



OMAHA  
**children's**  
MUSEUM

2021

Annual  
Report

Numbers never tell the whole story of an organization.

In 2021, the story behind the museum's numbers is what you should know.

*Cheryl performs the Freezing Cold Science Show in January 2021. ▶*

**194,217.**

The museum exceeded attendance expectations in 2021. Fantastic, right? Behind the numbers were countless hours of planning and reassessing health and safety practices. There were several Team OCM discussions on best practices, staff comfort level assessments, and guest expectations. There was a balancing act behind-the-scenes on how best to meet the needs of the families in our communities while keeping our staff and children safe.



**7,806.**

In 2021, in the inaugural year of Museum Without Walls, 7,806 individuals benefited from museum-quality experiences without stepping foot into the museum. The program was intended to provide amazing educational experiences to children and families who may not otherwise be able to visit Omaha Children's Museum. We served families in the community. We served families online.

The story of 2021 is a comeback story, and one that couldn't have been written without you, our biggest supporters and the most steadfast believers in the importance of play.

Sincerely,

*Michelle Chartrand*

**Michelle Chartrand**  
Chief Advancement Officer

*Matt Orand*

**Matt Orand**  
Chief Operating Officer

*Justin Snodgrass*

**Justin Snodgrass**  
Chief Financial Officer

**6,205.**

We started 2021 with optimism and hope that our Member Families would return to the museum. Memberships grew steadily over the course of the year, reaching 6,205 by December, and for that, we celebrated. That wasn't the whole story. We wanted to see the regularity of visits resume, to see the familiar faces of some of our "Super Users," the Member Families who visit more than 5-6 times a year. By the end of 2021, our front desk staff can confirm our regulars, our "Super Users," are back.

To engage the imagination and create excitement about learning



February 6 - August 29, 2021

# Museum WITHOUT Walls

Museum Without Walls provides educational and museum-quality experiences to children and families who may not otherwise be able to visit Omaha Children's Museum. Your support helps keep these programs free for the public.



**3**  
VARSITY TUTOR ONLINE EVENTS

# MISSION & IMPACT



May 29, 2021 - January 2, 2022



New partnerships were established with House of Afros, Capes & Curls and HoopRank



**7,806**  
INDIVIDUALS SERVED



**19**  
COMMUNITY EVENTS ATTENDED BY MUSEUM WITHOUT WALLS STAFF

# 2021

# 2020

# 2019

# 2018

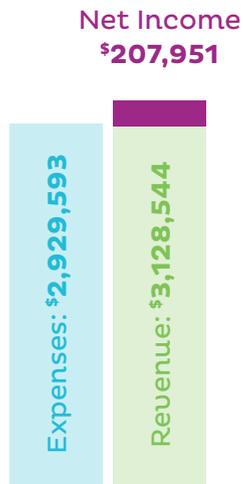
# 2017

Net Income  
**\$834,122**

Net Income  
**\$91,336**

Net Income  
**\$155,711**

Net Income  
**\$435,661**



## OPERATING REVENUE

Admissions	\$1,008,125
Gift Shop, Food & Rides	\$578,186
Memberships	\$574,041
Programs	\$175,183
Rentals & Events	\$133,224

**Operating Revenue Total** .....\$2,468,760

## CONTRIBUTED REVENUE

Operating Contributions & Grants	\$1,200,677
COVID-19 Federal Grants	\$924,081

**Revenue Total** .....\$4,593,518

## OPERATING EXPENSES

Payroll/Benefits	\$2,260,887
Utilities, Maintenance & Insurance	\$471,076
Sales Taxes & Fees	\$223,290
Cost of Good Sold	\$202,206
Exhibits & Programs	\$179,360

