Minnesota Children's Museum

Smart Play

2013 ANNUAL REPORT

Bustin' out.

Blasting forward.

Dear Friends –

Thanks in part to your support, Minnesota Children's Museum has completed another successful fiscal year overflowing with new milestones and momentous "firsts." We are delighted to share some of the highlights that demonstrate the tremendous value that hands-on play has on the families and children of Minnesota.

During fiscal year 2013, our two museums reached more than half a million visitors in St. Paul and Rochester, a 14% increase from the previous year and more than ever before. An additional 100,000 children and adults immersed in playful learning at 17 statewide *Smart Play Spots* and in the *Storyland* exhibit as it traveled across Greater Minnesota.

While our museums and offsite learning environments were buzzing with activity, there was also a great deal of excitement behind the scenes. Museum staff made progress reinventing the learning framework that guides how we design interactive play experiences based on the latest research in early childhood and brain development. Through this work the Museum identified seven key skills, or competencies, known at the Museum as the "7 C's," that are rapidly becoming the learning architecture for all Museum environments.

Speaking of architecture, plans for the upcoming renovation and expansion are moving forward at a record pace. This fiscal year saw the completion of the expansion master plan and building schematic and the initial design of 10 exciting new galleries. We look forward to sharing the journey toward creating a 100% new Museum with you over the upcoming year and appreciate your continuing support.

Dianne Krizan
President
Minnesota Children's Museum

Phil McKoy
Chair of the Board
Minnesota Children's Museum

Bustin' out. Blasting forward.

BUCKLING IN FOR OUR NEXT GREAT ADVENTURE

Every day at Minnesota Children's Museum provided potential for children to nurture a budding interest, overcome a challenge or make a new friend. Well-loved favorites like the Ant Hill and Crane fused with the Museum's ever-growing programs and new traveling exhibits kept adults and children coming back for more. More than ever, in fact. High-demand exhibits such as *Dora & Diego—Let's Explore!* delighted hundreds of thousands of visitors and on certain days Minnesota Children's Museum was bustin' at the seams.

Blast forward and watch the plans for a newly expanded Museum to delight even more.

As part of the Museum's current strategic vision to expand access to the Museum and champion the essential role of play in early learning, the organization's thinkers and dreamers were busy writing the next chapter of Minnesota Children's Museum. Work to re-imagine all that is possible for a world-class facility for fun and learning was in full swing, including designs for a new Museum. What follows provides a summary of progress made over one year as the Museum evolves to delight, support and educate even more children and families.

636,000
children and families served by Minnesota Children's Museum in FY13

Busting through barriers and cranking up community

EXPANDING REACH THROUGH DECENTRALIZED GROWTH

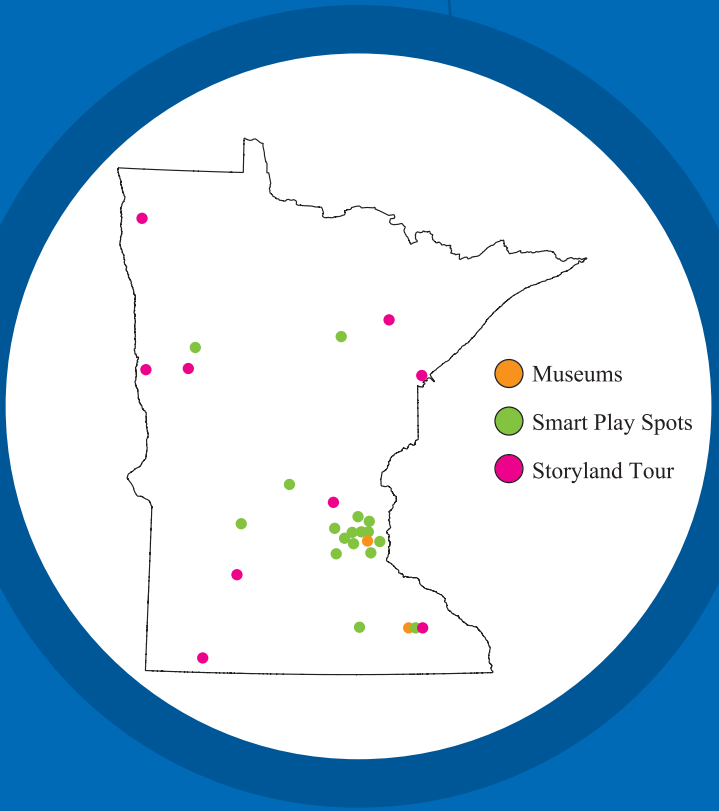
Thanks to support from the State of Minnesota and many generous donors, *Smart Play* activities spread dramatically throughout Minnesota. While most attendance occurred at the St. Paul museum, high-quality learning environments were also enjoyed by children and families across the entire state. The Museum's satellite in Rochester far exceeded expectations in its first full fiscal year, serving a record 37,798 adults and children from Southeastern Minnesota and sent imaginations and creativity soaring, including hundreds of school group students.

