



Oceans*for*All

IMPROVING ACCESS TO MARINE
SCIENCE & TECHNOLOGY

**“The oceans are connected to everyone, every place in the world.
Mote’s new Science Education Aquarium will ignite within each visitor
a greater degree of curiosity to learn more about the marine
environment and to protect it.”**

— Dr. Michael P. Crosby, Mote President & CEO





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OCEANS FOR ALL:

IMPROVING ACCESS TO MARINE SCIENCE & TECHNOLOGY

Everyone in the world is intimately connected with our oceans, with every breath we take — we cannot exist without them. At Mote Marine Laboratory & Aquarium, we know that everyone who walks through our doors — from resident scientist to visiting child — has the power to make a positive impact, to conserve and sustainably utilize our marine resources and habitats, and to protect the oceans' economic vitality and biodiversity. We strive to help each person use science and increased ocean literacy to unlock their innate power for safeguarding the ocean's fundamental gifts to humankind, including oxygen, food, medicine and quality of life.

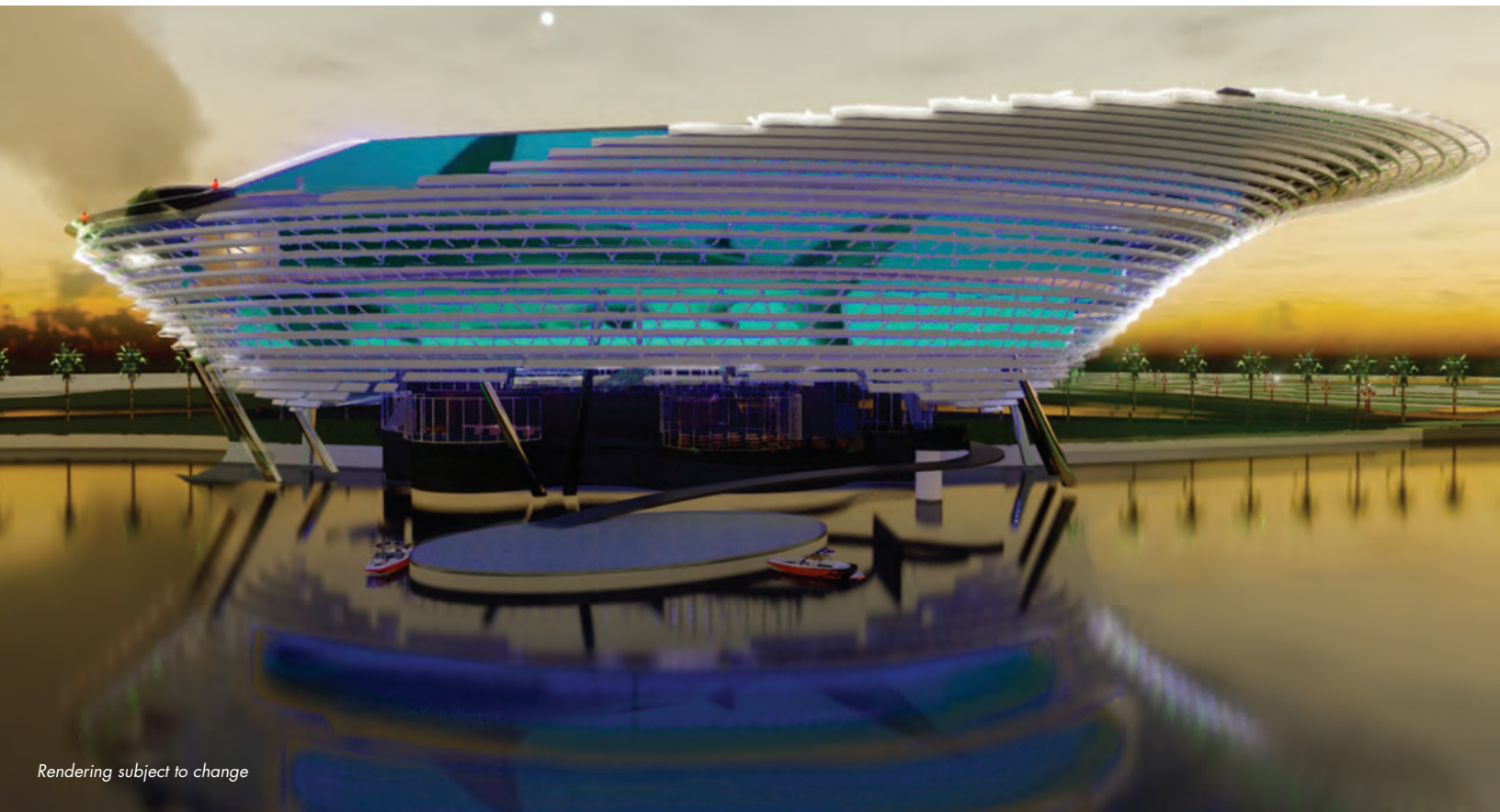
Mote is, first and foremost, dedicated to marine research and exploration. We lead more than 20 cutting-edge scientific programs — with nearly 600 active research projects over just the past five years — and we translate our discoveries through Mote Aquarium, which educates more than 300,000 visitors annually at our main campus on City Island, Sarasota. Visitors and ocean enthusiasts alike have the opportunity to dive deeper into the research of Mote scientists.

