New Era For Play

Minnesota Children’s Museum

10 New Exhibits!

bigger! better! BOLDER
Now Open

TARGET FREE 3rd Sundays
Dear Friends,

Six years ago, we set out on an ambitious journey, one that would bring our community together and occasionally test our resolve. With great pride and, frankly, a fair amount of relief, we're excited to share the story of a year in which we opened a bigger, better and BOLDER all-new museum.

We officially threw open the doors to the expanded and renovated museum in downtown St. Paul on June 7, 2017, embarking on a new era for Minnesota Children’s Museum. Visitors are marveling at the changes – the bright atrium, the new box office, the café, and of course the entirely reimagined exhibits.

Everyone in our organization is grateful and humbled by the tremendous support we received as we turned our vision into reality. More than 350 corporations, organizations, government entities and individuals stepped up to fund this $30 million project. Creating the all-new Minnesota Children’s Museum in St. Paul truly was a community-wide endeavor.

We also offer a big thanks to the annual donors who provided funding for our day-to-day operations during a year in which our St. Paul museum was closed for six months. Individuals and entities providing support helped us serve more than 170,000 visitors in St. Paul, 85,500 visitors at our temporary Mall of America location and more than 31,500 visitors in Rochester.

We thank our member families and other visitors for sticking with us during construction and a half-year of closure. They said bittersweet goodbyes to the ant hill in Earth World and other beloved favorites – and showed tremendous patience as we put up construction walls and routed them through side stairwells.

No big project goes exactly as planned. We experienced our share of setbacks and challenges. We thank our dedicated staff and committed construction partners for repeatedly rolling up their sleeves when unexpected hurdles arose.

Tempting as it might be, we’re not resting on our laurels. In Rochester, we are working with an expanded board of community advisors to make tremendous progress toward developing a vision to grow and better serve their dynamic region. We also are embarking on a strategic planning process to map out our goals for the future.

All our efforts are focused on advancing our mission: Sparking children’s learning through play. We extend our thanks to everyone who helps us unleash the power of play.

Sincerely,

Dianne Krizan
President
Minnesota Children’s Museum

Paul Dzubnar
Chair of the Board
Minnesota Children’s Museum
Grand Opening: Celebrating the All-New Museum

Ribbon Cutting
June 7, 2017
Opening the doors with cheers of joy

Play for All Ball
May 20, 2017
Honoring founders:
Kate Donaldson, Marialice Harwood, Suzanne Payne, Molly O’Shaughnessy

Sneak Peek
June 2-6, 2017
Lucky visitors put fun to the test

Block Party
June 17, 2017
Food, fun, music and smiles galore
All-New Museum: Bigger, Better, Bolder

10 New Exhibits
• Four-story climbing adventure
• Laser maze, maker studio, expanded toddler gallery
• Two outdoor spaces

More Amenities
• Skyway-level entrance and box office
• New café and store
• Another elevator and more bathrooms

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• Four-story climbing adventure
• Laser maze, maker studio, expanded toddler gallery
• Two outdoor spaces

Powerful Play
• Open-ended, child-directed play
• Space and freedom to explore
• Experiences to cultivate critical skills

October
Groundbreaking and statewide Day of Play
December
Construction begins

August
Phase II of construction; Forces at Play opens
December
Museum closes to complete construction

June
Museum re-opens

The museum is dedicated to championing the power of play in learning. Toward that end, we launched the “Let’s Play!” initiative to provide information that helps adults notice and support the learning that happens naturally when children play.

Galleries
Signs and other messages with information, tips and inspiration

Online
Resources about the “powers of play” and how to cultivate them

Texting
Messages with tips and links to more information
Volunteers Support the Mission

Minnesota Children’s Museum wouldn’t be the same without our dedicated corps of volunteers. Each year, generous volunteers lend a hand across the organization—serving visitors, supporting special events, helping out with administrative tasks and tackling a variety of other projects.

Volunteer Spotlight: James Trachy

The museum benefits from volunteers who bring professional know-how to behind-the-scenes projects. A great example is museum member James Trachy. When he asked about volunteering as an intern, his skills as a software developer were too good to pass up. James turned out to be the perfect person to help with the museum’s renovation and expansion. After learning about various ways they could help, they decided to contribute toward a set of costumes for the new Our World gallery. These costumes allow children to dive into pretend play and imagine themselves in new roles.

Meet two of the youngest supporters of Minnesota Children’s Museum! Ada and Adler visited the museum this past year to learn more about the museum’s renovation and expansion. After learning about various ways they could help, they decided to contribute toward a set of costumes for the new Our World gallery. These costumes allow children to dive into pretend play and imagine themselves in new roles.

Parents Jeff and Heidi and godfather Tim wanted to involve Ada and Adler in the opportunity to give to something meaningful to them.