During the past year, the Museum completed installation of nine more early-literacy environments called *Smart Play Spots*, bringing the total number of *Spots* to date to 17. These *Spots* fill a significant need in today's educational and economic climate by providing accessible, informal learning activities across the state. Communities across Minnesota, welcomed the *Spots* with great enthusiasm.

Children across Greater Minnesota found themselves crunching across snow banks inspired by the beloved book, *The Snowy Day*. The Legacy-funded *Storyland* exhibit spent its third year crisscrossing the state, visiting communities including Chisholm, Duluth and the White Earth Nation, and provided nearly 15,000 adults and children with free access to the early literacy exhibit. Over 54,000 children and families have experienced *Storyland* throughout its three-year tour across Minnesota.

Museum educators logged some serious miles as they delivered affordable and high-quality Museum-to-Go classes to preschool and early-elementary aged children throughout the Metro. More than 5,540 children and adults experienced nearly an hour of interactive, brain-boosting activities, a 30% growth from the previous fiscal year.

28
locations for *Smart Play* around the state



"(The Smart Play Spot*) has brought a lot of people into the library that we have never seen before."*

– Ryan McCormick,
Head Librarian, Willmar Public Library

Minnesota Children's Museum serves nearly **83,000** visitors living in poverty

Playing smart and pumping up partnerships

CHAMPIONING THE ESSENTIAL ROLE OF PLAY IN EARLY LEARNING

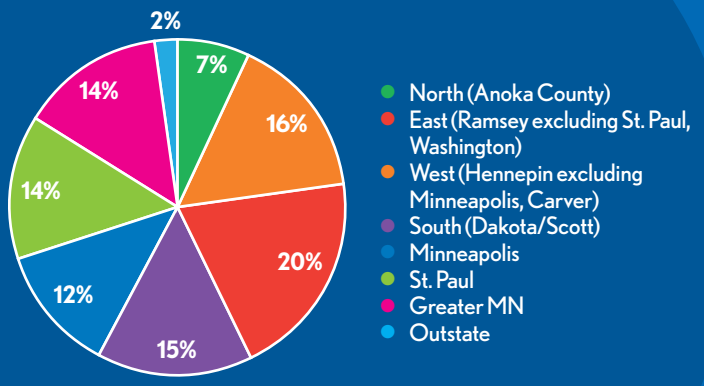
The Museum's partnership with University of Minnesota's Institute of Child Development kept the Museum on the cutting edge of early childhood research. This year, the University/Museum partnership focused on the area of early childhood brain development and executive function. The play partnership, which produced a research summary that synthesized the latest and greatest research on play called the *Power of Play*, highlights the benefits of playful learning central to the Museum's work.

