

Founded in 1990, "Friends" is a State of Florida Citizen Support Organization (CSO), and a 501(C)(3) nonprofit corporation.

Our mission:

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





2021 was a year to remember...

Over the past year, Friends of MacArthur Beach State Park has continued to strive to make John D. MacArthur Beach State Park, the only State Park in Palm Beach County, the best it can be. We certainly have learned what "being resilient" means in terms of figuring out new ways to provide a safe place for visitors to come explore and relax. Never before has connecting with nature been so important – and we have done everything possible to be here for you and our community.

Friends of MacArthur Beach State Park took time to re-evaluate and assess our current operations and offerings to see what we can improve upon in the future. We have made significant changes and enhancements to the Park including:

- Opened our new Standup Paddle Boarding Concessionaire program where visitors from all over the world can explore our estuary from a new perspective
- Created and implemented new fundraisers including "Adopt a Nest" where patrons can adopt a sea turtle nest on our beach to contribute to our conservation efforts
- Created a new online Beach Outfitters Gift Shop allowing patrons to support the Park from the comfort of their home
- Improved our membership platform and communications
- Redesigned and launched a new website
- Onboarded new Board of Director members to lead us with their talents and expertise
- Hired new staff with creative and vast professional experiences
- Pivoted our award-winning in-person education programs to a virtual platform to safely deliver lessons that raise the environmental literacy

These are just some of the initiatives we have created – we are thrilled to share the rest with you in this document.

None of this could have been accomplished without the generosity of our partners, donors, members, and volunteers who help make the programming and opportunities mentioned above possible. Being in the second year of a global pandemic has had its challenges but has also been a fantastic opportunity to explore how best to continue preserving this local treasure in new and exciting ways.

We are feeling optimistic about the approaching years and what we can accomplish with your help. We know that the future generations will be able to enjoy the Park just like you are doing today, because of your support. Thank you for doing your part to keep this Park the treasure that it is. We hope to see you kayaking, standup paddle boarding, relaxing on the beach, snorkeling the rock reef, or hiking one of our trails in 2022!

Julie W. Miles

Julie Miles Board of Directors, President



Veronica Frehm Executive Director



2021 Friends of MacArthur Beach State Park Board of Directors

Board of Directors Officers

Julie Miles, President Latimer Farr, President Elect Peter Jordan, Treasurer Jodi Butler, Vice President Teri Jabour, Secretary

Board of Directors

Shannon Armstrong
Michael Brozost
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Kim Jones
Jill Kohlbecker
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Savannah Lebedecker (Junior Friends Chair)
W Mason
Patrick Murray

Susan Sachs Marlee Sartory Deborah Searcy, Ph.D. Donald Solodar

Becky Robinson

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Emeritus Directors

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Leni Bane
Rebecca G. Doane
Susanne M. Fruehauf
Janet Heaton
Ellin Miller
Susan Murray
Hal Reed
Patricia Welch



2021 **BY THE NUMBERS**

3,525

amount raised by Adopt A Nest inaugural fundraiser to help raise awareness and funds for the 3,000+ sea turtles that nest on our beach each year

number of loggerhead sea turtle ambassadors who were cared for and released

articles in press and media

3,100 members

students reached in Virtual Field Experiences (adapted from in-person Field Experiences)

> full-time interns safely continued in our internship program

> > employees maintained throughout the pandemic, in addition to 9 concessionaire staff

educators reached during professional development workshops

students attended field experiences at the Park 3,000+

pounds of microplastics picked up by Citizen Science Marine Debris Program

new Board members brought onto Friends of MacArthur Beach State Park



nurses were able to come to the Park for free and destress from their hard work during the COVID-19 pandemic from the Palm Healthcare Foundation/Community Foundation Thank our Healers Grant.

