll and Moonlight Concert. Guests enjoyed a magical night of music under the moonlight and strolled along the pumpkin-lit boardwalk. This family friendly event featured activities for all ages including live music from Peter Troup, festive snacks from Palm Beach Cider Donuts, and a mystery box activity from our education team. This fall event was an incredible night thanks to all the community support. A special thank you to Trader Joe's Palm Beach Gardens for donating pumpkins.

Holiday Sip and Shop

In December, Park patrons joined us for a special after-hours event at our 2nd annual Holiday Sip and Shop at the MacArthur Beach State Park Gift Shop. This holiday event was the perfect way to get holiday shopping done, while supporting your favorite State Park! Guests enjoyed wine, a holiday cocktail from Munyon's Paw Paw, and listened to holiday music performed by ukulele player Scott Teske — all while shopping a wide selection of carefully curated local and sustainable gifts. 100% of all profits from gift shop sales goes directly back into supporting the Park!

“During their time at MacArthur Beach State Park, our sea turtle ambassadors educate thousands of visitors about sea turtles and conservation. It is these personal interactions that can spark people’s interests and can help them on their way to becoming life-long sea turtle advocates.”

- Veronica Frehm, CEO Friends of MacArthur Beach State Park



Goodbye Veronica and Freed!

In August, our two ambassador loggerhead sea turtles, Veronica and Freed, were released into ocean waters.

One-year-old Veronica and 10-month-old Freed were cared for by a dedicated team of staff at MacArthur Beach State Park since they were 3 months old. The turtles are part of our educational sea turtle ambassador program, which educates visitors about the importance of sea turtle conservation. The Park receives over 130,000 visitors annually and over 4,000 of those visitors are students who participate in education programs, where the sea turtles are a major focal point. John D. MacArthur Beach State Park is the only state park permitted to house sea turtles in Florida.

The sea turtles were released off the coast of West Palm Beach from ANGARI Foundation's 65-foot research vessel, R/V ANGARI. While ANGARI Foundation has supported sea turtle research onboard its vessel in the past, this was their first sea turtle release. Thank you ANGARI Foundation for all your support of MacArthur Beach State Park and most importantly of our turtles, Freed and Veronica! We are grateful for our partnership with ANGARI to get them out to sea!



Hello Olive!

In 2024, we welcomed a new resident at MacBeach: Meet Olive! She is a juvenile loggerhead, who arrived at the park in November. Olive came from the FAU Sea Turtle Research Lab at the Gumbo Limbo Nature Center. She resides in the outdoor turtle tank, right outside the gift shop and loves meeting Park visitors.

Olive was named by our social media community! After a week of online and in person voting at the park, the name "Olive" was the favorite. We received hundreds of votes from visitors, students, staff, and Board members.

We are a Marine Turtle Permit Holder under the Florida Fish and Wildlife Conservation Commission (FWC). Under our permit we are able to keep up to two juvenile loggerhead sea turtles at our facility for educational purposes. While the sea turtles are staying with us, we have a unique opportunity to introduce visitors to these amazing reptiles, and to educate them about sea turtle conservation. When they are ready, we will release them into their natural habitat. Until then, Olive is teaching students and visitors all about sea turtle conservation.

Did you know?

Loggerhead sea turtles like our animal ambassadors eat primarily mollusks, crustaceans, fish and jellyfish. Here at MacArthur Beach State Park we get our turtle's food generously donated from local shops like Cod & Capers Seafood Marketplace and Black Dog Fishing.



Giving Back To Our Community

The Friends in partnership with Park staff are always looking for ways to serve the community and use our resources to reach residents and visitors. With over 130,000 visitors last year and a vibrant ecosystem, MacArthur Beach continues to be a vital part of South Florida's natural heritage, contributing significantly to local economy and conservation.

Baseball Game Sponsorship

Last summer, we continued our partnership with local baseball teams and brought our mission to sports fans for a 2nd year. Friends of MacArthur Beach State Park was proud to sponsor "All About the Ocean" night, dedicated to ocean conservation and education, on June 22nd at Roger Dean Chevrolet Stadium in Jupiter, Florida. Friends staff and volunteers provided activities for attendees including ocean-themed crafts and games, animal artifacts to see up close, scientific fun with microscopes, a chance for kids to test out ocean knowledge with our trivia game and prize wheel, and we shared the importance of taking care of our beaches with our marine debris display.