This year the Museum piloted a text messaging program to encourage literacy development. *Text2Learn* tested the use of text messages to increase parent knowledge and behaviors related to promoting literacy skills in preschool children through playful learning tips and activities. More than 100 families in North Minneapolis and St. Paul's Rondo neighborhoods participated in this exciting pilot program. Evaluation by the University of Minnesota documented a statistically significant increase in literacy-based activities in homes. Parents overwhelmingly appreciated the reminders and inspiration!

No one is turned away from play at Minnesota Children's Museum. The *Play for All* Access program, one of the most generous outreach programs in the state, offered nearly 3,000 free family memberships and over 30,000 visitors attended one of 12 Target Free Sundays. In total, 114,630 adults and children, or approximately 25% of Museum visitors, received free or subsidized admission.

Visitors to the SparkCart use almost **3,000** AquaColor crayons for face painting each year

ST. PAUL MUSEUM ATTENDANCE



Long-time Museum volunteer, Kari Skildum, reached her **2,000th** hour of service this year

Packing the house and amping up expectations

STRENGTHENING AND SUSTAINING THE MUSEUM

The St. Paul Museum had a record-breaking year setting an attendance record as it welcomed 462,485 visitors, and demonstrated the community need for the Museum and its supportive role in early childhood development. In fact, the Museum welcomed visitors from every county in the State with a well-balanced mix from across the 7-County Metro. Membership reached an all-time high of more than 15,000 households, an 11% increase from last year and one of the highest children's museum membership bases in the country.

The Museum continued to be the leading producer of children's museum exhibits in the nation, traveling 11 exhibits across the nation, Mexico and Canada. In fact, over 2.3 million people across North America benefited from the expertise of Minnesota Children's Museum's exhibit team. As a testament to our leadership standing in creating traveling exhibits, HIT Entertainment and Fisher Price approached Minnesota Children's Museum to create the first-ever traveling exhibit based upon *Thomas the Tank Engine*™, set to roll into St. Paul in June 2014.

A special acknowledgment to more than 1,200 electrifying volunteers who provided more than 33,480 hours of support as they delivered arts programs and kept the ever-popular Spark Cart stocked with face painting delight. The Museum could not deliver the high-quality programs without the valuable support from so many dedicated volunteers. A special shout-out goes to the 150 Play Team volunteers; those high school students aged 14 to 18.

Eyeing opportunity and preparing to co-create a new children's museum

RENOVATING AND EXPANDING FOR MORE PLAYFUL LEARNING

The coming year is Minnesota Children's Museum's time for cranking up creativity and imagination. Attendance has exploded and demand exceeds capacity. It's time to re-invent, re-imagine and re-invigorate this playtopia for the 21st century, all at the same downtown Saint Paul location.

Over the past year, the the expansion project engaged teams of expert designers and architects who came together to envision a new Museum. Schematic design of the $28 million renovated museum was completed and the Museum is now working to create a 100% new Museum experience, with more galleries and new amenities.

Not only will the reinvented Museum be packed with immersive environments designed to delight curiosities and stretch imaginations, every corner will be grounded in the latest research on early childhood brain development. Four stories of bustling exhibits and out-of-the-box programs fused with the most recent thinking on playful learning will rally a new perspective on play in the children's museum field. The brain-boosting play space will cement the Museum's position as a national leader in creating interactive learning environments for children. Imagine that.

Minnesota Children's Museum of 2017 will welcome **25%** more visitors

The new Museum will feature **10** brand new galleries

Gaining momentum while making *Room to Play*

LEADERSHIP DONORS COMMIT OVER $5 MILLION IN SUPPORT

Architects and designers are busy envisioning the new Minnesota Children's Museum, and so are the Museum's donors. Community leaders continue to respond to the *Room to Play* capital renovation and expansion project with excitement and generosity. So much so that they have already committed more than $5 million in support of the Museum's vision. Additionally, the City of St. Paul has identified Minnesota Children's Museum as their number-one bonding priority in the 2014 Legislative Session.

