Discovery Gateway Children’s Museum
ANNUAL REPORT
Fiscal Year 2019 (July 1, 2018 – June 30, 2019)
Our mission at Discovery Gateway Children’s Museum is to inspire children of all ages and abilities to imagine, discover, and connect with their world to make a difference.
Our mission is served by offering over 60,000 square feet of interactive workshops, programs, exhibits and community outreach activities that invite the whole family to create, learn and play together. Through onsite interaction with exhibits and museum educators and offsite learning with science outreach, the gap between formal education and play is bridged, helping to further advance children as they move through their academic paths.

- Discovery Gateway became the first children’s museum to be certified sensory inclusive by Kulture City, a nonprofit which helps business and organizations become sensory inclusive. Kulture City provides training to our staff and sensory bags for our guests. This partnership will promote an accommodating and positive experience for all visitors with developmental delays and sensory sensitivities.

- We opened three brand new exhibits, Mark Miller Subaru Express Service, Live Hive, and Honey Climber, that introduced amazing new experiences for Utah’s early learners and their caregivers.

- In 2018-2019, we had our largest museum attendance ever, at 238,359 total visitors.

- We increased the number of cultural programming days, events and classes, highlighting the diversity of Utah’s cultures and cultural traditions from around the world.

- Our Sponsored Admissions Program provided free admission museum to over 35,111 children and families affected by, health issues, disabilities, abuse, and poverty.

- We celebrated our 40th Birthday, with the 40th Bee-Day Bash Fundraiser. The theme of Celebrating 40 Years of Learning Through Play applauded the historic milestones of the museum while painting a picture of a bold new future benefiting all of Utah’s children. It was our most successful fundraiser to date!

- For the second year we have been Mark Miller Subaru’s Loves Learning Promise Partner. For Mark Miller Subaru, it is a way to “Leave A Mark” on the lives of others. They partnered with us to build the Express Service Exhibit in the Kids Eye View Gallery and add branding and educational interactives in their dealership playrooms. They also partnered with Discovery Gateway to engage with the community through several outreach events and sponsored media cross-promotion.
Exhibits & Facilities

- The Mark Miller Subaru Express Service exhibit, sponsored by Mark Miller Subaru, opened in August of 2018. The innovative new exhibit features a child-sized 2019 Subaru Ascent, which is the largest Subaru SUV ever built. Children will have the opportunity to work under the hood on the engine, change the oil, tighten lug nuts on all four tires, and fill the gas tank, as they learn about the science that drives the Subaru Ascent.

- We unveiled the new donor wall, Giving Gears, as part of our 40th Bee-Day Bash Fundraiser to recognize donors of the museum throughout the years since relocating to the Gateway in 2006. This interactive installation is positioned at the museum entrance where visitors can turn the gears to see the various donors.

- The remodel of our Live Hive, provided by BEEZ HIVES N HONEY!, allows visitors to have an up close view at how a bee colony runs. The new queen bee, Queen Steve, reigns from her Honey Climber castle while her wonderful workers fly around Salt Lake City, collecting pollen for their delicious honey. This exhibit teaches visitors about the importance of pollinators and how they impact the food we eat.

- The eagerly awaited Honey Climber opened in January of 2019. Visitors enjoy climbing, hopping, sliding, and buzzing in our brand-new exhibit! The Honey Climber will keep the whole family engaged and active as kids climb through a maze of honeycombs, walk across rope bridges, and slide down to explore The Garden. Having a new climber is important to us, not only because children love to climb and get above it all, but also because a climber is a gold-standard exhibit for children’s museums. The addition of the Honey Climber gives children opportunities to explore and gain confidence while developing decision making and gross motor skills. The Honey Climber is the finishing touch in the museum’s existing exhibit, The Garden, which demonstrates the importance of bees and their connection to Utah.
We teamed up with over **40 community partners** to bring unique perspectives and experiences into the museum through various special programming and events. Our partners ranged from Kenshin Taiko Drummers, Si Lum Gung Fu Club Lion Dance and Nino Reyos a Native American Storyteller and Dancer at the Children’s Festival to the Confucius Institute celebrating the Lunar New Year. Thank you to all the of those who partnered with us and contributed to enriching our museum’s programs and experience.

