

bigger and better than ever.



annual report fiscal year 2016
(July 1, 2015 - June 30, 2016)

mission:
to create extraordinary
experiences that champion
the wonder and joy of childhood



Dear Friends,

We are thrilled to share our fiscal year 2016 annual report, celebrating the new Children's Museum of Denver at Marsico Campus!

On November 20, 2015, we cut the ribbon on the most significant expansion project in the Museum's 43-year history. With numerous new exhibits and dynamic programming, the Museum now offers Colorado families broader, more distinctive hands-on early learning opportunities.

Expansion paved the way for many Museum accomplishments in fiscal year 2016. We experienced record-breaking attendance, serving more than half a million visitors, a 40% increase over our most recent pre-construction/pre-expansion year. The Museum also increased access opportunities for families with low incomes, including the new SNAP Access Initiative, which made a visit to the Museum possible for more than 22,000 guests last fiscal year. In addition, we added exceptional in-depth programming through our Artist-in-Residence and Teaching Kitchen programs. We kicked off this grand reopening year with many noteworthy achievements and we are pleased to detail each of them in this year's annual report.

As we celebrate the beautiful, re-imagined Children's Museum of Denver at Marsico Campus, we thank you, our friends, neighbors and stakeholders, who continue to invest in our future. It is because of the support of our community that we are now bigger and better than ever!



Mike Yankovich
PRESIDENT AND CEO



Jim Schoettler
CHAIR, BOARD OF DIRECTORS

major accomplishments

What a year! The following achievements are significant indicators of our increased community impact this year, and for many years to come.

- On November 20, 2015, the expanded Children’s Museum of Denver at Marsico Campus opened to the public, more than doubling our size and introducing amazing new experiences for Colorado’s early learners and their grown-ups.
- Our remarkable expansion project was funded through the generosity of corporations, foundations and individuals whose incredible support allowed us to exceed our \$16.1 million capital campaign goal and complete fundraising prior to grand reopening.
- We had our biggest attendance year ever, serving 502,142 children and adults.



- With a larger facility and a vision of serving ALL Colorado children and families, we completed the first full year of our SNAP Access Initiative, which allows families with low incomes who participate in the Supplemental Nutrition Assistance Program access to the Children’s Museum for \$1 per person. In fiscal year 2016, we served 22,416 through this program.
- In January 2016, we launched our Artist-in-Residence Program, bringing in a local professional artist each quarter to hold open studio hours and workshops with Museum guests. Street muralist Jaime Molina and sculptor Nicole Banowetz were our first two contributors, and their original artwork, inspired by and created in collaboration with Museum guests, is on display at the Museum.
- As part of our grand reopening, we completed a total rebranding. We refreshed our mission statement and revamped our entire look and feel, redesigning our logo, collateral, website – EVERYTHING. As you continue to read through this year’s annual report, keep a special eye on the design elements. We hope you love it as much as we do!
- We completed the implementation of Altru Museum Management, a new database, which handles admissions, memberships, donations, programmatic bookings, earned and raised revenue tracking, merchandise sales and event registrations. This new system gives our staff a 360° view of patron activity and allows for more comprehensive data analysis of our revenue streams.



exhibits and facilities

Our expanded 9-acre campus includes exciting new experiences expertly designed to promote early learning and positive child development.

- The COMMUNITY TREE greets guests at the front door, inviting them to take their photo, which is then displayed over two-dozen flat screens connected by 1,920 feet of copper tubing. This entry experience sets the tone for a whimsical, welcoming environment for all families.
- JOY PARK offers 30,000 square feet of outdoor adventure and includes dueling zip lines, a river system and waterfall, fort-building, castle ruins, sand dunes and an apple orchard. This magnificent space encourages heart-pumping, physical play while introducing young explorers to the geographical wonders of our incredible state.
- In the spirited ENERGY exhibit, guests are invited to think like engineers to find, collect and use resources like wind, solar and their own muscles to power amazing things. Exhibit highlights include an energy quest, solar symphony, rocket building and launching, feeling the force of a giant fan and, of course, the exhibit would not not be complete without our very own Whoopee Cushion Wall.



