

# 2022 ANNUAL REPORT



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[www.the-childrens-museum.org](http://www.the-childrens-museum.org)



*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 2022

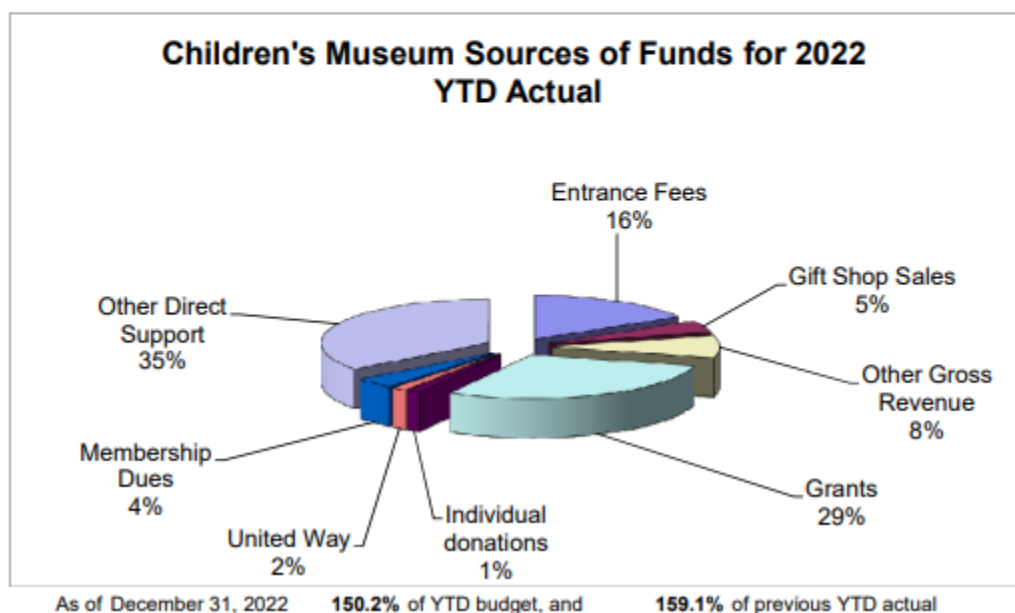
## 2022 Activities and Accomplishments

### 1. Finances

The Children's Museum is a 501(C)(3) non-profit and operated with a 2022 annual INCOME of approximately \$374,820 and EXPENSES of approximately \$341,716.

#### Children's Museum Sources of Funds for 2022

Income Sources (non Capital)		as of: 12/31/2022	
Entrance Fees	61,323	16.4%	
Gift Shop Sales	16,831	4.5%	
Other Gross Revenue	30,980	8.3%	Classes, Birthdays, Camps, Clubs
Grants	108,513	29.0%	
Individual donations	5,011	1.3%	
United Way	5,283	1.4%	Also other community support
Membership Dues	14,604	3.9%	
Other Direct Support	132,274	35.3%	Businesses and Schools, Annual Appeal
	374,820	100.0%	



