

WONDER, JOY AND SNOW



ANNUAL REPORT

Fiscal Year 2022 | July 1, 2021 - June 30, 2022

OUR MISSION

*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.*





LETTER FROM OUR BOARD CHAIRS



Dear friends,

Fiscal Year 2022 was one of trials and triumphs. Though the Museum, and the world around us, continued to face challenges as a result of the pandemic, operations began to stabilize. We took the opportunity to catch our breath, reflect and commit to moving forward boldly into our new normal.

We served 313,000 guests, welcomed families to the Museum for our signature events, expanded our hours of operation back to seven days a week and continued to serve the Denver-metro community through a multitude of access programs. We also opened an exciting seasonal outdoor experience, Snow Days! Designed to celebrate quintessential winter activities like sledding, ice fishing and sock-skating, it increased our exhibit footprint during the winter months and provided additional opportunities for social distancing during uncertain times.

We look forward to sharing our successes with you in our Fiscal Year 2022 Annual Report. Now, more than ever, we are so grateful to our community, stakeholders, members and friends for your unwavering support of the important work we do.

With gratitude,



Judith E. Pottle
Judy Pottle
2021 Board Chair



Jeff Calderone
Jeff Calderone
2022 Board Chair





SNOW DAYS

As a child, there was nothing more magical than waking up on a cold winter's morning to discover the world had been covered in a bed of frosty goodness. School was cancelled, and the entire day was free to enjoy a flurry of wintry fun. Inspired by the idea of bringing this feeling to children all winter long, the Museum set out to create a

one-of-a-kind outdoor seasonal experience. On December 8, 2021, Snow Days opened in Joy Park, complete with a snow hill for sledding, an outdoor sock-skating rink, ice fishing, giant snow globes, a hot cocoa bar and more. During Snow Days' inaugural 3-month run, the Museum served more than 40,000 children and families.



MAJOR ACCOMPLISHMENTS

CHILDREN'S NATURALIZATION CEREMONY

On June 13, 2021, the Children's Museum hosted a very special event – a naturalization ceremony for over 65 children (ages 2-11) to become citizens of the United States.

The children were from the following 30 countries: Afghanistan, Argentina, Belarus, Burkina Faso, Cambodia, Chad, China, Democratic Republic of Congo, Dominican Republic, El Salvador, India, Iraq, Israel, Jordan, Kenya, Libya, Malaysia, Malta, Mexico, Morocco, Pakistan, Philippines, Senegal, Sudan, Syria, Thailand, Togo, Uganda, United Kingdom and Vietnam.

After the ceremony, children enjoyed playing in the Museum with their families.

ACCESS PROGRAMS

At the Museum, we believe all children and families should be able to experience rich, hands-on learning experiences that inspire creativity, wonder and joy. Through myriad access programs like the SNAP Access Initiative, Sponsored Admissions and Membership Program, Joy Park Free Nights, the Five by Five program, and our low-sensory events, we welcomed 71,769 children and families to visit the Museum for free or at a reduced cost, totaling more than 22% of the Museum's admission.

A RETURN TO 7-DAY OPERATIONS

Like so many organizations, the Children's Museum's operations were significantly impacted by the COVID-19 pandemic. Beginning in March 2020, reduced operating hours, including periods of closure, and limited guest capacity were necessary realities. On July 1, 2021, the Museum was able to return to a 7-day-per-week operating schedule, which meant more service to our community, more support for Colorado families with young children, and of course, more wonder and joy.

48TH BIRTHDAY BASH

On September 10, 2021, the Museum hosted its 48th Birthday Bash, *Unleash the Power of Play*. After the pandemic caused the cancellation of our 47th annual gala, we were thrilled to welcome back our supporters and friends for a celebration of the wonderful work of the Museum. Co-chaired by Stephanie Dahl and Kelley Rider Goodwin and supported by a committee of over 30 volunteers, the event was a resounding success, raising more than \$230,000 through ticket sales, sponsorships, auction purchases and donations.



MUSEUM PROGRAMS

1 After a year hiatus, we were thrilled to host families for our **community celebrations**. At the Museum's Fall Festival in October, costumed kiddos descended upon the Museum to play Monster Carnival games, ride the boo-choo train and sample spook-tacular treats. At Noon Year's Eve, families rang in the New Year with countdowns and ball drops on the hour, music and rainbow ribbons streaming through the air. And in April, we hosted our Earth Day celebration, Party for Our Planet, complete with sustainable crafts, special performances and information from community partners about how to take care of our big, beautiful world.

2 In **The Teaching Kitchen**, our goal is to introduce families to new flavors, ingredients and skills. This year, our in-house chefs took guests all around the world with recipes like bibimbap (a Korean rice dish), elote (Mexican street corn) and efo riro and fufu (Nigerian soup).

3 During our daily **Joy Park Adventures**, we got guests outside in all seasons through activities like garden harvests, snow bowling, sunshine yoga and water painting.





