

2019 ANNUAL REPORT



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Bloomsburg, PA
Phone: 570-389-9206

www.the-childrens-museum.org



Photos courtesy of DISCOVER NEPA

The Children's Museum MISSION is to enrich the lives of people in the region by fostering a lifelong love of learning through enjoyable interactive programs and exhibits that bring out the imagination of every child and the child in every visitor.

ANNUAL REPORT OF THE CHILDREN'S MUSEUM

Year Ending December 2019

2019 Activities and Accomplishments

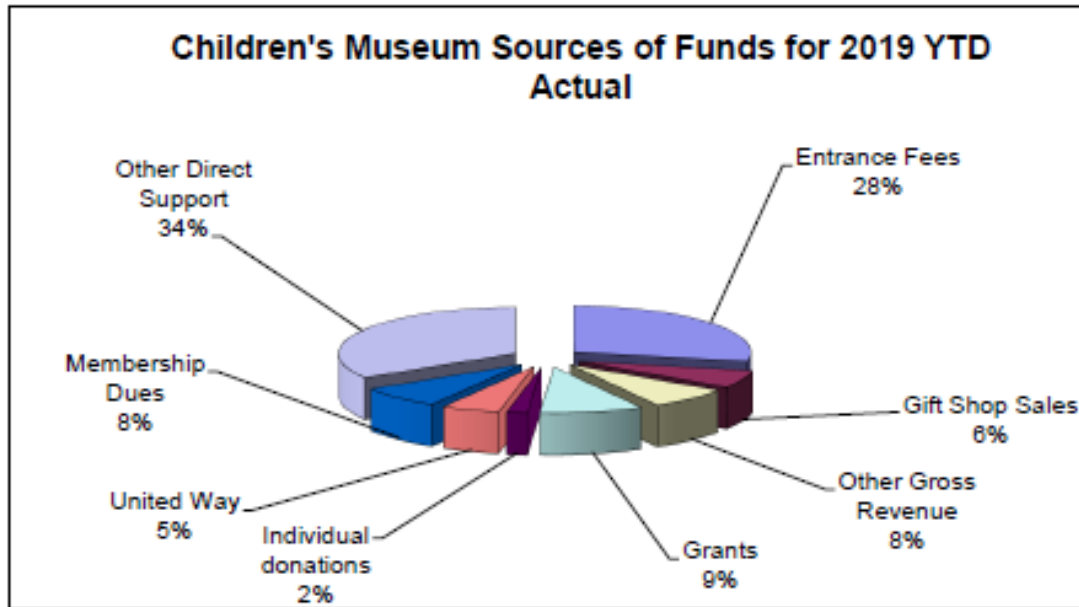
1. FINANCES

The Children's Museum is a 501(C)(3) non-profit and operated with a 2019 annual INCOME of approximately \$179,686 and EXPENSES of approximately \$215,439.

Note: The Children's Museum operates on a *Modified Cash Accounting Basis* and ended 2018 with a \$70,586 cash surplus due to late grants received. For this reason, the Budget was planned with a negative income in 2019 to utilize those funds.

Children's Museum Sources of Funds for 2019

Income Sources (non Capital)				as of: 12/31/2019
Entrance Fees	50,603	28.2%		
Gift Shop Sales	11,148	6.2%		
Other Gross Revenue	13,456	7.5%	Classes, Birthdays, Camps, Clubs	
Grants	16,831	9.4%		
Individual donations	3,402	1.9%		
United Way	9,467	5.3%	Also other community support	
Membership Dues	13,923	7.7%		
Other Direct Support	60,755	33.8%	Businesses and Schools, Annual Appeal	
	<u>179,686</u>	<u>100.0%</u>		



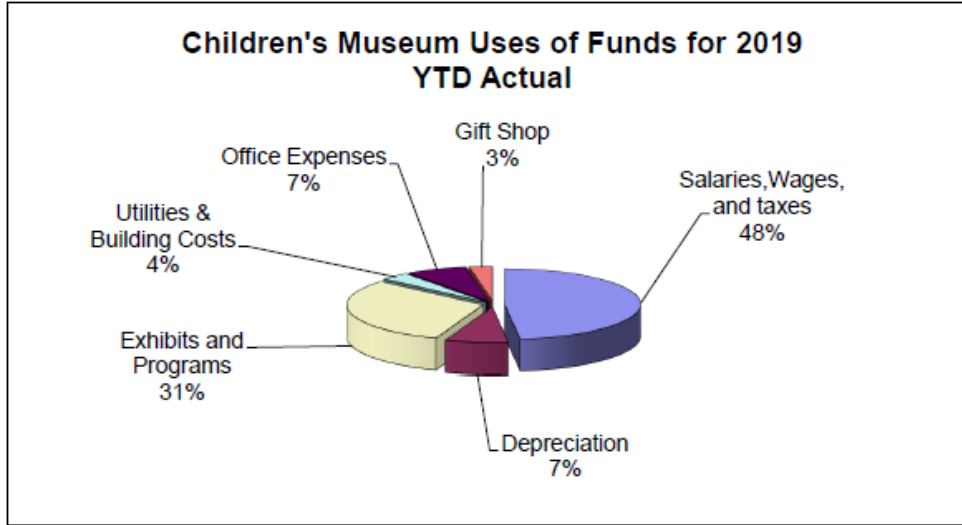
As of December 31, 2019 81.9% of YTD budget, and 67.4% of previous YTD actual

