



**COUNTY OF LOS ANGELES
FISH AND WILDLIFE COMMISSION**

GRANT APPLICATION

TITLE OF PROJECT/PROGRAM Fishtival
NAME OF ORGANIZATION Cabrillo Marine Aquarium
[As it appears on (501)(c)(3) IRS Letter]
ADDRESS 3720 Stephen M. White Drive
CITY San Pedro STATE CA ZIP CODE 90731
EMAIL caroline.brady@cmaqua.org
PHONE NUMBER 310-548-7410
AMOUNT REQUESTED \$7,500
CONTACT PERSON Caroline Brady
TITLE Executive Director
PHONE NUMBER 310-548-7410
AUDITED TOTAL INCOME \$2,065,013 AUDITED TOTAL EXPENSES \$2,146,871
FISCAL YEAR 23-24

Caroline J. Brady
SIGNATURE

March 17, 2025

DATE

Note: Please complete this application and include all supporting materials and email to the Commission. If you have any questions, you may contact the Fish and Wildlife Commission staff at fish&game@bos.lacounty.gov or (213) 974-1431.

For all areas that are not applicable, please indicate N/A in the area. ***Incomplete applications will not be considered.***



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About Your Organization:

A facility of the City of Los Angeles Department of Recreation and Parks, Cabrillo Marine Aquarium celebrates 90 years of service in 2025. What started as a lifeguard's table full of shells blossomed into a museum at the Cabrillo Beach Bathhouse in 1935. In 1981, the Museum transitioned into a full-fledged aquarium focused on Southern California marine life and moved into its Frank Gehry-designed campus. In 2004, the Aquarium added an Exploration Center and Aquatic Nursery to provide additional conservation education, research opportunities and career pathways for young scientists. CMA has been recognized internationally for its education programs and is the only free aquarium in the world accredited by the Association of Zoos and Aquariums. Located on the edge of the nation's busiest port, the Aquarium offers visitors a unique opportunity to explore several natural habitats-including the rocky shore, the sandy beach, the salt marsh and, through whale watching and other excursions, the deep ocean. Visitors come inside and learn more through up-close and personal tanks and exhibits.

Thanks to the philanthropic support of Friends of Cabrillo Marine Aquarium, the Aquarium charges no general admission fee and provides a wide variety of programs at little to no cost. Scholarships are always available, ensuring the Aquarium's educational opportunities remain accessible to all who wish to learn. We pride ourselves on the ability to engage a diverse audience, both locally and regionally, and cherish our reputation as a leader in ocean conservation education.

The Aquarium offers a variety of education and outreach programs including the following:

- **Ocean Outreach:** Our aquarium-on-wheels program brings hands-on marine science and environmental education to students at local schools throughout Southern California, reaching up to 25,000 pre-K through 8th grade students annually.
- **School Tours:** Free docent-led tours give students an opportunity to experience ocean animals up-close and are available to schoolchildren in Southern California with an emphasis on students from economically disadvantaged communities.
- **Spring Outdoor Classroom:** Every day for nine weeks, up to 1,000 schoolchildren come to the Aquarium to experience the wonders of marine science and the ocean through education stations set up on the beach where they learn about tidepools, whales and grunion.
- **Sea Search Marine Biology Workshops:** Offered year-round, these workshops are tailored to the age and needs of the students, providing in-depth field and laboratory experiences for school groups in the coastal habitats adjacent to the Aquarium (tidepools, sandy beaches, and salt marsh) using scientific tools.
- **Aquatic Nursery/Young Scientists:** Student researchers use an array of up-to-date scientific equipment in our aquaculture and research lab to conduct a variety of projects including raising endangered giant sea bass and the nearly extinct white abalone.



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Project Purpose:

Each year, Cabrillo Marine Aquarium hosts Meet the Grunion events focused on a unique silvery fish that hurls itself onto the sand by the thousands for a strange but fascinating mating ritual. Each event includes an educational grunion movie, grunion egg hatching, an opportunity to explore the Aquarium and guided beach observation.

Once each year, the Aquarium hosts a special grunion festival called "Fishtival," which includes additional activities, arts and crafts and music. This project's purpose is to provide 4,000 plus LA County residents the opportunity to attend a guided grunion program for free, learn about this fascinating fish and enjoy a summer night outdoors.

For the first time last year, Friends of Cabrillo Marine Aquarium partnered with KCRW (89.9 FM) to expand the reach of Fishtival by making it free and advertising the event to KCRW's listening audience as part of the station's Summer Nights lineup. The event featured all of the Aquarium's grunion activities, plus KCRW's popular D.J.'s, dancing, a beer garden, food trucks and our life-size inflatable whales.

