



**The Statue of Liberty-  
Ellis Island Foundation, Inc.**

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212-561-4500 FAX 212-779-1990  
www.ellisland.org

Stephen A. Briganti  
President and Chief Executive Officer

April 15, 2009

Mr. Dan Wenk  
Acting Director  
National Park Service  
U.S. Department of the Interior  
1849 C Street, NW  
Washington, DC 20240

Dear Acting Director Wenk:

This is the Quarterly Report for April, 2009. You may know that we file this report quarterly with the Director's office:

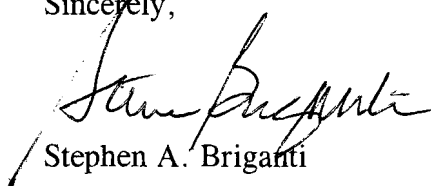
The planning continues for the Peopling of America® Center. It is projected that construction/restoration work will begin on the new Immigration Building on or about August 1<sup>st</sup> with work beginning on Phase 1 of the project – the Kitchen & Laundry Building and Flag of Faces exhibit construction – in late September/early October if all approvals are received from the Park Service.

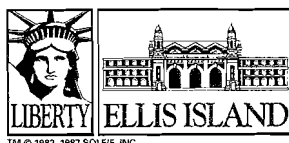
As I'm sure you know, this has been a challenging quarter for non-profits particularly in the fundraising area. Fortunately a final payment was received from a major sponsor. Our general mailings are yielding 15% less than last year but are still respectable. Hopefully the economy will improve and more organizations will get back to giving.

Our Ellis Island Family Heritage Awards, set for May 19<sup>th</sup>, will honor Jerry Seinfeld, Joe Namath, Nobel Prize winner Eric Kandel and Gloria and Emilio Estefan will receive the first B.C. Forbes Peopling of America Award underwritten by the Forbes Family. Candice Bergen will be our Mistress of Ceremonies.

With kind regards,

Sincerely,

  
Stephen A. Briganti



**THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.**

**QUARTERLY REPORT – 2nd QUARTER 2009**

Table of Contents

1. Webtrends and statistical report.
2. Report of Public Awareness
3. Sample direct mail and direct e-mail pieces.

Distribution of this report:

Original to the Director

Copies to: Regional Director, National Park Service  
Superintendent, Statue of Liberty National Monument  
BBB- Wise Giving Alliance- National Office  
Attorney General- New York State

**The Statue of Liberty-Ellis Island Foundation, Inc.**

**2nd Quarter 2009**

**2009 2009 2009 2009 2008  
APRIL MAY JUNE QUARTER QUARTER**

**AMERICAN FAMILY IMMIGRATION HISTORY CENTER ® at ELLIS ISLAND**

Sessions	2,374	2,525	3,273	8,172	8,629
Searchs	7,122	7,575	9,819	24,516	25,887
Total number of visitors	9,496	10,100	13,092	32,688	34,425
Brochures distributed	12,900	25,000	8,700	46,600	144,000
New York Sales Tax collected	\$2,015	\$2,298	\$2,703	7,016	\$7,749
Volunteer Hours	159	159	159	477	n.a.

**REMEMBER THE DREAM: LIBERTY DANCE - Live theatre at Ellis Isla**

Admission Tickets	838	5,788	8,642	15,268	20,468
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**ELLISISLAND.ORG**

Page Views	7,411,328	8,304,012	6,420,455	22,135,795	20,937,907
Visits	459,953	527,114	396,227	1,383,294	1,230,375
Unique Visitors	341,316	387,893	293,911	1,023,120	893,904

**STATUEOFLIBERTY.ORG**

Page Views	76,474	86,586	75,098	238,158	437,300
Visits	42,390	49,341	43,536	135,267	241,845
Unique Visitors	38,911	45,766	40,357	125,034	219,712

**WALLOFHONOR.ORG**

Page Views	52,789	55,344	58,462	166,595	285,552
Visits	7,739	8,370	7,735	23,844	41,134
Unique Visitors	7,061	7,480	6,730	21,271	37,202

**American Immigrant Wall of Honor ®**

Registration packets	15,000	16,100	8,700	39,800	104,000
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**PEOPLINGOFAMERICA.ORG**

Page Views	65,374	21,100	13,966	100,440	2,905
Visits	32,072	9,866	7,276	49,214	1,205
Unique Visitors	29,130	8,670	6,696	44,496	1,068

**E-MAIL Received:**

2,334	3,825	2,511	8,670	5,791
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**Direct Mail Received:**

1,534	649	542	2,725	3,241
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**Visitors:**

Liberty Island	272,238	287,364	339,123	898,725	823,551
Ellis Island	195,879	205,345	242,080	643,304	593,541
Audio Tours	6,969	5,929	6,200	19,098	n.a.

