The mission of the Children’s Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood.
Dear Friend,

At the beginning of fiscal year 2019, our organization committed to bold ideas, strategic evolution and passionate creativity. We were driven by a desire to challenge ourselves to think beyond what has already been done. This year, we chose to be FEARLESS.

**FEARLESS was the completion and opening of Adventure Forest**, an outdoor aerial course and art installation unlike any other. From design and creation to testing and evaluation to grand opening and beyond – Adventure Forest was the epitome of fearless accomplishment.

**FEARLESS was the creation of a master plan for the next decade.** Through 18 months of research, review and community engagement, *To the Moon and Back*, A Master Plan for 2030, was developed to inform the decisions we will make for years to come.

**FEARLESS was the theme of InterActivity 2019, the Association of Children’s Museums’ annual international conference.** In May 2019, 1,000 of our peers from all over the world came to Denver to learn, engage and discuss ways in which we can take the field of children’s museums to new heights.

Fiscal year 2019 was a whirlwind! We are so proud of our fearless team - staff, board members and volunteers - who poured their heart and soul into our vision. And we are incredibly grateful to the donors, stakeholders and champions who believe in the work we do to inspire the youngest members of our community.

We invite you to enjoy our fiscal year 2019 Annual Report which details this exciting year!

With gratitude,

Betsy Wagner  
Board Chair

Mike Yankovich  
President and CEO
**Adventure Forest**

After much anticipation, the Museum opened Adventure Forest on June 3, 2019. This wholly unique outdoor aerial adventure course was designed for our visitors to challenge themselves through free-spirited, heart-pounding, imaginative play.

Construction on the $2.3 million project began in June 2018. The Museum’s Exhibits Department worked in collaboration with Bonsai Design, a firm specializing in aerial adventure courses, Denver Parks and Recreation, and artist Wes Sam-Bruce to bring the 500-foot-long experience to life. Various climbing routes, rope swings, bridges, 70-foot slides and a 360-degree lookout that sits 90 feet above the banks of South Platte River are just some of the ways children can challenge themselves inside the structure. In addition to the physical and mental challenges, Wes Sam-Bruce’s fully immersive art installation, which was inspired by the interconnectedness of the natural world and humankind, creates a rich, visually stunning environment for curiosity, discovery and wonder.

Just like the experience itself, the marketing and promotion for the exhibit was taken to a whole new level. Through a partnership with Denver-based Sukle Advertising & Design, the Museum created a “guerilla marketing campaign,” placing the Adventure Forest language and artwork on billboards and bus shelters, and on the walls and sidewalks of our partner organizations. The effort created incredible buzz with most curious messages popping up all over town.
Master Plan

Like the Museum, the Denver metro area and state continue to evolve and experience rapid growth. With a strong commitment to serve Colorado families now and in the future in the most innovative and impactful ways, the Museum completed an extensive master planning process with Corona Insights, a Colorado market research and strategic consulting firm.

In-depth demographic analyses, future forecasts, ethnographic observation visits, budget projections and case studies were completed. In addition, targeted focus groups, interviews and surveys were conducted with 1,750 Museum members and 70 community stakeholders. In all, we engaged nearly 2,000 people on the creation of the plan.

By listening, learning and collaborating over an 18-month period, To the Moon and Back, A Master Plan for 2030, provides a focused, ambitious organizational direction for the next 10 years and beyond. The plan was approved by the board of directors in February 2019, and from now through 2030, it will serve as a road map for the Museum as we strive to serve the evolving needs and desires of all families.
Association of Children’s Museums’ Conference
For the first time in over 10 years, Denver hosted InterActivity, the Association of Children’s Museums’ annual international conference. Bringing over 1,000 museum professionals from all over the world, the conference inspired attendees to embrace fresh ideas, share best practices and advocate for the field.

This year’s conference theme, FearLESS, used our great state’s spirit of adventure as a catalyst for discussion. Conference speakers included Temple Grandin, PhD, who was the recipient of the 2019 ACM Great Friend to Kids Award for her outstanding accomplishments in increasing understanding of autism and the need for different kinds of minds to solve problems; Gever Tulley, the founder of Tinkering School and Brightworks; Ariana Smith, a 2018 National Student Poet; and Jordan Shapiro, PhD, futurist and author.