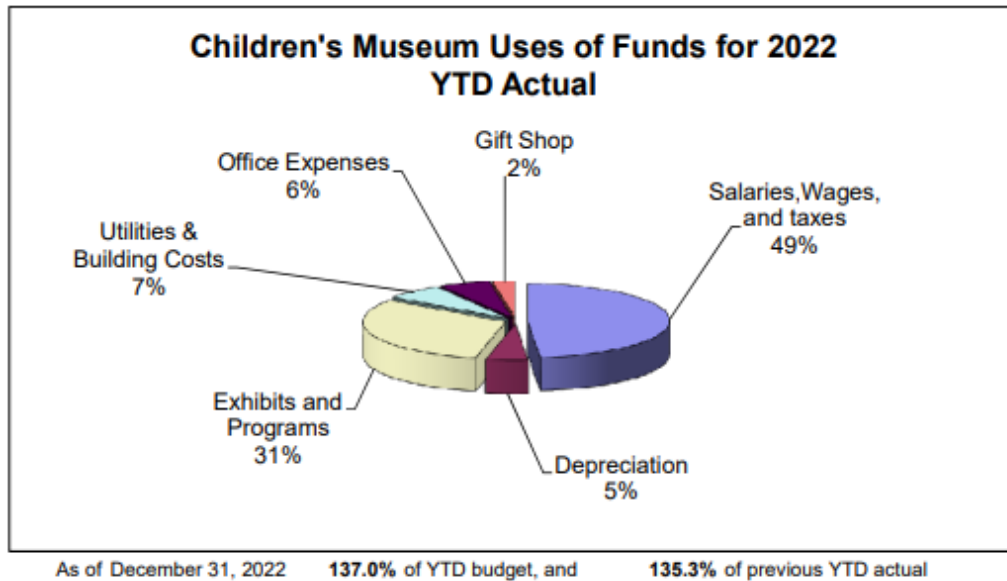
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## Children's Museum Uses of Funds for 2022

### Expenses

(non Capital)	Salaries, Wages, and taxes	165,956	48.6%	Including payroll taxes
	Depreciation	16,303	4.8%	
	Exhibits and Programs	107,822	31.6%	Grant supplies and contractors, exhibit supplies
	Utilities & Building Costs	23,021	6.7%	Utilities, insurance, maintenance, depreciation, and improvements
	Office Expenses	19,872	5.8%	Supplies, postage, printing, equipment, auditor, travel, Chamber dues
	Gift Shop	8,741	2.6%	Including sales tax
		341,716	100.0%	



## 2. Attendance:

The Museum was open to the public from January through December. The year ended with a total of 25,255 visitors; including 5,253 first-time visitors who heard about the Museum predominantly through word-of-mouth and Facebook.

Attendance by Year (Most Recent 3 Years)		
2020	2021	2022
13,207*	25,255	26,293

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## Children's Museum Report Journal Summary for Year

