



FEARLESS

ANNUAL REPORT

FISCAL YEAR 2019 | JULY 1, 2018 - JUNE 30, 2019



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.



JUST A NOTE

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 Suple 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.



JOR ACCOMPLISHMENTS

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.



JOB ACCOMPLISHMENTS

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.



Y PROGRAMS

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

Balance Sheet

Assets

Current assets	\$	2,212,300
Capital pledges receivable	\$	287,951
Investments	\$	3,139,149
Property & equipment - net	\$	<u>18,535,227</u>

Total assets \$ 24,174,627

Liabilities and net assets

Liabilities		
Current liabilities	\$	1,809,323
Long-term liabilities	\$	0
Total Liabilities	\$	<u>1,809,323</u>

Net assets		
Unrestricted	\$	22,028,273
Temporarily restricted - General	\$	337,031
Temporarily restricted - Capital	\$	0
Total net assets	\$	<u>22,365,304</u>

Total net assets & liabilities \$ 24,174,627

**Net of expense*

THE NUMBERS



TOTAL ATTENDANCE

611,081



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



Proud SCFD Member



892
INDIVIDUALS
VOLUNTEERED

10,473
HOURS



Over
17,000
MEMBER
FAMILIES

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

=

GRAND TOTAL
147,783
served through Museum Access Programs





MANY THANKS

VOLUNTEERS, TEAM LEADS AND INTERNS

Makenna Batcho
Robert Berglund
Brittany Berglund
Hayley Betts
Trinity Birch
Nicolas Casillas
Karen Castaneda
Laura Chen
Ben Clint
Danielle Cuellar
Christine Devereaux
Ed Ellis
Nancy Gegen
Hazel Guzman
Barbara Hatch
Daniel Hernandez


Elizabeth Hoselton
Jovante Keo-Reed
Lizzie Lebherz
Bethany Long
Elaine Mah
Cassie Maloney
Aina Matsudo
Hayley McKay
Liam Messiter
Natalia Miller
Christine Moore
Anastasia Newton
Shelby Raines
Ninni Rajesh
Ayleen Reyes
Katharine Rigsby

Trinity Rosales
Kalyani Sajeev
Olympia Salazar
Delaney Schiffbauer
Tony Slavec
Trase Smith
Julie Speir
Allison Speir
Maddie Taylor
Sayuri Toribio
Natalie Vargas
Oscar Vera
Elaiah Volin
Kathy Yu

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



Kristen Abell
Micki Amerine
Tiffany Bausch Weld
Kathryn Birnbaum
Katy Bloom
Megan Conn*
Stephanie Dahl*
Joan DiTullio
Chandler Fendler
Amy Figge*
Jamie Fitzgerald
Caroline Gash*
Sandy Graham
Marin Hamilton
Kali Handford*
Catherine Hodges
Marisa Hollingsworth
Jessica Kennedy
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Laura Koelbel*

Michelle Kuba
Julia Lazure
Melissa Little
Angela Lovato
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Leigh McMahan
Sarah Mohapp
Hillary Mujica
Becky Murray*
Callie Nowicki
Emily O'Shaughnessy
Mia Olney
Kikki Penney*
Nancy Pierzchala
Pamela Poulin
Ashleigh Rankin
Kelly Rider-Goodwin
Anne Rider

Katie Rivoir*
Nicole Robertson
Serena Robinson
Ana Sandomire
Megan Scremin
Page Sepic
Susanna Shannon
Heather Silverman
Cheryl Smith
Bryanna Spaulding
Julie Taylor*
Ashley Tulp
Jenny Walsh*
Kelly Warren*
Megan Whelan*
Catharine Whipple
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**Sub-committee co-chair*

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
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Scientific and Cultural Facilities District
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United Launch Alliance
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\$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

Berriegoood 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





MANY THANKS

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
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Megan and Derek Conn
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Jennifer Landrum
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Kynnie and Joel Martin
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Lisa Farber Miller and David Miller
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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
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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
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InLine Media
IT Supervision
Cheryl and Lee James
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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**

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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.