4

In **The Art Studio**, we embraced different materials and styles, showing that creative expression has no bounds. Guests made their own storybooks, mixed media sculptures, clay mud pies and even a creature-inspired ballet dance routine!

We served **36,308 students and teachers** through our school programs this year. Our educators were excited to personally engage with students and teachers for the first time since 2020 through programs like Bubble Lab, Healthy Planet Heroes and Earth Balloon, and to welcome groups back to the Museum for self-guided field trips.

Once again, the Children's Museum partnered with Denver Human Services to provide **1,500 activity kits** to families experiencing homelessness. The interactive Museum2Go kits included open-ended art supplies and materials for hands-on learning, as well as an activity guide with engaging activities for children newborn through age 8. The Museum2Go Kits were made possible by Buell Foundation, with additional support provided by IKEA Centennial.

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STATEMENT OF ACTIVITIES



Children's Museum of Denver at Marsico Campus - Fiscal Year 2022



Support and revenues

Gifts & grants - Annual fund	\$	6,726,640
Gifts & grants - Capital fund		206,239
Earned revenue*		3,303,271
Special events revenue*		168,823
Investment & misc. income		(590,695)
Total support and revenues		9,814,278



Expenses

Program		5,409,259
Supporting		1,571,337
Total expenses		6,980,596



Change in net assets

Annual fund		2,627,443
Capital fund		206,239
Total change in net assets		2,833,682

Net assets at beginning of year 21,792,227


Net assets at end of year \$ 24,625,909

**Net of expense*



Please note: In Fiscal Year 2022 (July 1, 2021 – June 30, 2022) the Museum recognized \$4.1M of revenue from one-time, federal programs including the Paycheck Protection Program, Employee Retention Credit, and the Shuttered Venue Operators Grant, which resulted in a \$2.8M surplus.

These funds helped the Museum recover from a pandemic-related deficit (\$593.4K) in Fiscal Year 2021, rebuild our labor force after a significant reduction in 2020, and will help the Museum overcome future challenges as we return to financial sustainability.



❄️ STATEMENT OF FINANCIAL POSITION ❄️

Children's Museum of Denver at Marsico Campus - Fiscal Year 2022



Assets



Current assets	\$	6,002,829
Contributions receivable		133,682
Investments		3,975,432
Property & equipment, net		<u>16,871,626</u>

Total assets \$ **26,983,569**



Liabilities and net assets

Liabilities		
Current liabilities	\$	1,324,387
Paycheck Protection Program loans		<u>1,033,273</u>
Total liabilities		2,357,660

Net assets		
Unrestricted		23,645,641
Temporarily restricted - General		169,836
Temporarily restricted - Capital		<u>810,432</u>
Total net assets		24,625,909

Total liabilities & net assets \$ **26,983,569**



MANY THANKS

Our incredible volunteers dedicate their time and energy to make our programs, events and operations successful. In FY22, **161 individuals volunteered 1,590 hours** to support our mission. Thank you!

SPECIAL THANKS TO EDWARD ELLIS

Ed Ellis is a one-of-a-kind volunteer for the Children's Museum of Denver at Marsico Campus. Ed first joined the team in 2010, and in FY22 alone, Ed donated 280 hours of his time to help the Museum further our mission to champion the wonder and joy of childhood. Ed spends most of his hours working on the Sponsored Memberships Program, which provides free memberships to students from Title I schools. Not only is he an invaluable member of the team, he is a remarkable person and conversationalist who brightens our office with his warm smile and wonderful stories.



48TH BASH COMMITTEE

Co-Chairs: **Stephanie Dahl & Kelley Rider Goodwin**

EVENT COMMITTEE



Kristen Abell
Rachel Allen
Micki Amerine
Katy Bloom
Cissie Busch
Kate Cihon
Megan Conn
Joan Spies DiTullio
Chandler Fendler
Sandy Graham
Kali Handford
Jen Kilgore
Julia Lazure

Maude Mahoney
Mari Marsico
Alison Millice
Sarah Mohapp
Hillary Locke Mujica
Pamela Poulin
Cheryl Smith
Julie Taylor
Elizabeth Teplitzky
Dafne Tsakiris
Megan Whelan
Kate Winn
Ella Yeager

SPECIAL THANKS TO OUR DONORS

INDIVIDUALS

\$1,000 and Above

Sarah and Todd Alijani
Tina Bishop
Jessica Black Livingston and Neil Livingston
Marissa and Nick Brunner
Amy and Neill Burt
Jennifer and Jeff Calderone
Darci Cherry and David Gerbig
Stephanie and Cory Dahl
Julie and Tom Denison
Laura Wilkerson Dietrich
Sarah and Chad Duffy
Lauren and Anthony Epps
Jennifer and Chad Gentry
Kelley Rider Goodwin and Ethan Goodwin
James Greer
Kayla and Craig Hodges
Marisa and Chad Hollingsworth
Cyndi and Ed Kahn
Gretchen and John Kerr
Jen and Scott Kilgore
Jennifer Leigh Landrum
Elaine and David Licko
Cydney and Tom Marsico
Kate and Robert McDaniel
Laura Medina and Joel Brown
Chris Murphy
Barbara Neal and Edward Ellis
Jennifer Nevins and Michael Yankovich
Cynthia and Franklin Pesantez
Stella Peterson

