



*Inside "Passages of the Deep"*



*Oystercatchers and Hatchling*



*Male Rock Greenling*



*Wolf-eel*



*Giant Pacific Octopus*



*California Sea Lion*



*"Passages of the Deep"*



*Getting a Sea Lion Kiss!*



*Get up close to a Shark*



*A Southern Sea Otter*



*Ethereal Moon Jellies*



*Tufted Puffins in the Aviary*



*Sevengill Shark*



*Bay Pipefish*



*Hands-on discovery*



*Sea Nettle*



*Cabezon*



*Sea Pen*



*Getting up close to a Sea Otter*



*Sleep with the sharks!*



*Juvenile Skate*



*Ling Cod*



*Garibaldi Fish*



## FAST FACTS

**Concept:** The Oregon Coast Aquarium opened in Newport, Oregon in 1992. It is a nonprofit, public aquatic and marine science exhibition facility offering educational programs and exhibits. The exhibits showcase seabirds, marine mammals, fishes, invertebrates and plants native to the Oregon coast. The Aquarium seeks to provide a balanced, informed view of the wealth and fragility of coastal resources and promote environmental awareness, conservation and good stewardship.

**Mission:** The Oregon Coast Aquarium is dedicated to the highest quality aquatic and marine science programs for recreation and education so that the public better understands, cherishes, and conserves the world's natural marine and coastal resources.

**AZA member:** As an American Zoo and Aquarium Association accredited institution, the Oregon Coast Aquarium is dedicated to providing excellent care for animals, a great experience where people connect with animals, and a better future for all living things. The AZA is a leader in global wildlife conservation and education.

**Facility Thumbnail:** The Oregon Coast Aquarium is situated on a beautiful 39-acre site on Yaquina Bay adjacent to an estuary and opposite a historic bay front with a working harbor. Due to dwindling populations of bottom fish and salmon, fisheries have been greatly curtailed in recent years, and the local economy has come to rely more upon other industries such as tourism. As a world class Aquarium and interpretive center, the Oregon Coast Aquarium has helped to broaden the economic base and attract visitors from all over the world. The Aquarium is consistently rated among the nation's top Aquariums, most recently by *USA Today*, *Coastal Living*, *Parents Magazine*, *Forbes Traveler* and *Trailer Life*.

**Attendance:** Approximately 460,000 annually

**School Groups:** 40,000 students and teachers benefit annually from Aquarium public programs and outreach.

**Memberships:** Individual, \$45; One Plus One, \$65; Dual Plus One, \$75; Family, \$110; Family Plus, \$150. Corporate and upper-level categories are available.

**Corporate memberships:** Each level of business membership is designed to give corporate members flexibility to entertain clients and reward employees. Transferable annual passes, each admitting up to four people per visit, are also featured.

**Hours and admission:** Open every day except December 25. Summer hours: 9 a.m. to 6 p.m., Memorial Day weekend through Labor Day. Winter hours: 10 a.m. to 5 p.m., after Labor Day up to Memorial Day weekend.

**Prices:** Adults (18-64) \$18.95, Seniors (65+) \$16.95, Young Adult (13-17) \$16.95, child (3-12) \$12.95 Age 2 & under, free

**Animals:** Approximate number of species at the Aquarium: 250

**Approximate number of specimens:** 15,000

**Staff:** 65 full time employees; over 400 volunteers

**Operating budget:** \$7 million annually

**Web Site:** [www.aquarium.org](http://www.aquarium.org)



## EXHIBITS

**Indoor exhibits** include three galleries replicating habitats found on the sandy and rocky shores and in Oregon's coastal waters. Also indoors: *Saving the World One Rockfish at a Time*, Aquarium Theater, changing exhibit area, classroom, full-service cafe, gift shop and bookstore.

**Outdoor exhibits** include sea otters, harbor seals and sea lions, wave-crashed tide pools, a coastal cave featuring a giant Pacific octopus and a nature trail. The Aquarium's 1.32-million-gallon *Passages of the Deep* exhibit was once a rehabilitation pool where Keiko, the orca, star of "Free Willy," was rehabilitated. A children's play area and a covered picnic area makes for a family friendly outing. A quarter-mile Nature Trail offers three viewing platforms, one outfitted with a viewing scope. More than 200 species of migrating and resident birds are spotted from here each year.