The Museum expresses its sincere gratitude to all who have made early commitments to this project, including 100% of the Museum's Board of Directors. Special recognition is due to the Museum's $1 million strategic gallery partners, 3M and Best Buy, as well as $500,000 leadership donors, the Martin & Esther Capp Family Fund of The Saint Paul Foundation and Martha M. MacMillan.

Additional leadership commitments have been received from Andersen Corporate Foundation, F.R. Bigelow Foundation, Ecolab, Hardenbergh Foundation, the Harwood Family, Institute of Museum and Library Services, Mardag Foundation, The Saint Paul Foundation, Securian and Terri Tersteeg & James Peterson.

Join Minnesota Children's Museum and discover what you can do to make this magical vision real. Help us make *Room to Play*!

Ben Bennett, Muffy MacMillan, Alex Gray, Marialice Harwood, Colt Seman, HT Fish, Tom Meyer

97
Museum friends and community leaders attended a *Room to Play* preview event last year

Guests enjoyed remarks by Tom Meyer, lead architect for expansion and renovation project, at Minikahda Club preview event. The event also honored former board member Muffy MacMillan for her $500,000 lead gift in support of the project.

Museum Founders Suzanne Payne, Marialice Harwood and Kate Donaldson

YOUR GENEROSITY KEEPS THE MUSEUM BLASTING FORWARD

Thank you so much for your support.

Corporate, Foundation and Government Contributors

$500,000 and above
3M Foundation
Arts & Cultural Heritage Fund

$250,000-$499,999
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262
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Minnesota Department of Education

INSTITUTE of Museum and Library SERVICES

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Jane and James Wiltz

Children's Circle
Leadership Giving Program

Annual Fund donors of $1,000 and above are members of the Children's Circle – the Museum's Leadership Giving program.

2,138
total donors in FY13, more than a 70% increase

$500-$999

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Thank you to the 1,757 donors who supported the Museum with a gift under $250.

Tribute Gifts

In memory of Raj Balachandran
Chady and Mireille AlAhmar
Kristen and Jeffrey Starkman

In memory of Gregory Bartles
Mr. Paul Vance and Ms. Natalie Filipovich

In memory of Barbara Kimble
Mary Jo and Jack Brown

In honor of Paula Corrigan
Andrew Corrigan

In memory of Dick Romens
Carley and Bill Stuber

Support 'smart play' today! Visit MCM.org/give to add your name to next year's roster of generous Museum donors.

This list reflects contributions received between July 1, 2012 and June 30, 2013. Every effort has been made to ensure its accuracy. If your name has been inadvertently omitted or incorrectly listed, please accept our apologies and contact a member of our Development team at 651-225-6044 or csmith@MCM.org.

More than **$40,000** in generous gifts were given at the Box Office

PLAY FOR ALL BALL KEEPS MUSEUM ACCESSIBLE TO ALL CHILDREN AND FAMILIES

More than 350 festive guests gathered at Minnesota Children's Museum in June for the annual *Play for All* Ball. Together they played and danced, ate and drank, and most importantly, gave generously to support the *Play for All* program. Altogether, more than $225,000 was raised to help the Museum provide free or significantly reduced-price admission to over 100,000 children and families each year.

The Museum was thrilled to honor longtime friends Martin and Esther Capp at the Ball, presenting them with the 2013 Friend of the Museum Award. The Capp Family have been key supporters of the Museum since its beginning. Their generous commitment began with a donation of lumber to help construct exhibits at the Museum's first site in downtown Minneapolis. Esther also served as a founding board member.

Their dedication has been steadfast over the years and extends into the future as they make a $500,000 lead gift to the Room to Play capital expansion and renovation project. For their generosity, support, vision, and dedication, the Museum was proud to honor Martin and Esther Capp with this award.