\*June Estimate Audio Tours

**THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.**  
1st QUARTER 2009  
3. REPORT OF PUBLIC AWARENESS

**AMERICAN FAMILY IMMIGRATION HISTORY CENTER®**  
**WWW.ELLISISLAND.ORG COVERAGE**

	<b>Print</b>	
January		2
February		6
March		<u>1</u>
<b>TOTAL</b>		<b>9</b>

	<b>Internet</b>	
January		8
February		11
March		<u>1</u>
<b>TOTAL</b>		<b>20</b>

**MISCELLANEOUS FOUNDATION COVERAGE**

	<b>Print</b>	
January		2
February		3
March		<u>2</u>
<b>TOTAL</b>		<b>7</b>

	<b>Internet</b>	
January		98
February		4
March		<u>2</u>
<b>TOTAL</b>		<b>104</b>

Page 2  
Report of Public Awareness  
April 14, 2009



**THE AMERICAN IMMIGRANT WALL OF HONOR®**  
**WWW.WALLOFHONOR.ORG COVERAGE**

<b>Internet</b>	
January	2
February	0
March	<u>0</u>
<b>TOTAL</b>	<b>2</b>

**GOOGLE PRO BONO ADVERTISING**

Our stats for **January-March 2009** are as follows: **3,372,595** Internet impressions and **195,867** click throughs. Click through rate (CTR) was **5.81%**. Value: **\$107,529.00**.

Please add "ellisland@email.ellisland.org" to your Address Book to ensure delivery to your inbox.

December 9, 2008

**The Statue of Liberty-  
Ellis Island Foundation, Inc.**

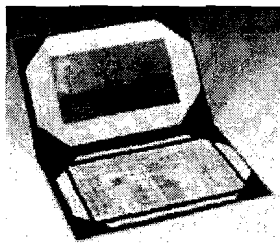
[Send To A Friend ▶](#)

[ellisland.org ▶](http://ellisland.org)
[wallofhonor.org ▶](http://wallofhonor.org)
[statueofliberty.org ▶](http://statueofliberty.org)

Dear Gary,

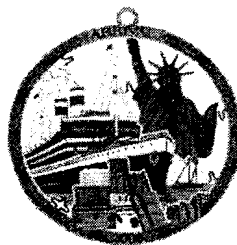
Only one week left to act on your Holiday 10% Discount from The Statue of Liberty-Ellis Island Foundation. Our "once a year" Heritage Documents discounts can help make your Holiday shopping complete!

Search our Records Database for Free, then Act today to receive discounts of 10% on all purchases of Ellis Island Heritage Documents, which include ship manifests, ship pictures and passenger records. For example, here's the Passenger Record of Lee Iacocca's father, Nicola.



Present your manifest, ship picture or passenger record in Our Elegant Heritage Document Holder.

Our Annual Holiday Ornament is a customer favorite. And this year's is simply the best, made from copper from Lady Liberty's Centennial Restoration.



### Ellis Island Poster Collection

The Ellis Island Poster Collection brings the romance of the age of transatlantic ship travel to life with these eight beautiful ship images. They make great gifts for framing, too!

[Read More ▶](#)



### Charitable Contributions

We are directly asking Ellis Island Online site registrants, for help. Why? Three very important reasons:

- 1) "EllisIsland.org" is not a commercial site; we don't charge membership fees to use our resources.
- 2) We are non-profit, dependent on charitable, tax-deductible contributions from the public.
- 3) We get no government funding for our work.

[Please Donate ▶](#)



**HONOR YOUR  
FAMILY -  
CELEBRATE YOUR  
HERITAGE**

[www.ellisland.org ▶](http://www.ellisland.org)

