

2019 Annual Report



OMAHA
childrens
MUSEUM

Being for Someone Matters

Michael Spock was a leader and legendary thinker in the movement of children's museums across the U.S. His words emphasize why the purposeful and intentional service Omaha Children's Museum provides to children and their families matters. With more than 40 years of service in our community, we have made an impact:

- I remember seeing Claire and Jack almost daily in the museum. They'd visit with their father, and the time was an opportunity for them to bond and engage with their dad. Their dad has told me: "This is where I watched my children develop their social skills. Claire learned to take turns and Jack gained confidence to come out of his shell."
- It was a delight to have David join our staff. I remember when he was younger, and he'd visit the museum often with his brother and grandpa. We eventually learned that the boys were being raised by their grandparents. Over time, we saw David and his brother grow cognitively, socially and emotionally. We are happy to have him on staff today to share his experience with our guests.



▲ Jack and Claire helping raise funds at the For the Kids Benefit



▲ David and his brother, next to their boyhood selves

"In contrast to art and history and science museums, which were about something, children's museums were for somebody. In that sense we were a client-centered organization. We were for children and their parents, teachers, and other caregivers."

- Michael Spock, Director Boston Children's Museum 1962-1985

- Joseph and Bentley are regulars at the museum. Joseph is homeless, living in a shelter and his son, Bentley, is in a foster home with relatives. Joseph admits that he has made poor decisions in the past, but he's motivated to correct his course and bring Bentley back into his life permanently. During these supervised visits, our team has observed Bentley flourish. He's not quite 4 and the once quiet and non-communicative boy has come out of his shell. He plays well with others and has started to use vocabulary expected for his young age.

Claire, Jack, David, and Bentley. Their stories illustrate how the museum matters to someone. Omaha Children's Museum is committed to inspiring learning, growth, and wonder in someone today and every day, whether within the museum's walls or beyond.

Lindy

Lindy J. Hoyer
Executive Director



▲ Bentley and Joseph spending a day together at OCM

Financials

OPERATING REVENUE

Admissions	\$1,063,958
Memberships	\$1,014,645
Gift Shop, Food & Rides	\$667,550
Programs	\$290,175
Rentals & Events	\$214,743