Esther and Martin Capp and family members

St. Paul Mayor Chris Coleman addresses the Play for All *Ball attendees.*

Play for All Ball: A World of Adventure

Co-Chairs

Amy McKinney and Pat Harris

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Terri Tersteeg and Jim Peterson

Explorer ($500)
Amy Giovanini and Ben Ahrens
Marlene and Andrew Stiehm

SMART PLAY SPOTS SPARK EARLY LITERACY LEARNING ACROSS MINNESOTA

Minnesota Children's Museum transformed community locations across the state by designing and installing early literacy environments called *Smart Play Spots* into libraries and community centers. The Museum's site selection process ensures access to low-income populations where children face the greatest educational disparity in school readiness.

A total of 54 local funders in communities across Minnesota contributed to the *Smart Play Spot* initiative

SMART PLAY SPOT DONORS

With lead funding from the State of Minnesota's Arts and Cultural Heritage Fund, these donors supported the creation of immersive, interactive children's literacy exhibits in 14 libraries and other community venues across Minnesota.

Anonymous, in memory of Joan and Vince Bartell
Arts & Cultural Heritage Fund
Bernick Family Foundation
Blandin Foundation
Blaine – Ham Lake Rotary
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Northland Foundation
Owatonna Public Library Foundation
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Shakopee Heritage Society
Shakopee Jaycees
Shakopee Lions
Shakopee Mdewakanton Sioux Community
Shakopee Public Utilities
Shakopee Rotary Club
Southwest Initiative Foundation
Spring Lake Park Lions
St. Cloud Friends of the Library
United Way of West Central Minnesota/ Empower: Women United in Philanthropy
Washington County
West Central Initiative
White Earth Nation

FINANCIAL OVERVIEW

Minnesota Children's Museum's fiscal year 2013 financial performance remains strong with a 9.4% increase in total net assets from fiscal year 2012.

The Museum's financial strength lies in its diversity of revenue sources, including both earned and contributed income. Generous philanthropic giving represents 50% of total revenue in part due to leadership support of the capital expansion. Due to a record breaking year, Admissions and Memberships remains strong at 30% of total revenue.

The Museum, whose mission is "sparking children's learning through play," is proud to report that 72% of operating expenses are dedicated to Programs. Overall, expenses increased 8.7% from fiscal year 2012 as the Museum continues to invest in its exciting capital expansion project and to provide playful learning experiences across the state.