Girl Scouts

MacArthur Beach welcomed girl scouts at the park for Girl Scouts Love State Parks Day on September 15th. Our Park Rangers and volunteers provided a fun afternoon for 27 girl scouts and their families. The girl scouts volunteered by cleaning up marine debris from the beach, learned about Florida snakes and had the chance to meet one during our snake encounter, and became official Florida State Park Junior Rangers. This national event is a partnership between Girl Scouts of the USA and State Parks to provide an opportunity for girl scouts and their families to experience the great outdoors.

Junior Friends

Developing tomorrow's stewards is one of Friends of MacArthur Beach State Park's core strategic priorities, and the Junior Friends program is an interactive approach accomplished in partnership with the park. Last year, the group of 6th – 12th grade

students met monthly to support the Park through community service and citizen science activities, like beach cleanups, mangrove cleanups, sea turtle stake painting, tree planting, and much more.

Outreach Events

Fundraising and outreach are cornerstones for sustaining the mission of Friends of MacArthur Beach State Park and serving the community. Park and Friends staff attended events all throughout the county to spread the word about MacArthur Beach. In 2024, Park staff supported by the Friends had a presence at Lagoonfest, Boca Bowl Fan Fest, Mantatee Fest, Natural Areas Festival, Atala Festival, Wild and Scenic Film Festival, and more. Participating at these events allowed us to reach thousands of visitors.

Friends staff contribute to conferences and professional gatherings all over the country, state and county sharing our expertise and furthering our mission. Among our 2024 appearances were:

Association of Nature Center Administrators (ANCA), Memphis, Tennessee

Florida Marine Science Educators Association (FMSEA), Juno Beach, Florida

Palm Beach North Chamber of Commerce, Palm Beach Gardens, Florida

Ibis Country Club, Palm Beach Gardens, Florida

Leadership Palm Beach County, PBC, Florida



Teacher Workshops

Serving teachers through professional development is one of the pillars of the Friends education program. In 2024, we hosted 3 professional development workshops to bring environmental education resources to the classroom and provide hands-on learning at the park. Additionally, the Friends hosted MacBeach Explorations, a free 3-day summer program for local 3rd – 8th grade Title-1 teachers.

Hosted Groups

As the only state park in Palm Beach County we strive to be a place for all residents and businesses to connect to nature. Last year the Friends hosted groups for corporate retreats, private tours, team building, and more.

The Friends hosted **Chick-fil-A's** Key Leaders Olympics with Chick-fil-A Operators for their team building day.

For over a decade, **Florida Power & Light** has worked to help preserve a natural treasure in their own backyard at John D. MacArthur Beach State Park. In March, a group of 65 employees spent a Saturday morning cleaning up our beach! These volunteers collected 133lbs of marine debris plus hundreds of pounds of wood that had washed up on our shoreline.

The Sterling Organization has been committed to cleaning our beach for years and in April over 20 employees volunteered their time to conduct a beach cleanup collecting over 40lbs of marine debris!

We welcomed **State Representative Kelly Skidmore** to the Park last summer. Joined by leaders from the Florida State Parks Foundation and the Florida Park Service, Rep. Skidmore explored the beautiful beachfronts, trails, and our renowned sea turtle program.

The Friends organization is a proud member of **Palm Beach North Chamber of Commerce**. Last November, the Chamber's team celebrated Thanksgiving by giving back into their community. They joined the Friends, recipients of the Chamber's 2022 Environmental Stewardship Award, for a beach clean-up.

In partnership with **Leadership Palm Beach County** the Friends hosted the Engage Class of '25 for a guided tour of MacArthur Beach State Park during their Environment Day.



“Our Park is made even better through the energy and commitment provided by our volunteers.”

- Veronica Frehm, CEO Friends of MacArthur Beach State Park



Award Winning Volunteers

Volunteers

Volunteers are the life force behind our organization. They support our lean staff in assisting visitors, providing services, and helping the Park run smoothly. Volunteers collectively donated over 12,000 service hours to the Park, greeting visitors, working at the Gift Shop, helping in the Nature Center, leading Park guests on Nature Walks, assisting at beach cleanups, serving on turtle surveys and turtle walks, working with construction and maintenance, tram driving, and so much more. The Friends and Park are incredibly grateful to all our volunteers for their service. Thank you for being an integral part of our community.