Our 2019 World Connections Children’s Festival, held at the museum on June 1st, reached **1,648 people in the community**. Visitors enjoyed the performances and programing that engaged several community partners and performers. The World Connections Children’s Festival brings art, culture and education to all children and families regardless of circumstance as this was a free event. All children and families can enjoy this community gathering that celebrates diversity and inclusion while highlighting the diverse communities in Utah.

We are certified sensory inclusive by Kulture City and all our staff has been trained on how to serve visitors with sensory needs. We served **1,238 visitors annually** with discounted and free Sensory Inclusive Afternoons. During sensory afternoons, children are encouraged to learn through hands-on interactions by touching, exploring and experimenting. Special educational programming focuses on sensory friendly experiences, for which our staff creates a welcoming space by dimming the lights and sound in the museum, along with providing noise cancelling headphones, fidget toys and weighted lap pads to those that need them. With these afternoons we hope to encourage the public to come to the museum to learn about and engage with our sensory activities.

**Summer Camps** at Discovery Gateway keep your children’s gears turning all summer long exploring art, culture and science! In 2018-2019 we had six weeks of science and art based camps, including a partnership with Samba Fogo, a local drum and dance company that brings campers a unique and creative way to engage in Brazilian drumming, dance, song, craft-making and folklore, including a culminating performance for friends and family. We also rolled out a new summer camp, *The World Inside Out*, where campers took a deep dive into the earth’s core and made their way out to the earth’s atmosphere! Through fun, hands-on experiments, campers discovered how natural earth systems occur, how they are connected and how they affect us living on earth.
Outreach Education

Our afterschool program provided STEAM Education every other Tuesday and served 53% of all children in the program for the following five Title I schools within the Salt Lake City School District: Washington Elementary, Mary Jackson Elementary, Backman Elementary, North Star Elementary, and Mountain View Elementary.

In the 2018-2019 school year, our Utah State Board of Education iSEE Science Outreach Program served 80,260 students at public and charter schools statewide.

Reaction Time served 1,956 classrooms and 49,096 students. This program teaches 5th grade students about chemistry and covers science content for Standard I of the Utah State Core Curriculum. Chain Reaction, teacher professional development designed to help teachers gain the confidence and experience they need to teach chemistry, is designed to complement the Reaction Time student learning component and served 187 teachers.

Potential Energy grew to serve 1,544 classrooms and taught 31,164 kindergarten students science this year. We presented our program to roughly 40 teachers at the Utah Science Teachers Association and to 50 teachers at the National Science Teachers Association.

We hosted 479 elementary school field trip groups, of the groups 16,708 students visited the museum through our Sponsored Field Trip program.
Educational Impact

$1,280,082
amount spent by museum on educational programming in FY19

Field Trips

396 schools
21 districts
25,086 visits by school children

Science Outreach Programs

97% of Utah public & charter school 5th Grade Students received Reaction Time, DG’s iSEE Chemistry Education Workshop

440 Utah public & charter schools received Potential Energy Program, DG’s iSEE physics education kindergarten workshop in its 3rd year

255 educators participated in teacher training programs that focus on 5th grade & Kindergarten STEM enrichment

43/43 school districts served

Curriculum topics taught in cooperation with local school system: Focus on STEM enrichment in cooperation with local schools, aligned with current science standards.

A randomized study of students chosen for a half-day museum field trip found that they scored higher than peers in measures of critical thinking, historical empathy, and tolerance. For students from rural or high-poverty regions, the increase was even more significant. (Education Next, The Educational Value of Field Trips, 2014)
Economic Impact

409,643
children + adults served in FY19

238,359
people served ONSITE

171,284
people served OFFSITE

Where is our support from?

- Earned 50%
- Public Support 35%
- Private 15%

Where does your support go?