Volunteer Hours: 19,737

Value: $497,372

Shaping a Vision in Rochester

Minnesota Children’s Museum of Rochester continues to receive tremendous community support. Serving more than 30,000 visitors each year, the museum has engaged an expanded community advisory board to make progress on a strategic planning initiative to shape its future.

The museum has developed initial concepts to create a larger, permanent home that fosters a sense of place and pride where community and visitors are healthy, actively engaged and innovative through experiential play and learning. Progress will continue toward identifying a site and building a case for funding the vision.

Our Generous Donors

Donors to Minnesota Children’s Museum provide critical support to help us spark children’s learning through play. The museum is honored to receive support from numerous corporations, organizations, governments and entities.

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**Individual Contributors**

$25,000+

- Martin and Esther Capp Family Fund of the Saint Paul Foundation
- The Driscoll Foundation

Martha M. MacMillan and Mr. John G. Ordway, Jr., and their family

$10,000-$24,999

- Tom and Anna Abesh
- Kelly and John Baker
- Terry and Sarah Clark
- Chad and Maggie Dayton
- Ann Ferreira and Jon Reissner
- Dan and Jill Gustafson

$5,000-$9,999

- William and Caroline Au-Yeung
- Wendy Wengen Dankey and Jeff Darkey
- Lisa Farrell
- HT Fish and Kathryn Nelson
- Amy Giovanini and Ben Ahrens
- Clifton and Melissa Hull
- Suzytte and Michael Huvinen
- Leigh and Judy Johnson
- Diane and Scott Krizan

$2,500-$4,999

- The McKey Family
- Jennifer Mull and Tim Bolan
- James Momorn
- Suzanne C. and William B. Payne
- Scott and Jenny Slipy
- Helene and Jeff Stocum
- Terri Tersteg and James Peterson
- Mark and Mary Ellen Warner
- Steve and Sara Zawodzky

$500-$999

- Anonymous
- Syd Abdullahi
- Rohn and Joan Anderson
- Garnett Bakes
- Richard Bogovich
- Betsy Buehrer
- Mike Busch
- James C. and Melissa Clark
- Amy College
- Edward and Sherry Ann Dayton
- Paul and Lori Delahunt
- Traci Downing
- Laura and Scott Eckelkamp
- Amy and Andy Franquena
- Allison L. Gredesky
- Larry Guse
- Barbara Hahn and Paul Nenoth
- Jack Hanson and Joan Legare-Hansen
- Christopher and Erin Harwood
- John Heber
- Kara and Patrick Hobart
- Pete Hommeyer
- Deborah L. Hopp
- Jennifer Hosfeld
- Dr. Arthur W. & Deborah Stephen Knap
- Laurence and Jean LeJeune
- James Momorn
- Am and Natalie Mulroy
- Dr. Shrutti Naik
- Laura Nichols-Endres and Jake Endres

$1,000-$2,499

- Mark Addicks
- Charlene and Mark Altman
- Sarah J. Armstrong and Chris Haynes
- Kevin and Lisa Armstrong
- Christopher and Kelly Bellini
- Ann and Jay Boekhoff
- Julia W. Dayton
- Martha Dayton and Thomas Nelson
- Mr. and Mrs. Livio D. DeSimone
- Jeff Dezell and Tom Stukel

$500-$999

- Rebecca and Bradley Nuss
- Kate and Doug Ondrus
- Collin L. Driscoll
- Elizabeth A. Dunn
- Richard and Beverly Fink
- Family Foundation
- Dr. Randall and Loree Fink
- Gal Gibb
- Janet Goff
- Golf Investment Group
- Mary Halley
- Marianne and Nevin Harwood
- Sara Hill and Jonathan Glover
- Huetsh & Getoi Fund of the Minneapolis Foundation

**Tribute Gifts**

In honor of Kate Donaldson
- Jane and David Gregerson

In memory of Nell Mitchell
- Jennifer C. MacBruder

Leashes & Leads

Jennifer C. Frendenburg

In memory of Nell Mitchell
- Paul and Carey Kohlthoff

Judith and James Seward

- Mrs. Martha H. Kaemmer

- Michelle Greenleaf
- Antonette Hahn
- Earth and Harold Hegg

**Donors of $10,000 and above**

- are members of the Children’s Circle — the Museum’s leadership giving program.

Visit mcm.org/donate to add your name to next year’s roster of generous Museum donors!”

This list reflects contributions received between July 1, 2016 and June 30, 2017. 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 651-225-6073 or anewman@mcm.org.
Financial Overview

Minnesota Children’s Museum’s financial performance in fiscal year 2017 remained strong. The museum completed a capital expansion and embarked on a strategic planning process in Rochester while managing daily operations during a period of construction, closure and re-opening in St. Paul.

The museum’s financial strength lies in its diversity of revenue sources, including both earned revenue and contributed support.