This partnership helped introduce grunion to a new Los Angeles County audience,

Target Audience:

For this event, we are targeting Los Angeles County residents.

During normal weekday business hours, about half of the visitors we serve come to us on field trips from Los Angeles Unified School District and other surrounding areas. The pre-K - 12th grade students we serve, most from disadvantaged and underserved communities and across the continuum of economic and ethnic categories, mirror our region's diversity, and the current economic challenges faced by so many families, and school districts. Our students are 74% Hispanic, 7% African American, 3% Asian/Pacific Islander and 10% Caucasian and, as evidence of their underserved/at risk status, about 80% qualify for free- or reduced-price meals.



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Geographic area served (Supervisory District):

Cabrillo Marine Aquarium is located in the 4th District led by Supervisor Janice Hahn. The Aquarium serves all of Los Angeles County and beyond with visitors frequently coming from Orange, Riverside and San Bernardino counties. In part, because our facility was designed by renowned architect Frank Gehry, we attract visitors from all over the world.

Major sources and dollar amount of corporate, foundation and government support during current and past fiscal year:

Current Fiscal Year 24-25

Ahmanson Foundation \$150,000
American Honda Motor Company, Inc. \$15,000
Arcadia Products \$100,000
California Sulphur Company \$25,000
Crail-Johnson Foundation \$30,000
EA Engineering, Science and Technology, Inc. \$11,250
Marathon Petroleum \$12,500
Neu Brothers Holdings, Inc. \$20,000
Rose Hills Foundation \$20,000
Valero Wilmington Refinery \$150,000

Previous Fiscal Year 23-24

American Honda Motor Company, Inc. \$115,000
Crail-Johnson Foundation \$25,000
EA Engineering, Science and Technology, Inc. \$10,781
Marathon Petroleum \$12,500
National Gypsum Corporate, LLC \$90,000
Neu Brothers Holdings, Inc. \$20,000
Phillips 66 Los Angeles Refinery \$35,000
Port of Los Angeles \$40,000
SoCalGas Community Investment Fund \$25,000
Valero Wilmington Refinery \$115,000



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List all grants received from the Los Angeles County Fish and Wildlife Commission:

\$7,500 for our Young Scientists Symposium in 2017 and 2019

The Young Scientists Program offers junior high through college students the opportunity to conduct hands-on research projects in conjunction with Aquarium staff. Each year, the program culminates with the Young Scientists Symposium, a public event where students share their research and present their findings. Friends, family, staff, volunteers, and aquarium guests are welcome to attend and learn about the wonderful work these amazing students accomplished. Many students go on to receive top awards in local and state science fairs.

Statement of justification of need:

In our modern world, people spend too much time on their phones and not enough time enjoying the great outdoors! Several scientific studies have demonstrated the health benefits of spending time outside. For example, a 2019 study published in Nature found that spending at least 120 minutes a week in nature is associated with better health and well-being including reduced stress and anxiety, improved mood and restored brain function. Being outdoors can even lower blood pressure and heart rate and improve sleep.

In addition, according to a 2020 report by American Progress, students who spend more time outdoors, including students from low-income backgrounds, tend to perform better on standardized tests, demonstrate more enthusiasm toward school, and have fewer attendance problems.

At Cabrillo Marine Aquarium, we want to support as many opportunities as possible for both students and families to engage, enjoy and be inspired by our ocean. We do this through our many school and public programs, all of which focus on education about and conservation of our ocean environment and local marine life. This includes our grunion events, where we share information about closed and open season and the importance of following the California Department of Fish and Wildlife's fishing regulations to protect this very unique and special species.



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Action plan to meet objectives:

To make Fishtival a success, we have developed the following action plan:

- Work with KCRW and CMA staff to identify a grunion run evening that works for both organizations - DONE! The event will take place Friday, June 13, 2025.
- Identify grants and sponsors to cover event set up and KCRW advertising costs.
- Create graphics branding the event
- Publicize the event by on the Aquarium's platforms including:
 - *The CMA website, www.cabrillomarineaquarium.org and the Friends of Cabrillo Marine Aquarium website, www.friendsofcabrilloaquarium.org
 - *CMA's social media platforms including our Facebook page with 15,000 followers, X (Twitter) with 3,500 followers and Instagram with 4,000 followers
 - *e-Tides, the FRIENDS email newsletter, sent to over close to 5,000 people including members
 - *Event press release
 - *Post event banners at the Aquarium
 - *Mail a postcard to 2,000 households
- Publicize the event on KCRW's platforms including their listening audience, website, email and social media



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How does this project advance the protection and propagation of fish and wildlife in California?