- Exhibits & Facilities 38%
- Education 62%

3,376
memberships

15,486
individual members

5.8
average member visits

Sponsored Admissions

- Sensory Inclusive Afternoons 39%
- Free Days 25%
- Field Trips 4%
- Medallion Program 27%
- Donated Admission Passes 5%

$328,278

Economic Impact Statement for DGCM

Employs 66 people in our community
Serves 238,359 visitors each year, including 18% from out of town
Serves 25,086 schoolchildren each year through school visits to museums
Admission fee: $12.50

The nonprofit arts and culture industry annually generates over $135 billion in economic activity, supports more than 4.1 million full-time jobs and returns over $22 billion in local, state and federal tax revenues.
## Financial Summary

### STATEMENT OF FINANCIAL POSITION

**Assets**

**Current Assets**
- Cash: $318,529
- Accounts receivable, net: $10,993
- Promises to give: $157,598
- Grants receivable: $182,061
- Prepaid expenses & other assets: $6,327

**Total current assets:** $675,508

- Property & equipment, net: $1,495,516
- Promises to give – long term, net: $26,306

**Total assets:** $2,197,330

**Liabilities & Net Assets**

**Current Liabilities**
- Accounts payable: $203,614
- Accrued expenses & liabilities: $64,327
- Deferred membership revenue: $213,852

**Total liabilities:** $481,793

**Net Assets**
- Unrestricted: $1,346,369
- Restricted: $369,168

**Total net assets:** $1,715,537

**Total net assets & liabilities:** $2,197,330

### STATEMENT OF ACTIVITIES

**Revenue & Public Support**

- Government grants: $1,017,569
- Private donors: $451,288
- Program income: $1,226,334
- In-kind – rent: $1,099,648
- In-kind – other: $235,785
- Interest income: $10,658
- Other income: $240,464