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Children's Museum Uses of Funds for 2019

Expenses (non Capital)	Salaries, Wages, and taxes	103,727	48.1%	Including payroll taxes
	Depreciation	16,040	7.4%	
	Exhibits and Programs	66,543	30.9%	Grant supplies and contractors, exhibit supplies
	Utilities & Building Costs	7,507	3.5%	Utilities, insurance, maintenance, depreciation, and improvements
	Office Expenses	15,610	7.2%	Supplies, postage, printing, equipment, auditor, travel, Chamber dues
	Gift Shop	6,013	2.8%	Including sales tax
		215,439	100.0%	



As of December 31, 2019 98.8% of YTD budget, and 107.5% of previous YTD actual

2. Attendance:

In 2019, the Museum was open year-round. The year ended with a total of 18,128 visitors; including 2,069 first-time visitors who heard about the Museum predominantly through word-of-mouth and social media.

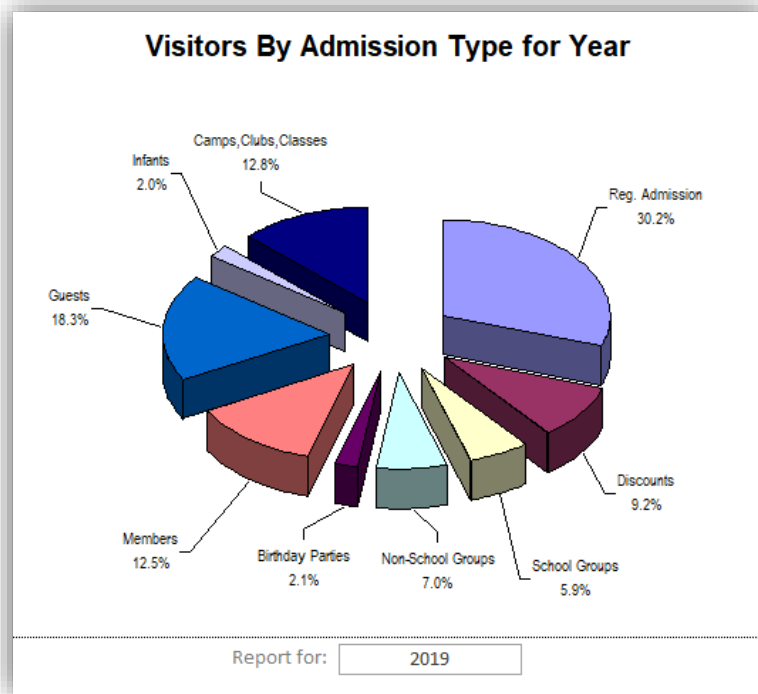
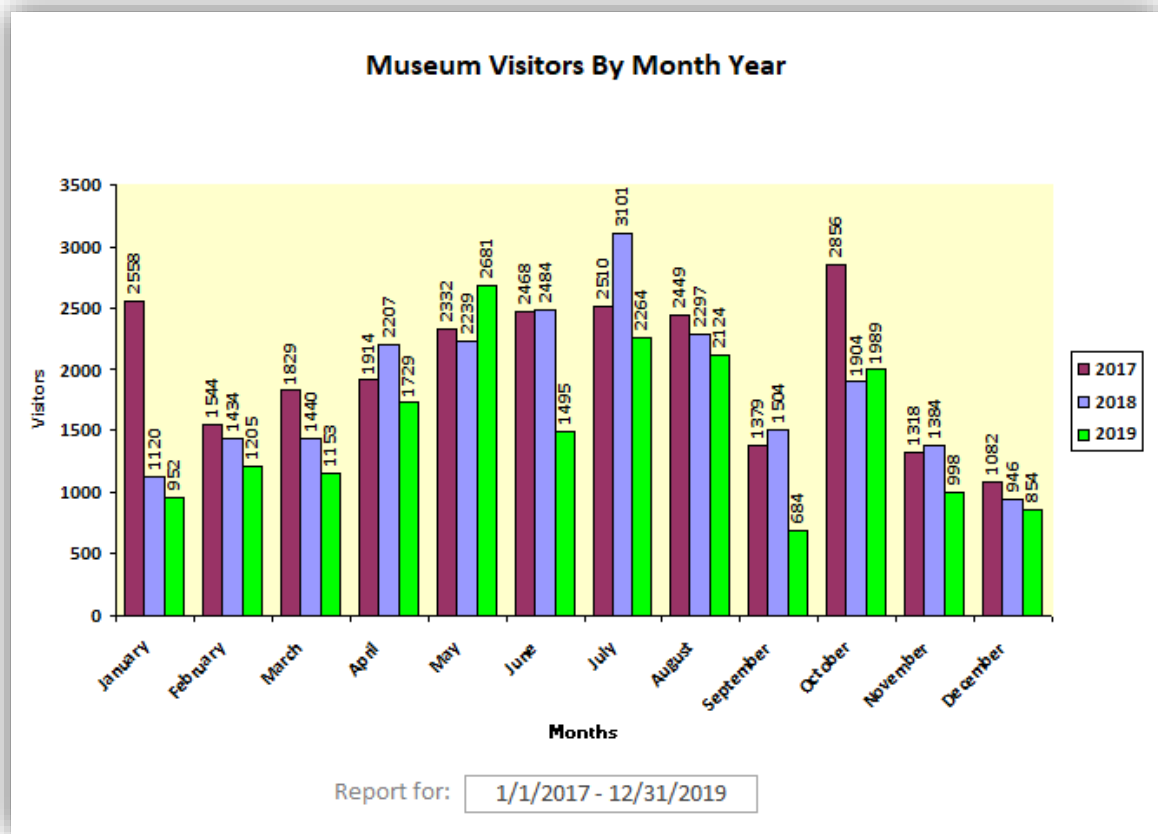
Attendance by Year (Most Recent 3 Years)		
2017	2018	2019
24,239	22,037	22,128*