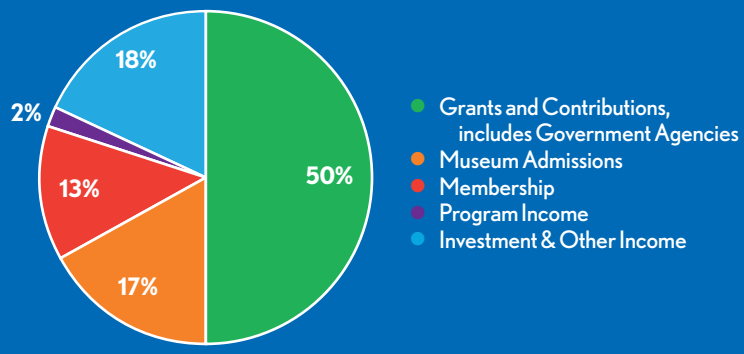
STATEMENT OF FINANCIAL POSITION

	June 30, 2013	June 30, 2012
ASSETS		
Cash and Cash Equivalents	$ 2,104,134	$ 966,282
Certificates of Deposit	244,415	1,039,766
Accounts Receivable, Net	50,750	116,646
Pledges and Grants Receivable	1,869,971	1,758,269
Prepaid Expenses	179,626	258,738
Investments	4,646,302	4,552,169
Land, Building, Equipment & Exhibits, Net	7,376,812	7,301,145
Pledges and Grants Receiveable, Long-term	1,245,509	83,330
Total Assets	$ 17,717,519	$16,076,345
LIABILITIES		
Current Maturities of Capital Lease Obligations	$ –	$ 9,919
Accounts Payable	175,064	156,525
Accrued Compensation	393,498	334,958
Deferred Rent	28,571	–
Deferred Revenue	1,048,850	843,213
Capital Lease Obligations, Net of Current Maturities	–	36,222
Total Liabilities	$ 1,645,983	$ 1,380,837
NET ASSETS		
Unrestricted – Undesignated	$ 1,266,955	$ 1,247,116
Unrestricted – Designated	1,030,000	830,000
Temporarily Restricted	9,612,828	8,456,639
Permanently Restricted	4,161,753	4,161,753
Total Net Assets	16,071,536	14,695,508
Total Liabilities and Net Assets	$ 17,717,519	$16,076,345

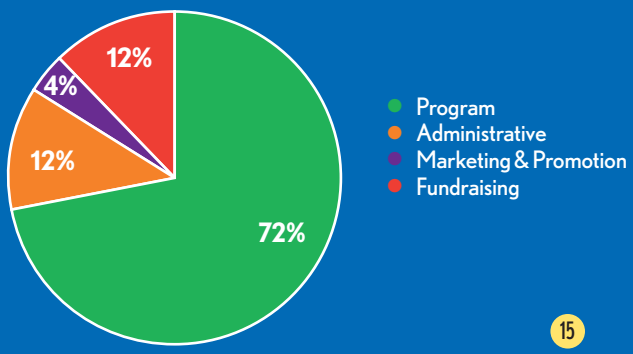
STATEMENT OF ACTIVITIES

	Unrestricted	Unrestricted Designated	Temporarily Restricted	Permanently Restricted	Total
SUPPORT AND REVENUE					
Grants & Contributions	$ 793,129		$ 3,562,217		$ 4,355,346
Museum Admissions	1,470,404				1,470,404
Memberships	1,154,168				1,154,168
Program Income	198,608				198,608
Investment & Other Income	1,262,696		311,928		1,574,624
TOTAL REVENUE	$ 4,879,005		$ 3,874,145		$ 8,753,150
Net Assets Released from Restrictions	$ 2,717,956		$ (2,717,956)		
TOTAL SUPPORT AND REVENUE	**$ 7,596,961**		**$ 1,156,189**		**$ 8,753,150**
EXPENSES					
Program	$ 4,722,454				$ 4,722,454
Administrative	807,806				807,806
Marketing & Promotion	271,882				271,882
Fundraising	921,977				921,977
Total Expenses Before Depreciation	6,724,119				6,724,119
Depreciation	653,003				653,003
TOTAL EXPENSES	**$ 7,377,122**				**$ 7,377,122**
Operating Change in Net Assets	$ 219,839		$ 1,156,189		1,376,028
NON-OPERATING ACTIVITY AND TRANSFERS					
Board Designated Reserves	$ (200,000)	$ 200,000			
TOTAL CHANGE IN NET ASSETS	**$ 19,839**	**$ 200,000**	**$ 1,156,189**		**$ 1,376,028**
NET ASSETS – Beginning of Year	$ 1,247,116	$ 830,000	$ 8,456,639	$ 4,161,753	$ 14,695,508
NET ASSETS – End of Year	**$ 1,266,955**	**$1,030,000**	**$ 9,612,828**	**$ 4,161,753**	**$16,071,536**

SUPPORT & REVENUE



EXPENSES



2012-13 BOARD OF DIRECTORS

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Bill McKinney	*Past Chair*
John Corkrean	*Treasurer*
Amy Giovanini	*Secretary*

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Minnesota Children's Museum

Smart Play

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Mission
Sparking children's learning through play

Foundational Beliefs
Early learning is the foundation for lifelong learning.
Families are our children's first teachers.
All children deserve a time and place to be children.
Diverse perspectives enrich children's lives.
Playing *is* learning.