Now, these efforts must grow.

Our oceans are the defining features of our planet, and they face accelerating challenges — pollution, habitat loss, overfishing, rising temperatures and acidification, intensified by incomplete public awareness. Mote believes it is our responsibility to increase public understanding of these issues and enable potential science-based solutions.

With this in mind, Mote is proud to present *Oceans for All: Improving Access to Marine Science & Technology* – our capital construction fundraising effort to build a spectacular new Science Education Aquarium, which will support growth and innovation of 21st-Century marine research and informal science education.

Something as amazing as the ocean must be accessible to all.



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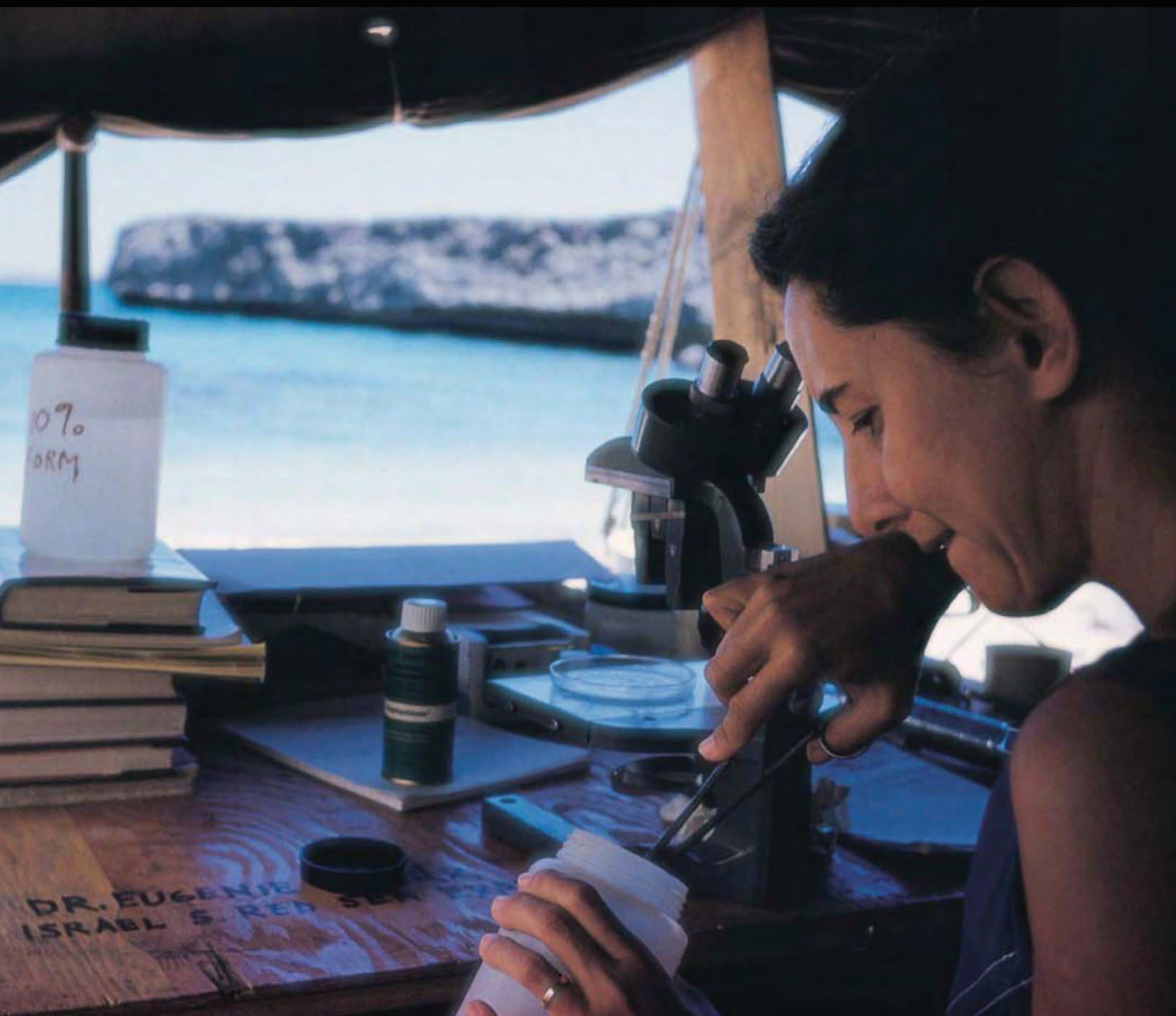
Above: With ocean-themed images swimming across the building’s exterior at night, Mote Science Education Aquarium will stir curiosity just as our oceans do.