Through seminars, site visits, study tours and events focused on breaking away from traditional comfort zones, the conference encouraged questioning norms, strategic risk-taking in exhibit, program and business development, and thinking broadly about the role children’s museums play in the community.

The Children’s Museum of Denver at Marsico Campus was selected to host due to the vision of Adventure Forest, our 2018 Institute of Museum and Library Service National Medal win, and our focus on innovation and ensuring access for all. The conference was an incredible success and a great way to showcase our exhibits, share our expertise and elevate our reputation as a leader in the field.
Museum Highlights

We experienced a record-shattering year, serving 611,081 guests – nearly a 9% increase over fiscal year 2018.

Through a broad range of access programs, we opened our doors to families and schools that might not otherwise have the opportunity to visit. This year, we provided 147,000 admissions to children, adults and caregivers through the following programs: Sponsored Admissions and Memberships, SNAP Access Initiative, Free First Tuesday Nights, Joy Park Free Nights, Denver Five By Five Program and Low-sensory Mornings.

Our 46th Birthday Bash, A High Seas Soirée, inspired by the book Treasure Island, was held on Friday, May 31, 2019. Through the tireless efforts of event chairs, Cissie Busch and Libby Perkins, who led a group of 60 volunteer committee members, the event was a resounding success, raising over $250,000 through ticket sales, sponsorships, auction purchases, raffle sales and donations.

For the past several years, our membership has experienced substantial growth. Since the completion of our major expansion in November 2015, member households have increased 40%. In just the last year, we have gone from 15,000 member households to more than 17,000.

The Museum became the permanent home to two 40-foot whimsical dragons that hang high in our atrium. Gifted to the Museum by the owners of St. Mark’s Coffee House and Thin Man Tavern, the dragons were a collaborative art project between Eric Alstad, Lucas Richards, Geoffrey Ridge and Laura Beth Collier.

The Museum once again participated in the Empty Bowls Project, an international grassroots effort to raise money and awareness in the fight to end hunger. Museum guests were invited to make their own clay bowl or purchase a bowl created by our staff with proceeds supporting a local non-profit, Food for Thought.
We were thrilled to welcome five incredibly talented Artists-in-Residence during fiscal year 2019, whose time at the Museum provided mutual inspiration between artist and child. This year’s residencies included: Jessica Forrestal, an exhibiting artist who works in sculpture and large-scale installations inspired by symbols, directions and icons; Frankie Toan, who makes wild and whimsical fiber sculptures; Tiffany Matheson, a Denver native specializing in sculpture, installation and performance art; Julia Rymer, an abstract painter and art educator who elicits enthusiasm, curiosity and exploration; and Adolfo Romero, who encourages everyone to delight in what makes us both unique and alike, and discover how culture, history and the human spirit connect.

In April, we held our second annual Día de los Libros, a celebration of children, families and culture, all through a love of reading. The event included bilingual StoryTimes, crafts, music and activities inspired by our diverse world.

Denver Arts Week, a celebration of our city’s vibrant arts and cultural scene, gave us the opportunity to provide fun and unique programming, including mosaic granola in The Teaching Kitchen, bubble painting and Washi tape dolls in The Art Studio, ephemeral creations in Joy Park and a Queenz of Hip Hop interactive dance performance in partnership with Think360 Arts.
In The Teaching Kitchen, our in-house chefs continued to inspire a love of all things food with an exploration of unique flavors, nutritious ingredients, and tips for cooking with kids. Our guests experienced an array of fresh recipes including lemon artichoke pesto, pear slaw, peach pie pancakes, fall spiced hummus and strawberry bruschetta.

In our daily Joy Park Adventures, guests crafted with items found in nature, tracked bugs, practiced yoga in the sunshine and made sun catchers during year-round outdoor activities.

Always popular with guests, the Clay Studio provided the opportunity to create with clay and glaze, take in a wheel throwing demonstration or participate in special Clay StoryTimes.