Year: 2022

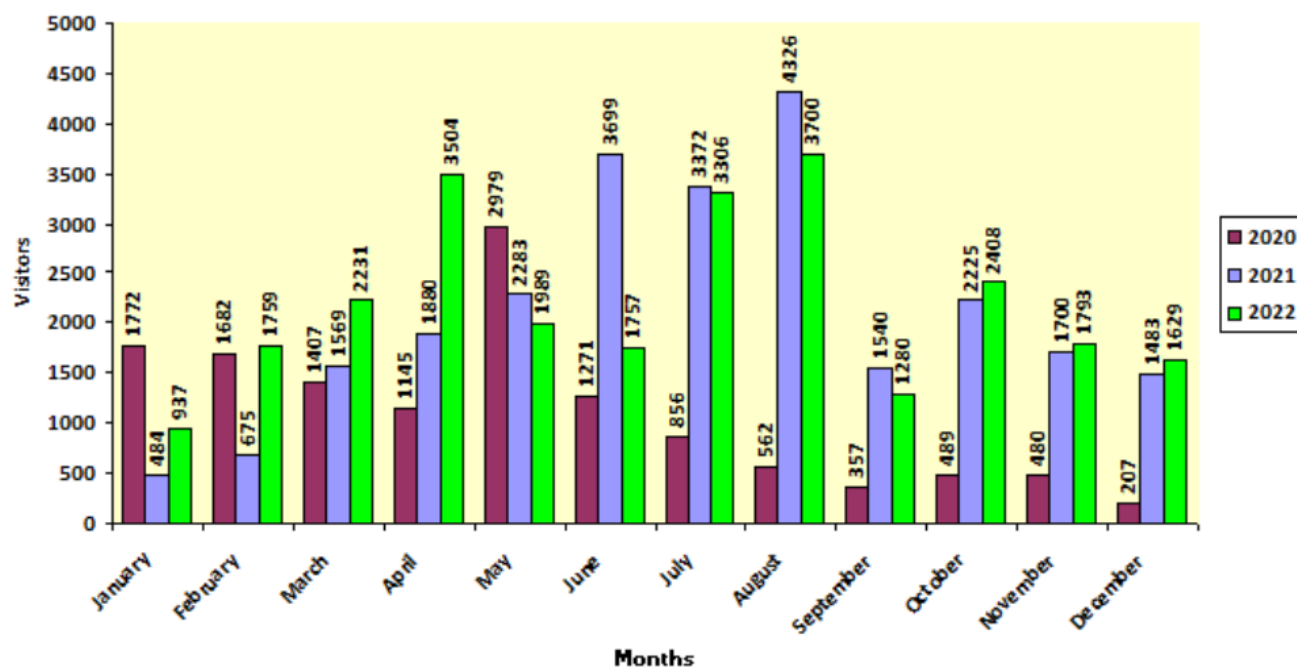
	Total:	Adults	Children	Infants	Age 1-5	6-10	11-13	14-17
<u>Regular:</u>	8256	4099	4157		2470	1389	220	68
<u>Special:</u>	1646	769	877		478	312	66	21
<u>Groups:</u>								
Name:		Adults	Children		Age 1-5	6-10	11-13	14-17
Group Non-School Total	434	97	337		70	255	9	3
Group School Total	468	73	395		98	295	2	0
Group Total:	902	170	732		168	550	11	3
<u>Birthday Party:</u>	859	457	402		227	160	13	2
<u>Members:</u>								
Cards:	2232	925	1307		1307	322	42	7
Coupons:	66	30	36		21	9	5	1
TotalMembers	2298	955	1343		957	331	47	8
<u>Coupons:</u>	846	390	457		276	137	28	9
<u>Guests:</u>	7319	2887	4432		1435	1520	986	491
<u>Classes, Camps, and Clubs:</u>	3748	870	2859	19	710	1623	396	130
<u>Infants:</u>				418				
<u>Total Attendance:</u>	26293	10597	15259	437	6721	6022	1767	732

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The Museum returned to offering in person classes but continued distribution of STEAM kits which contain all items necessary for an Art, Science, Engineering, Technology, or Math project along with worksheets and extension activities to food cupboards in Columbia County. The Museum started running mobile programs in 10 counties partnering with local libraries.