A VISION BEYOND 2020

Mote aims to build its new, state-of-the-art Mote Science Education Aquarium in the rapidly growing community around Nathan Benderson Park — a nexus site for Manatee and Sarasota counties. This will: more than double accessibility for residents and visitors alike; grow our Aquarium size from 66,000 to 110,000 square feet, and from approximately 400,000 gallons of seawater exhibits to more than 1 million gallons; expand our ability to feature amazing marine animals and scientific displays from around the world; deepen visitors' experiences through hands-on teaching labs, onsite diving programs, scientific demonstrations and creatively interwoven, interactive technology; and above all, provide informal science education to a larger, more diverse audience.

This step is essential for providing every child in our region better access to high quality science education; expanding ocean literacy for hundreds of thousands of visitors from around the world each year; and above all, achieving our future vision to grow Mote's world-class research enterprise, the wellspring of our shared knowledge.

Following completion of the new Science Education Aquarium, Mote's next, distinct stage of growth will be to transform the space at its City Island campus to create an International Marine Science, Technology & Innovation Park that will ultimately catalyze the development of a "Silicon Valley" for marine science in Southwest Florida that fuels a diverse "blue economy." This will provide Mote researchers, and partnering science and technology entrepreneurs from around the world, the 21st-Century infrastructure required to unleash intensive research by Mote's best and brightest minds, enabling them to reach their full potential in addressing the significant threats facing Earth's oceans. Through innovations and intellectual property generated by Mote and its partners in a new regional marine science and technology sector, Florida's blue economy will thrive and its impacts will be felt well beyond our state. This expanded scientific and innovation campus will benefit greatly from revenue and public awareness provided by Mote's Science Education Aquarium, which in turn, will draw upon Mote's advancing research to keep its educational offerings fresh and meaningful.



LEGACY

In the 1930s, a young girl named Eugenie Clark adored visiting her local aquarium in New York. There “Genie” discovered her passion for the sea — passion that fueled her groundbreaking scientific career studying fishes, earning her the nickname “Shark Lady.”

Genie’s passion for marine research caught the attention of philanthropist Anne Vanderbilt, who asked Genie to partner with her in creating a small marine lab on Florida’s west coast. In 1955, the Cape Haze Marine Laboratory was born. Later, guided by benefactor William R. Mote, this vibrant classroom of the sea evolved into the internationally recognized, independent research institution known today as Mote Marine Laboratory.

Over more than six decades, Mote has expanded to include five campuses with scientists working in oceans worldwide. Of more than 200 Mote staff, approximately half are research staff with over 30 Ph.D.-level scientists. This is a rare combination of an independent marine research laboratory and its informal science education center. The world is hungry for reliable, independent, objective scientific knowledge, and we are the trusted source they seek.

Perhaps the next Genie Clark will start her or his adventure in marine research with a visit to the new Mote Science Education Aquarium.