- ALTITUDE is a wholly unique 3½ story indoor climbing structure. Along their journey, brave mountaineers take a gondola ride and cross a monkey bridge to reach the apex where they are rewarded with breathtaking 360° views of Denver and the Rocky Mountains.
- For explorers that are just a little too little for Altitude, the BOX CANYON is a smaller climbing structure that tests balance and agility inside a hand-built wooden climber. The experience also gives kids the opportunity to steer a kayak and run through a vapor “waterfall.”
- WATER encourages children and adults to explore the properties of H₂O by engaging in experimentation. Young scientists can test theories of buoyancy, density and displacement by launching a geyser, triggering a thunderstorm, playing with water jets and acting as a raindrop percussionist.
- The expanded ART STUDIO provides an environment rich in materials and opportunity, including a clay studio and kiln, collaborative painting on giant bison sculptures, abundant paints and easels, and a glass squeegee drawing wall. This dazzling area encourages guests to notice and respond to the beauty around them and inspires each visitor to create their own masterpiece.
- Within the fully operational TEACHING KITCHEN, culinary delights are the star of the show. Families explore new foods and work together to prepare healthy recipes.
- The new EDUCATION STUDIOS offer the perfect environment for educational programming, facility rentals and events.
- Revamped AMENITIES include a beautiful new admissions area with structured line queuing, a spacious Gift Shop and Café with more food options and plenty of seating. In addition, we made major parking lot improvements for traffic flow and added 110 spaces.



capital campaign donors, we thank you

Thank you to the donors who made our incredible expansion possible through their generous support!

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**In-kind support*



museum programming

More space and beautiful new facilities means more opportunity to serve Colorado children and their caregivers. Facilitated programs led by our professional educators, as well as programs that provide access to families in need, add abundantly to the Museum experience.

- We increased programming for elementary schools and childcare centers exponentially, serving a total of 23,758 students through school outreach programs and 24,179 students through onsite Children's Museum field trips and programs.
- Through the Sponsored Admissions and Memberships Program, 19,764 school children received no-cost admission and educational programming. The program is available to Title I schools and childcare centers serving families with low incomes. Bus transportation for visiting groups was provided, as funding allowed, and each participating child was offered a free yearlong family membership to the Museum.
- With the goal of providing an environment for children and their families to explore food together, we were thrilled to begin programming in the Museum's new fully operative Teaching Kitchen. Through cooking demonstrations, workshops and a mobile tasting cart, guests learned how to prepare a variety of healthy foods, including whole wheat pita bread, beet hummus, banana bites, blood orange sorbet and even homemade ravioli. Incredibly, more than 20,100 guests participated in Teaching Kitchen programs.



- We completed the second full school year of our revamped science education program, Growing Scientists: Sparking STEM in Early Childhood. The program, a collaboration between the Children’s Museum, Butterfly Pavilion and Denver Botanic Gardens, is a three-year standards-based program for K – 2nd grade students at Denver Public and Adams 12 Five Star Schools. During the 2015-2016 school year, Growing Scientists served 1,690 students.
- Through our Accessibility Initiative for children with disabilities, we continue our dedication to ensuring the Children’s Museum is a welcoming environment for all. To that end, we offer bimonthly Low-sensory Mornings and updated our “How We Play” guide with helpful exhibit information. In addition, we continued to work with organizations like the Rocky Mountain Deaf School, Rocky Mountain Down Syndrome Association and the Blue Ribbon Arts Initiative to provide special Museum access nights.
- Thanks to the generosity of Target, for the ninth year in a row we opened our doors for free to the public the first Tuesday evening of each month, welcoming 11,101 children and their caregivers.
- In partnership with Denver Parks and Recreation, we debuted free family nights in Joy Park, inviting families to enjoy the park on the third Friday of each month from May through September.



