



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

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Stephen A. Briganti
President and Chief Executive Officer

July 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 July, 2009.

Planning for the Peopling of America® Center has reached the point of going to contract bid. The Foundation and the Park will work together to choose a construction contractor and an exhibit fabricator and get the work started. The two staffs are working very well together.

Fundraising while still in its most difficult period in recent history is beginning to loosen up. A few new contributions have come in and a number of organizations are considering contributions, but they are generally smaller than what they've made in the past as their endowments are suffering from the economy.

A highly successful Ellis Island Family Heritage Awards was held on May 19. Assistant Secretary Tom Strickland and Acting Superintendent Frank Mills were among the speakers. Awards were given to Jerry Seinfeld, Joe Namath, Gloria and Emilio Estefan and Dr. Eric Kandel in a ceremony hosted by Candice Bergen.

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



"Dedicated to the Restoration and Preservation of the Statue of Liberty and Ellis Island"

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 |
|-------------------|-----|-------|-------|--------|--------|

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 |
|----------------------|--------|--------|-------|--------|---------|

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 |
|-------|-------|-------|-------|-------|

Direct Mail Received:

| | | | | |
|-------|-----|-----|-------|-------|
| 1,534 | 649 | 542 | 2,725 | 3,241 |
|-------|-----|-----|-------|-------|

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.

2nd QUARTER 2009

3. REPORT OF PUBLIC AWARENESS

ELLIS ISLAND FAMILY HERITAGE AWARDS 2009 COVERAGE

Print

| | |
|--------------|------------|
| April | 549 |
| May | 7 |
| June | <u>5</u> |
| TOTAL | 561 |

Internet

| | |
|--------------|------------|
| April | 285 |
| May | 165 |
| June | <u>13</u> |
| TOTAL | 463 |

Radio

| | |
|--------------|----------|
| April | 0 |
| May | 1 |
| June | <u>0</u> |
| TOTAL | 1 |

Television

| | |
|--------------|----------|
| April | 0 |
| May | 3 |
| June | <u>0</u> |
| TOTAL | 3 |

ELLIS ISLAND THEATER COVERAGE

Print

| | |
|--------------|-----------|
| April | 2 |
| May | 6 |
| June | <u>7</u> |
| TOTAL | 15 |

Internet

| | |
|--------------|-----------|
| April | 5 |
| May | 14 |
| June | <u>20</u> |
| TOTAL | 39 |



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

| Print | |
|--------------|-----------|
| April | 6 |
| May | 6 |
| June | <u>14</u> |
| TOTAL | 26 |

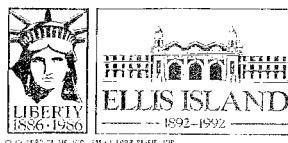
| Internet | |
|-----------------|-----------|
| April | 1 |
| May | 7 |
| June | <u>4</u> |
| TOTAL | 12 |

| Television | |
|-------------------|----------|
| April | 0 |
| May | 1 |
| June | <u>0</u> |
| TOTAL | 1 |

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

| Print | |
|--------------|----------|
| April | 0 |
| May | 1 |
| June | <u>1</u> |
| TOTAL | 2 |

| Internet | |
|-----------------|----------|
| April | 2 |
| May | 1 |
| June | <u>3</u> |
| TOTAL | 6 |



MISCELLANEOUS FOUNDATION COVERAGE

(Includes pick-up of American Flag of Faces™ and Audio Tour press releases)

| Print | |
|--------------|----------|
| April | 1 |
| May | 3 |
| June | <u>3</u> |
| TOTAL | 7 |

| Internet | |
|-----------------|------------|
| April | 127 |
| May | 3 |
| June | <u>167</u> |
| TOTAL | 297 |

| Television | |
|-------------------|----------|
| April | 0 |
| May | 0 |
| June | <u>1</u> |
| TOTAL | 1 |

GOOGLE PRO BONO ADVERTISING

Our stats for **April-June 2009** are as follows: **3,853,297** Internet impressions and **217,792** click throughs. Click through rate (CTR) was **5.65%**. Value: **\$120,150.66**.



LIBERTY HIGHLIGHTS

VOL. 8, NO. 1

THE OFFICIAL NEWSLETTER OF THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION

SUMMER 2009

Celebrating The American Tapestry — 2009 Ellis Island Family Heritage Awards

Photo: Diana Fontanelli



Greeting one another on stage are honorees Jerry Seinfeld, Dr. Eric R. Kandel, Gloria Estefan, Emilio Estefan, and Joe Namath.