Earned revenue represents 52 percent of the organization’s total income and is comprised of admissions, membership sales, traveling exhibit income, other income such as education and group income, and investment income. Generous annual contributed support and grants represent 40 percent of total income with capital campaign-specific contributions representing an additional 8 percent.

Overall, 70 percent of the museum’s expenses went toward completing the capital expansion and providing richer learning experiences to families in the Twin Cities and Rochester.

### Statement of Financial Position
June 30, 2017 | June 30, 2016
---|---
**Assets** | 
Cash and Cash Equivalents | $2,419,405 | $1,784,653
Short-Term Investment - Investment Draw | 0 | 0
Certificates of Deposit | 0 | 0
Pledges and Grants Receivable, Net | 459,981 | 799,674
Accounts Receivable, NET | 191,950 | 125,145
Pre-Paid Expenses | 219,716 | 226,509
Investments | 4,615,829 | 4,409,618
Leveraged Loan Receivable | 6,827,800 | 6,827,800
Land, Building, Exhibits, and Equipment, Net | 32,180,702 | 18,904,859
Cash Restricted for Capital Campaign and Loan Reserves | 592,391 | 2,930,781
Pledge and Grants Receivables, Long-term | 5,275,070 | 16,659,009
**Total Current Assets** | $52,782,844 | $52,668,046

**Liabilities** | 
Current Portion of Long-Term Debt | $800,000 | $900,000
Accounts Payable | 1,549,975 | 104,466
Contractors Payable | 2,202,099 | 2,405,899
Accrued Compensation | 537,695 | 330,767
Deferred Revenue | 1,946,767 | 1,483,188
Line of Credit | 0 | 0
Total Current Liabilities | 7,036,536 | 5,224,320
New Market Tax Credit Loans | 9,420,000 | 9,420,000
Long Term Debt, Net of Current Portion | 1,350,000 | 2,150,000
**Total Liabilities** | $17,806,537 | $16,794,320

**Net Assets** | 
Unrestricted - Undesignated | $11,588 | $596,589
Board Designated - Reserves | 531,000 | 830,000
Unrestricted | 542,588 | 1,426,589
Temporarily Restricted | 30,192,397 | 30,205,815
Permanently Restricted Net Assets | 4,241,322 | 4,241,322
**Total Net Assets** | $34,976,306 | $35,873,726

**Total Liabilities and Net Assets** | $52,782,844 | $52,668,046

Support and Revenue

Minnesota Children’s Museum managed operations during a period of construction, closure and re-opening in St. Paul, while completing a capital expansion and embarking on a strategic planning process in Rochester.

The museum’s financial strength lies in its diversity of revenue sources, including both earned revenue and contributed support.

### Statement of Activities

**Revenue** | Unrestricted | Temporarily Restricted | Permanently Restricted | Total
---|---|---|---|---
Museum Admissions | $720,335 | $720,335
Membership | 957,254 | 957,254
Education and Groups | 799,674 | 799,674
Parties and Events | 12,273 | 12,273
Exhibit Rentals and Sales | 955,560 | 955,560
Endowment Income | 78,793 | 78,793
Net Unrealized Gain/(Loss) | 318,411 | 318,411
Other Revenue | 212,359 | 212,359
**Total Revenue** | $2,915,078 | $397,204 | $3,312,282

**Support** | 
Grants and Contributions | 882,601 | 742,496 | 1,625,097
Restricted: Government Contribution | 475,300 | 475,300
Fundraising Events | 314,240 | 314,240
In-Kind Contributions | 112,104 | 112,104
Capital Campaign | 5,762 | 537,830 | 537,830
**Total Support** | $1,314,707 | $1,749,864 | $3,064,571

**Net Assets Released from Restrictions** | $2,160,487 | $1,949,864 | $3,064,571

**Total Revenue And Support** | $6,390,272 | $(13,419) | $6,376,853

**Expenses** | 
Program | $5,057,421 | $5,057,421
Administrative, Marketing and Promotion | 1,455,472 | 1,455,472
Fundraising | 761,380 | 761,380
**Total Expenses** | $7,274,273 | $7,274,273

**Total Change In Net Assets** | $(844,001) | $(13,419) | $(857,420)

**Board designated reserve transfer** | $299,000 | (299,000)

**Net Assets — Beginning of Year** | $596,589 | $30,205,815 | $35,873,726

**Net Assets — End of Year** | $11,588 | $30,192,396 | $34,976,306
Our Vision
Kids play more.
Adults do, too.
We thrive as a happier, healthier and more innovative community through the radiant power of play.

Our Mission
Sparking children’s learning through play.

Officers
Paul Dzubnar, Chair of the Board
Kelly Baker, Past Chair
Ann Ferreira, Secretary
Michael Fiddelke, Treasurer

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Will Au-Yeung
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Kevin Balon
Robert Befidi
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