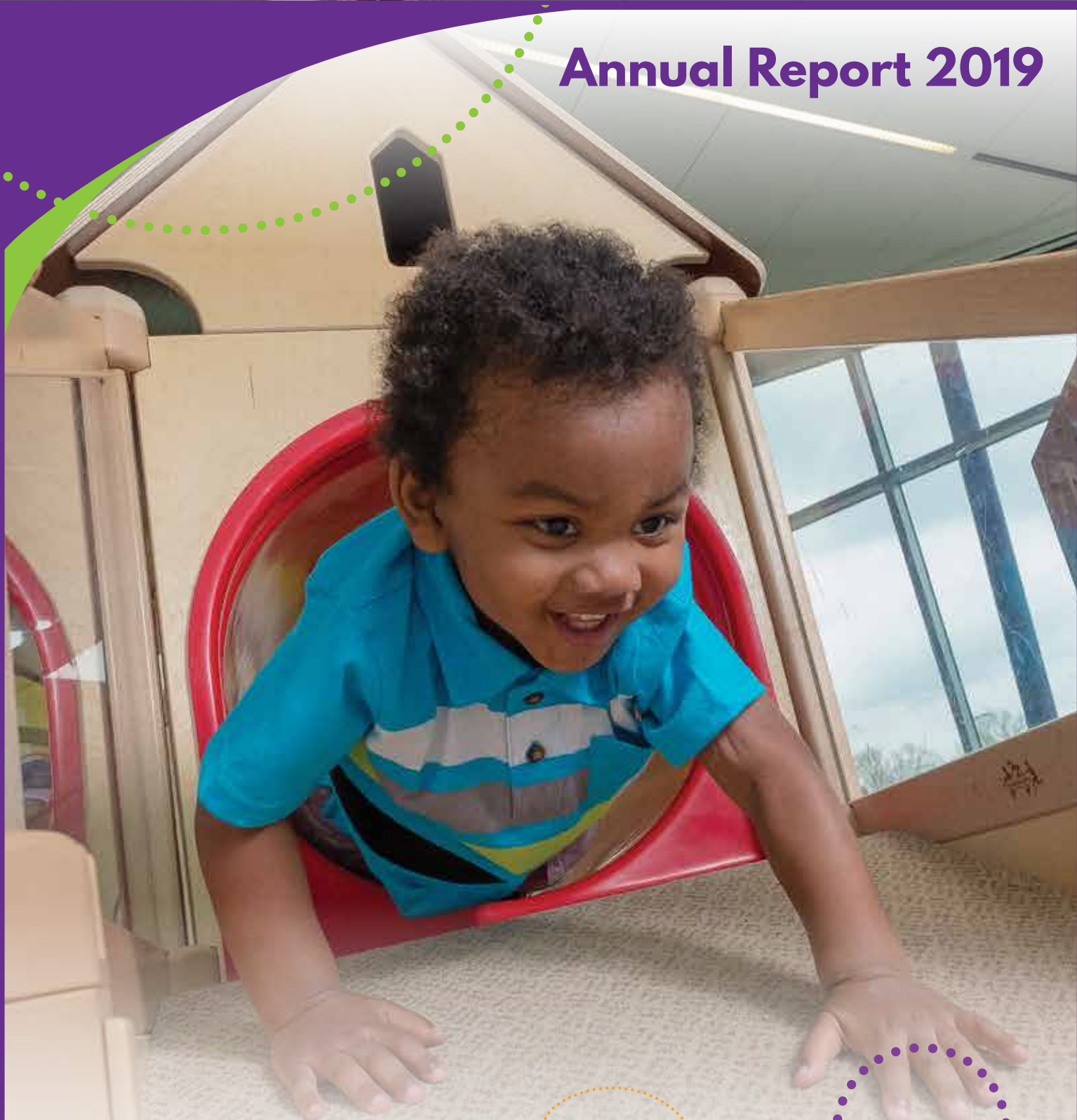


Annual Report 2019



the
Kansas
Children's
DISCOVERY
Center





2019 by the Numbers

1,004

Museums for All admissions for low-income families
↑ 297% over 2018

5,399
subsidized field trip attendees

8,301
field trip attendees

5,335

volunteer hours from 119 volunteers
↑ 67% over 2018 hours

RECORD ATTENDANCE
97,989

29%
of 2019 visitors live outside Shawnee County

2,365

infants under 12 months who visited for free

3,850

free family fun night attendees
↑ 230% over 2018

1,891

Military Discount Admissions

6,836

Mobile Museum and Family STEAM Night participants
↑ 85% over 2019

Top Family Destination



Children's museums are experts in designing learning spaces that elevate the needs of children and families.¹ As a tourist attraction, the Discovery Center is proud to provide enriching fun for visitors to the capital city. Top-attractions included:



LEGO Travel Adventure

Spring 2019

16,814 visitors ²



Discovery Space

Summer 2019

21,866 visitors ³



Kenya's Kids

Fall 2019

25,134 total visitors ⁴

29% of 2019 visitors live outside of Shawnee County
★ 28,386 total visitors

3,113 2019 visitors live outside of Kansas.
★ 43 different states

41 international visitors from 5 different countries
↑ 310% over 2018 (10)

443 reciprocal visits from members of other Association of Children's Museum institutions
↑ 67% over 2018 (265)