Other Operating Expenses\* .....\$220,369

**Total Operating Expenses\*** .....\$3,557,190

**Net Operating Income\*** .....\$834,122

\*Excludes depreciation

# STAFF

**David Andersen**  
Director of Facilities

**Benjamin Beck**  
Offsite Education  
& Event Coordinator

**Jacina Bennett**  
Imagination Crew

**Timothy Benson**  
Director of Guest Experience

**Margret Brekke**  
Group Sales Manager

**Tara Case**  
Accounting Specialist

**Michelle Chartrand**  
Chief Advancement Officer

**George Dippold**  
Exhibits Technician

**Kimberly Erwin**  
Facilities Manager

**Seth Franksen**  
Guest Admissions Lead



▲ *The Fall 2021 Staff Value Awards*

**Tammy Fugit**  
Director of Human Resources

**Cheryl Glasford**  
Lead Educator

**Aurora Harbison**  
Guest Services Manager

**Bailey Hindman**  
Graphic Design Manager

**Riley Hodges**  
Custodial & Maintenance

**Hillary Horner**  
Director of Education

**Seth Howard**  
Grounds & Facility Custodian

**Mark Jacobsen**  
Exhibit Designer

**Shaquire Jones**  
Traveling Exhibits Manager

**Michael Knecht**  
Guest Experience Manager

**Becca Lopez**  
Guest Experience Manager



**Andrea Macias**  
Human Resources Coordinator

**Sarah Nucci**  
Director of Exhibits

**Brittany Obermeyer**  
Executive Assistant

**Matthew Orand**  
Chief Operating Officer

**Maya Peirce**  
Guest Experience Manager

**Elizabeth Planck**  
Lead Programmer

**Kimberly Reiner**  
Director of Marketing  
& Public Relations

**Kate Richards**  
Food Service Lead

**Madison Roman**  
Onsite Education  
& Event Coordinator

**Mary Rooney**  
Multimedia Design Assistant

**Mary Slater**  
Development & Membership  
Coordinator

**Justin Snodgrass**  
Chief Financial Officer

**Juan Suarez**  
Imagination Crew



## Fond Farewell

*Lindy Hoyer retired in 2021 after 27 years of total service to Omaha Children's Museum, including playing a critical role in the evolution, growth, and success of the museum as the Executive Director for the past 19 years.*



**Luke Sutton**  
Corporate Relations  
& Events Manager

**Joe Toppi**  
Director of Development

**Matthew Walker**  
Senior Exhibit Designer

**Emma West**  
Imagination Crew

**Amber-Nicole Wolfe**  
Education Program  
Coordinator

**Joey Yamada**  
Imagination Crew



◀ *Staff at a Museum Without Walls event*

# BOARD & GUILD

## BOARD OF DIRECTORS

### Executive Committee

- Sherman Willis**  
President
- Russell Collins**  
Past President
- James Nolan**  
Finance Chair
- Jen Wulf**  
Development Chair
- Helmut Brugman**  
Governance Chair
- Carolyn Sutton**  
At-Large Member
- Sandy Parker**  
Community Volunteer
- Chuck Campbell**  
Community Volunteer

▼ *Guests at the Bubbly New Year's Eve event*



### Board Members

- Julio Aguirre**
- Matt Breunsbach**
- Angela Cutler**
- Pam Duzik**
- Meaghan Fitzgerald Walls**
- Niki Horton-Brown**
- Kelly Jeffreys**
- Anne Karabon**
- Mike Kelley**
- Fatima Khan**
- Rob Maglinger**
- Roy Patterson**
- Jason Steele**
- Sara Wachter**
- Dana Washington**
- Kim Weiss**
- LaShawn Young**

▼ *A guest making a craft at the Milk and Cookies with Santa Event*



◀ *Taking pictures in the Fairytale Land exhibit*

The 2021 For The Kids Benefit "Race for the Ribbons Win for the Kids" was held virtually on May 1, 2021. With your contributions, the benefit auction raised **\$201,186** to fund future museum programs and exhibits. The Honorary Chairs of the event were Janie & Harry Hoch, Jr., Melissa & Tyler Laflin, and Megan & Michael Hoch. We are grateful for the hard work the Rainbow Connectors Guild contributed to make the benefit a success, and we're especially thankful for the benefit chairs Colette Siner, Gina Bartlett, Kate Knowles, and Emily Young.