2,273

visitors paddled in paradise with High Point Paddle Adventures at MacBeach

10,000

hours served by volunteer Stephanie Grant, who was awarded the Irene DeLaby Award by the Florida Park Service

14,482

students reached in Virtual Adobe Connect Live Virtual Field Trips

campers who spent the summer learning from our 15 counselors and staff



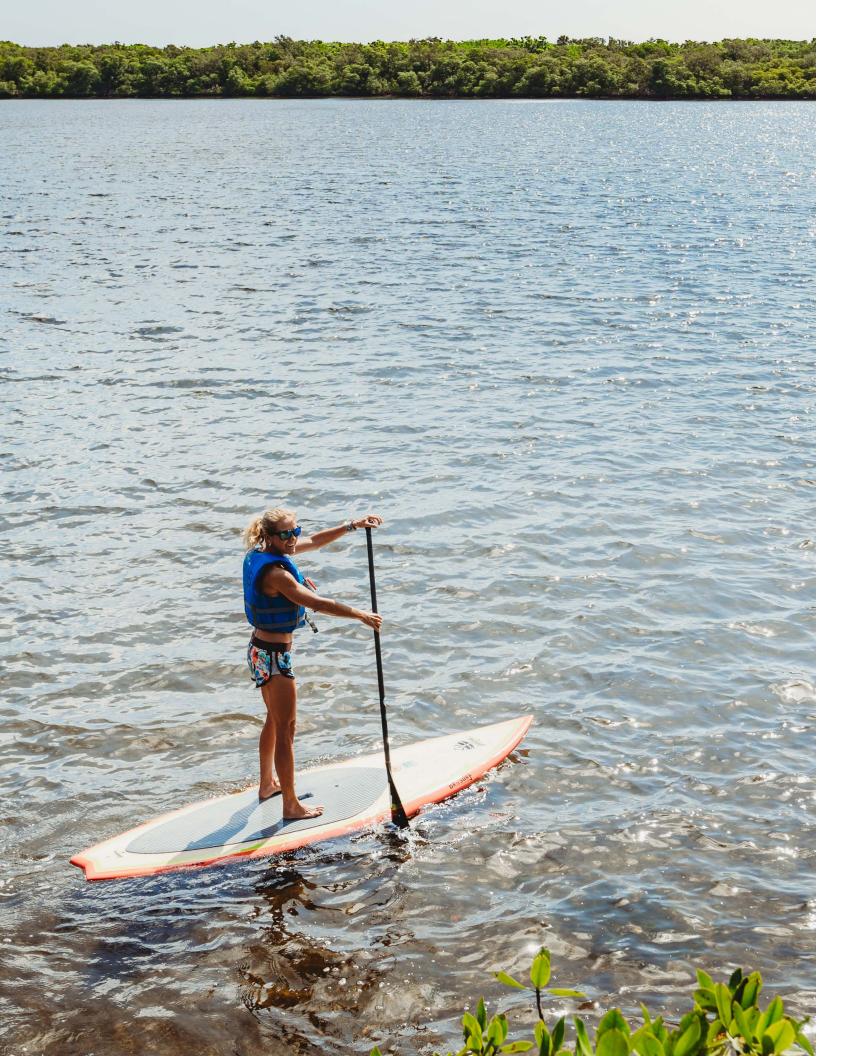
86 students -- completing mangrove clean-up, and painting turtle stakes for turtle season

acres of exotic plants removed from the Park and planted 1 acre of native plants that we propagated at the Park through the Robert J. Trulaske Grant



junior friends meetings servicing community service projects for the Park including a beach clean-up,





on the water

A favorite warm weather activity for all ages, standup paddle boarding serves as an opportunity to get better acquainted with the nature around you, affording a perfect view of the wildlife above and below your board. It's no wonder the peaceful yet exhilarating sport of standup paddle boarding is the fastest growing sport in the United States. Florida's waterways offer some of the best adventures to explore by board, and that now includes MacArthur Beach State Park.

Friends of MacArthur Beach State Park, with the help of our concessionaire, High Point Paddle Adventures, began offering visitors standup paddle boarding in April 2021 as a new and exciting way to explore the Park.