Note: The loss in grant-funded field trips played a role in admission loss.

**It should also be noted that there are approximately 4,000 participants of offsite supported Museum activities that have been included in the Museum's visitor tracking database for 2019.*

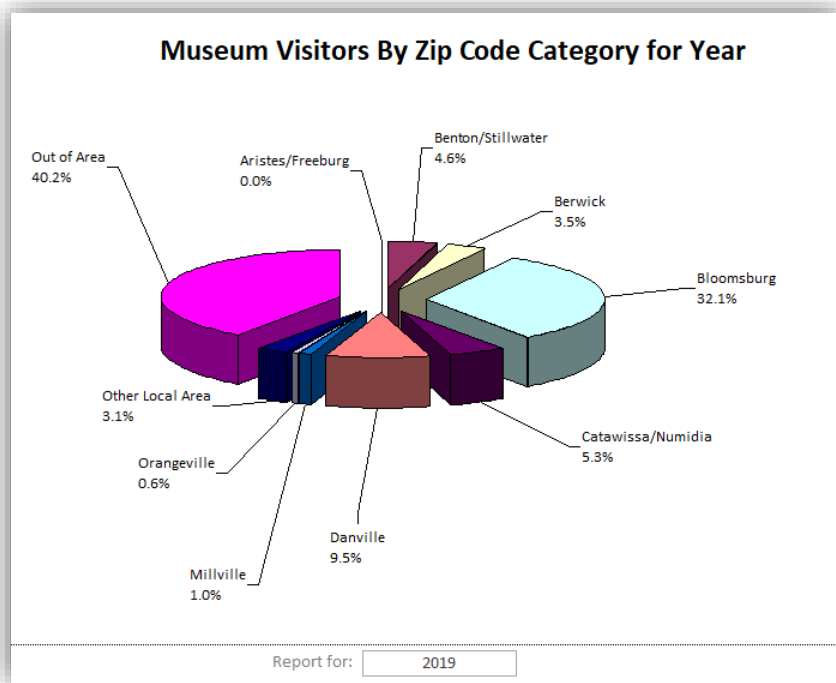