▲ *The Hoch Family, Honorary Event Chairs*

## RAINBOW CONNECTORS GUILD

### Executive Committee

- Kelly Jeffreys**  
President
  - Angela Cutler**  
President-Elect
  - Emily Allen**  
Treasurer
  - Allison Bickford**  
Recording Secretary
  - Kim Pape**  
Corresponding Secretary
  - Ashley Rich**  
Friendraiser Chair
  - Melanie Wilwerding**  
Membership Chair
- For the Kids Benefit Chairs  
**Colette Siner**  
**Gina Bartlett**  
**Kate Knowles**  
**Emily Young**



### Board Members

- Jacquelyn Alexander**
- Blair Anderson**
- Anne Arther**
- Amanda Blumkin**
- Erica Bryant**
- Jennifer Buda**
- Seirra Burt**
- Adriana Cisneros**
- Lisa Collingsworth**
- Catherine Enenbach**
- Jessica Feilmeier**
- Andrea Gammel**
- Amber Gard**
- Kim Hefflinger**
- Shannon Herink**
- Megan Hoch**
- Alison Johnson**
- Laura Kinney**
- Cassie Kohl**
- Melissa Laflin**
- Maren Lakers**
- Pamela Langel**
- Amy McGaughey**
- Ashley McMahon**
- Kim Nolan**
- Brienn Parker**
- Stacey Patterson**
- Beth Raper**
- Nikki Reynolds**
- Rachel Rider**
- Karissa Sears**
- Carolyn Silliman**
- Natalie Stuntz**
- Suzanne Turek**
- Brooke Wegner**
- Krystal Wegner**
- Leora Werner**
- Katie Witt**

## \$10,000+

Annette and Paul Smith Charitable Fund  
Bill Cenovic  
Campbell Family Foundation  
ConAgra Brands Foundation  
Cox Communications  
Douglas County Board of Commissioners  
Fred and Eve Simon Charitable Foundation  
Gilbert M. and Martha H. Hitchcock Foundation  
Hawks Foundation  
Heider Family Foundation  
Heistand Family Foundation  
Holland Foundation  
Iowa West Foundation  
Kiewit Corporation  
Lincoln Financial Foundation  
Lozier Foundation  
Mammel Foundation  
Mutual of Omaha  
Oriental Trading Company  
Pacific Life Foundation  
Parker Family Foundation  
Peter Kiewit Foundation  
Richard Brooke Foundation  
Robert B. Daugherty Foundation  
Sunderland Foundation  
Susan and Mike Lebens

Suzanne and Walter Scott Foundation  
The Sherwood Foundation  
Valmont Industries, Inc.

## \$5,000 - \$9,999

Allan and Ann Mactier Charitable Foundation  
Amy L. Scott Family Foundation  
Anne and Dr. Andrew Arther  
Bridges Trust  
First National Bank of Omaha  
Gilbert C. Swanson Foundation  
Ike and Roz Friedman Foundation  
Janie and Harry Hoch, Jr.  
Jodie Mackintosh  
Rainbow Connectors Guild  
Rotella's Italian Bakery  
Runza National  
Union Pacific Railroad  
Willis A. and Janet Strauss Fund

## \$1,000 - \$4,999

Alvine & Associates  
Andi and Donald Goldstein  
Angela and William Cutler IV  
Ann and Ken Stinson

Anne and Arnold Weitz  
Baxter Auto Group  
Bay Family Foundation  
Beth and Matt Breunsbach  
Campbell Family Foundation  
Carolyn and Chase Sutton  
CBRE  
CHI Health  
Colette and Quinn Siner  
Cox Communications  
Dana and Darryl Washington  
Deloitte & Touche LLP  
DMSi Software  
Drs. Sarah and Beau Konigsberg  
Dundee Bank  
Election Systems and Software  
Emily and Cameron Young  
Emily and Clark Lauritzen  
Fatima and Farhan Khan  
Five Points Bank  
Heartland Scenic Studios  
Jackie and John Walker  
Jaime and Michael Burke  
Jane and LeRoy Crosby  
Janet and Chuck Campbell  
Jason Steele  
Jennifer and Clay Wulf

Jim and Shirley Young Family Foundation  
Julie and David Hefflinger  
Julie and Travis Lienemann  
Julie Morsman Schroeder Foundation  
Julio Aguirre  
Karen and Joe Seda  
Karen Ensminger and Richard Lanoha  
Karla and Scott Cassels  
Kelly and Russell Collins  
Kim and Greg Brokke  
Kimberly and Jimmy Nolan  
Kimberly and Joshua Weiss  
Koley Jessen Attorneys  
Kristie and Sherman Willis  
Krystal Vuong Wegner and Dr. Nicholas Wegner  
LaShawn and Reginald Young  
M.R. Metzger Family Foundation  
Maggie and Helmut Brugman  
McCarthy Capital  
Meaghan Fitzgerald Walls and Peter Walls  
Megan and David Hawk  
Melissa and Dr. Daniel Gaffney  
Michelle and Jeff Lebens  
Moglia Family Foundation  
Molly and Toby Schropp  
Nichelle Horton-Brown and Wayne Brown  
Omaha Downtown Rotary Club Foundation