**Total revenue & public support:** $4,281,746

**Expenses**

- Program: $3,478,988
- Supporting: $812,366

**Total expenses:** $4,291,354

**Change in net assets:** $(9,608)

**Net Assets, Beginning of Year:** $1,725,145

**Net Assets, End of Year:** $1,715,537
## Thank You Donors!

- 13th Photography
- 3M Health Information Systems
- ACE Fund
- Adobe
- Ai Fujii Nelson
- Ally Rucker
- Amazon Smile
- Amber Draper
- America First Credit Union
- American Express Centurion Bank
- Amy Richardson
- Andeavor
- Angela Krull
- Art of Shaving
- Ashlee Galvean
- Baked Bear
- Ballet West
- Basalt
- Bethany Marullo
- Blake Brienz
- Blooming Sales
- Brad Melchin
- Brent and Shauna Sloan
- Brian Griffiths
- Brenton and Shawna Sloan
- Brad Melchin
- Bryn Cannon
- Cactus & Tropicals
- Candy Allen
- Carla Lloyd
- Carrie Broxterman
- Carrie Martell
- Christine Ye
- Cinemark
- Clark Planetarium and IMAX 3D Theatre
- Color Me Mine Enterprise, Inc.
- Corner Bakery Café
- Costco Wholesale
- Davanza’s
- Dave & Buster’s
- David Grauer
- DDI Vantage
- Deer Valley Resort
- Delta Pilots Charitable Fund
- Denise Manzione
- Dillard’s
- Dominion Energy Foundation
- Donna Branson
- Donut Boy
- Doreen Garstka
- Elizabeth Perez
- Erin Alonzo
- Erin Freeman
- Ernst & Young
- FedEx
- Fell
- Ferrari Color
- Fillings and Emulsions
- First Utah Bank
- First Digital
- Fleming's Prime Steakhouse & Wine Bar
- George and Dolores Doré Eccles Foundation
- Goldman, Sachs & Co.
- Hale Center
- Harmons
- Herbert I. and Elsa B. Michael Foundation
- Hotel Monaco
- Intermountain Healthcare
- Invest in Children License Plate
- Jamba Juice
- Jamie Schwarzenbach
- Janessa Zech
- Jayden Smith
- Jenney and Niven
- Jennifer Hendricks
- Jennifer Ison
- Jessica Boebert
- Jessica Lyons
- Jianlin Shi
- Joey Grammer
- John and Dora Lang Charitable Foundation
- John Branson
- Jolynda Davis
- Josh Browning
- Julie Gustin
- Kaitlyn Nuesmeyer
- Kate Orb
- Katie Parker
- Kid to Kid Franchise Systems, Inc.
- Kimberly Crook
- Knead a Massage
- KUED Channel 7
- Lamar Transit
- Land of Children’s Books
- Larry H. Miller Charities
- Laura Cotter
- Laurie Hopkins
- Lava Hot Springs
- Lawrence T. and Janet T. Dee Foundation
- Linda Tyler
- Lindsay Aucunas
- Logistic Specialties, Inc.
- Loose In The Lab Inc.
- Lori Brown
- LUX Catering and Events
- Mairi Leining
- Maren Perkins
- Maria Arana
- Mark Miller Subaru
- Marriner S. Eccles Foundation
- Marsha Nielson
- Mary Ann Milner
- Mary Ann Wada
- Masonic Foundation of Utah, Inc.
- Megaplex Store
- Meherban Khalsa
- Merci Minett
- Microsoft Corporation
- Mindi Salazar
- Miriam Conde
- Mister Car Wash
- MOABS
- Mohammed Rahman
- Momentum Climbing
- Morgan Jewelers
- Mountain West Small Business Finance
- Mrs. Calls Candy Company
- my529
- Natasha Plett
- Natural History Museum of Utah
- Nicola Ryan
- Ogden’s George S. Eccles Dinosaur Park
- Old Spaghetti Factory
- Pacificorp
- Panda Express
- Pepsi Beverages Company
- Perla Lee
- Pioneer Theatre Company
- Planet Fitness
- Porcupine Grill
- Preston Croshaw
- Princess Gutierrez
- Rachel Bagley
- RC Willey
- Rebeca Ruda
- Rebekah Dunlap
- Red Butte Garden
- Red Flower Studios
- Red Rock Brewing Co.
- Rick Manning
- Robin Jensen
- Robyn Sherman
- Ruth’s Chris Steakhouse
- Salt Lake Bees
- Salt Lake Chamber
- Salt Lake County Zoo, Arts, & Parks
- Salt Lake Film Society
- Samrat Sondhi
- Sarah White
- SCHEELS
- Sean Osborn
- Sego Strategies
- Seven Peaks
- Shakespeare Festival
- Simmons Family Foundation
- Smith’s Food and Drug Centers, Inc.
- Snell & Wilmer L.L.P.
- Sorenson Legacy Foundation
- Staples
- State of Utah
- Stein Eriksen Lodge
- Sugarhouse Distillery
- Summer Gibson
- Sundance Institute
- Tammy M. Spicer
- Tara Poole
- The Cheesecake Factory
- The Children’s Hour
- The Church of Jesus Christ of Latter-day Saints Foundation
- The Clever Bean
- The Egyptian Theater
- The Henry W. & Leslie M. Eskuche Foundation
- The King’s English Bookshop
- The Leonardo
- The Little Gym of Salt Lake City
- The Loveland Living Planet Aquarium
- The Pie Pizzeria
- The Tutoring Toy Shoppe
- Tina Bagley
- Tony Caputo’s Market & Deli
- Top Golf
- Trader Joe’s
- Tsunami
- Tyson Guthrie
- U.S. Bank Foundation
- University of Utah
- Utah Behavioral Services
- Utah CASA
- Utah Division of Arts & Museums
- Utah Jazz
- Utah State Employees Charitable Fund
- Utah State Legislature - iSEE Utah
- Utah STEM Action Center
- Utah Symphony | Utah Opera
- Utah’s Hogle Zoo
- Verizon Foundation
- Victoria Bernier
- Visit Salt Lake
- Workers Compensation Fund
- Yen Lee
- YESCO
- Yesica Moreno
- Zach Boarden
Museum Leadership Team

Laurie Hopkins | Executive Director
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Travis Reid | Creative & Exhibits Senior Manager
Laura Cotter | Education Senior Manager
Princess Gutierrez | Development Senior Manager
Melissa Miller | Marketing Senior Manager
Jamie Wilson | Operations Manager & Human Resources Coordinator

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