The Museum continues to inspire imagination through daily StoryTimes, each including exciting tales and a fun activity, craft or song. StoryTimes specifically for early learners (3 years and under) occur daily and are filled with books, songs and finger rhymes.
### Statement of Activities

**Support and revenues**
- Gifts & grants - Annual Fund: $2,578,577
- Gifts & grants - Capital Fund: $72,813
- Earned revenue*: $5,100,438
- Special events revenue*: $177,713
- Investment & misc. income: $99,065

**Total support and revenues**: $8,028,606

**Expenses**
- Program: $6,150,795
- Supporting: $1,785,583

**Total expenses**: $7,936,378

**Change in net assets**
- Annual Fund: $19,415
- Capital Fund: $72,813

**Total change in net assets**: $92,228

**Net assets at beginning of year**: $22,273,076

**Net assets at end of year**: $22,365,304

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### Balance Sheet

**Assets**
- Current assets: $2,212,300
- Capital pledges receivable: $287,951
- Investments: $3,139,149
- Property & equipment - net: $18,535,227

**Total assets**: $24,174,627

**Liabilities and net assets**
- Current liabilities: $1,809,323
- Long-term liabilities: $0

**Total Liabilities**: $1,809,323

**Net assets**
- Unrestricted: $22,028,273
- Temporarily restricted - General: $337,031
- Temporarily restricted - Capital: $0

**Total net assets**: $22,365,304

**Total net assets & liabilities**: $24,174,627

*Net of expense*
THE NUMBERS

Host of the 2019 Association of Children’s Museums’ International Conference

TOTAL ATTENDANCE

611,081

GRAND TOTAL

147,783

Over 17,000 Member Families

892 Individuals Volunteered

10,473 Hours

702 lbs. of cans donated to our Cans for Trees program

OVER 20,000 Adventure Forest Climbers (in 1 month!)

32,000 Likes on Facebook

13,814 + 46,649 + 574

attendees at Free First Tuesday Nights

served through the SNAP Access Initiative

Low-sensory Initiative attendees

86,188 + 558

served through the Sponsored Admissions and Memberships Program

attendees at Joy Park Free Nights

558

served through Museum Access Programs

574

of cans donated to our Cans for Trees program

558
**MANY THANKS**

**VOLUNTEERS, TEAM LEADS AND INTERNS**

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<thead>
<tr>
<th>Name</th>
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<td>Makenna Batcho</td>
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<td>Shelby Raines</td>
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<td>Ninni Rajesh</td>
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A special THANK YOU to Diablo Media, our top corporate volunteer team, for volunteering at every single event in fiscal year 2019, donating over 220 hours of their time!

**EVENT COMMITTEE**

**46TH BIRTHDAY BASH: A HIGH SEAS SOIRÉE**

*Event Chairs: Cissie Busch & Libby Perkins*

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<td>Jamie Fitzgerald</td>
<td>Becky Murray*</td>
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<td>Callie Nowicki</td>
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<td>*Sub-committee co-chair</td>
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### ORGANIZATIONS

**$50,000 and Above**
- The Anschutz Foundation*
- Boettcher Foundation*
- Buell Foundation
- Delta Dental of Colorado and Delta Dental of Colorado Foundation
- Denver Water
- Encana Oil & Gas (USA) Inc.
- Helen M. McLoraine Endowment Fund
- PNC Bank and PNC Foundation
- Scientific and Cultural Facilities District
- The Sturm Family Foundation
- United Launch Alliance
- The Melvin & Elaine Wolf Foundation*

**$25,000 to $49,999**
- Ball Corporation and The Ball Foundation
- Bonfils-Stanton Foundation
- Children’s Hospital Colorado
- Dairy MAX
- El Pomar Foundation*
- Institute of Museum and Library Services
- Wagner Equipment Co.