Operating Revenue Total \$3,251,071

CONTRIBUTED REVENUE

Contributions/Grants	\$1,397,714
Revenue Total	\$4,648,785



OPERATING EXPENSES

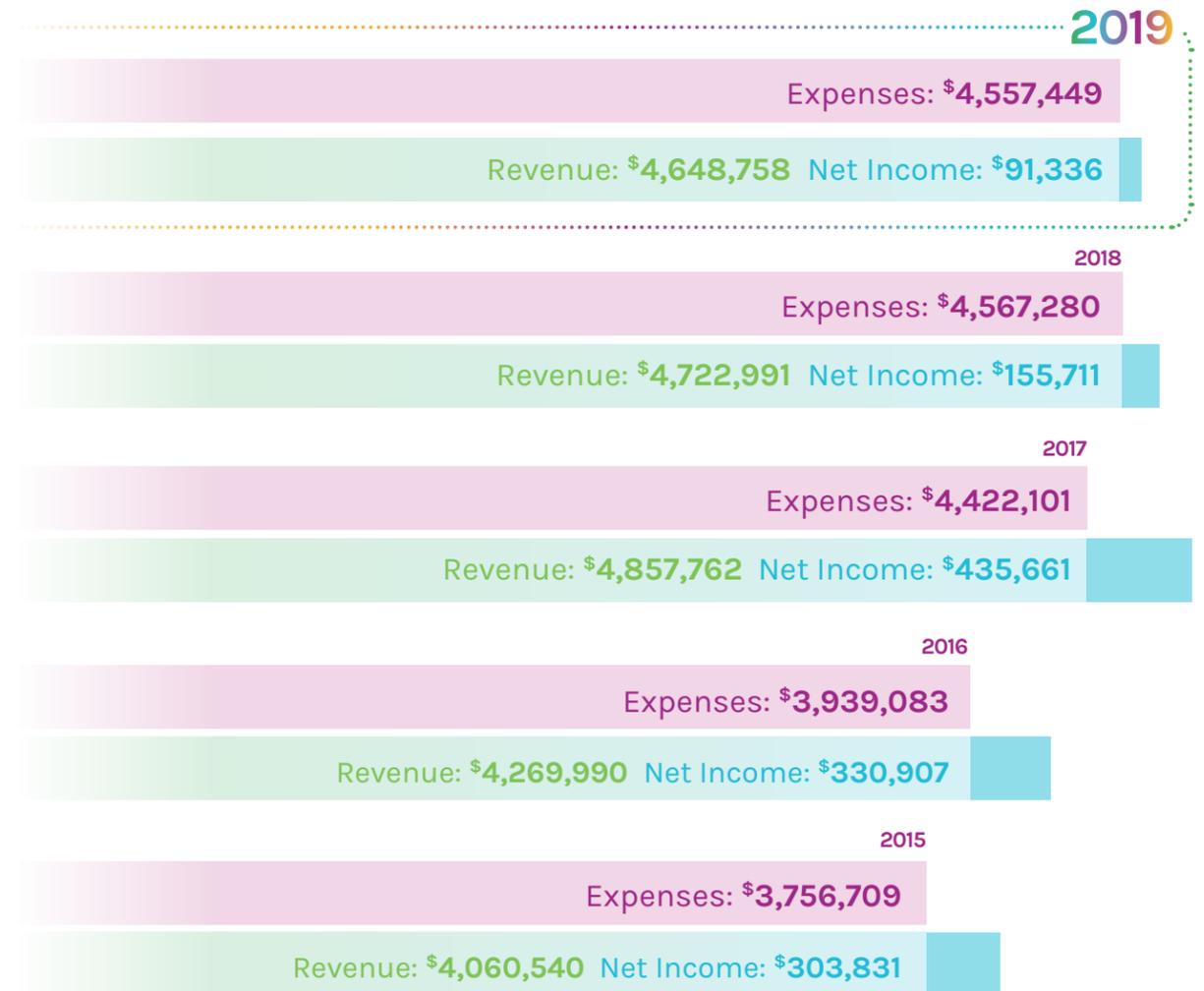
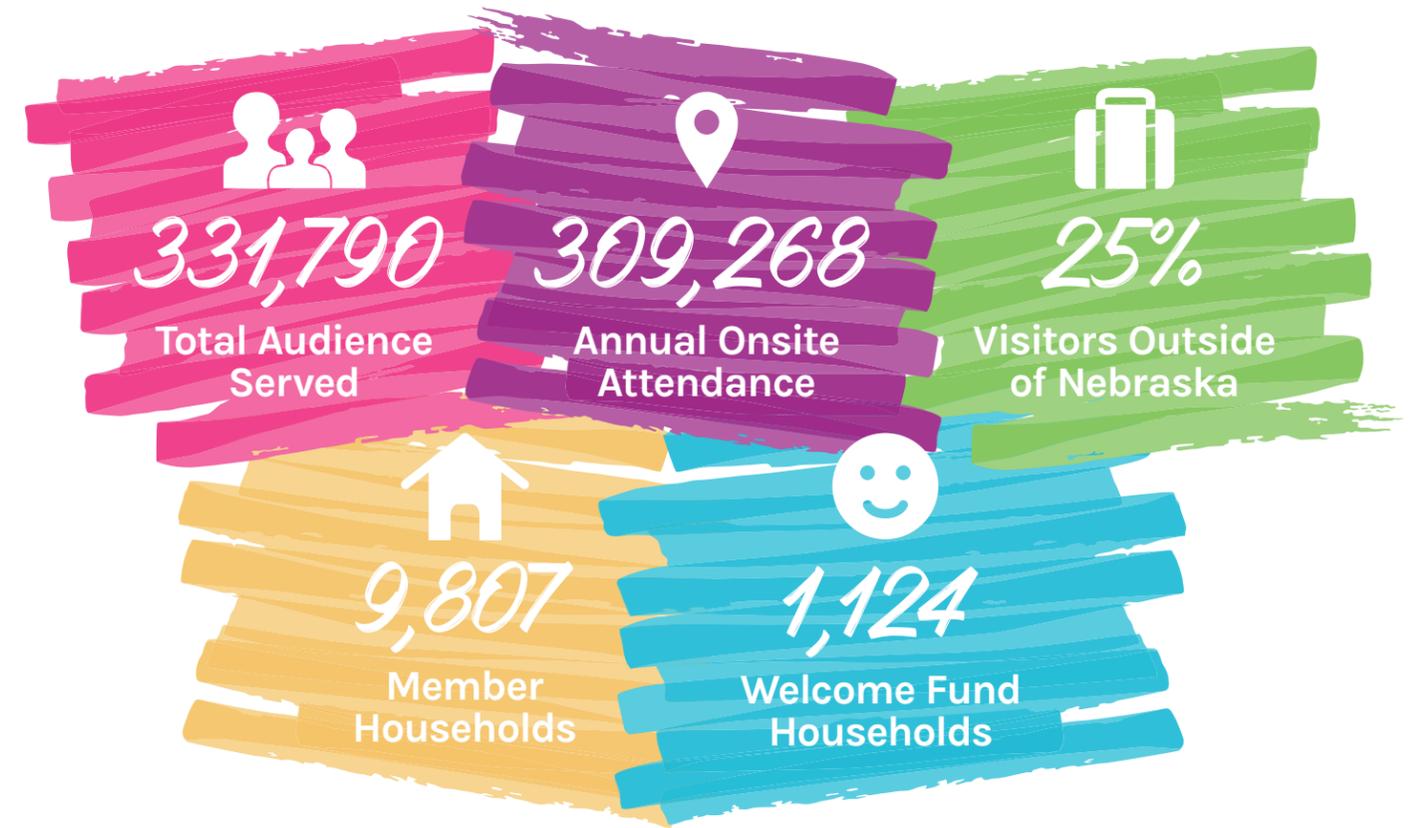
Payroll/Benefits	\$2,627,862
Utilities, Maintenance & Insurance	\$426,143
Exhibits & Programs	\$322,292
Sales Taxes & Fees	\$272,503
Cost of Goods Sold	\$218,275