(1) Association of Children's Museums *The Four Dimensions of Children's Museums*, 2019 (2) Created by the Children's Museum of Indianapolis, locally sponsored by Bartlett & West (3) Locally sponsored by Security Benefit and Bartlett & West (4) Created by the Magic House in St. Louis, locally sponsored by the Redbud Foundation



An Educational Laboratory



Children's museums operate outside the structures of formal education systems, allowing us to act as incubators and innovators, testing and developing child-centered, play-based ways of helping children learn.¹ New experiences included:



• • • • **Lift Yourself** *opened March 2019*
Physical Activity, Gross Motor Skills, Engineering ²



• • • • **Pirate Ship** *opened May 2019*
Pretend Play, Outdoor Exploration, Imagination



• • • • **Bank and Grocery Store**
opened August 2019
Financial Literacy, Collaboration, Language ³

8,301 field trip students visited the museum in 2019

36,455 adults and children attended facilitated educational programs inside or outside the museum

6,836 adults and children participated in Mobile Museum or Family STEAM Night outreach events.
↑ 85% over 2019 (3,702)

25 feet of rubber track provided to each group of students to engineer a roller coaster in the popular Build, Roll, Engineer field trip.

(1) Association of Children's Museums *The Four Dimensions of Children's Museums, 2019* (2) Sponsored by the Blue Cross and Blue Shield of Kansas Foundation (3) Sponsored by the Sunderland Foundation, Bank of America and the Women's Fund.





An Advocate for Children

Children's museums are constantly responding to the current needs of the children and families in their communities, from health to academics to social issues.¹ How do we ensure every child has access to play?

Every child deserves play, regardless of

income. Museums for All, community free nights, social service memberships and library passes keep museum access affordable for every family.

Every family deserves museum experiences, regardless of health or situation.

Medical Warriors, Puzzle Pieces, and Play Free create special opportunities for children who would otherwise be unable to visit, supporting children and strengthening families.

Every community deserves a children's museum that is a good partner in play.

Donated passes, military and senior discounts, sliding scale field trip prices, Discovery Kindergarten and other partnerships serve our community.

22,715 total free or discounted admissions
★ 23.18% of total admissions

327 served in Medical Warriors, our program for medically fragile children and their families.

802 attendees at Puzzle Pieces events, held monthly for children with an autism spectrum disorder and their families.

183 women and children served in Play Free, our program for children with incarcerated moms.
★ 4 sessions held

(1) Association of Children's Museums The Four Dimensions of Children's Museums, 2019



2019 Revenue | \$1,169,928*

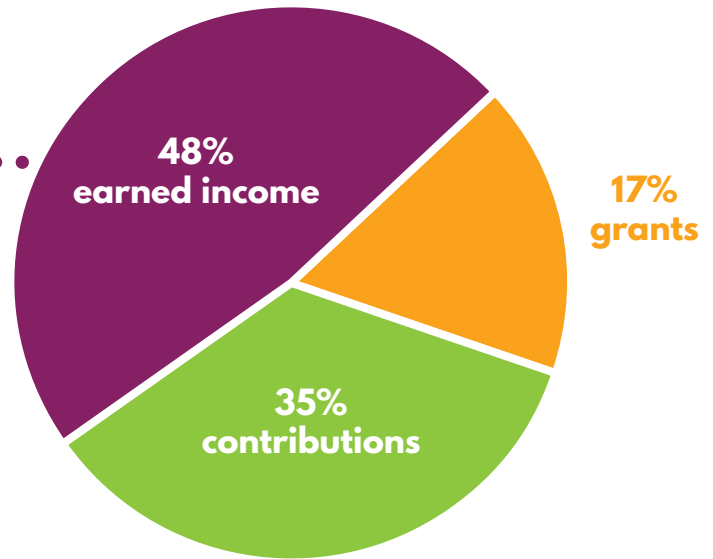
Key Revenue Numbers

97,989 total visitors
↑ 10.81% increase over 2018
★ new attendance record

1,716 member families

8,301 field trip students

2,042 birthday guests at
00 birthday parties



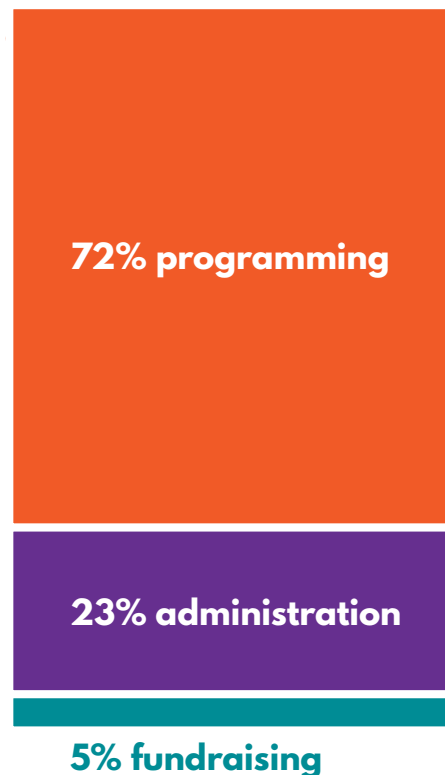
2019 Expenses | \$1,064,595*

Programming Highlights

6,836 Mobile Museum and
Family STEAM Night participants
↑ 84.66% increase over 2018

670 educational programs

36,455 attendees at educational
programs



* unaudited financials



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