



Annual Report

FY23





Who We Are

Mission

To inspire children of all ages and abilities to imagine, discover, and connect with their world to make a difference.

Vision

To be the most trusted and preferred family discovery center and child-centered educational resource in Utah.

DGCM Core Values

Me

Pride

Integrity

Respect

How I Show Up

- I have fun in my work to inspire children
- I do my job and something extra every day
- I do what I say I am going to do
- I am direct and honest with my fellow team
- I treat others like I want to be treated
- I always assume good intentions from others
- I ask questions to understand

We

Communicate

Innovate

Serve

How We Treat Each Other

- Go to my supervisor with ideas or concerns
- We speak positively and spread optimism
- We respectfully share new ideas at the right time
- We are open to trying new things
- We make others feel welcomed and appreciated
- We go above the ask to make it awesome

DGCM

Efficiency

Discipline

Excellence

How DGCM Succeeds

- We embrace simplicity
- We are frugal and use our resources wisely
- We play by the rules because it creates fairness
- We receive instruction or redirection graciously
- We strive to be the best children's museum
- We make this a great place to work



Our Philosophy

Discovery Gateway Children's Museum (DGCM) provides a fun place for children and families to learn through play. By offering a hands-on exhibit environment spanning over 60,000 square feet, DGCM serves as a platform for education and creativity.

Science and arts educators provide in-house programming that cultivates deeper learning and fosters parent-child interaction.

Cultural programming and collaborations with a variety of community organizations and artists help establish a diverse and inclusive approach. DGCM strives to reach all populations that represent the community served.

Extensive education outreach programs further the museum's reach to all of Utah. DGCM's primary demographic is children between the ages of 0-10 and their caregivers, however, the museum brings out the kid at heart for all ages.

DGCM will continue to pursue this vision into the future as it grows and revitalizes the museum experience, to continue to inspire creativity and learning through play.

FY23 Highlights

Throughout Fiscal Year 2023, we worked diligently on our children's museum mission, striving to create an inclusive environment for all children. Our efforts have been bolstered with generous financial support from donors, allowing us to strategically extend our programs. With strong community support, we have been able to add multiple new exhibits to help children learn about science and art, and envision themselves in exciting new careers. Earned and contributed revenue totaled \$3,155,166 and we finished the year with a strong cash position of over \$2 million in savings.

Financial Stability

- Contributed revenue from corporate sponsors, foundations, and private donors exceeded our goal by \$207,099, earning \$569,184. Of this, \$290,636 is deferred for upcoming exhibits and programs in our next fiscal year.
- Grant revenue reached \$1,148,566, surpassing the projection by \$89,566.
- The year ended with \$2,106,878 in cash compared to \$729,319 at the end of FY21.
- Secured new partnerships or obtained additional funding for new projects with Utah Jazz, Recursion, Ruby Snap, Staker Parson, Mark Miller Subaru, and First Utah Bank.
- As part of our financial stability, we have been able to reinvest in internal improvements such as installing a new IT system and making upgrades to our elevators
- Red Balloon Toy Store's innovative partnership provided over \$40,000 in earned revenue

STEAM

- Visited every district in the state, teaching science to over 62,797 students.
- Attended 38 community outreach events, interacting with 8,441 people.
- Worked with new partner Recursion to develop an external exhibit that introduces children to the complex and fascinating world of Biotech.
- Secured grant funding for a new art mural to feature an up-and-coming artist in our community who worked with children to create a Utah flower mural.



FY23 Highlights

Diversity, Equity, Inclusion, and Access

- Launched the Trailblazer series, featuring speakers from diverse backgrounds to share new perspectives on their careers with children and families in our community.
- Secured an additional \$54,127 in funding to help underserved children visit the museum through the Medallion Program and the Summer Camp Scholarship program.
- Our CEO, Kathleen Bodenlos, was selected from over 175 applicants to participate in the American Express/Common Purpose International Leadership Program where she worked with 70 non-profit leaders internationally with the common goal of expanding Diversity and Inclusion Initiatives worldwide.

Research & Evaluation

- DGCM remains committed to improving diversity across the board, staff, and visitors. As part of this ongoing initiative, we continue to conduct surveys to capture demographics.
- Focus groups and task forces are used regularly to conduct research on new exhibits and programs as well as to enhance existing initiatives such as the Medallion Program.