On a glorious Spring day in New York harbor, The Statue of Liberty-Ellis Island Foundation family gathered again for the signature Ellis Island event, our **8th Annual Ellis Island Family Heritage Awards**. A celebration of the Ellis Island immigrant spirit that never fails to stir the imaginations and hearts of award winners and guests, this year once again lived up to its full billing. And adding to the stature of our Honorees this year, the ceremony was hosted by actress **Candice Bergen**, whose presence with us on Ellis Island was certainly one of the highlights.

The 2009 honorees were exceptionally impressive this year.

Joe Namath, accepting his award in the category of Sports, was born in

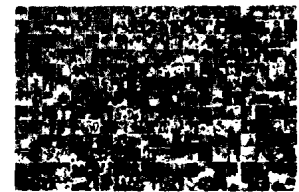
Beaver Falls, PA. Mr. Namath received a Bachelor of Arts Degree from the University of Alabama. The iconic quarterback led his New York Jets to a legendary upset in Super Bowl III and was soon the game's first true media superstar. He was elected to The Pro Football Hall of Fame in 1985. His father Janos (John) immigrated to America from Hungary in 1920. His mother, Rose Juhasz, born in America, was also the daughter of Hungarian immigrants.

In Science & Medicine, the Honoree was **Dr. Eric R. Kandel**, recipient of the 2000 Nobel Prize for Medicine for his contribution to understanding the molecular basis of memory storage. His awards and distinctions are too numerous to mention. He is currently University Professor at Columbia, and Fred Kavli

Professor and Director, Kavli Institute for Brain Science and Senior Investigator at the Howard Hughes Medical Institute. Dr. Kandel came to America from Vienna, Austria as a child in 1939.

Jerry Seinfeld, the Brooklyn-born comedian whose first successful spot on *The Tonight Show* launched his career, came to Ellis Island to accept the Family *continued on page 2*

 **The AMERICAN FLAG of FACES™**
at The Ellis Island Immigration Museum

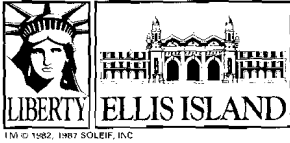


There's a new way to honor those you love.



Make them part of a new, interactive exhibit at Ellis Island.

Please see page 6 for more about this exciting opportunity!



The Statue of Liberty-
Ellis Island Foundation, Inc.

P.O. Box 5202 • New York, NY 10274-5202

Lee A. Iacocca, Chairman Emeritus

~~XXXXXXXXXXXX~~
~~XXXXXXXXXXXX~~
~~XXXXXXXXXXXX~~

June 12, 2009

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Dear ~~XXXXXXXXXXXX~~

Congratulations! I'm delighted to announce that we are nearing completion of our "Official Liberty-Ellis American Arrivals Archive" featuring information about the individuals whose names are inscribed on The American Immigrant Wall of Honor® at Ellis Island. The name of the person(s) you chose to honor on the Wall will be permanently registered in this new **American Arrivals Archive**.

This is great news for you and your family! Because of the enormous popularity and power of The American Immigrant Wall of Honor®, many of our contributors want to add even more information about the person(s) they've honored. So we have been collecting this information in recent years and creating this exciting new database to make it available to you.

As always, I'm deeply grateful for the generous contribution you made to The Statue of Liberty-Ellis Island Foundation, Inc. when you honored your family on The American Immigrant Wall of Honor®. By doing so, you created a legacy that will forever endure at this great National Monument, within view of the Statue of Liberty.

Now you can add even more to this permanent legacy, by submitting additional arrival information on the enclosed registration form.

If you've previously sent us your additional information, don't worry -- it is now in our database and will be included in our American Arrivals Archive when we launch.

All who provide information to the Foundation will receive an **Official Liberty-Ellis American Arrivals Archive Certificate**, a draft copy of which is enclosed here for you to review in advance. **Please carefully review all of the Arrival information on the enclosed draft certificate, and feel free to make corrections and/or additions as you see fit.**

I urge you to send in your Honoree's information now. This is the last time the Foundation can extend its deadline, and the final date to do so is Labor Day, September 7, 2009, so please act now. The Archive will

-over, please