**Passages of the Deep** is a 1.32-million-gallon exhibit featuring three large ocean habitats connected by a 200-foot underwater tunnel. *Passages* is an undersea adventure featuring 3,500 sea creatures. Visitors journey through shark-filled waters within the safety of an acrylic walkway. Suspended eight feet below the water's surface and eight feet above the bottom, the tunnel gives the feeling of walking beneath the sea. With large floor windows, visitors can experience nearly 360-degree views.

**Orford Reef** - The first habitat highlights a rocky reef with large wolf-eels, rockfishes and schooling surfperch swimming among basalt boulders. A machine creates a surge above, which gives visitors the feeling they are in a swaying kelp forest on the rocky reef.

**Halibut Flats** - Next, visitors encounter a shipwreck resting on the rocky bottom, where halibut, skates and other animals glide gracefully nearby.

**Open Sea** - Here visitors face mysterious sharks and other fast-swimming predators of the open sea. Sharks, salmon and yellowtail jacks swim in and out of soft pools of light, which give the illusion of an endless ocean environment.

**The Sea bird Aviary**, one of the largest in North America, exhibits four seabird species (tufted puffins, common murrelets, pigeon guillemots and rhinoceros auklets) and one shorebird species (black oystercatchers) native to the Oregon coast. Two large pools give the sea birds ample room to "fly" underwater, which visitors can view through a large underwater window.

**The Turkey Vulture Aviary** opened Halloween day, 2009 with two 18 month-old sibling turkey vultures that had been rescued as chicks. The goals of the exhibit are to make people aware of these amazing birds, their unique biology, and the important role they play in our coastal ecosystem. Visitors learn how to identify a turkey vulture and observe its behaviors and physical characteristics.

**The Sea & Me** The Oregon Coast Aquarium's new exhibit, *The Sea & Me*, a children's interactive exhibit, opens Memorial Day weekend, 2012. Based on the model used by children's museums, the exhibit will be fun and imaginative, offering play experiences that are developmentally appropriate for children 4 to 10 years old, but kids of all ages will find interactive discoveries to enjoy. Activities that invite curiosity will be featured in *The Sea & Me*, offering interaction within families, friends and peers while encouraging discovery and understanding.



## ADVENTURES

**Animal encounters:** The Oregon Coast Aquarium's popular animal encounters are designed to encourage people to connect with the ocean's creatures. Encounters are held twice a month, allowing guests to work with a member of the Aquarium staff preparing food, feeding the animals and learning what it takes to care for each animal.

- ***Octopus Encounter*** offers guests a chance to touch a giant Pacific octopus, one of the ocean's most intelligent creatures, and if they want, allow it to touch them with its tentacles.
- ***Sea Lion Encounter*** gives a close up of the powerful sea lions and a "kiss" from Lea, one of the Aquarium's friendlier pinnipeds.
- ***Sea Otter Encounter*** is a behind-the-scenes look at the sea otter's many adaptations and a chance to watch the playful animals up close.

**Sleepovers:** Aquarium sleepovers offer a chance to pitch your sleeping bag inside the *Passages of the Deep* tunnel as sharks, fish and rays circle above and all around you! At the sleepovers, kids and families go on an educational scavenger hunt that teaches how to identify the fish and invertebrates. Before turning in for the night, a marine educator gives a fun and interactive presentation on a specific animal, a movie is shown, and pizza is served. The next morning you wake up to a light breakfast before venturing behind the scenes for a look at what's involved in the care and feeding of the nearly 15,000 animals at the Aquarium.

**The Annual Sea of Lights:** A community celebration of giving and local tradition benefits Lincoln County Food Share. Guests enjoy holiday music, a visit with Santa and photos. The entire Aquarium and grounds are covered with thousands of twinkling lights. The gift shop offers gift ideas and volunteers host a bake sale.

**Seasonal Celebrations:** Valentine's Day Animal Encounters, Creatures of the Day and Night, the Sea of Lights at Christmas and Earth Week are just a few of the annual events and celebrations at the Aquarium. Each month our schedule of events offers activities and adventures for the whole family.

**Special Events:** The Oregon Coast Aquarium is available for after-hours special events, parties, meetings, elegant weddings and receptions. A lovely banquet room with a large viewing window looks into the spectacular *Passages of the Deep* exhibit, and a viewing deck overlooks a peaceful view of Yaquina Bay. Guests can watch sharks, fish and bat rays swimming by as they enjoy a unique and memorable event. Catering services are offered for groups of 30 to 300 or more. The north or south lobby of *Passages*, the main building lobby and the classroom are also available for events in combination or individually. More information is available on our website at [aquarium.org](http://aquarium.org).