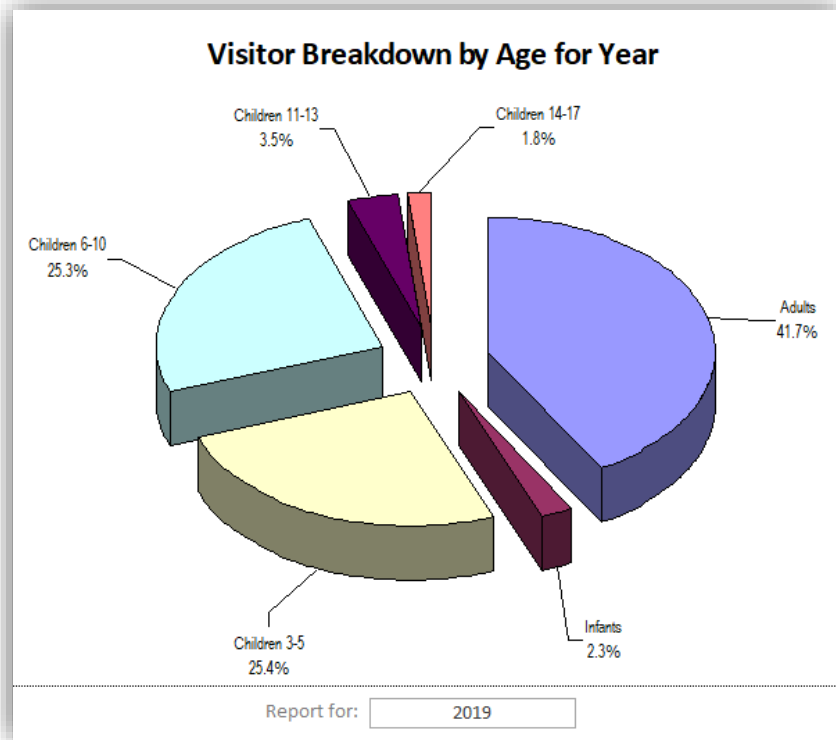
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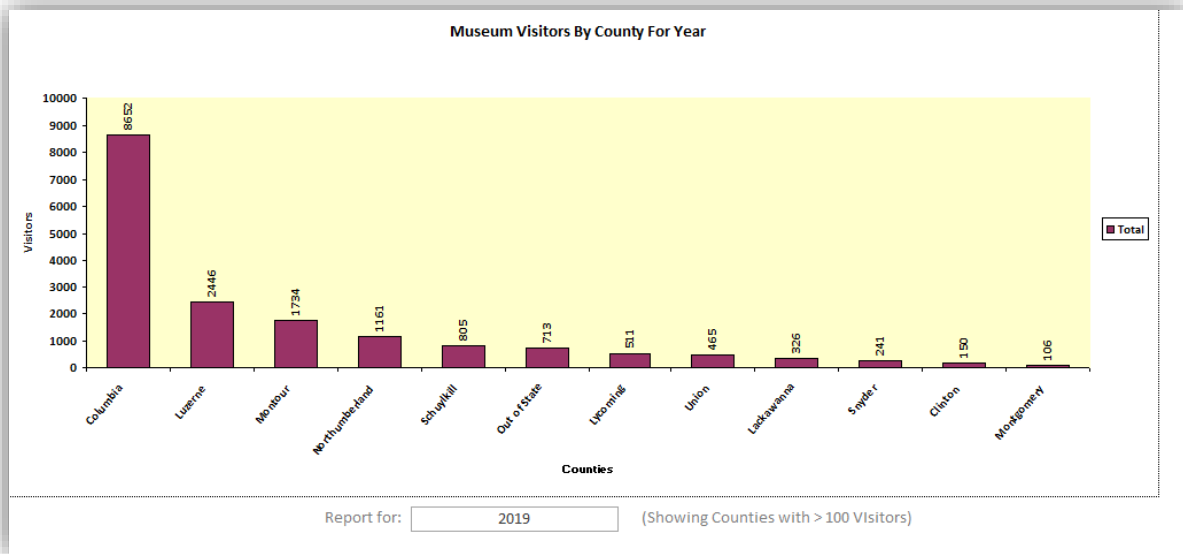
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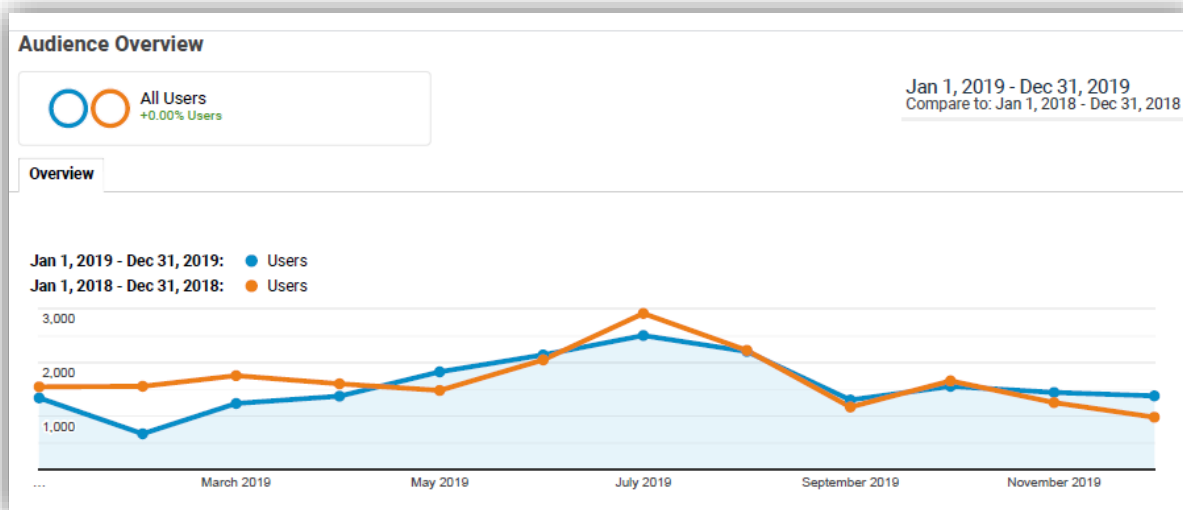
Year Ending December 2019

