

## 2020 SPACE COAST BIRDING & WILDLIFE FESTIVAL SUMMARY AND STATISTICAL INFORMATION

- 28 Sponsors *THANK YOU!!!*                      12 Key Partners *THANK YOU!!!*
- 215 Activities available to attendees included: Exhibits, Family Wildlife Adventure Day, Silent Auction, Birding and Wildlife Field Trips and Classroom Presentations, Keynotes, and Photo Classroom and Field Workshops. Festival attendees visited a wide variety of birding and wildlife sites, including Merritt Island National Wildlife Refuge, Canaveral National Seashore and Brevard County Environmentally Endangered Lands Sanctuaries. Private Festival Tours were conducted on lands protected by the St. Johns River Water Management District and Florida Fish and Wildlife Conservation Commission as well as a restricted access area inside the Kennedy Space Center.
- 1782 session seats were filled by 950 individual participants (these counts refer only to sessions requiring enrollment for participation). A total of 4464 session seats were available. The most under-attended opportunities were those classroom activities that were held in the Auditorium as 150 seats were allocated for each and the average usage was about 15%. It is recommended that the seat allocation for the auditorium be reduced from 150 to 100 for the keynotes and to 30 for the regular classroom and spotlight sessions. This would reduce the total number of session seats to 3174 and make the average usage in the Auditorium about 44%.
- 27 sessions sold out, and 4 sessions had only 1 seat left open.
- 107 Field Trip Leaders/Speakers provided their time, talent and effort to bring quality information and field trip excitement to each participant who went by bus or carpool.
  1. 44 presenters gave 53 talks during the festival.
  2. There were 4 Keynote speakers.
  3. 16 workshops were provided.
  4. 85 Field Trip Leaders conducted 112 field trips and workshops. 12 of those were on Brevard County Environmentally Endangered Lands properties.
- 6 professional photographers conducted 31 sessions and 2 Photography Industry Representatives conducted 3 sessions. Registered participants filled 212 seats in these 34 sessions. Learning experiences ranged from classroom presentations on how to use and feel comfortable with your camera, to improve photography skills, to advanced techniques and THEN, field workshops with hands-on functions to help capture the essence and thrill of creating a lasting image with historical and emotional value.
- 69 Businesses/Organizations filled the 82 available Exhibit booths (Additional booth workers who helped = 120)

An estimated 1650 people participated in some level of Festival activities during Jan 22-27, 2020. This is based on exhibit hall attendance, volunteers/field trip leaders/speakers, exhibitors, attendees and suppliers.

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## **COMMUNICATIONS**

19013 visits were made to the Festival website from February 1, 2019 through January 31, 2020.  
Page views – 62,337: Average pages per session – 3.3  
84.8% new visitors, 15.2% returning visitors  
Clicks to registration link – 3271

## **Social Media**

Between July 1, 2019 and January 31, 2020 there were 328 posts to Facebook, Twitter and Instagram, with 371 new likes, a total of 2090 likes and 2158 followers on Facebook.

## **Other forms of Communication**

Over 4718 emails were sent out by the BNA office between July 1, 2019 & Jan 31, 2020. Over 294 phone calls and/or voice messages were received /answered between July 1, 2019 & Jan 31, 2020.

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## **ACCOMMODATIONS**

*All stated in bed nights for Jan 21 – Jan 27, 2020\*\*\**

Hotel bed Nights: 1674      Host Hotel Contracted bed Nights: 262

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## **REGISTERED ATTENDEES & EXHIBITORS CAME FROM THESE 39 STATES and Territories:**

Alabama	Alaska	Arizona	California	Colorado	Connecticut
Florida	Georgia	Hawaii	Illinois	Indiana	Kentucky
Maine	Maryland	Massachusetts	Michigan	Minnesota	Montana
Nevada	New Hampshire	New Jersey	New York	North Carolina	Ohio
Oklahoma	Oregon	Pennsylvania	South Carolina	South Dakota	Tennessee
Texas	Utah	Virginia	Vermont	Washington	Washington, DC
West Virginia	Wisconsin	Wyoming			