## PROGRAMS

**Education:** Education specialists at the Aquarium have developed curriculum for preschool through 12th grade, including pre-visit and post-visit activities, and conduct on-site laboratory and theater programs. Thirty-one programs are currently available to choose from, and new ones are developed and introduced each year. Materials are also available for self-guided tours at all grade levels. All programs address selected Oregon Common Curriculum Goals standards and benchmarks.

- Annually, outreach programs visit over 100 schools across the state, speaking to thousands of students
- Over 20,000 students attend on-site classes annually
- Develop and teach over 550 lab and theatre programs annually
- Over 700 students attend Home School Days annually
- Camps, animal encounters and aquarium sleepovers provide a rich and entertaining experience for students from pre-school through twelfth grade
- Partnering with Oregon Coast Community College and Hatfield Marine Science Center to offer the only two-year signature degree program in Aquarium Science in the nation
- Youth volunteers gain employment experience and college credits for their contributions

**Outreach school programs:** Aquarium education specialists offer eight outreach programs and travel all over Oregon and southwest Washington to deliver marine science to students and workshops for teachers. Programs focus on whales, sharks, seals and sea lions, and intertidal invertebrates. The auditorium programs are designed for two age groups: preschool–grade 2 and grades 3–5. These programs use costumes, puppets, realistic life-size inflatables, slides and a variety of specimens to make learning fun.

**Aquarium camps:** The Aquarium offers day camps for children. Registration is available online at [aquarium.org](http://aquarium.org).

**Volunteer programs:** Over 400 volunteers act as exhibit interpreters and visitor greeters, help with animal care and facility maintenance, and provide administrative support. Adult volunteers are over 18, and are given 30 hours of formal training in natural history, marine biology and teaching techniques. Volunteers who participate in the formal volunteer training class can receive college credit through the Oregon Coast Community College. New volunteers serve in a mentor program with experienced volunteers.

**Youth Volunteers:** The Aquarium provides a year-round youth volunteer program. Youth volunteers work with education and animal husbandry staff to learn about the natural history of marine animals and how they are cared for at the Aquarium. They become interpreters or tour guides and share their knowledge with Aquarium’s visitors.

**Volunteer Dive Program:** In cooperation with Oregon dive shop owners and highly qualified dive instructors, the Aquarium has developed a “Habitat Diver” certification program. Participants become volunteer divers, helping with many underwater duties at the Aquarium, including exhibit cleaning and maintenance, animal feeding and food preparation.

**Conservation, rehabilitation and research:** The Aquarium partners with SOLV on the annual cleanup of Yaquina Bay and two annual beach cleanups. The campaigns remove hundreds of tons of trash and waste from Oregon's beaches and waterways each year. The Oregon Coast Aquarium has rehabilitated and released (when possible) injured seabirds, endangered fur seals, harbor seal pups, tropical sea turtles, and marine mammals including various endangered species.

- Sea otter loan breeding program produced two pups– the first second-generation sea otters ever born in captivity at Seattle Aquarium (both offspring of Oregon Coast Aquarium's sea otter, Aadaa)
- Sea otter olfactory study
- Aquarium's outdoor sea aviary is one of the largest in North America
- First known tufted puffin eggs artificially incubated to successful hatching and fledging
- First known rhinoceros auklet chick hatched in captivity
- First known pigeon guillemot chick hatched in captivity
- First known black oystercatcher eggs laid and hatched in captivity
- Oregon silverspot butterfly conservation project
- Yelloweye rockfish reproductive study project aims to help restore bottom fish populations
- Bat ray conditioning program
- Research about the effects of temperature and diet on western pond turtles
- Successful rehabilitation and release of Western Snowy Plovers
- Habitat monitoring in Oregon's coastal bays and estuaries

**Individual, corporate and foundation support:** The Aquarium solicits and accepts donations to support its annual operating budget and special projects. Donations may be matched by willing employers. For planned giving: gifts of land, stocks and other appreciated assets are welcome. The Aquarium receives no ongoing government support, and contributions are vital to the continued success of the institution. Since admission fees and membership dues do not fully cover the organization's operating expenses, the Aquarium must rely on contributions and grants to provide the added support the facility needs to fund its day-to-day operations and carry out its vital education and conservation programs.

**Adopt an Animal:** Through this animal care program, individuals and groups can sponsor one or more of many different species at the Aquarium. Contributions offset the expense of caring for and feeding the Aquarium's more than 10,000 animals. Adoptions start at \$40.00 and include a beautiful photo of the chosen animal and more depending on level of support.

