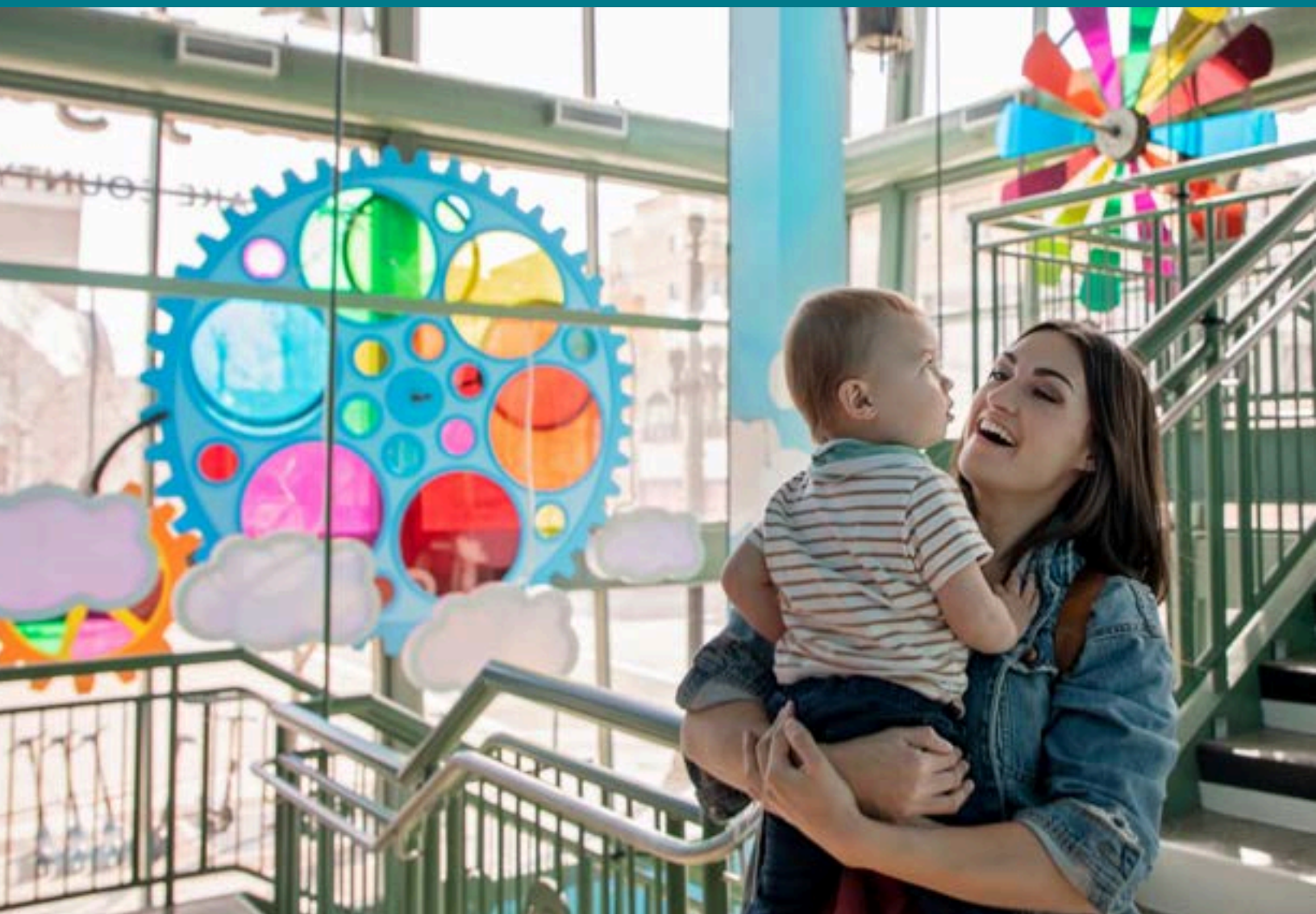




Annual Report

FY24





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 community resource for children's education and creativity and inspires a lifetime learning mindset.

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

Cultural programming and collaborations with various 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 0-10 and their caregivers. However, the museum brings out the kid at heart for all ages.

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

FY24 Highlights

Throughout Fiscal Year 2024, we pursued our children's museum mission of creating an inclusive environment for all children. Generous financial support from donors has empowered us to extend our programs strategically. With strong community support, we introduced new exhibits to help children learn about science and art. Earned and contributed revenue totaled \$3,595,973. Discovery Gateway Children's Museum (DGCM) finished the year with a strong cash position of over \$2.3 million in savings.

Financial Stability

- Contributed revenue amounted to \$1,718,471 exceeding our goal by \$261,271.
- FY24 ended with \$2,319,089 in cash compared to \$2,119,800 at the end of FY23.
- The innovative Red Balloon Toy Store partnership provided over \$34,566 in income.
- New partnerships or additional funding for new projects was secured from Associated Foods, SLC Community Grant Program, UTA, Fidelity Investments, & the Michael Foundation.
- The museum benefited from \$1.1 million dollars in in-kind support from our generous partners (including a \$25,000 gift from Delta Airlines), community members, local government agencies, and non-profit partners.