## Museum Visitors By Month Year

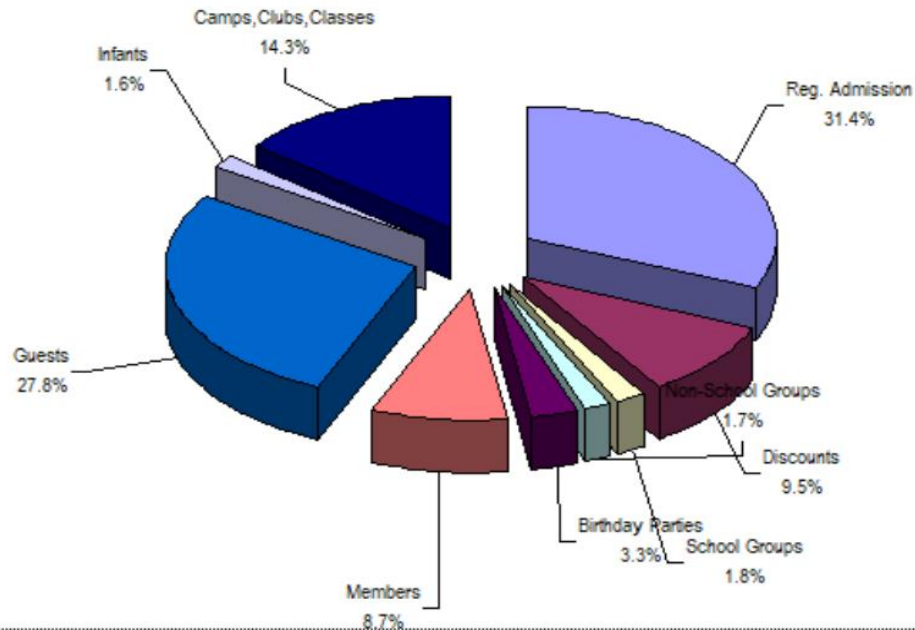


Report for: 1/1/2020 - 12/31/2022

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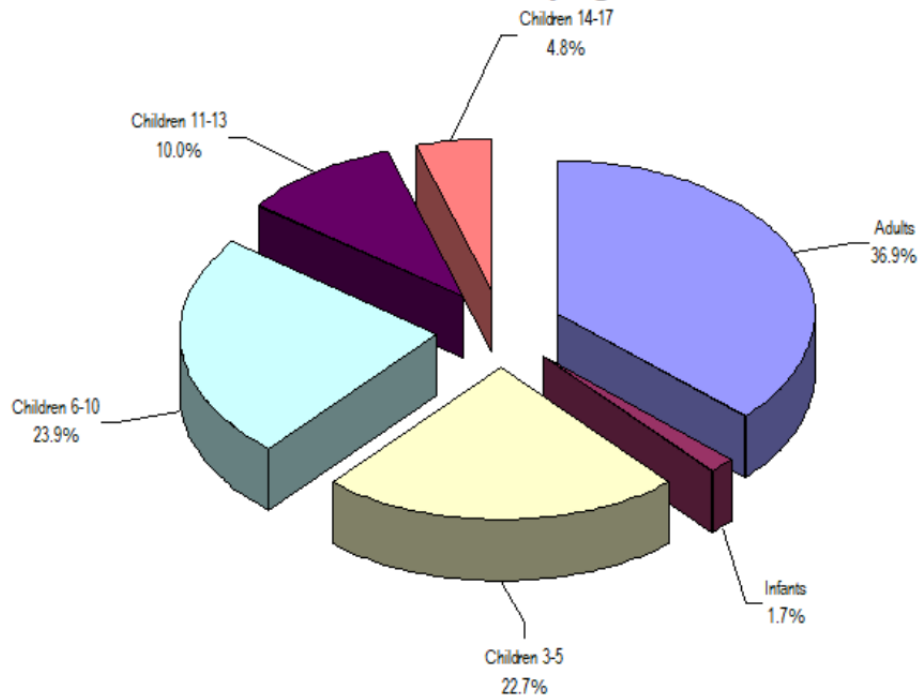
Year Ending December 2022