New Exhibits

- Constructed a new exhibit for the Utah Jazz to celebrate the All-Stars (\$50,000)
- Created a new exhibit that mimics Ruby Snap in downtown SLC (\$5,000)
- Received generous funding from Simmons Family Foundation (\$20,000) to begin renovations to our Children's Theater
- Received funding from Staker Parson to begin reimaging Construction Zone (\$15,000)
- Developed and unveiled a new external exhibit with Recursion (\$50,000)



Jean John
Board Chair



Kathleen Bodenlos
Executive Director



Financial Stability

Through innovation and best practices, DGCM has built upon its success to create a sustainable financial model. DGCM's financial model is comprised of both earned and contributed revenue. DGCM continues to grow revenue by increasing attendance, securing new revenue streams through partnership opportunities, obtaining grants, and developing individual giving campaigns. In addition, DGCM continues to create new offerings to keep its exhibits relevant and desirable to our visitors and members to increase visitation.

Earned Revenue

The children's museum remains committed to maintaining a balanced revenue structure of both earned and contributed revenue. Earned revenue reached \$1,728,051 in FY23 and the museum secured \$1,427,115 in contributed revenue finishing the year with a net increase of \$360,456 after expenses.

Admissions

DGCM earned \$1,174,524 in admissions throughout the year, achieving over 91% of the \$1,283,305 projection.

Membership

Memberships accounted for \$209,823 in revenue, earning 79% of the target goal of \$265,000. By implementing a series of measures such as member-exclusive events, providing staff training on selling memberships, and a membership marketing campaign, the museum anticipates continued growth in this category.

Birthday Parties

Through strategic efforts, including enhanced customer interaction points, targeted advertising, and a robust social media presence, the museum exceeded birthday party revenue expectations of \$36,000 by an incredible 167%, earning \$60,411.



Earned Revenue

Facility Rentals

Facility rentals earned \$7,409, amounting to 49% of the projected \$15,000. To increase rentals in the coming year the museum is updating all marketing materials to better advertise the available spaces, increasing rental pricing, and strategically advertising through social media and customer interaction points. We anticipate that this will be a growing category for the museum over the coming years.

Field Trips

The museum's field trip program surpassed the budgeted target of \$72,800 by over 146%, resulting in total earnings of \$106,859. This was due to enhanced management of this program and improved marketing strategies.

Special Programs

The museum successfully increased special programming revenue through promotion at interaction points, advertising, and social media campaigns and brought in a total of \$27,635, achieving 160% of the goal of \$17,245.



Contributed Revenue

Throughout the year, the museum achieved success in its fundraising endeavors, raising a total of \$1,427,115. This exceeded the initial expectations of \$1,421,085, demonstrating the museum's ability to secure strong financial support and ensure its continued growth and success in fulfilling its mission and objectives.

Corporate Contributors & Foundations

Thanks to support from corporate sponsors and foundations, the museum brought in \$545,719, amounting to 174% of the \$312,500 goal. Generous contributions were made by multiple organizations, including but not limited to: Associated Foods, American Express, Dee Foundation, George S & Dolores Dore Eccles Foundation, Goldman Sachs, The Church of Jesus Christ of Latter-Day Saints Foundation, Marriner S Eccles Foundation, Richardson Foundation, Simmons Family Foundation, Triumph Group, Utah Jazz, and Verizon.

First Utah Bank contributed to multiple programs at the museum, including \$10,000 for summer camp scholarships, \$15,000 for their ongoing annual corporate sponsorship, and \$36,127 for the Medallion Program.

DGCM was chosen as the 2022 Share the Love Partner by Mark Miller Subaru. Jeff Miller and the Subaru Team awarded the museum \$76,363 to be used towards a new exhibit as well as contribute to other museum initiatives. The museum is grateful for this ongoing and impactful partnership.



Contributed Revenue

Grants

Grant contributions exceeded the objective of \$1,059,000 by 8.49%, earning \$1,148,566. Contributors included ZAP (Zoo, Arts, & Parks), iSEE (Informal Science Education Enhancement), Salt Lake City Arts Council, and Salt Lake City Ace Fund (Arts, Culture, and Events).

Individual Contributions

Private donor contributions amounted to \$23,465, reaching 54% of our goal of \$49,585. This will be an area of focus for the newly named Director of Philanthropy over the next fiscal year.

Medallion Partners

This program continues to be an important endeavor for DGCM, as the museum fundraises to cover the cost of children's museum tickets to distribute to other nonprofits that serve underserved populations. To accomplish that goal, DGCM successfully raised \$64,377, bringing in 3% more than the target of \$62,500. Contributors included Big West Oil, George and Dolores Eccles, Ernst & Young, PNC Bank, Rocky Mountain Power, board member Tina Bagley, Swanson Family Foundation, Williams Company, PROG Foundation, and First Utah Bank. Additionally, \$18,000 was raised for the summer camp scholarship program through donations from Marriner S Eccles and First Utah Bank.



