



Minnesota
Children's
Museum

2017 Annual Report





New Era For Play





Letter from the President and Board Chair

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: **Sparkling 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



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



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



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



Powerful Play

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



Radiating the Power of Play

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

Let's Play



Timeline **2015**

2016

2017

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

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.

Volunteers

Highlights

Volunteers	1,994
Volunteer Hours	19,737
Value	\$497,372



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.



Donor Profile: Ada and Adler

"Each year we involve the kids in our giving. We believe it is important for them to understand the importance of supporting their community and the great organizations that provide so many of the services we enjoy. We work with them on identifying organizations that are important to them and then we visit, discuss opportunities but ultimately leave the final decision up to them."

—Jeff

"Now every time Ada and Adler come to the museum, they get the chance to see others benefiting from their gift. This has been a great way to teach the importance of helping others and was a tangible way to do so at an early age."

—Tim

"We give so that they can buy more stuff so other children can be happy. It makes me feel good. I know other kids are going to be happy."

—Ada

We are very grateful for their support!

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 the museum gather requirements and shop for a new computerized maintenance management system.



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, government entities and individuals.

Room to Play Capital Campaign Contributors

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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.

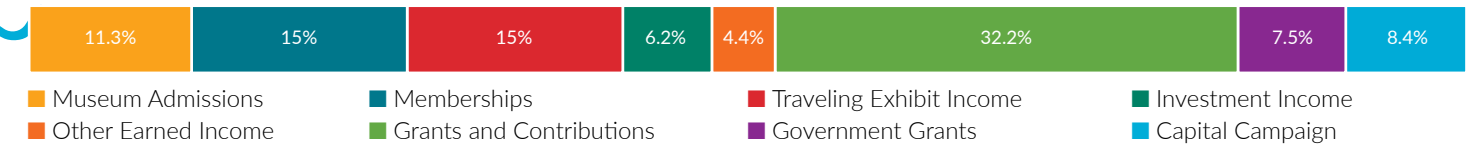
Earned revenue represents 52 percent of the organization's total income and is comprised of admissions, membership sales, traveling exhibit income, other income such as education and group income, and investment income. Generous annual contributed support and grants represent 40 percent of total income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

Overall, 70 percent of the museum's expenses went toward programs – with a focus during fiscal year 2017 on 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



Expenses



Statement of Activities

	Unrestricted	Unrestricted Designated	Temporarily Restricted	Permanently Restricted	Total
Revenue					
Museum Admissions	\$ 720,335				\$ 720,335
Memberships	957,254				957,254
Education and Groups	57,297				57,297
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		532,068		537,830
Total Support	\$ 1,314,707		1,749,864		3,064,571
Net Assets Released from Restrictions	\$ 2,160,487		\$ (2,160,487)		
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	\$ (884,001)		(13,419)		(897,420)
Board designated reserve transfer	\$ 299,000	(299,000)			
Net Assets – Beginning of Year	\$ 596,589	\$ 830,000	\$ 30,205,815	\$ 4,241,322	\$ 35,873,726
Net Assets – End of Year	\$ \$11,588	\$ 531,000	\$ 30,192,396	\$ 4,241,322	\$ 34,976,306

2017-2018 Board of Directors

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**

Board Members

Siyad Abdullahi

Will Au-Yeung

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Kevin Balon

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Robert Wollan

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Minnesota
Children's
Museum

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