**$10,000 to $24,999**
- Bright Beginnings
- The Colorado Health Foundation
- CSU College of Veterinary Medicine and Biomedical Sciences
- The Colorado Trust on behalf of Don Mares
- The Dorsey & Whitney Foundation
- Jenna and Walker Stapleton / Harmes C. Fishback Foundation
- The Gateway Fund II of The Denver Foundation
- Cydney and Tom Marsico Family Foundation
- Rose Community Foundation
- Singer Family Foundation
- U.S. Bank Foundation

**$5,000 to $9,999**
- BBVA Compass
- BNSF Railway Foundation
- Climax Molybdenum / Freeport-McMoRan, Inc.
- Gill Capital Partners
- Griffis Residential
- Hogan Lovells US, LLP
- IKEA Centennial
- IMA Foundation
- Julie I. Foster Fund
- MarketOnce
- OZ Architecture
- PDC Energy
- RBC Wealth Management
- Schlessman Family Foundation
- Schuster Family Foundation
- Target Corporation
- Union Pacific Foundation

**$2,500 to $4,999**
- Confluent Development
- The DanPaul Foundation
- Dorsey & Whitney LLP
- Epic Schoolkids Colorado Pack
- Jewish Colorado
- Liberty Media Corporation
- Majestic Realty Foundation
- Robinson Waters & O’Dorisio, P.C.
- Rollie R. Kelley Family Foundation Fund
- SWAT Environmental
- Visit Denver
- Xcel Energy

**$1,000 to $2,499**
- Berriegood Co.
- Boulder Engineering
- Burns & McDonnell
- Corona Insights
- FTI Consulting
- The Goddard School
- Good Buy Gear
- HelloFresh
- HD Wealth Strategies
- Junior League of Denver
- Keller Williams DTC
- Kinder Morgan Foundation
- Koelbel & Company
- KSL Capital Partners
- Little Kickers Swim School
- Perkins Coie LLP
- Power Crunch
- Wholesale Radon Distributors
ORGANIZATIONS
$500 to $999
Honey Hochstadt Family Fund
J.K. Mullen Foundation

INDIVIDUALS
$1,000 and Above
Anonymous*
Sarah and Todd Alijani
Micki and Will Amerine
Anne and Richard Baer*
Ruth and Robert Beriault*
Jessica Black Livingston and
Neil Livingston
Janelle and Buck Blessing
Jennifer and Jeff Calderone
Mark Carleton*
Sara and Scott Carpenter*
Megan and Derek Conn
Monica Denler
Laura Wilkerson Dietrich
Lauren and Anthony Epps
Kira and Christoph Heinrich
Marisa and Chad Hollingsworth*
Halle and Whitney Holmes
Jennifer and Rob Kaufmann
Cyndi Kerins
Sarah and Dan Kozlowski*
Jennifer Landrum
Robyn and Mike Lucas
Kynnie and Joel Martin
Jennifer and Greg Miller
Lisa Farber Miller and David Miller
Janet Mordecai*
Shari and Matt Most
Diana Nelson-Peterson
Aaron Oakley
Vatsala and Arun Pathy
Debra Perry and Jeff Baldwin*
Stella Peterson

Judy and Jack Pottle*
Leslie and Angus Robertson
Megan and Marc Scremin
Emily Sturm
Betsy Wagner
Elaine Weng and Tom Malley
Becca and John Winslow
Lisa and Charles Wynn

$500 to $999
Anonymous
Amy and Neill Burt
Cissie and Charlie Busch
Sharon and Jim Butler
Julie and Tom Denison
Liz and Chad Gardner
Debra Guy
Cyndi and Ed Kahn
MJ Lechner
Melissa and Ty Little
Kynnie and Joel Martin
Sarah and Michael Mohapp
Jennifer Nevins and Mike Yankovich
Mary Jane Nevins
Cynthia and Franklin Pesantez
Douglas Suttles
Paul Thompson
David Trigg
Karla and Joe Wagner
Sara and Matt Wilhelm
Elsa Woolley