## **REGISTERED ATTENDEES & EXHIBITORS CAME FROM THESE 35 FLORIDA COUNTIES:**

Alachua	Brevard	Broward	Charlotte	Citrus	Clay
Collier	Duval	Escambia	Flagler	Hernando	Highlands
Hillsborough	Indian River	Jefferson	Lake	Lee	Leon
Manatee	Marion	Martin	Miami/Dade	Monroe	Nassau
Okaloosa	Orange	Osceola	Palm Beach	Pasco	Pinellas
Polk	Sarasota	Seminole	St. Johns	St. Lucie	Sumter
Taylor	Volusia				

## **INTERNATIONAL ATTENDEES & EXHIBITORS TRAVELED TO US FROM THESE COUNTRIES:**

Bahamas	Belize	Borneo	Canada	Columbia
Costa Rica	Cuba	Malaysia	New Zealand	Panama
Peru	Portugal	South Africa	Uganda	United Kingdom

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### HOW DID YOU HEAR ABOUT THE 2020 FESTIVAL?

#### *Responses from registration site*

- 7 Billboard
- 5 VisitSpaceCoast.com Facebook
- 95 SCBWF FB page or Website – *likely many Internet searches led to FB & website*
- 95 Internet
- 134 Word of mouth
- 37 Visited booth at other Festival
- 15 Was contacted because attended previously
- 64 Specific publication (named magazine, flyer, newspaper)

#### **Named publications:**

*Some comments may refer to how participant first heard about the SCBWF several years ago*

- 34 Bird Watchers Digest
- 4 Birdwatching Magazine
- 15 Birding Magazine (Cornell)
- 7 American Birding Association/Birding
- 4 Other Birding Magazines or websites

### BIRD SPECIES SEEN ON FIELD TRIPS, FIELD WORKSHOPS & BOAT TRIPS DURING THE 2020 FESTIVAL:

One hundred and eighty-nine species of birds were seen on the 2020 Space Coast Birding and Wildlife Festival field trips and boat trips, including a suite of Florida specialty birds: Snail Kite, Short-tailed Hawk, Purple Swamphen, Purple Gallinule, Black-bellied and Fulvous Whistling Ducks, Red-cockaded Woodpecker, Bachman's Sparrow, Brown-headed Nuthatch and Florida Scrub-Jay. In all, twenty-one species of ducks and twenty-one species of shorebirds were tallied. In the "Colorful Birds of North America" category, none is more spectacular than the rainbow-hued Painted Bunting with the brilliant bright red Vermillion Flycatcher a close second. Both were observed at the Lake Apopka Restoration Area. Hundreds of manatees, loads of Limpkins and Purple Gallinules were seen at Blue Spring State Park and on its associated St Johns River boat trip. Space Coast Birding and Wildlife Festival guests were extremely happy with the birds they encountered, the quality of the field trips and leaders, the expertise of the speakers and the variety of exhibitors, who came from all over the world.

- |                                 |                              |                                |
|---------------------------------|------------------------------|--------------------------------|
| 1. Black-bellied Whistling Duck | 18. Black Scoter             | 35. American White Pelican     |
| 2. Fulvous Whistling Duck       | 19. Bufflehead               | 36. Brown Pelican              |
| 3. Muscovy Duck                 | 20. Hooded Merganser         | 37. American Bittern           |
| 4. Wood Duck                    | 21. Red-breasted Merganser   | 38. Least Bittern              |
| 5. Gadwall                      | 22. Ruddy Duck               | 39. Great Blue Heron           |
| 6. American Widgeon             | 23. Northern Bobwhite        | 40. Great Egret                |
| 7. Mallard                      | 24. Wild Turkey              | 41. Snowy Egret                |
| 8. Mottled Duck                 | 25. Common Loon              | 42. Little Blue Heron          |
| 9. Cinnamon Teal                | 26. Pied-billed Grebe        | 43. Tri-colored Heron          |
| 10. Blue-winged Teal            | 27. Horned Grebe             | 44. Reddish Egret              |
| 11. Northern Shoveler           | 28. Audubon's Shearwater     | 45. Cattle Egret               |
| 12. Northern Pintail            | 29. Great Shearwater         | 46. Green Heron                |
| 13. Green-winged Teal           | 30. Wood Stork               | 47. Black-crowned Night Heron  |
| 14. Canvasback                  | 31. Magnificent Frigatebird  | 48. Yellow-crowned Night Heron |
| 15. Redhead                     | 32. Northern Gannet          | 49. White Ibis                 |
| 16. Ring-necked Duck            | 33. Double-crested Cormorant | 50. Glossy Ibis                |
| 17. Lesser Scaup                | 34. Anhinga                  |                                |