Other Operating Expenses* \$690,374

Total Operating Expenses* \$4,557,449

Net Operating Income* \$91,336

*2019 financials are unaudited and all financials exclude depreciation



Welcoming



Omaha Children's Museum is a safe space for the smallest community members and their families. Through our access programs like **Partner Schools** and the **Welcome Fund**, we've made it as easy as possible for children to learn and play in an environment that welcomes them with open arms. These programs provide free field trips and programs for schools and subsidized memberships for qualifying families.



This past year, we formed a partnership with Omaha Public Libraries, Council Bluffs Public Library, and Carter Lake Public Library. More than 6,600 individuals visited the museum, at no charge to them, because of it, making the museum more accessible to a wider audience of library cardholders.



Conducting experiments during the Color and Light Science Show ▶



"Thank you for letting us play and learn science! I loved being there because I love science and having fun! We love you and appreciate you!"
Love, Nuvia

Inspiring



▲ Decoding the codex in Attic Adventures

We've built exhibits that excite wonder, allowing children to explore their futures. Whether they were engineering a LEGO racecar in Attic Adventures, caring for a unicorn in Enchanted Kingdom, or carefully uncovering fossils in the massive dig site in Diggin' Dinos, the museum creates an unmatched environment for creativity. Annual family events like **Tinkerfest** and **Worldfest** allow for more opportunities to develop skills and learn about families all over the world.