IN-KIND
$1,000 and Above
5280 Magazine
Alpine Lumber
Micki and Will Amerine
Anna Phillips Photography
Anonymous
BBVA Compass  
Biscuits & Berries  
Jessica Black Livingston and Neil Livingston  
Butler Rents  
Jennifer and Jeff Calderone  
Catering By Design  
Clingks, LLC  
ColoradoKids.com  
Confluence Music Group  
Cosmos Creations  
Denver Metropolitan Major League Baseball  
Stadium District  
Denver Museum of Nature & Science  
Denver Nuggets  
Denver Post Community Foundation  
DoubleTree by Hilton  
Dunton Hot Springs and River Camp  
EMW Carpets + Furniture  
Environmental Landworks Company, Inc.*  
The Family Jones  
Jamie and Tom Fitzgerald  
FiveFifty  
Flexential  
Footers Catering & Events  
KBCO  
Marisa and Chad Hollingsworth  
Meow Wolf  
Hogan Lovells US, LLP  
Honest Tea  
Honeycomb & Co.  
IKEA Centennial  
iHeartMedia  
InLine Media  
IT Supervision  
Cheryl and Lee James  
JetBlue Airways  
KIND Healthy Snacks  
LabMercury  
Leading Edge Mechanical  
Loredana Photography  
Martin Marietta*  
Mountain Aviation  
Vatsala and Arun Pathy  
Lisa and David Peterson  
PNC Bank  
Judy and Jack Pottle  
Presqu'ile Winery  
Relish Catering & Events  
RMS Cranes*  
Sage Hospitality Resources  
Sarto's Social Italian Eatery  
Serendipity Catering  
Spot On Sound Productions  
St. Mark's Coffeehouse and The Thin Man Tavern  
Sukle Advertising & Design  
Talia Kite Photo  
The Style Studio by Keri Blair  
Three Tomatoes Catering  
Wagner Equipment, Co.*  
YellowDog Printing & Graphics  
Yellowscene Magazine  
Zollipops

*Supported Adventure Forest Capital Campaign

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 303-561-0105.

Tribute to Tony Slavec

This year, we lost longtime volunteer and very dear friend, Tony Slavec. Tony joined the Museum in 2010 and logged over 1,200 hours keeping the Whoopee Cushion Wall in working order, assisting the Membership Department, prepping Assembly Plant materials and countless other tasks. To acknowledge the impact Tony made on our guests and staff, June 11, 2019 was declared Tony Slavec Day, and the first 1,000 guests received a free Whoopee Cushion in honor of Tony.
MUSEUM LEADERSHIP TEAM  
FISCAL YEAR 2019

Mike Yankovich, President and Chief Executive Officer
Gretchen Kerr, Chief Operating Officer
Cyndi Kerins, Chief Financial Officer
Amy Burt, Vice President of Development and Communications
Sarah Brenkert, Senior Director of Education and Evaluation
Jon Handwork, Senior Director of Guest Services and Facilities
Cisco Ocampo, Director of Facilities
Nicole Ortiz, Associate Director of Education
Zoe Ocampo, Director of Marketing and Membership
Chris Van Dyken, Director of Exhibits
Kim Zies, Director of Guest Services

BOARD OF DIRECTORS  
FISCAL YEAR 2019

Chair: Betsy Wagner, Early Childhood Advocate
Vice Chair: Elaine Weng, MD, MS, Mountain Radiation Oncology Consultants
Secretary and Treasurer: Matt Most, Vice President, Encana Oil & Gas
Jessica Black Livingston, Counsel, Hogan Lovells US, LLP
Jeff Calderone, Chief Executive Officer, Elevated Third
Anthony Epps, Partner, Dorsey & Whitney, LLP
Marisa Hollingsworth, Professional Dancer, Hannah Kahn Dance Company
Sarah Kozlowski, Founder, The Kidconscious Project
Jennifer Landrum, Early Childhood Advocate
Fayoké Longe, Founder and Creative Director, Facet Creative Design
Kynnie Martin, Account Manager, Xcel Energy
Audra McNicholas, Educator
Vatsala Pathy, Senior Advisor and Strategist, Rootstock Solutions LLC
Cynthia Pesantez, M.Ed., Founder, Multipass Language Services
Stella Peterson, Senior Communications Consultant, Xcel Energy
Judy Pottle, Early Childhood Educator
Emily Sturm, Co-Managing Director, The Sturm Family Foundation
John Winslow, Managing Partner, Gill Capital Partners
Lisa Wynn, MD, MBA, Physician, Obstetrics and Gynecology

The Scientific and Cultural Facilities District (SCFD) makes field trips, educational programs, exhibits and many free days possible. The ability of the Children’s Museum of Denver at Marsico Campus to fulfill our mission is made possible in part by the SCFD.