Over 2,000 visitors paddled in paradise with High Point Paddle Adventures at MacBeach, bringing both a new activity for visitors and a new revenue stream to the Park. Additionally, kayak rentals returned to full capacity after months of closures, providing another option to get back on the water.

gift shop

We welcomed new management at the Beach Outfitters Gift Shop and watched them reinvigorate the shop with a new look and carefully assembled collection of products and gifts. The Sales and E-Commerce Manager and Gift Shop Assistant Manager focused on online store creation and implementation, resulting in diversified revenue streams. The new online gift shop provided a way for individuals to shop and support the Park from home.





Education Programming

John D. MacArthur Beach State Park provides wonderful outdoor learning experiences in an environment that exists nowhere else in Palm Beach County. Each program combines exploration of the area and age-appropriate hands-on activities. But, when the pandemic brought in-person field trips and school visits to an abrupt halt in 2020, Park staff quickly pivoted to continue classroom support through online lessons and videos, collaborating virtually. Leveraging the Park's broad network of educators, our Education Team delivered inspiring content to more than 14,000 students and teachers in 2021.

The Park offered four professional development workshops reaching 49 formal and non-formal educators across Florida and held a limited capacity summer camp, with 39 campers and 15 counselors in training learning in our living laboratory at the Park.

national recognition

During a time of such uncertainty in schools, we are proud to share that Friends of MacArthur Beach State Park was awarded the Marine Education Award for Outstanding Organization by the National Marine Educators Association. Friends of MacArthur Beach State Park was granted this award for their leadership and strong commitment to supporting marine education through their actions, including education for school groups, teacher workshops, Junior Friends Program and their Citizen Science Marine Debris Program.





leadership

Eight new board members joined the Friends of MacArthur Beach State Park Board of Directors, bringing talent and skills to enhance the Park.

Throughout pandemic, the Park maintained staffing levels with 6 employees and 9 concessionaire staff. We safely continued our internship program with 4 full-time positions assisting with animal care, education, and Park programming.

marketing and public relations

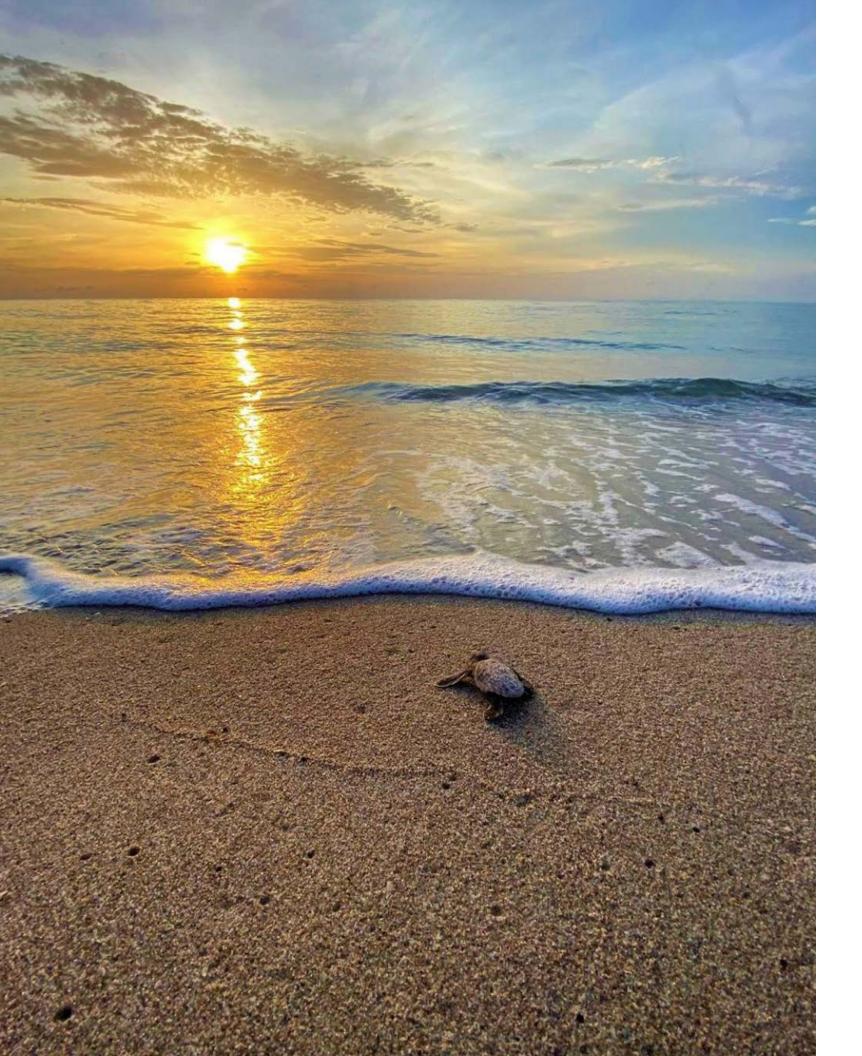
The marketing committee completed a comprehensive Marketing Survey to guide future marketing strategies. To better engage with our constituents, a new website (www.macarthurbeach.org) launched in 2021. The newly designed website includes a fresh, updated look and new features such as our online shop. We upgraded our member communication system which included implementation of a new direct marketing campaign to members and our listserv.