2019 Museum Visitors by County



Social Media (Website, Facebook, Twitter)

The Museum continues to operate a website at www.the-childrens-museum.org; which saw a continuing increase in website traffic during 2019. Our Office manager continues to expand the website, adding updated photos and adding an option to purchase admission passes and memberships online. She has done an incredible job finding a great processing program (NEON) for registrations, memberships, online sales and overall online professional interface for our customers. A huge potential manpower saving is expected to come, along with increased satisfaction with customer experience. Website updates have a more user-friendly appeal, now offering Deposits to be paid online, via PayPal. She also continues to manage and create new content for the site to keep it visually interesting and appealing.



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Facebook "LIKES" increased from 4378 at the start of the year to 5376 at the end of the year; an increase of more than 23%.

The Museum continues to have a small but increasing presence on Twitter and Instagram.

3. HIGHLIGHTS and ACCOMPLISHMENTS

Dr. Ginny Weibel became Director of the Children's Museum following a 5-month interim position after the departure of Shawna Meiser to accept employment elsewhere. Under Ginny's leadership, the Museum plans to continue expanding its reach in 2020 as it celebrates these 2019 accomplishments:

- **Year-Round Programs:** continued growth in number and variety of clubs, camps, and classes; Special Saturday and Science, Art, and History offerings. The museum hosted more than 525 hours of educational programs in 2019.
- **Group Visits:** 71 school or community groups made-up a total of 50 visits in 2019 (over 2,400 visitors)
- **Special Events:** Bloomsburg Mini-Maker Faire, Art Shows, Annual Science Fair, Summer Art Camps, \$2 Tuesdays, SPARKLAB, iMAKE Art & Science Series, Preschool Art Classes, Downtown Bloomsburg BOO!burg, Grossology Dissection Lab, Homeschool Hangouts Programs, Star Wars Day, Touch-A-Truck, Gingerbread House Competition and Exhibit, Culture Café, Global Meets Local, Families with Special Needs Nights (monthly), Butterflies LIVE! and many more. Additional new programs were introduced for both Girl Scout and Boy Scout badge opportunities.
- **Business Hours:** Starting in January 2020 the Museum will be open on Mondays. This does not increase our costs as the staff is already being paid for those hours.
- **Membership and birthday party revenue** was up compared to 2018. The front office staff has been making an effort to "sell" memberships to guests. The birthday party coordinator position was eliminated and this role was put back in the hands of the front desk.
- **New Exhibits:** New exhibits to the Museum in 2019 include Center Stage Theater and a re-imaged Maker Space.
- **Friends of The Children's Museum:** Friends Committee purchased an adorable and lovable cartoon turtle mascot (late June) and our Program Director arranged for the Museum logo to be embroidered on the chest of the mascot. This new addition increases maximum exposure at the Museum, off-site events and birthday parties at the Museum.



- **Museum Volunteers:** over 125 community volunteers, Bloomsburg University faculty, interns, work-study students, trained docents, active Museum committee members, Board members, Volunteer Steering Committee, Friends of the Museum and Membership Committee supported the Museum by providing over 8,000+ hours.

4. COMMITTEE ACTIVITIES

Docents:

The purpose of the Docent committee is:

- To schedule volunteer docents to teach specific exhibit area lessons to elementary school children whose classes are visiting the Children's Museum each spring.
- To continue to add new and qualified volunteers to our docent and mover lists.
- To update the CM monthly activity calendar with assigned docents on specific scheduled elementary schools, summer camps and nursery school visits.
- To continue to update our Docent Training Manual with any new and ongoing Exhibits.

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- Beginning January 2020, the Docent Committee's responsibilities will be addressed and organized by the Museum office staff.

Accomplishments for 2019 include:

- 17 docents volunteered this spring.....20 total docents who volunteered 43 times,
- 19 elementary schools visited the Museum this spring, grades K-4, a slight decrease from 2018 due to reduced school funding for field trips. There were 7 weeks of scheduled elementary school visits from March 27 – June 6.
- 1,417 total elementary students and adult chaperones visited this spring. A slight increase from previous years.
- Monies made by school admissions in 2019 = \$8,522; ...Gift shop= \$4,999
- **Total for 2019 = \$13,521....\$1,597 more than 2018 due to gift shop sales!!**

Exhibits: The Exhibits Committee collectively donated 4200 hours of their time in the development and maintenance of existing and new exhibit spaces throughout the year.