financial summary

Statement of Activities

Support and revenues

Gifts & grants - Annual Fund	\$ 2,189,963
Gifts & grants - Capital Fund	\$ 2,137,301
Earned revenue	\$ 3,447,633
Special events revenue*	\$ 194,448
Investment & misc. income	\$ (1,090)

Total support and revenues \$ 7,968,255

Expenses

Program	\$ 4,303,583
Supporting	\$ 1,564,214
Loss on asset disposal	\$ 23,762

Total expenses \$ 5,891,559

Change in net assets

Annual Fund	\$ 100,792
Capital Fund	\$ 1,975,904

Total change in net assets \$ 2,076,696

Net assets at beginning of year \$ 18,547,962

Net assets at end of year \$ 20,624,658

Balance Sheet

Assets

Current assets	\$ 2,181,891
Restricted cash - Capital Fund	\$ 4,168,609
Capital pledges receivable	\$ 1,336,536
Investments	\$ 2,275,759
Property & equipment - net	\$ <u>15,263,322</u>

Total assets \$ 25,226,117

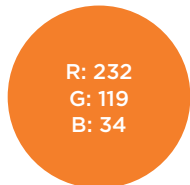
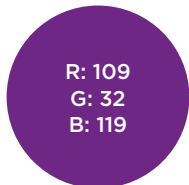
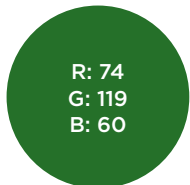
Liabilities and net assets

Liabilities	
Current liabilities	\$ 1,311,922
Long-term liabilities	\$ <u>3,289,537</u>
Total Liabilities	\$ <u>4,601,459</u>

Net assets	
Unrestricted	\$ 18,146,015
Temporarily restricted - general	\$ 314,067
Temporarily restricted - capital	\$ <u>2,164,576</u>
Total net assets	\$ <u>20,624,658</u>

Total net assets & liabilities \$ 25,226,117

**Net of expense*



thank you volunteers

Our incredible volunteers dedicate their time and energy to make our programs, events and operations consistently successful. Over the past year, 870 individuals volunteered 9,640 hours to support our efforts – this equates to four and a half full-time employees! Thank you to our ongoing volunteers, volunteer Team Leaders and the interns who support our mission.

Volunteer Team Leaders

Victoria Adebesin
 Brittany Berglund
 Robert Berglund
 Janet Carl
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 Christine Ellis
 Ed Ellis
 Julie Gaston

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Interns

Sid Rascon
 Ross Cohen
 William Mendoza
 Alicia Todd
 Vasiliki Vassos
 Sabrina Yeary

2016 birthday bash committee

On Friday, June 3, 2016, 425 philanthropic party-goers attended our annual Birthday Bash gala. This year's event, inspired by Frances Hodgson Burnett's novel, *The Secret Garden*, raised over \$260,000 to support the Children's Museum of Denver at Marsico Campus. Led by Event Chairs, Micki Amerine and Pam Cunningham, our incredible Bash committee spent several months and hundreds of hours planning and organizing, while balancing professional careers and families, to make this year's event a huge success.

Birthday Bash Committee

Will Amerine
 Katy Bante
 Erica Bisette
 Jessica Caldwell
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 Sherie Gaunt
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*Committee Co-chair

thank you, donors

Thank you, fiscal year 2016 (July 1, 2015 – June 30, 2016) annual fund donors!

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The Children's Museum of Denver at Marsico Campus makes every effort to accurately acknowledge our donors.
 If an error in recognition has occurred, please contact our donor relations staff at 303-561-0110.



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So unique to our amazing state, the Scientific and Cultural Facilities District (SCFD) makes field trips, educational programs, exhibits and many free days possible. SCFD is a voter approved tax of 1 penny on every \$10 spent in the 7-county metro area, directly supporting over 300 arts, science, historical and cultural organizations.

The ability of the Children's Museum of Denver at Marsico Campus to fulfill our mission to create extraordinary experiences that champion the wonder and joy of childhood is made possible in part by the citizens of the SCFD.



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