Our grunion events are all about providing Los Angeles County residents the opportunity to learn about and experience grunion firsthand. The Fishtival will do this by providing the following activities:

- *A movie introducing people to grunion, which will run continuously throughout the evening in our auditorium. The auditorium features state-of-the-art visual technology and seats 287 people. An aquarium naturalist explains fishing regulations for the grunion (and emphasizes that June is closed season.)

- *Two grunion egg hatching stations where Aquarium staff lead guests in a special grunion mating dance and hatch grunion eggs in little jars (hatched fish are collected and released later).

- *A guided observation at the beach facilitated by several staff who keep the crowd back to protect fish and ensure grunion aren't scared off by large crowds.

Project budget and timetable:

We are seeking \$7,500 from LA County Fish & Wildlife Commission. This funding will help us cover the following event costs:

- *KCRW promotions - \$15,000

- *Sound and lighting - \$10,700

- *Rentals - \$9,700

- *Bar/supplies - \$3,500

- *Volunteer meals \$1,000

- *Security - \$1,000

- *Postcard design/promotional material printing \$3,500

TOTAL \$44,400



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Sources of other financial support for the project:

We plan on asking last year's funders again, including
The Roth Family Foundation, \$5,000
California Sulphur, \$10,000
The Crail-Johnson Foundation, \$5,000

We also have a grant application pending with the Port of Long Beach.

Cash flow analysis of the expenditure of project funds:

We will spend a majority of the funds for this event on or around June 13.

The \$15,000 will be paid to KCRW by April 15 to solidify the partnership and begin the on-air advertising.

The postcard will be produced and mailed six weeks before the event.
Most expenditures will take place starting May 15.

Proposed method of evaluating results:

The success of this event will be evaluated based on the numbers of reservations made through the KCRW registration page and through event attendance. In addition to gift shop sales, we will also track sales of new memberships as that indicates a willingness to support the Aquarium's ongoing conservation education programs.



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Plans for funding on-going project (if applicable):

We plan to host this event annually and will continue to seek sponsorships to make it sustainable.

Please attach the following supporting documents, if applicable:

- Copy of the Latest IRS Determination Letter of Tax-Exempt Status under Section 501(c) (3)
- Organization's Most Recent Audited Financial Statement
- Organization's Most Recent IRS Form 990



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ATTACHMENT A

CALIFORNIA FISH AND WILDLIFE CODE

§ 13103. Expenditures from fish and wildlife propagation fund; purposes

Expenditures from the fish and wildlife propagation fund of any county may be made only for the following purposes:

- (a) Public education relating to the scientific principles of fish and wildlife conservation, consisting of supervised formal instruction carried out pursuant to a planned curriculum and aids to education such as literature, audio and video recordings, training models, and nature study facilities.
- (b) Temporary emergency treatment and care of injured or orphaned wildlife.
- (c) Temporary treatment and care of wildlife confiscated by the department as evidence.
- (d) Breeding, raising, purchasing, or releasing fish or wildlife which are to be released upon approval of the department pursuant to Sections 6400 and 6401 onto land or into waters of local, state, or federal agencies or onto land or into waters open to the public.
- (e) Improvement of fish and wildlife habitat, including, but not limited to, construction of fish screens, weirs, and ladders; drainage or other watershed improvements; gravel and rock removal or placement; construction of irrigation and water distribution systems; earthwork and grading fencing; planting trees and other vegetation management; and removal of barriers to the migration of fish and wildlife.
- (f) Construction, maintenance, and operation of public hatchery facilities.
- (g) Purchase and maintain materials, supplies, or equipment for either the department's ownership and use or the department's use in the normal performance of the department's responsibilities.
- (h) Predator control actions for the benefit of fish or wildlife following certification in writing by the department that the proposed actions will significantly benefit a particular wildlife species.
- (i) Scientific fish and wildlife research conducted by institutions of higher learning, qualified researchers, or governmental agencies, if approved by the department.



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- (j) Reasonable administrative costs, excluding the costs of audits required by Section 13104, for secretarial service, travel, and postage by the county fish and wildlife commission when authorized by the county board of supervisors. For purposes of this subdivision, "reasonable cost" means an amount which does not exceed 3 percent of the average amount received by the fund during the previous three-year period, or three thousand dollars (\$3,000) annually, whichever is greater, excluding any funds carried over from a previous fiscal year.
- (k) Contributions to a secret witness program for the purpose of facilitating enforcement of this code and regulations adopted pursuant to this code.
- (l) Cost incurred by the district attorney or city attorney in investigating and prosecuting civil and criminal actions for violations of this code, as approved by the department.
- (m) Other expenditures, approved by the department, for the purpose of protecting, conserving, propagating, and preserving fish and wildlife.

(Amended by Stats.1990, c 764 (A.B. 4039), § 3; Stats.1991, c. 561 (A.B.722), § 2.)