## Visitors By Admission Type for Year



Report for: 2022

## Visitor Breakdown by Age for Year

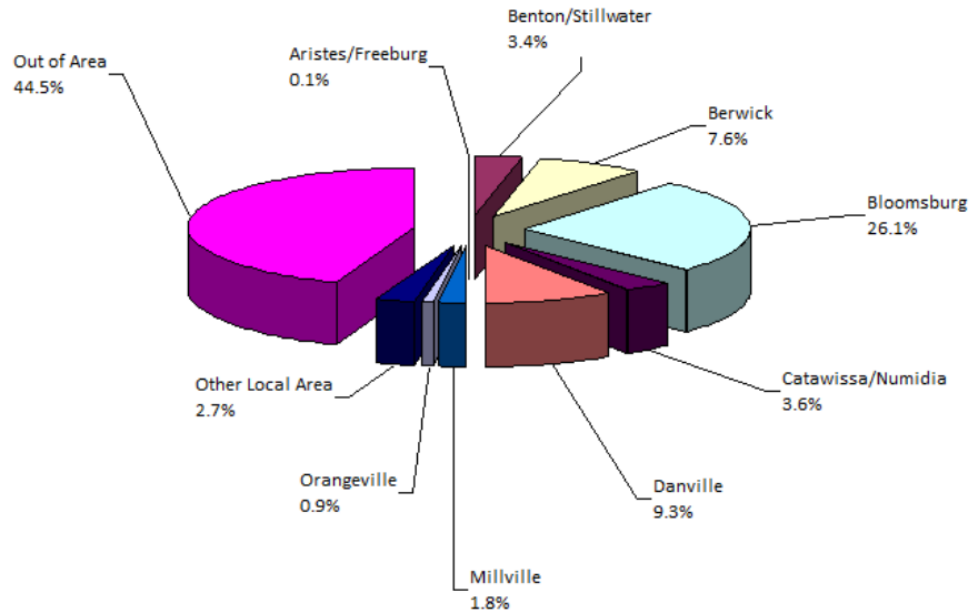


Report for: 2022

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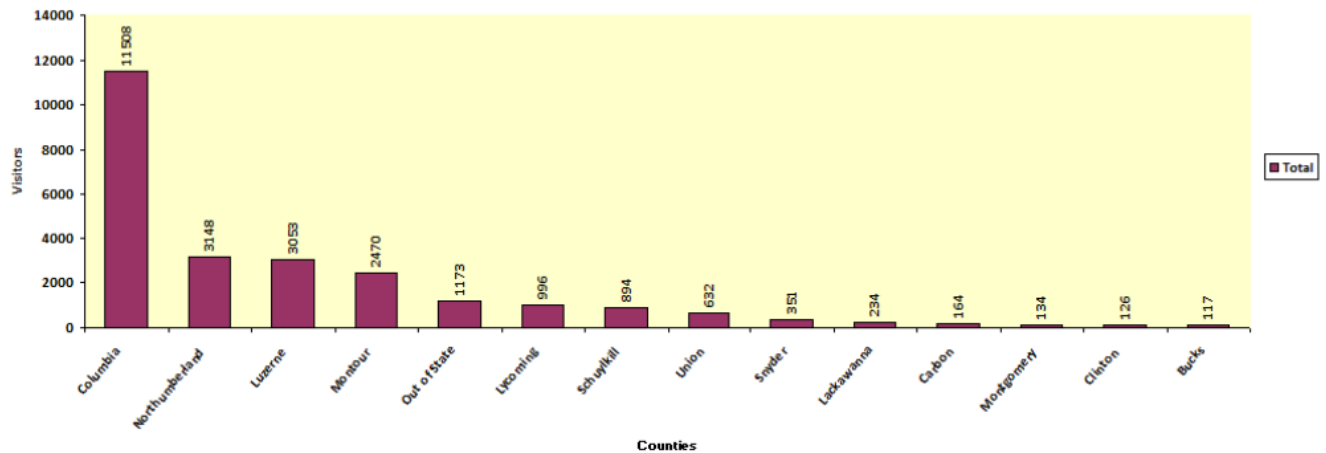
## Museum Visitors By Zip Code Category for Year



Report for: 2022

## 2022 Museum Visitors by County

Museum Visitors By County For Year



Report for: 2022 (Showing Counties with > 100 Visitors)

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## ***Social Media (Website, Facebook, Twitter, Instagram)***

The Museum continues to operate a website at [www.the-childrens-museum.org](http://www.the-childrens-museum.org); which saw a continuing increase in website traffic during 2022. Our Assistant Director continued to expand the website, adding updated photos and adding an option to purchase admission passes and memberships online. The use of NEON has continued and been expanded for registrations, memberships, online sales, and an overall online professional interface for our customers. We saw a 7% increase in website traffic in 2022 compared to 2021.

Facebook "LIKES" increased from 6729 at the start of the year to 8747 at the end of the year; an increase of 30%. 8,425 people follow our primary Facebook page. Our Instagram page has 1087 "followers", an increase of 604 from the previous year. Twitter we have 146 followers up from 132 in 2021.

In addition to the Museum's website, two events the museum produces (Bloomsburg Maker Faire, and BloomCON Hak4Kidz) have their own websites and social media accounts. These annual events warrant a separate internet presence due to their popularity. The event websites cross-promote with the museum website and social media accounts. We added a new website for our annual "May the Force Be With You Day." The website is [www.pew-pew.org](http://www.pew-pew.org).