Exhibits

The Simmons Family Foundation provided a generous donation of \$20,000 to initiate theater renovations for our forthcoming children's acting classes. Additionally, the Sorenson Legacy Foundation contributed \$26,000 to continue the renovation, and to support a theater coach's salary.

New exhibits added to the museum this year include the Utah Jazz Exhibit, RubySnap Cookies Exhibit, and the Sensory Room received a renovation, including additional interactive sensory-friendly equipment thanks to the ongoing support by The Church of Jesus Christ of Latter-Day Saints Foundation.

DGCM collaborated with Recursion to create a STEM-focused external exhibit to help children understand the complex world of biotech. The exhibit is located in the Gateway and was unveiled to the public on May 25th. Our CEO spoke at this public unveiling alongside Mayor Erin Mendenhall.





STEAM Education

For over 40 years, Discovery Gateway Children's Museum has been serving the needs of our community through exhibits, educational programming, and outreach. By maintaining a focus on STEAM (Science, Technology, Engineering, Art, and Math) it has kept its exhibits and programming relevant and engaging. Building on this history, it will continue to expand its offerings through new exhibits, in-house programming, and outreach education as well as offering fee-based and grant-funded programming.

Young children and their families represent the museum's core audience. As new exhibits and programs are added, DGCM's goal will be to offer a clear STEAM focus to provide layers of rich content. DGCM will serve its core audience, and also strategically expand its offerings to include older children. This strategy enables the museum to serve larger families with multiple-age children and expand its demographic to achieve attendance growth while still serving its core audience.

Education Outreach Goals

The education department has made DGCM an integral part of the community by visiting every school district within the state, facilitating on-site programs, and presenting at community events, bringing science to tens of thousands of children.

Outreach Programs

With the help of the Informal Science Education Enhancement (iSEE) funding, DGCM is able to bring engaging science experiences to Utah's public and charter school classrooms through its fifth-grade chemistry outreach program, Reaction Time, and kindergarten physics outreach program, Potential Energy. Throughout the year DGCM was able to visit 950 schools across 42 districts, reaching 62,797 children. All outreach programs work in collaboration with the iSEE group, which is comprised of 11 educational organizations and the USBE. Outreach funding was provided by iSEE (\$617,797), TCF Stem Lab Foundation (\$10,000), Stem Action Center (\$3,000), and Rocky Mountain Power (\$5,000).

Community Outreach Events

This year, DGCM also strengthened ties to the educational community by participating in the Weber STEM Olympiad, Granite STEM Fair, Legislative Open Houses at The Leonardo and Clark Planetarium, Backman Elementary's College and Career Fair in Salt Lake District, and numerous STEM and Family Nights for local schools including attending programs at Copperview, Granger, Jordan Ridge, New Bridge, Northlake, Stewart, Westland, and Whittier Elementary Schools. Outreach educators participated in community outreach events at STEM Action Center's Utah STEM Fair, Brighton Days, Craft Lake City DIY Festival, Urban Arts Festival, Hispanic Heritage Fest, Salt Lake County's Summer Reading Kick off, and West Valley City's Spring Fest.



Education Outreach Goals

Teacher Professional Development

The outreach staff offered professional development workshops for fifth-grade teachers and kindergarten teachers through two programs, Chain Reaction and Energy Transfer, that complement the programs taught in schools. In total, five workshops were offered, with 70 teachers from 26 schools and 12 districts in attendance. Additional promotional materials have been created and are being distributed through outreach visits and community events to increase attendance for FY24.

Afterschool Program

DGCM provides an afterschool program with five Title I Salt Lake City district schools. The afterschool manager visited with the same classes week after week, facilitating 1,214 interactions throughout the school year. Children participating in the program came to the museum for a field trip, furthering their access to STEAM education.

Field Trips

During the 2022-2023 school year, DGCM hosted 287 field trips, providing core-based program for 16,846 students in 19 districts. Of these, 187 were free trips provided to public and charter school groups in Utah and funded through our ISEE Program. In the preceding year, a total of 199 field trips were hosted, with 73 of them being funded through iSEE, collectively serving 10,919 children.

Summer Camps

The museum hosted 7 STEAM-focused Summer Camps, serving children ages 4-10 serving approximately 140 children, and utilized donations to initiate a new summer camp scholarship program for underserved populations.





Research & Evaluation

DGCM has made intentional efforts this past year to research and collect data on its programming, outreach, and in-house offerings. The data yielded from these efforts have been vital in refining marketing efforts, fundraising initiatives, and community collaborations with the end goal of always improving visitor experiences.