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51. Roseate Spoonbill
52. Black Vulture
53. Turkey Vulture
54. Osprey
55. Snail Kite
56. Bald Eagle
57. Northern Harrier
58. Sharp-shinned Hawk
59. Cooper's Hawk
60. Red-shouldered Hawk
61. Short-tailed Hawk
62. Red-tailed Hawk
63. Black Rail
64. Clapper Rail
65. King Rail
66. Virginia Rail
67. Sora
68. Purple Gallinule
69. Gray-headed Swamphen
70. Common Gallinule
71. American Coot
72. Limpkin
73. Sandhill Crane
74. Black-bellied Plover
75. Semipalmated Plover
76. Piping Plover
77. Killdeer
78. American Oystercatcher
79. Black-necked Stilt
80. American Avocet
81. Spotted Sandpiper
82. Greater Yellowlegs
83. Willet
84. Lesser Yellowlegs
85. Ruddy Turnstone
86. Red Knot
87. Sanderling
88. Semipalmated Sandpiper
89. Least Sandpiper
90. Dunlin
91. Stilt Sandpiper
92. Long-billed Dowitcher
93. Wilson's Snipe
94. Wilson's Phalarope
95. Pomarine Jaeger
96. Bonaparte's Gull
97. Laughing Gull
98. Ring-billed Gull
99. Herring Gull
100. Lesser Black-backed Gull
101. Great Black-backed Gull
102. Caspian Tern
103. Forster's Tern
104. Royal Tern
105. Sandwich Tern
106. Black Skimmer
107. Rock Pigeon
108. Eurasian Collared-Dove
109. White-winged Dove
110. Mourning Dove
111. Common Ground Dove
112. Eastern Screech Owl
113. Great Horned Owl
114. Barred Owl
115. Belted Kingfisher
116. Red-headed Woodpecker
117. Red-bellied Woodpecker
118. Yellow-bellied Sapsucker
119. Downy Woodpecker
120. Red-cockaded Woodpecker
121. Northern Flicker
122. Pileated Woodpecker
123. Crested Caracara
124. American Kestrel
125. Merlin
126. Peregrine Falcon
127. Eastern Phoebe
128. Vermillion Flycatcher
129. Great Crested Flycatcher
130. Scissor-tailed Flycatcher
131. Loggerhead Shrike
132. White-eyed Vireo
133. Yellow-throated Vireo
134. Blue-headed Vireo
135. Blue Jay
136. Florida Scrub-Jay
137. American Crow
138. Fish Crow
139. Tree Swallow
140. Carolina Chickadee
141. Tufted Titmouse
142. Brown-headed Nuthatch
143. House Wren
144. Sedge Wren
145. Marsh Wren
146. Carolina Wren
147. Blue-gray Gnatcatcher
148. Ruby-crowned Kinglet
149. Eastern Bluebird
150. American Robin
151. Gray Catbird
152. Northern Mockingbird
153. European Starling
154. American Pipit
155. Cedar Waxwing
156. Northern Waterthrush
157. Black and White Warbler
158. Orange-crowned Warbler
159. Common Yellowthroat
160. American Redstart
161. Northern Parula
162. Yellow Warbler
163. Chestnut-sided Warbler
164. Palm Warbler
165. Pine Warbler
166. Yellow-rumped Warbler
167. Yellow-throated Warbler
168. Prairie Warbler
169. Yellow-breasted Chat
170. Eastern Towhee
171. Bachman's Sparrow
172. Chipping Sparrow
173. Savannah Sparrow
174. Nelson's Sparrow
175. Saltmarsh Sparrow
176. Song Sparrow
177. Swamp Sparrow
178. White-crowned Sparrow
179. Summer Tanager
180. Northern Cardinal
181. Painted Bunting
182. Red-winged Blackbird
183. Eastern Meadowlark
184. Common Grackle
185. Boat-tailed Grackle
186. Brown-headed Cowbird
187. Baltimore Oriole
188. American Goldfinch
189. House Sparrow