**Buy a Brick:** The Oregon Coast Aquarium's "Buy a Brick" program helps support the Aquarium and its mission. For donations of \$100 or more, supporters can purchase a personalized brick, which is installed in the Aquarium's entry pathway. You may have your name engraved in a brick, have it inscribed in memory or in honor of another individual or use it as an opportunity to leave a personalized message.

**Commemorative and memorial benches:** Handsome teak benches can be sponsored to commemorate a special occasion or as a memorial to a loved one.

**The Rockfish Society** benefits educational programs at the Aquarium. This program gives rockfish enthusiasts a chance to express their love for the rockfish genus, *Sebastes* (the Greek word for "magnificent"). There is remarkable variety in this group, with over 70 different species in an extraordinary variety of colors. One of the benefits of membership to the Rockfish Society is the opportunity to own a limited edition print by renowned artist, Diane O'Leary, creator of "The Living Waters of Tillamook Bay." O'Leary made a limited number of the prints and with hand painted detail in gold leaf. The prints are numbered, signed and available exclusively to Rockfish Society members in a very special membership package.



# CHRONOLOGY

**GRAND OPENING May 23, 1992:** The Aquarium's grand opening was heralded by news organizations throughout the state as a landmark event. Nine months later, the facility had already hosted its first million visitors, eight months sooner than projected.

**1992:** *Discovery Bay*, the first changing exhibit created by the Aquarium, opened. This interactive exhibit was popular among families with young children and ran for ten months.

- World's first known artificially incubated tufted puffin egg hatched successfully. Oregon Coast Aquarium received the Waterfront Center Honor Award. The prestigious award identified high-quality developments and visionary plans that make balanced and constructive use of urban waterfront resources.

**1993:** *"Journey of the Raindrop"*, a film produced by Odyssey Productions for the Oregon Coast Aquarium won the MUSE award presented by the American Association of Museums. The film illustrated the Aquarium's mission through a single drop of rain as it travels from coastal mountains through streams and rivers and makes its way to the Pacific Ocean.

- *Seasons of the Salmon* opened and ran for eleven months. Created by the Aquarium to chronicle the life cycle of the Pacific salmon, this exhibit included four freshwater tanks, a video and interactive elements.

**1994:** Oregon Coast Aquarium announced Lincoln County School Days program, offering discounted admission for local school groups in order to make the Aquarium experience more accessible to them.

**1995:** World's first known black oystercatcher eggs laid and hatched in captivity.

- *FROGS! Clues to Survival* opened. The exhibit was so popular it was extended for nearly four years.

**1996:** Keiko, the orca of the *Free Willy* movie series arrived at the Oregon Coast Aquarium. Keiko's move to Oregon attracted the attention of the national and international press, won the hearts of children and captured the imagination of the world.

**1997:** *Flights of Fancy*, a seabird film produced by Odyssey Productions, won a Bronze Apple from the National Educational Media Network. The educational award, given for excellence and artistic skill in media, recognized the film for its ability to teach viewers about the extraordinary lives of coastal seabirds as represented at the Aquarium.

**1998:** Educational Outreach began. An ambitious outreach program of school auditorium programs and teacher workshops is instituted, with Aquarium educators traveling to schools throughout Oregon and southwestern Washington. The program was designed to be interactive and fun, with topics including marine mammals, sharks and intertidal life.

**1998:** A rehabilitated and healthy Keiko left the Aquarium for his new home in Iceland.

**1999:** *Jellies: Jewels of the Sea* opened in an enlarged changing exhibit area. The exhibit showcased more than a dozen species of jellyfish in a strikingly designed environment, along with blown glass jellies by renowned artist Chris Hawthorn.

- *"At the Jetty"* opened as the Aquarium's largest indoor tank. Recreating the Yaquina jetty habitat, the exhibit featured salmon and sturgeon.

- *Family Fun* and *Northwest Travel* magazines named the Oregon Coast Aquarium the number one family-friendly aquarium in the Northwest.

**2000:** *Passages of the Deep* opened in the tank once occupied by Keiko, featuring a walkway inside a 200-foot acrylic tunnel that passes through three ocean habitats, surrounded by hundreds of fish and sharks.

- The Aquarium was awarded the American Zoological Association Bean Award for the Rhinoceros auklet breeding program.