Highlights are listed here:

- In making room for the new Health Exhibit slated to be installed in 2020, the Let's Pretend Theater was moved and reimaged as the "Center Stage Theater." This new area has the costumes and puppet theater the old theater had and the new additions of changeable back drops, props, an interactive that teaches about the parts of a play, and a community space where local theater groups can advertise up coming productions.
- In making room for the new Health Exhibit, the Maker Space was moved to the previous DII area. The new Maker Space features areas where the laser cutter and 3D printers can be safely left out for use.
- Goofy Gears was added to the exhibit area near Rambling Rollers. The Goofy Gears activity uses magnetic gears as an interactive STEM experience.
- The new bird's nest was installed and opened in 2019.
- The Molly Mae Turtle electronic game, under development in 2018, was installed in 2019.
- The Magnetic town game was painted and is ready to be hung.
- The new health and nutrition exhibit is in the planning and construction phase.
- Crafts were updated and/or changed in the Passage to PA, Greenway, and We Walk Their Paths Exhibits.
- The Da Vinci exhibit was taken from storage and placed in the old theater area while the new Health Exhibit is being developed.
- A new space exhibit is under construction and is planned to open in May of 2020.

Facilities:

Supported by a sizeable grant received in the fall of 2018, we worked to replace the entire HVAC system in 2019. Quotes were received and a contractor selected in the first quarter for installation to occur during Fair Week in September. However, the rear A/C unit failed during the summer, but the contractor was able to come in and replace that portion in only 2 days allowing us to maintain comfort during the busy summer season. The complete installation included changing to an all forced-air system and a conversion from oil to gas. Other than the one shutdown week, we had virtually no interruption in our activities during this change.

A complete inventory of the Museum's computers and peripherals, as well as all taxidermy items was taken and is now available in a central repository.

The problematic family restroom toilet, along with a very old one in the attic, were replaced during the year by volunteers. Additionally, a lot of work was done to improve the compressed air system used by one of the exhibits to make it more reliable, less affected by weather. Electronics in a number of other exhibits were repaired or replaced as needed, as well. Repairs to the parking lot and the garden from the previous winter damage also were done.

Range extenders were installed to increase Wi-Fi signal throughout the Museum. Due to our increase in technology within exhibits and programs, we needed better coverage.

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Electrical power was supplied to the pergola in the garden and outlets were added to the outside of the building.

Finance: The Finance Committee keeps the Museum fiscally responsible by monitoring income and expenses and submitting detailed monthly/quarterly reports to the board, as well as preparing and filing tax forms required by the State and Federal governments. Finance works with the director to prepare the yearly budget for board approval and works with the accountant to prepare the 990 and complete all tax reports.

Members: Treasurer, plus two to four other board members appointed by the executive committee and the Museum Director. Committee members in 2019: Vic Klein (chair), Liz Strauss (secretary), Mary Osborne, Valynn Boy (January-November), Shawna Meiser (January-August), Ginny Weibel (September-December)

Responsibilities:

- Reviewed the yearly budget prepared by the Director and Vic Klein and submit it to the Board for approval.
- Monitored income and expenses, assuring that income keeps pace with expenses and that expenses are adjusted to keep pace with income.
- Assured that funds for grants requiring matches are available.
- Recommended action on new, unanticipated, spending.
- Yearly, met with the accountant in preparation for completion of the 990, Bureau of Charitable Contributions forms, and other financial forms as required.
- Made recommendations to update the Financial Policy Manual.
- In cooperation with the Director and the Personnel Committee, made salary recommendations.
- Review CMEF performance and final year-end accounting and recommend what funds, if any, of CMEF earnings will be distributed to Museum operating funds or what Museum funds will be donated back to the CMEF.

Reports:

- Keep written records of committee actions.
- Prepare monthly, quarterly, and year-end tax statements (Treasurer).
- Collect materials for the accountant (Treasurer and Director) and meet with the accountant to discuss material provided for the 990.
- Present the 990 and the audit to the Board for approval.
- Aid the Treasurer as requested.

2019 Accomplishments:

- Met with the accountant to complete 2019 tax returns and other relevant documents from the Bureau of Charitable Contributions and the State Employees Combined Appeal.
- Worked with the Director, providing applicable financial information.
- Submitted all quarterly tax reports (Treasurer).
- Completed other forms as required for the state, fundraising, and bequest purposes (Treasurer and Director).
- Recommended a 2020 budget to the Board,
- A bookkeeper, hired in December of 2018, continued to aid in entering data into QuickBooks and assisting the treasurer with quarterly and year-end taxes.

Endowment sub-Committee of Finance:

Members: The Children's Museum Board of Directors retains the final authority of the Children's Museum Endowment Fund (CMEF) and receives recommendations from the Finance Committee. The Finance Committee may appoint an Endowment Committee, including representatives from the Board as well as the Financial Institution holding the CMEF.