Pam and David Duzik  
Patterson Family Foundation  
Pinnacle Bancorp, Inc.  
Quality Refrigerated Services  
Rachel and Rob Maglinger  
RDG Planning and Design  
Rebensdorf Family Foundation  
Richard Bailey  
Robert and Kathy Swanda  
Sandra and James Landmark  
Sarah and Paul Ludacka  
Sheri and Steven Idelman  
Stacey and Roy Patterson  
Stephanie and Jack Koraleski  
Susanne Shore and the Honorable Pete Ricketts  
Tech Soup  
The NBK Foundation  
Webster Family Foundation  
Willis A. and Janet Strauss Fund  
Yahoo Ad Tech LLC

## \$500 - \$999

Angela and William Cutler IV  
Anne and Dr. Andrew Arther  
Ashley and Dr. Matt McMahon  
Beth and Charles Chevalier  
Beverly and Randall Greer  
Bonnie and Sen. Rick Kolowski  
Cecily Haggerty  
Central States Indemnity Company of Omaha  
Colette and Quinn Siner  
Emily and Cameron Young  
HCI Holdings  
Jane and LeRoy Crosby  
Jodie Mackintosh  
Julie and Travis Lienemann  
Katie and Dr. Nick Townley  
Kim and Greg Brokke  
Kraemer Design and Production Inc.  
Maggie and Helmut Brugman  
Megan and Michael Hoch  
Michelle and Jeff Lebens  
National Everything Wholesale  
Sandy and David Parker  
Stacey and Roy Patterson

## \$100 – \$499

Adriana Cisneros Basulto and Josh Norton  
Ali and Ian McBride  
Alicia and Jon Dittenber  
Allison and Dr. Chase Woodward  
Amanda and Ryan Blumkin  
Amber and Dr. Andrew Gard  
Amie and Bill Schellpeper  
Amy and Shaun McGaughey  
Andrea and David Gammel  
Angela and William Cutler IV  
Ann Marie and Trent Bausch  
Anne and Dr. Andrew Arther  
Anne Hellbusch  
Ashley and Brandon Rich  
Ashley and Dr. Matt McMahon  
Aveva and Marty Shukert  
Babe Cohn  
Barbara and Daniel Scanlan  
Beth and Charles Chevalier  
Beth and Matt Breunsbach  
Betsy and Ryan Morrison  
Brienn and Jason Parker  
Brooke Wegner  
Carol and Lee Rowe  
Carol and Rick Russell

Carolyn and Chase Sutton  
Carolyn Law  
Cassie and Taylor Kohl  
Cate and Adrien Griffin  
Catherine and Jacob Enenbach  
Cecily Haggerty  
Cheryl Smith  
Christine and Chuck Stevens  
Cindy and Tom McMahon  
Claire and Ben Copple  
Colette and Quinn Siner  
Cydney and David Koukol  
Diane and John Lund  
Diane and The Honorable Ben Nelson  
Dr. Debra Romberger  
Dr. Sophie Ambrose and Dr. Jimmy Friedlander  
Drs. Allison and Chad Vokoun  
Drs. Joyce and Steven Black  
Election Systems and Software  
Elizabeth and Donald Hosford  
Elizabeth and Paul Grieger  
Elizabeth Campbell  
Ellen and Dean Carlson  
Ellie and Ryan Grace  
Emily and Cameron Young  
Emily and Trent Allen  
Emily Sauvageau