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REALIZING THE VISION

Mote Science Education Aquarium will be an iconic, 100-foot tall, four-story building where scientific wonder and learning will begin even before visitors step inside. Mote leaders are in discussions to secure approximately 5 acres within Nathan Benderson Park to serve as the site for Mote Science Education Aquarium.

- The building's diaphanous skin will form smooth ellipses rising into the sky like ripples on a calm sea, evoking the region's natural beauty. With wetlands nature trails, water play areas and ocean-themed images swimming across the building's exterior at night, Mote Science Education Aquarium will stir curiosity just as our oceans do.
- Inside, exhibits totaling more than 1 million gallons will feature a stunning array of sharks, coral reefs, manatees, sea turtles, otters, seahorses, jellyfish and myriad other exciting marine species. Visitors' horizons will expand, with glimpses of the deep sea and other remote habitats, including Mote research sites from around the world.
- Science will suffuse each moment of visitors' experience, with augmented reality technology creating an immersive world to explore, and with Mote citizen-science projects inviting visitors to participate on site. Highly trained, enthusiastic staff and volunteers will help each visitor find their inner marine scientist, developing and cultivating natural curiosity and meaningful exploration.

REACH A LARGER AUDIENCE

More than **DOUBLE** the number of residents and visitors within an hour's drive.



A MORE IMMERSIVE ADVENTURE

Deepen visitors' experiences through hands-on teaching labs, onsite diving programs, scientific demonstrations and creatively interwoven interactive technology.

EXPAND OUR EDUCATION AND AQUARIUM FACILITIES

Grow our public Aquarium space from 66,000 to **110,000** square feet.





DOUBLE VISITATION

Initial attendance will likely be near **700,000** in its opening year—double the current attendance of Mote Aquarium on City Island.

ADVANCE OCEAN LITERACY

Provide informal science education to a larger, more diverse audience.



SUPPORT NEW EXHIBITS

Expand our ability to feature amazing marine animals and scientific displays from around the world.

ANNUAL ECONOMIC IMPACT


Beyond the one-time benefits of new construction, Mote Science Education Aquarium by itself will provide approximately **\$28 million annually** in economic benefits for the State of Florida.



REALIZING THE VISION

(CONTINUED FROM EARLIER SPREAD)

- Mote's research on City Island and other campuses from Sarasota to the Keys, as well as from around the world, will inform, invigorate and transform visitor experiences at our new Mote Science Education Aquarium campus, while education programs and special tours will continue bringing visitors into the heart of Mote's advancing scientific operations on our City Island campus.
- Interactive labs and hands-on classrooms within Mote Science Education Aquarium will be made accessible to every school in this region with no-cost opportunities provided by Mote, so that every child has the chance to discover marine science and technology, first-hand — *Oceans for All*. Strategically collaborating with schools and community groups where needs are the greatest, Mote will continue to educate children who might not otherwise have access to aquariums and marine science education.
- Initial attendance at Mote Science Education Aquarium will likely be near 700,000 in its opening year — double the current attendance of Mote Aquarium on City Island — and this facility will be built to accommodate 1 million visitors per year. The site's improved regional accessibility, along with future growth associated with Nathan Benderson Park, international sporting events, and communities in Lakewood Ranch portend exciting, sustained growth in Mote Science Education Aquarium's visitor base.
- Unique venue rental spaces at Mote Science Education Aquarium are projected to draw tens of thousands of guests annually for events enlivened by gorgeous backdrops — the lake at the Park and Mote's stunning, underwater displays.

A full-page underwater photograph showing Dr. Michael P. Crosby, Mote President & CEO, in the center. He is an older man with white hair, wearing a black wetsuit with blue sleeves, a diving mask, and a GoPro camera mounted on his forehead. He is holding a small, dark, branching coral fragment in his hands, preparing to plant it on the seabed. The seabed is covered with various types of coral, including staghorn coral and yellowish, brain-like coral. Bubbles are rising from his breathing apparatus. In the background, other divers are visible, and the water is clear blue.

Right: Mote President & CEO
Dr. Michael P. Crosby plants
staghorn coral fragments
in the Florida Keys.



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SCIENCE IS THE ATTRACTION

Mote's mission emphasizes producing accurate, scientific information to support conservation and sustainable use of marine and coastal biodiversity, healthy habitats and natural resources. Mote's new Science Education Aquarium expands on this legacy, allowing future ocean leaders to discover their passion for marine science and conservation. Guests will have the opportunity to immerse themselves in marine research, essentially becoming scientists for the day. Mote's unique and longstanding history of scientific excellence, and effective translation and transference of science for public benefit, will flourish and shine at our new Mote Science Education Aquarium, thanks to each and every supporter of *Oceans for All*.