STEAM

- Our outreach education team visited every district in the state, teaching science to over 65,059 students and 4,146 teachers.
- Our education team attended 50 community outreach events, interacting with 11,397 people.



FY24 Highlights

Diversity, Equity, Inclusion, and Access

- Established the Museum Inclusion Fund to encompass several programs, including the Medallion Program, Summer Camp Scholarships, and quarterly Medallion Days.
- CEO, Kathleen Bodenlos, was awarded Utah Business CEO of the Year 2024.
- The museum was recognized as one of 100 companies helping champion women.
- A Young Professionals Advisory Board was established to help diversify our offerings and increase opportunities for community input.
- Grant funding supported two new art murals painted by local artists from diverse backgrounds.

Research & Evaluation

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

New Exhibits

- Constructed a new exhibit for Staker Parson (\$41,122) which opened in the Fall of 2023.
- Constructed an updated exhibit for Mark Miller Subaru (\$47,135) which opened in the Spring of 2024.
- Renovated the theater, with generous Donations from the Simmons Family Foundation (\$20,000).
- Received \$232,644 in funding to begin the Garden Exhibit project with the generosity of the following supporters:
 - Anonymous Donor (\$100,000), Mark Miller Subaru (\$51,363), Marriner S. Eccles Foundation (\$50,000), and the George S. and Dore Dolores Eccles Foundation (\$25,000).



Jennifer Tarazon
Board Chair



Kathleen Bodenlos
CEO & Executive Director

FY24 Media Highlights and Awards

Due to enhanced public relations efforts, DGCM has secured media attention, including several features on local news such as ABC4 Utah, KUTV, and Fox 13. In addition, numerous articles featured exciting programs, and the museum was honored with several prestigious awards this year. Our CEO, Kathleen Bodenlos also spoke at several conferences which led to securing new donors and board members.

Awards:

- Utah Business 2024 CEO of the Year, Kathleen Bodenlos
- 100 Companies Championing Women
- Best of Salt Lake

Articles:

- Leading with Heart: Kathleen Bodenlos of DGCM on The Power of Authentic Women's Leadership
- FOX 13 News Utah, "Family Fun for the first weekend of March"
- KSL News, "Summer camps in Utah may be in high demand amid childcare shortage"
- ABC 4 Utah, "Where to take the kids inside for a creative, fun-filled Spring Break"
- Fox 13 News Utah, "Avoid the 'summer slide' at Discovery Gateway Children's Museum"
- Deseret News, "Museums are struggling with attendance/ Try out one of these 8 kid-friendly museums in the U.S."

Speaking Engagements featuring our CEO:

- 2024 CEO of the Year Awards Ceremony
- Women & Business Conference and ATHENA Awards at the Salt Lake Chamber
- Women Business Conference at the Murray Area Chamber
- Big Brothers and Big Sisters regarding increasing board engagement





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 \$1,877,502 in FY24 and the museum secured \$1,718,471 in contributed revenue finishing the year with a net increase of \$160,019 after expenses.

Admissions

DGCM earned \$1,150,301 in admission related revenue throughout the year, nearly reaching the budgeted goal of \$1,210,000. With an increased focus on customer service, exhibit maintenance, and an exciting portfolio of new exhibit offerings coming soon, DGCM intends to exceed the upcoming year's admission's revenue goal.



Memberships

Memberships accounted for \$303,939 in revenue, exceeding the revenue expectation of \$244,000 by 25%.

Birthday Parties

The museum continues to bolster a strong birthday party program with FY24 revenues reaching \$49,104 which was close to the projection.

Investments

DGCM continues to benefit from the strategic management of the organization's investment portfolio. As a result, the museum concluded FY24 with \$108,492 worth of investment income, which was \$42,312 more than the budgeted amount of \$66,180.

Earned Revenue

Facility Rentals

Facility rentals earned \$15,689, which was 23% less than the projected \$20,500 projected for FY24. Improving facility rental revenues is among the top priorities for the museum, and with the addition of the new Garden Exhibit, FY25 will hopefully be a record-breaking year.

Field Trips

The museum's field trip program surpassed the budgeted target of \$54,500 by over 86%, resulting in total earnings of \$102,336. This was due to enhanced management of this program and improved marketing strategies.

Special Programs

The museum continues to bolster strong attendance numbers for various special program offerings throughout the year. This year, the museum also created adult-only After Dark Programming. These successes resulted in a total of \$22,535 in program revenue.