"That was the awesomest day of my life. I love the children's museum!"
— Cole



▲ Learning to write Chinese characters at Worldfest



◀ Dancing with the Tinkerfest Boogie Bot



Employees from Baxter and Metropolitan Community College help kids take apart a car at Tinkerfest



Creating Moments



Bailey has cerebral palsy and is non-verbal, but there was no mistaking how special **Fairytale Ball** was for her. She had the biggest smile all night long. Bailey attended the ball thanks to a museum's first partnership in 2019 with *Cops and Kids*, a program where Omaha Police Officers accompany sick or disabled children and their families to special events.



A visit to the museum is a chance to make memories, whether you meet a princess or not. Moms even got their own night to make memories with their friends during **Mom's Night Out**.

"The Children's Museum is the best place for families to go in Omaha. It is a place where you can play with your family. I played with my mom and dad, my brother and my big sister. I feel happy spending time with my family. People should go to the children's museum and have a great family time!"

Love, Bianca
age 7

A Higher Standard



Our team continuously works to improve the guest experience and to challenge each other to grow. In 2019, the museum set some large goals, including publishing our first children's book *Tabitha's Tale* and completely renovating the outdoor exhibit, the **Grass Patch**. The team also created an all new special event, the **Royal Highland Ball**.



We forged new partnerships and strengthened our existing ones. The museum's education department partnered with the University of Nebraska at Omaha School of Health and Kinesiology and UNO Athletic Training in January to present educational and fun activities focusing on sports and science in the *Super Sports: Building Strength, Sportsmanship & Smarts* exhibit. The museum also built upon its relationship with the Rotary Club of Omaha to recruit more volunteers to read to classrooms during the annual **Read For The Record** event. In November, OCM staff members and Rotary volunteers read *Thank You, Omu* to 1,776 people. Above, Brad Burkland, past president of the Rotary Club of Omaha, reads to students at Chandler View Elementary.



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A Fond Farewell

We said goodbye to three board members in 2019: Marty Beerman with Children's Hospital and Medical Center, Todd Heistand with NuStyle Development, and Matt Mosser with Gallup. These members brought valuable strengths to the leadership of Omaha Children's Museum.



For 40 years, the largest fundraiser for the museum, For The Kids Benefit, has raised funds to support the museum. On May 4, Big Hats for Big Dreams: A Southern Soiree was held. Event chairs were Kelly Jeffreys, Suzanne Turek, and Brooke Wegner led by president Carolyn Sutton. The event raised over \$305,000 and was coordinated by the Rainbow Connectors Guild.

Rainbow Connectors Guild

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Carolyn Sutton

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Deidre Ochsner
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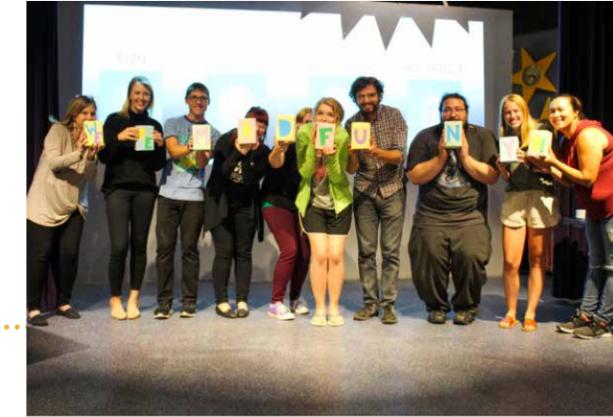
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Orion Taylor
Custodial & Maintenance

Joe Toppi
Director of Development

Grace Waldo
Advancement & Database Coordinator



Twice a year, we recognize staff members who best exemplify one of the core values at Omaha Children's Museum. In 2019, we awarded Value Awards to:

Growth

David Nelson and Emma West

Respect

Hillary Saalfeld and Tim Benson

Well-Being

Charlotte McGuire and Tara Case

Fun

Mary Slater and Thomas Miller

Matt Walker

Senior Exhibit Designer

Emma West

I-Crew

Kimberly West

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Kelsi Weston

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Shawntrice Young

Custodial & Maintenance

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\$10,000+

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\$5,000 - \$9,999

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