**2001:** The Aquarium rehabilitated and displayed three male sea otters; the first aquarium to successfully exhibit both northern and southern male sea otters, in the largest sea otter pool and habitat in the United States.

- *The Great White Mystery: What Happened to Surfer Bob?* exhibit opened

- 2002:** *Enchanted Seas* opened, showcasing seahorses, sea dragons, cuttlefish, and other magical creatures worth protecting.
- 2004:** *Masters of The Night* opened, dispelling the myths about bats and showing how beneficial this winged mammal is to our ecosystem. Baby bats were born in captivity during this unique exhibit.
- 2005:** *Turtle Trek; A Journey of Survival* opened Memorial Day weekend, a colorful and interactive exhibit featuring 17 species of turtles, showing why their survival is in danger and what can be done.
- *The Living Waters of Tillamook Bay*, an art exhibit opened. The collages, by artist Diane O’Leary, depicted the disappearing fish, plants and invertebrates native to Tillamook Bay.
  - *Coastal Living* and *USA Today* featured the Oregon Coast Aquarium in the top ten world class Aquariums.
  - Aada, the Oregon Coast Aquarium sea otter on breeding loan at the Seattle Aquarium, fathered a second pup at the Seattle Aquarium.
  - A baby Vietnamese leaf turtle, a highly endangered species, hatched in the Aquarium’s *Turtle Trek* exhibit.
- 2006:** *Claws*, A colorful exhibit exploring the strange and diverse world of crabs, lobsters, shrimp, isopods and copepods opens Memorial Day Weekend.
- An injured baby harbor seal was rescued from a car with a pit bull. The seal received urgent care and rehabilitation at the Aquarium and was successfully released three months later.
  - A large cluster of wolf-eel eggs hatched successfully; a rare event in captivity.
- 2007:** The Aquarium introduced five seven gill sharks and several thousand anchovies to its *Passages of the Deep* exhibit. The story was covered by the Oregonian and Portland TV networks.
- *Saving the World One Rockfish at a Time*, opened July 3 at the Aquarium, an exhibit created by six Oregon Coast Aquarium youth volunteers. Oregon Secretary of State Bill Bradbury presented the volunteers with an award for the project. The students presented at the National Summit on Oceans and Coasts in Washington D.C., addressing bycatch, misidentification and barotrauma in rockfish.
  - *Parents Magazine* August issue named the Oregon Coast Aquarium among the best aquariums in the U.S. in an article titled, “The 10 Best Aquariums for Kids.”
- 2008:** *Oddwater* opened Memorial Day weekend and was covered in national news by Associated Press.
- *Trailer Life Magazine*, *Trip Advisor* and *Forbes Traveler* named the Oregon Coast Aquarium among the top rated aquariums in the U.S.
  - The Aquarium celebrated its 10 millionth visitor September 10.
  - A cover story on *Oddwater* was featured in the November issue of CONNECT Magazine.
- 2009:** The Aquarium introduced two 18 month-old turkey vultures to their newly constructed aviary. The names, “Ichabod” and “Olive” were selected from public entries in a “Name the Turkey Vulture” contest. The turkey vultures, male and female siblings, are rescued birds from the Raptor Education group in Antigo, Wisconsin.
- 2010:** The Aquarium’s role in rehabilitating two stranded sea turtles was completed in January as the turtles were flown to the SeaWorld Turtle Rehabilitation Center where they completed rehabilitation to be released back into the wild.
- *Swampland*, a colorful exhibit featuring three different kinds of replicated swamps, opened Memorial Day weekend .
  - “Washed Ashore,” an exhibit of sculptures made from plastics found on Oregon beaches, opens in *Passages of the Deep*.
  - “Mojo,” an eight month old rehabilitated Northern sea otter was introduced into the Aquarium’s sea otter exhibit.
- 2011:** “Beauty and the Birds,” a photography exhibit featuring birds in their native habitats by photographers Susan and Steve Dimock, opens in *Passages of the Deep*.
- The Aquarium co-hosted Lincoln County’s first ever K-12 Ocean Literacy Symposium in Newport. In a collaborative effort with Lincoln County School District, Oregon State University’s Hatfield Marine Science Center and Oregon Sea Grant.
- 2012:** *The Sea & Me* opens Memorial Day Weekend. The children’s interactive exhibit, based on the model used by children’s museums, is fun and imaginative, offering play experiences that invite curiosity.
- The Oregon Coast Aquarium’s 20<sup>th</sup> Anniversary is observed Memorial Day weekend, 2012.