Scott Parson, CEO of Staker Parson and Kathleen Bodenlos, CEO of DGCM

Contributed Revenue

Throughout the year, the museum achieved success in its fundraising endeavors, raising a total of \$1,718,471. This exceeded the initial expectations of \$1,457,200, 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 \$472,988, amounting to over 34% of the \$354,000 goal. Generous contributions were made by multiple organizations, including but not limited to: Associated Foods, Adobe, Bamberger Memorial Foundation, Marriner S. Eccles Foundation, First Utah Bank, Rocky Mountain Power, Staker Parson, The Church of Jesus Christ of Latter-Day Saints Foundation, Mark Miller Subaru, Scheels, Fidelity Investments, George S and Dore Dolores Eccles Foundation, PNC Foundation, UTA, Ruby Snap, Simmons Family Foundation, Sorenson Legacy Foundation, and Goldman Sachs.

Grants

Grant contributions exceeded the objective of \$1,080,000 by 13%, earning \$1,222,525. Contributors included the iSEE (Informal Science Education Enhancement) Program, Salt Lake City Arts Council, Utah Division of Arts and Museums, and Salt Lake City Ace Fund (Arts, Culture, and Events).



In addition to the generous support of these grantors, DGCM is grateful to Salt Lake County residents and the Zoo, Arts, and Parks program which provided more than \$367,000 worth of funding to support the museum!



Therapy Dog Reading Program

Individual Contributions

Private donor contributions amounted to \$22,957 which was just shy of our FY24 goal of \$23,000. This will continue to be an area of focus for the Director of Philanthropy over the next fiscal year.

Contributed Revenue

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 which are distributed to nonprofits that serve underserved populations. DGCM is grateful to the many corporations, foundations, private individuals, and generous families who help to fund this program. Discovery Gateway concluded FY24 with \$46,814 worth of funds remaining to continue serving those who need this critical support to visit the museum. Discovery Gateway is fortunate to work with our non-profit partners who help make the Medallion Program a success. Those partners include: Head Start, International Rescue Committee, Neighborhood House, Odyssey House, Primary Children's Hospital, The Road Home, Ronald McDonald House, The Children's Center, and Utah Youth Village as well as partners recently added this year: Project Connection, Big Brothers Big Sisters, Best Seat in the House, and Friends of Utah Children.



I Dig Dinos Exhibit Featuring Real Fossils

Exhibits

The Simmons Family Foundation donated \$20,000 to initiate theater renovations for our forthcoming children's acting classes. The Sorenson Legacy Foundation also contributed \$26,000 to continue renovating and supporting the theater coach's salary. These contributions greatly enhanced our summer camp scholarship program this summer.

New exhibits added to the museum this year include Staker Parson Construction Zone, which opened in the Fall of 2023, and the Mark Miller Subaru Exhibit, featuring an electric car to teach children about renewable energy, which opened in the Spring of 2025.



The all-new Mark Miller Subaru Exhibit



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 988 schools across 41 districts, reaching 65,020 children and 4,144 teachers. 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 (\$715,632).

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.



Outreach Education Team in Action

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 59 teachers from 31 schools and 12 districts in attendance.

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 1,324 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 2023–2024 school year, DGCM hosted 339 field trips, providing core-based program for 19,931 students in 21 districts. Of these, 198 were free trips provided to public and charter school groups in Utah and funded through our ISEE Program.

Summer Camps

The museum hosted 8 STEAM-focused Summer Camps, serving children ages 4–10 serving approximately 135 children. Of this, 28 children joined the program utilizing \$5,500 worth of scholarships funded by donations to the Museum Inclusion Fund.



Discovery Gateway's Summer Camp Program



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 Museums, Art Museums, and Science Museums.



Research & Evaluation

Focus Groups

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

- The Director of Philanthropy conducted a focus group on enhancing donations
- The PR Manager conducted a focus group on brand identify

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.



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

Partnered with three additional organizations, including Best Seat in the House, Project Connection, and Big Brothers Big Sister's, to expand our reach through the Medallion Program and bring more families into the museum at no cost.



Partnerships & Events

DGCM held three Medallion Days sponsored by generous donations to the Museum Inclusion Fund. Families from the twelve Medallion Partner organizations were invited to the event and were given free admissions and free parking. 785 guests attended and enjoyed performances 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 Jacob Crane Indigenous Dance, Best of Africa, the Thomas Cordner Memorial Pipe Band, An Rogair Dubh, and Ali'itasi Dance Group. As a new addition to the festival, a henna artist, several local artisans, and food vendors joined the celebration.

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. For the past two years, the museum has had Sensory afternoons every Monday, and this year added Sunday mornings, where we turn the music off, lower the lighting, and offer sensory kits to ensure a comfortable and welcoming environment for individuals with sensory needs. Throughout the year, 1,067 individuals registered and participated in these events. Finally, through generous grants from SLC Community Grant Program and the Lawrence T. Dee & Janet T. Dee Foundation, DGCM commissioned local artists Shley Kinser and Jordan Brun to paint murals in the museum. The artists were selected by the DEIA task-force, whose work beautifully showcases bees, a fox, and an owl.



Kathleen Bodenlos interviewing Artist Shley Kinser (left) and museum visitors (right) enjoying the all-new Bee Mural by local artist Jordan Brun.



discovery gateway
children's museum

444 West 100 South
Salt Lake City, UT 84101
www.discoverygateway.org