MacArthur Beach State Park was featured in 13 articles in various media outlets.

social media success

Our talented Marketing team created a steady stream of content to connect with audiences near and far, sharing beautiful scenery from our Park and focused collaborations with the Education staff and online gift shop. The Park's social media platforms grew during this time, gaining more than 2,000 new followers.





Community Partnerships & Grants

community partnerships

This past year, we forged new partnerships and built stronger collaborations from previous funders and partners including: VoLo Foundation, Sharkey Family Foundation, Cultural Council for Palm Beach County, Mary and Robert Pew Public Education Fund, Palm Beach North Chamber of Commerce, Community Foundation of Palm Beaches and Martin County, School District of Palm Beach County, and Palm Health Foundation.

grants

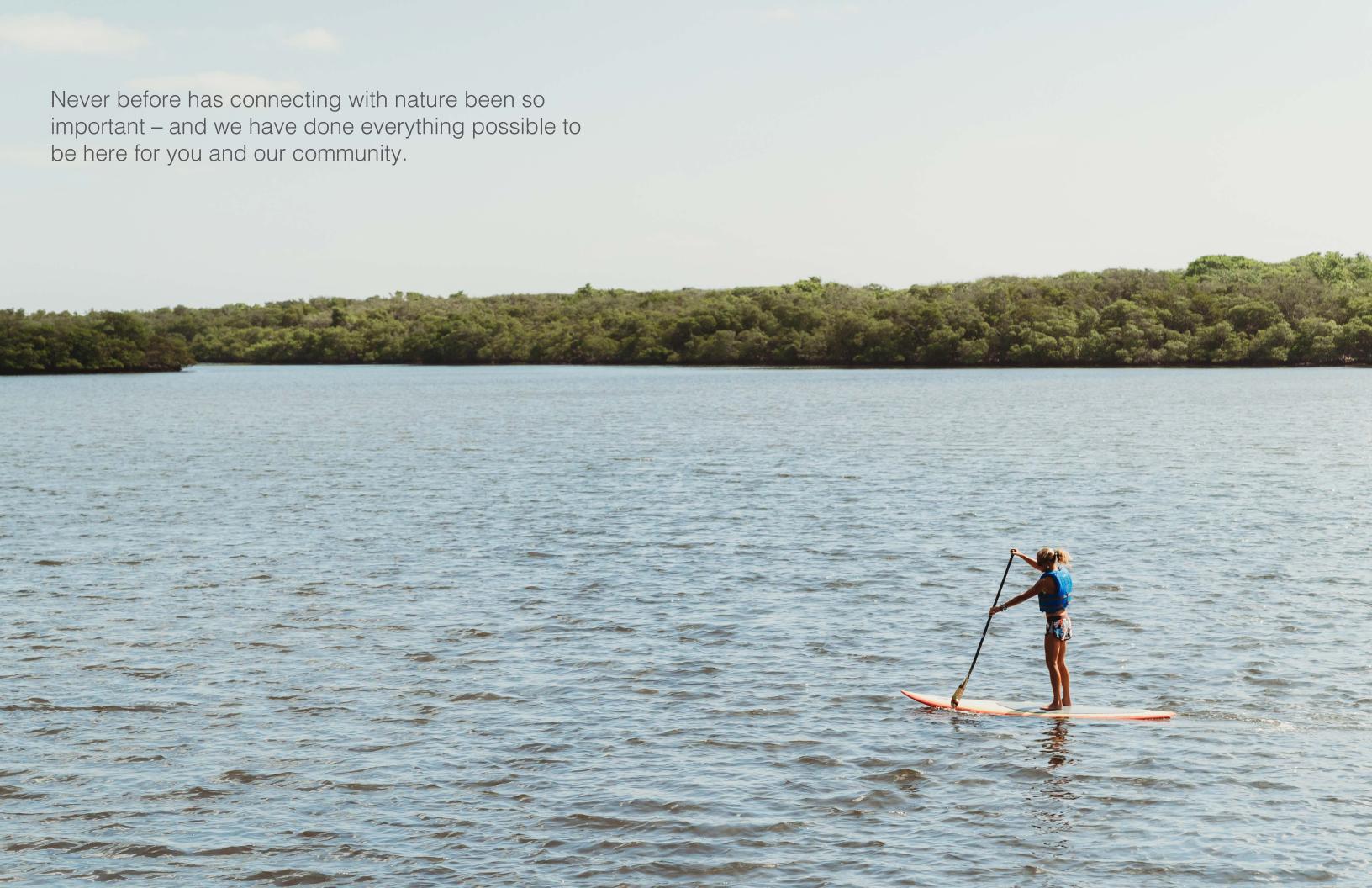
Thanks to the **Robert J. Trulaske Grant** we removed over 15 acres of exotic plants from the Park and planted 1 acre of native plants that we propagated at the Park.