Eric Dinslage  
Erica and Aaron Bryant  
Gail and Irving Veitzer  
Gina and JJ Bartlett  
Hannah and Matthew Smith  
Holly Carlson  
Humanities Nebraska  
Jackie and John Walker  
Jacquelyn and Scott Alexander  
James Scanlan  
Jane and LeRoy Crosby  
Janelle and Brian Ward  
Janelle and Dusty Frizzell  
Janie and Harry Hoch, Jr.  
Jason Steele  
Jennifer and Clay Wulf  
Jennifer and Tim Benson  
Jennifer and Tony Buda  
Jessica and Dr. Mike Feilmeier  
Jisella and Timothy Dolan  
Joani and Michael Mullin  
Joanie and Richard Jacobson  
Jody and Gayle Carstens  
John and Julie Petr  
Joseph Casella  
Josephine and Rick Prusha  
Joy and Jim Eggleston

Judy Wolpert  
Julie and David Hefflinger  
Julie and Travis Lienemann  
Kacey and Joe Lempka  
Karabon Household  
Karen and Randy Horn  
Karissa and David Sears  
Kate and Ben Knowles  
Kate and Dan Parker  
Kathie and Dick Stemm  
Kathleen and Jeffrey Neary  
Katie and Andy Witt  
Keeli and Mike Vrbicky  
Kelly and Jason Jeffreys  
Kelly and Russell Collins  
Kiley Maxwell-Ward and Marc Ward  
Kim and Joe Hefflinger  
Kim and Kevin Reiner  
Kimberly and Jimmy Nolan  
Kris Karnes  
Kristen and Mike Kelley  
Kristie and Sherman Willis  
Kristine and Jared Gerber  
Kristy and Bob Krupa  
Krystal Vuong Wegner and Dr. Nicholas Wegner  
Laura Kinney and David Dover  
Leona and George Barker

Leora and Matthew Werner  
Linda and Larry Pearson  
Lindy J. Hoyer  
Lisa and Branden Collingsworth  
Lisa and Dick Olesen  
Lisa and Matt Gravelle  
Luisa Palomo Hare and Dr. Mark Hare  
Maddie and Walt Keeling  
Maggie and Helmut Brugman  
Maggie and Robert Mundy  
Maren and Nate Lakers  
Maria Hagen  
Marie and Dr. Lee Simmons  
Mary and Thomas Holley  
Mary Beth and Daniel Hunt  
Mary Heider  
Matt Orand  
Megan and David Hawk  
Megan and Jon Enenbach  
Meghan Townley and Ben Kalthorn  
Melanie and Nick Wilwerding  
Melissa and Terry Rush  
Melissa and Tyler Laflin  
Melissa Sloboth-Dobelman and Dr. John Dobleman  
Michael Hoyer  
Michelle and Dr. Ed Chartrand  
Michelle and Gary Lebens

Mindy and William Geis  
Molly and Ryan Zabrowski  
Nancy and Bob Edick  
Nichelle Horton-Brown and Wayne Brown  
Nick and Pamela Langel  
Nikki and AJ McLeay  
Nikki and Ben Reynolds  
Omaha Community Foundation  
Orand Household  
Pam and John Krecek  
Pamela and Nick Langel  
Pat Hazell  
Patricia and Dr. James Manion  
Rachel and Justin Snodgrass  
Rita and Michael Leehy  
Rita and Stephen Bartlett  
Rose and Rob Janousek  
Rose Blumkin Foundation Inc.  
Sally Kampfe  
Sam Cohen  
Samantha and Dr. Andrew Wahl  
Sandi and Dr. Bill Burns  
Sandy and David Parker  
Sara Wachter  
Sarah and Dr. Tony Macdissi  
Sarah and Grant Perry  
Sarah Gorsche

Seirra and Tom Burt  
Shannon and Adam Herink  
Shari Hofschire  
Sherry Fletcher  
Stacey and Roy Patterson  
Stephanie and Zachary Gustin  
Susan and John McMannama  
Susie Collins

Suzanne and John Turek  
Suzanne and Michael Macaulay  
Wanda Montemayor



## In Memoriam JoAnn Kimball

1923-2021

*JoAnn Kimball became the museum's Executive Director in 1986, and helped launch the museum's monumental growth. She was a risk taker and was instrumental in bringing the first dinosaur exhibit to Omaha Children's Museum - at the time, only major science centers displayed them. She brought creativity, arts, humanities, and culture to people of all ages throughout her life. JoAnn passed away on Dec. 21, 2021.*



OMAHA  
**childrens**  
MUSEUM



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