In 2019, Valynn Boy continued as Chair of the Endowment Committee with Vic, Liz, Mary, Shawna and Ginny serving as members.

Responsibilities:

- To solicit and receive funds in accordance with the Museum Gift Acceptance Policy.
- To work in conjunction with the Finance Committee and other committees as appropriate.

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- To coordinate information, make recommendations on investment strategy, and report fund status.

Reports:

- Keep a written record of committee meetings.
- Prepare a monthly report for the Board.
- Request that FCB&T present a report to the Board every six months. (While FCB&T issues reports quarterly, there are monthly updates on activities and donations.)

2019 ACCOMPLISHMENTS:

- Included Endowment information in monthly emails.
- Presented Endowment reports and information to the Board.
- Recommended a contribution of \$2000 from CM operating funds to the CMEF, which was approved by the Board.

2020 GOALS

- To keep Museum supporters informed of Museum events by creating a newsletter.
- To seek individual pledges to the Endowment Fund.

We ended 2019 with an endowment balance of \$179,770, up \$22,751 from the end of the year balance of 2018 (\$157, 019). The contribution to the endowment from the Children's Museum operating funds for 2019 was \$2,000 in the second quarter. The change in value was primarily due to increases in mutual fund and cash equivalent valuation.

	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19
Cash/Equiv.	53,703	47,455	55,104	64,127	62,318
Mutual Funds	64,253	85,750	91,749	77,678	101,558
FI Securities	10,045	10,063	15,169	14,857	15,479
Total Account*	128,613	143,368	162,136	157,019	179,770

Fiduciary fees to First Columbia reflect a 50% discount on standard fund management fees.

*may not add correctly due to the booking of accrued income to total account.

Fundraising: The Fundraising Committee is tasked with planning and executing fundraising events, recruiting new members, holding appreciation events and standalone fundraising activities. In conjunction with the Director, the committee drafts an annual calendar and budget for fundraising events and solicit in-kind donations and sponsorships from individuals and business donors to cover fundraising event expenses.

Gala Sub Committee

Over the course of 2019, a Gala Sub Committee successfully planned and hosted the Museum's first-ever "Night at the Museum" Gala on Saturday, September 7, 2019 from 6-9 pm to benefit the museum's many exhibits and educational programs. The adults-only black tie and blue jeans fundraiser was held on-site: both inside the Children's Museum and under a tent on Center Street.

The event featured: live jazz music from The Steve Adams Trio, DJ Kyle Alexander and emcee Tom Morgan from 94KX, dancing, kid-themed appetizers from Edith's Catering, themed mocktails created by Weis markets, local wine from Freas Farm Winery, local beer from Turkey Hill Brewing Company, qualified babysitting with a themed craft at the nearby YMCA, a silent auction, plus several exhibits "came to life" with live actors.

The Gala raised nearly \$11,000 in cash from corporate sponsorships, ticket sales and silent auction bids. Another \$4,250 was realized in trade services such as donated DJ services, floral arrangements, radio advertising, mocktail ingredients, and photographic services.

Gala sponsors included: Merck, W&L Subaru, First Columbia Bank and Trust, 94KX, Bold Gold Media, YMCA Bloomsburg, Weis markets, Service 1st Federal Credit Union, CSS Industries, Gatski Metal, Gordner Coombs Insurance, Inc., Dustin Snyder Auctioneer, Danville Child Development Center, YMCA Bloomsburg, First Keystone Community Bank, Bear Fuel Service, Pretty Petals by Susan, West Branch Rental, as well as the following local families: Liz and Gerald Strauss, Drue Magee, Mr. and Mrs. Jerry Beidler, and Valynn and Lee Boy

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FRIENDS of the MUSEUM: The development of a "Friends of the Museum" organization continued in 2019.

A brochure provides information about how the Friends will support the Children's Museum. The support provided by the "Friends" will enable the Museum to:

- Provide scholarships to our many programs
- Create and offer more new and exciting programs
- Update and maintain our current exhibits
- Create new exciting exhibits
- Extend our educational outreach services
- Enable continued excellence in serving the wider community

Gift Shop: The Children's Museum Gift Shop continues to be an excellent fundraising resource. In 2019, the Gift Shop realized \$11,250.02 in sales with a net profit of \$5,237.48. To make the Gift Shop accessible to everyone, items are priced from 25 cents to \$50.00.

Grants: Our Museum Director worked closely with our Program Director to seek out and apply to **eighteen grants in 2018/2019** for funding to cover staff wages, program supplies, technical equipment, exhibit construction, and capital improvements; fourteen of the eighteen were funded for a total of \$113,127 over the last 12 months. See the chart below for grant details.