Mote Science Education Aquarium visitors will discover how Mote scientists served as some of the first responders to the BP oil blowout, and continue to examine long-term impacts of fish health — learning as much as possible from one of the nation's largest ecological disasters. Visitors will learn how Mote scientists discover and develop solutions for conservation, sustainable-use and enhanced quality of life, including: sustainable fish farming practices to feed the world, cancer- and infection-fighting compounds from marine sources, technologies to mitigate impacts of red tide, restoration of commercial and recreational fisheries, and technologies to rapidly return dead or damaged corals to vibrant life — preserving a multi-billion-dollar economy and immense biodiversity of the "rainforests of the sea."

Even more exciting, visitors will have the opportunity to directly engage on-site as Mote volunteer “citizen scientists.” Today, Mote involves citizen scientists in critical coral reef monitoring and restoration, shark and ray research, sea turtle nest monitoring and conservation, fisheries enhancement, monitoring impacts of harmful algal blooms, or red tides, and more.

Perhaps most importantly, Mote Science Education Aquarium will grow our award-winning, informal science education programs, which perfectly encapsulate the message of *Oceans for All*. From pre-K children to retired adults, from family-focused education programs to National Science Foundation-supported research internships and teacher professional development workshops, Mote tailors marine science education for myriad audiences at every stage of life.

Mote’s education programs currently serve more than 30,000 people per year, with digital learning programs and traveling exhibits reaching countless others locally to internationally — emphasizing that even the most landlocked communities are connected to, and benefit from, healthy oceans. Mote’s strategic priorities include significantly expanding education access and participation of learners from populations that are underserved or underrepresented in marine science and technology. Whether we’re encouraging girls to excel in scientific fields, involving at-risk youths in ocean science and technology product development, or engaging local communities in volunteer citizen science projects, Mote Science Education Aquarium will provide hands-on marine science and technology research experience opportunities that reach far and serve all.



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IMPACT

- Mote Science Education Aquarium will expand access to marine science for diverse audiences, particularly underserved and underrepresented populations.
- This new facility will bring powerful research into the hands of the public, exciting children and adults about the impact of science and contributing to conservation-minded behaviors that can make a profound difference for the marine environment.
- With hundreds of thousands more visitors, Mote Science Education Aquarium is expected to contribute millions more dollars to Mote research than the current Aquarium.
- The Aquarium rebirth will also facilitate the evolution of Mote's existing City Island campus into an International Marine Science, Technology & Innovation Park.
- Construction of Mote Science Education Aquarium is projected to benefit Florida's economy by producing nearly \$280 million in direct and indirect expenditures and 3,123 total person-years' employment.
- Beyond the one-time benefits of new construction, Mote Science Education Aquarium by itself — not including Mote's research enterprise — will support over 260 direct and indirect jobs and provide approximately \$28 million annually in economic benefits for the State of Florida.

ACTION

Our goal is to launch construction of Mote Science Education Aquarium in late 2019. Driven by that progress, we will then begin a separate effort to transform Mote's City Island campus, spurring growth of our region's marine science and technology sector.

To enable this exciting transformation, Mote will secure \$130 million for the new Mote Science Education Aquarium through a combination of three avenues:

- **Philanthropy:** Partnering with individual, family and foundation donors who seek to invest in healthy oceans and a prosperous community;
- **Partnership:** In-kind support and investment of organizations and corporations whose missions will be strengthened through collaboration with Mote;
- **Public support:** Local and State support to significantly expand unique hands-on science and technology opportunities for all students, enhance ocean literacy for every resident, and attract visitors to a novel, immersive ocean science experience.

We cannot achieve these critical goals alone. You can be part of this important new era for Mote, our community, region and state. The oceans serve us all. It is time to give back and fuel the science and public education required to achieve lasting impact for our shared marine resources. Please join us in making this vision a reality.

HELP US ENSURE OCEANS FOR ALL.



**"Our Aquarium should be a place where people come
to learn more about the sea."**

— William R. Mote, Mote benefactor and namesake



MOTE MARINE LABORATORY
& AQUARIUM

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