Jack and Judy Pottle
Melanie Kay and Jim Schoettler
Emily and Matt Tessar
E.B. Wagner
Elaine Weng and Tom Malley
Elizabeth and Mike Whillock
Sara and Matt Wilhelm
Kate and Scott Winn
Rebecca and John Winslow
The Wishnietsky Family
Lisa and Charles Wynn

\$500 to \$999

Anonymous
Kristen Abell
Kristy Adams
Heather and Ryan Beiser
Sharon and Jim Butler
Jon Drogheo
Laura Lee and George Gastis
Danielle and Jonathan Goldstein
Sandy Graham and Blair Johnson
Kali and Duncan Handford
Mike Liedtke
Nancy Livingston
Ann and Hal Logan
Kynnies and Joel Martin
Gail Martz
Jodi Padilla
Jaime and Michael Stewart
Patrick Tennyson
Taryn Thomas

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.

ORGANIZATIONS

\$50,000 and Above

Anonymous
Buell Foundation
Denver Water
Helen M. McLoraine Endowment Fund
PNC Foundation
Scientific and Cultural Facilities District
The Sturm Family Foundation
VF Foundation

\$25,000 to \$49,999

Ball Corporation
Bonfils-Stanton Foundation
Children's Hospital Colorado
Dairy MAX
Jenna and Walker Stapleton /
Harmes C. Fishback Foundation

\$10,000 to \$24,999

The Dorsey & Whitney Foundation
Dorsey & Whitney LLP
Institute of Museum and Library Services
The Melvin & Elaine Wolf Foundation
Singer Family Foundation
United Launch Alliance
Virginia W. Hill Foundation
Xcel Energy Foundation

\$5,000 to \$9,999

Anonymous
Hogan Lovells US, LLP
JAGreen Development
PDC Energy
PNC Bank
Ovintiv USA
U.S. Bank Foundation

\$2,500-\$4,999

CFO Share
Confluent Development
Gill Capital Partners
Robinson Waters & O'Dorisio, P.C.
Southmoor Pediatric Dentistry

\$1,000 to \$2,499

Burns & McDonnell
CoWest Insurance Associates, LLC
The Havercroft Family Foundation
Junior League of Denver
Kneeland & Lazure Law
MarketOnce
The Mesdag Family Foundation

\$500 to \$999

Rocky Mountain Mini Train

In-Kind

\$1,000 and Above

5280 Magazine
Alpine Lumber
Ball Corporation
Butler Rents
Jennifer and Jeff Calderone
Colorado Parent Magazine
Stephanie and Cory Dahl
Denver Metropolitan Major League
Baseball Stadium District
Denver Museum of Nature & Science
Chandler and Nick Fendler
Flexential
Hogan Lovells US, LLP
IKEA Centennial
IT Supervision
LabMercury
McNeil Designer Portraits
Joy Murphy
Sarah Murphy
Newberry Brothers
PNC Bank
RisnerUp Foundation
Sage Hospitality
Dianne Stone
Vermejo, a Ted Turner Reserve



MUSEUM LEADERSHIP TEAM, FISCAL YEAR 2022

Mike Yankovich, President and Chief Executive Officer
Gretchen Kerr, Chief Operating Officer
Amy Burt, Vice President of Development and Communications
Jon Handwork, Senior Director of Guest Services and Facilities
Kerri Atter, Director of Exhibits and Special Projects
Nick Brunner, Director of Finance
Sarah McManus, Director of Education
Cisco Ocampo, Director of Facilities
Kimber Kuhl, Associate Director of Marketing and Communications

BOARD OF DIRECTORS, FISCAL YEAR 2022

Chair - Jeff Calderone: Chief Executive Officer, Elevated Third
Vice Chair - Lisa Wynn, MD, MBA: Physician, Obstetrics and Gynecology
Treasurer/Secretary - Ryan Beiser: Regional President and Head of Corporate Banking, PNC Bank
Jessica Black Livingston: Counsel, Hogan Lovells US, LLP
Anthony Epps, Esq.: Partner, Dorsey & Whitney
James Greer: Vice President and Chief Operating Officer, WellPower
Craig Hodges: VP of Corporate Affairs and Communications, VF Corporation
Marisa Hollingsworth: Professional Dancer, Hannah Kahn Dance Company
Jennifer Landrum: Early Childhood Advocate
Fayoke Longe: Founder and Creative Director, Facet Creative Design
Kynnie Martin: Senior Foundation Representative, Xcel Energy
Matt Most: Vice President Government Relations, Ovintiv
Vatsala Kapur 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
Betsy Wagner: Early Childhood Advocate
Elaine Y. Weng, MD, MS: Mountain Radiation Oncology Consultants
Elizabeth Whillock: VP of Human Resources, Ovintiv



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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