Grants were received from the following entities:

Foundation, Government, & Industry Grants Oct 2018 - Sept 2019		
Berwick Health and Wellness Small Program	\$3,057.00	
Youth In Philanthropy (4 grants in total)	\$1,800.00	
Bloomsburg Area Community Foundation	\$300.00	
Matthews Children's Fund	\$1,000.00	
PA Historic & Museum Commission	\$4,000.00	
PA Partners for the Arts	\$3,400.00	
PPL Foundation Sustaining Grant	\$9,000.00	
Woodcock Foundation Al Watson Matching Grant	\$1,000.00	
Woodcock Foundation for the Appreciation of the Arts	\$4,000.00	
Department of Conservation and Natural Resources	\$80,500.00	
Columbia County District Attorney	\$5,000.00	
	Total	\$113,127.00 (80,500 In 2020)

Marketing: The Marketing Committee develops and implements a marketing plan that identifies the needs of its target audience and how to meet those needs with the products, services, and programs of the Museum. In 2019, the Children's Museum retained a GuideStar level of Gold and is targeting to reach Platinum by end of 2020.

Items of note for 2019:

- The board approved subscription for a poster making software, Canva pro, for staff's use to create professional and cohesive posters for inside the Museum and on all social media platforms.
- **WVIA:** Digital campaign with WVIA PBS Kids, with a 66% TV and 33% radio split. The commercial will play on WVIA PBS Kids and will highlight various CM assets. **BONUS -** We will be on the 2019-2021 PBS Kids Passport to FUN! This is a free promo to encourage visitors from all over PA to visit and stamp their Passports. Debbie the Clubhouse Mom visited in April to put together the plan. **FREE!**

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- WNEP16 TV: *Live with Ryan Leckey*: Ginny and staff have continued to strengthen that relationship to maximize Museum exposure; even when live segments are taped in the wee hours of the morning!
- Groupon: A Groupon Deal was launched in the fall and opened up the Museum to a wide range of new visitors and a new demographic. This opportunity is no cash up front and provides several blast emails to several thousands of Groupon subscribers, getting more people in the door and made aware of the Museum.
- Visitor's Bureau: The Bureau has agreed to support the Museum tasks at hand for \$500 for 2 events. We have been highlighted as an example institution for data collection! We will promote Star Wars and Maker's Faire.
- Chamber of Commerce Membership: The Chamber is working on a Non-Profit Directed membership option, allowing us the greatest visibility and return on investment. As part of this effort, the Museum will host a Chamber event in July of 2020, allowing us maximum exposure to other Chamber members.
- There is potential to provide a 'deal' to Chamber members, offering discounts for parties and admission being considered for 2020.

Personnel: The VP of Administration, working with the Museum Director, oversees staff implementation of Board policies, proposes updates as needed to the Museum Staff Handbook and Safety Manual for approval by Board, works in conjunction with the Finance Committee and Director to establish overall staffing, and approves job descriptions. The VP of Administration conducts an annual review of the Museum Director with input from the board members and acts as a liaison between the Museum Director and the Board.

Policy: In February, a new vacation policy was approved by the board and in November a clarification of the rules for volunteer work by employees was approved. Both have been included in the latest version of the employee handbook.

5. ANNUAL APPEAL

The 2019 Annual appeal income is at \$10,779 thus far compared to \$9,705 for all of 2018 (donations come in until April of the year following appeal). An online annual appeal feature was added this year so patrons could donate directly by clicking on a link on a social media or website post. 80 % of the online donations were from 1st-time donors using the new method.

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6. MEMBERSHIPS

118 regular paid memberships involving 502 people supported the Children's Museum in 2019.

Active Membership Counts by Category 2019 Year End				
Cards Per Membership	Memberships	Category		
		Family	Just Me	You Me
1	4		3	1
2	19	1		18
3	7	5		2
4	17	17		
5	61	60		1
6	8	7		1
7	1	1		
11	1	1		
# of Memberships:	118	92	3	23
# of Members:	502	445	3	54

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7. STAFF, VOLUNTEERS, and BOARD

Museum Staff:

Shawna Meiser, Museum Director January - July 2019
Ginny Weibel, Ph.D., Interim Director August – December 2019
Stacy Woodley, Office Manager
Shelby Kellner, Museum Assistant
Shannon Howe, Saturday Lead
Erik Weibel, Museum Cleaner

Work-Study Students:

Bloomsburg University students continue as additional 2019 Museum staff through the Federal Work-Study Program and academic internships. High School co-op students provided Museum exhibit maintenance.

Community Volunteers (including Board Members):

125 volunteers contributed over 8,000 hours in support of the Museum in 2019.

2019 Board of Directors:

Kathrene Beidler, President
Valynn Boy, Vice President of Administration (January-November)
Chiara Whitmoyer, Vice President Administration (December)
Vic Klein, Secretary
Mary Osborne, Treasurer
Karen Blackway
Tracey Craddock
Diana Hughes
Brooke Lylo
Jenn Rarig
Mike Spotts (March – October)
Liz Strauss

Prepared by Kathrene Beidler, President, The Children's Museum