In partnership with the **Palm Healthcare Foundation/Community Foundation Thank Our Healers Grant** the Park participated in the Thank Our Healers program offering nurses and their families free entrance into the Park. Over 133 nurses visited the Park for free to "destress" from their hard work during the COVID-19 pandemic. A small "thank you" for all their hard work.

VoLo Foundation helped support education and transportation costs for Palm Beach County students to come to the Park to experience our Environmental Education Programs.

Sharkey Family Foundation Donation supported education programming and transportation for students.

A **Cultural Council for Palm Beach County** grant allowed us to print and update our educational brochures.







2021 was anything but a typical year, yet our volunteers continue to surpass expectations, staying highly involved during what was a challenging time. Despite the limitations, volunteers collectively donated **9,000** service hours to the Park, greeting visitors, working at the Beach Outfitters Gift Shop, helping in the Nature Center, leading Park guests on Nature Walks, serving at beach cleanups, working with construction and maintenance, tram driving, and so much more. The Park is incredibly grateful to all of our volunteers for their service. **Thank you** for being an integral part of our community.

If you are interested in volunteering, please contact:
Alaina Bell
Alaina.C.Bell@FloridaDEP.gov
561-776-7449 ext 108

above and beyond



Volunteer Stephanie Grant was awarded the Irene DeLaby Award by the Florida Park Service for her 10,000 hours served.



The Florida State Park Service awarded Youth Volunteer of the Year to Junior Friend Savannah Lebedeker.





Together, we can do so much more.

As a nonprofit organization, we rely on volunteers, donations, grants, and memberships to continue our important work. This past year, we have been tireless in ensuring our patrons are safe and reminding them of the joy that comes with reconnecting to nature, thanks to our generous donors. Your donation contribution goes directly to support programs and services that make our Park the best it can be. Thank you for being a member, for donating, and for loving our Park as much as we do! The Park continues to thrive and be a beloved destination, center for learning, and place of beauty, thanks to your generosity.

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

SPONSOR

Sponsor one of our special events like MacBeach Moments.

MEMBERSHIP

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

DONATE/PARTNER

All funds raised go directly into helping programs and projects at the Park, like our Environmental Education Programs. Your contribution helps us continue our mission to preserve the Park for future generations.

LIKE

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

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