Park volunteers and Friends partners were recognized for their achievements and dedication at the Florida State Parks District 5 Volunteer Appreciation Day at Bill Baggs Cape Florida State Park in Key Biscayne.

Award winners included: Outstanding Team of 3+ - Turtle Walk Team, Youth Volunteer of the Year - Charlotte Lebedeker and Long-Term Special Project of the Year - John Lidington

Florida Power & Light Company (FPL) was awarded the Corporate Contributor of the Year award for its decade-long partnership with Friends of MacArthur Beach State Park and their shared commitment to protecting the Park's natural resources. The company has been bringing its team to the Park for beach and mangrove cleanups multiple times a year for over a decade. FPL's headquarters is right down the road from the Park, lending a natural fit between the staff and the resources at MacArthur Beach.

The award-winners are part of thousands of people from all over the country who give their time and talent to their state parks. Florida State Park volunteers play a vital role in supporting park operations and MacArthur Beach is no exception.

Friends Awards

The North Palm Beach Business Advisory Board chose Friends of MacArthur Beach State Park as the Business of the Winter Season for our outstanding achievements and community involvement within the Village of North Palm Beach. We are thrilled to have received this honor in the community.

The Board of the Treasure Coast Chapter of the Florida Association of Environmental Professionals (TCC FAEP) selected Friends of MacArthur Beach State Park to receive the 2024 Public Engagement and Education Award for their exemplary work in the environmental professional community. Friends CEO Veronica Frehm and Park Manager Andy Flanner accepted the award from TCC FAEP Board President Gina Chiello at the Annual Awards Banquet.

“We are honored to be a long-time partner of MacArthur Beach State Park and to support its mission of providing recreation opportunities, while also preserving and restoring our local natural environment. We look forward to continuing to work together to preserve the park and its resources, as well as enhancing its educational, accessibility and recreational offerings for our local community.”

- Ilan Kaufer
FPL External Affairs Manager
Board Member of Friends of MacArthur Beach State Park



Together, we can do so much more.

As a nonprofit organization, the Friends rely on volunteers, donations, grants, and memberships to continue our important work. Your contribution directly supports programs and services that make our Park the best it can be. MacArthur Beach State Park is protected and enriched by the members, donors, and volunteers of the Friends. The Park continues to thrive and is a beloved destination, center for learning, and place of beauty, thanks to your generosity.

THANK YOU for all you give to this place we love so much.



Get Involved with Friends of MacArthur Beach State Park

Looking for ways to impact Palm Beach County's only state park?
Here are some ways you can support our mission.

VISIT

Stop by and spend some time kayaking, standup paddle boarding, relaxing on the beach, snorkeling the rock reef, or hiking one of our trails.

VOLUNTEER

We are always looking for new volunteers! Meet new people, gain experience, and use your talents to help preserve our natural resources.

SPONSOR

There is no better place for your company to be seen than at MacArthur Beach State Park. We offer a wide variety of opportunities to meet your marketing and charitable goals.

MEMBERSHIP

Your annual membership supports the programs and activities at the Park.

ATTEND

Join us at one of our many Park events, there is a little something for everyone.

LIKE

Like us on Facebook and follow us on Instagram @macarthurbeach to stay up to date with our latest news, photos, and events.

INDIVIDUAL GIVING

Give a gift of any size from yourself or on behalf of your family. Annual or monthly giving plans are also available.

PLANNED GIVING

The long-term commitment of a planned gift is a way to create a personal legacy supporting MacArthur Beach. Planned gifts take many forms and may include IRA contributions, real estate, life insurance and personal bequests.

GIFTS OF STOCK

Donating stocks and other securities is one of the most tax-efficient ways to give.

Scan the code below to donate or visit:
www.macarthurbeach.kindful.com



For more ways to get involved,
email us at
friends@macarthurbeach.org
or call us at
561-776-7449



John D. MacArthur Beach State Park
10900 Jack Nicklaus Drive
North Palm Beach, FL 33408
www.macarthurbeach.org
@macarthurbeach