DGCM is excited to bring real art and artifacts into an immersive and hands-on children's museum environment through our paleontology exhibit and art murals dispersed throughout the museum. According to our research, DGCM is pioneering the pursuit to combine interactive learning coupled with artifacts and art. The ultimate goal is to create the next generation of museum visitors, by offering a fun and playful gateway to offerings typically found in other museums such as Natural History Museum, Art Museums, and Science Museums.

Research & Evaluation

Focus Groups

Focus groups were conducted for various projects and programs throughout the museum.

- DGCM staff met with all Medallion Partners to review the program, propose new ideas, and innovate processes to increase the reach and help more families in need. Outcomes from these focus groups included bilingual marketing of Medallion Partner Days and assistance with transportation costs to better serve our Medallion children and families.
- The team from DGCM worked with scientists and subject matter experts from Recursion, including a tour of the laboratory, to develop an external exhibit that intersects art and science to educate the public about their biotech processes.
- Additional focus groups were conducted in the building of the RubySnap Cookie Exhibit and the Staker Parson Construction Zone project.

Surveys

Visitor surveys were developed and implemented for use through iPads and QR codes, to better understand visitor's perspectives on programming, outreach experiences, and exhibits. This information will help the museum to continue to make incremental improvements in our offerings. Information and demographics collected will be used to seek additional funding from grants.

Under the leadership of the DEIA Task Force, surveys were implemented to obtain information on the demographics of the board, employees, and visitors.

Staff surveys were also utilized in conjunction with the early stages of preparing for a capital campaign and understanding the brand equity of the children's museum in the community from the employees' perspectives.



Multicultural Inclusion

DGCM's strategic planning session clearly showed that its staff and board members remain committed to the children's museum being an inclusive and diverse community resource. The executive team strives to ensure that its board, staff, and programming reflect the community's diversity and that its culture feels welcoming and inclusive.

DGCM will continue developing relationships with partners representing the diverse communities in Salt Lake City. DGCM also recognizes barriers that may prevent visitation and seeks to create greater equitable access to the museum.

DGCM will analyze the demographic data from its board of directors, staff, and visitors, to acquire a statistical baseline of the key players involved in the museum so that it can create accurate reports based on real data.

DGCM will continue to celebrate its diverse community through various celebrations during the year. A minimum of 90% of its events will be developed in collaboration with our community partners.

Multicultural Inclusion

Diversification

DGCM strives to represent the community and has made strides in diversifying its board members. The current board is comprised of 65% women and 15% of its members are from culturally diverse backgrounds. The museum staff is 70% female, and 25% of the team is from culturally diverse backgrounds.

Partnerships & Events

Under the leadership of Board Member Robyn Sherman who sits on our DEIA Task Force, a new Trailblazer series was launched, highlighting individuals from various backgrounds that have achieved great success. Guest speakers included Candyce Fly-Lee of Williams Companies, Emma Houston from the U of U, Josephine and David Amoaka from the U of U, Judge Shauna Graves- Robertson, and retired educator/board member Kathleen Christy. Children and families are enjoying the opportunity to hear about their interesting careers and this also provides children the ability to imagine their own bright future.



Partnerships & Events

DGCM held three Medallion Days sponsored by PNC Bank, Big West Oil, and Ernst & Young. Families from the ten Medallion Partner organizations were invited to the event and were given free admissions and free parking. 1,061 guests attended and enjoyed performances by Divya Dance Group, along with free pizza donated by Sizzling Platter's Lend-A-Hand Program.

The museum held the annual World Connections Festival, celebrating the diverse cultures from around the world that are part of the community within Utah. Partner organizations were invited to participate and showcase their talents, including Divya School of Dance, Jung Hing Lion Dance, Nitya Nritya Dance Company, Zivio Ethnic Arts Ensemble, and Bomba Marile Dance Group.

The museum continues to represent the community by increasing access to children of all backgrounds and abilities. DGCM received a donation from The Church of Jesus Christ of Latter-Day Saints Foundation (\$10,000), funding Sensory Inclusive Afternoons. Every Monday from 3pm-6pm the museum turns the music off, lowers the lighting, and offers sensory kits to ensure a comfortable and welcoming environment for individuals with sensory needs. Throughout the year, 1,083 individuals registered for the event.

Through a generous grant from the Lawrence T. and Janet T. Dee Foundation, DGCM commissioned local artist Miriam Gutierrez to paint a mural in the atrium. She was selected by the DEIA taskforce, and her design incorporates a variety of local insects, plants, and animals to represent the diversity within Utah. DGCM held a community craft day, where children helped create insects out of natural materials, that Miriam added to the mural.





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