## **3. HIGHLIGHTS and ACCOMPLISHMENTS**

Dr. Ginny Weibel, Ph.D. remains the Director of the Children's Museum. Under Dr. Ginny's leadership, the Museum plans to continue expanding its reach in 2023 as it celebrates these 2022 accomplishments:

- **Year-Round In-Person Programs:** The Museum produced 627 hours of in-person programs in art, science, history, and culture.
- **Group Visits:** We hosted 26 in-person field trips or group visits.
- **Special Events:** The 2022 annual in-person events: Bloomsburg Mini-Maker Faire, BloomCON Hak4Kidz, Touch-A-Truck, Harry Potter Day, High School Art Show, Annual Science Fair, Summer Camps, \$2 Tuesdays, Winter Wednesdays, After School Maker Camp, Preschool Art Classes, Downtown Bloomsburg BOO!burg, Zoo Comes to You, Geology Rocks, Grossology Dissection Lab, Homeschool Hangouts Programs, Star Wars Day, Gingerbread House Competition and Exhibit, Culture Café, Global Meets Local, All Abilities Nights, Butterflies LIVE!, and This Day in History.
- **Business Hours:** The Museum was open 6 days of the week during d (Monday-Saturday) 10 am-4 pm with extended hours on the first Friday of each month (10 am-7 pm). The Museum closed the week of the Bloomsburg Fair and for major Holidays.
- **The Friends of the Museum:** Held various fundraisers to support programs and exhibits at the Museum. The Friends raised \$8854 in 2022.
- **Museum Volunteers:** Over 82 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 5000+ hours.

## **4. COMMITTEE ACTIVITIES**

### **Exhibits:**

The Exhibits Committee and volunteers collectively donated 7,000 hours of their time to the development and maintenance of existing and new exhibit spaces throughout the year.

*Highlights are listed here:*

- Installation of a solar kiosk in the Native Tree Garden.
- Made repairs to the Birds Nest and Tree.
- Started work on a new First Columbia bank exhibit.

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- Started construction on a Bloomsburg Police Exhibit.
  - Improved storage of our taxidermy collection.

## Facilities:

The Facilities Committee does not have meetings, but primarily consists of a few skilled volunteers who get called upon for their expertise in keeping the museum facilities in order. Many needs are addressed by the staff, but when needed, they can call upon this group and other volunteers for help.

Based on some Active Shooter training, the need for an intercom/paging system was identified during the year. Bill Bien of the facilities committee came up with a system significantly less than was quoted by a commercial installer and he, with Eli and Erik Weibel and Phil Pelletier, installed it in May. Phil has been an active facilities member for many years and we were sorry to see him move away during the year.

With money supplied by the County Commissioners, work was done on the native tree garden and pergola. Volunteers weeded the path and the butterfly garden, replanted flowers, added mulch and replaced the arbor. Brown's Landscaping leveled the gravel parking lot, which gets low spots following snow plowing each year. A roof was installed on the Pergola.

All during the year committee members made repairs to components of exhibits, like the lighting and sound systems in the coal mine and switchboard, and the air system for the Dyco exhibit. Repairs of improvements needing skilled carpentry or artwork like in the repair of the bird's nest tree were also taken care of. We had to have the DVR replaced in the security camera system. Plumbing issues such as leaky toilets were addressed as were outside lighting problems. The committee often also gets consulted when contractors are needed.

**Finance:** The Finance Committee keeps the Museum running soundly 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, two to four other board members appointed by the executive committee and the CM Director. Committee members in 2022: Liz Strauss, Vic Klein, Mary Osborne, Ginny Weibel, Brian Houser, Amy Shetler, and Dan Diehl

## Responsibilities:

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

## Reports:

- Keep a written record of committee action.
- Prepare monthly, quarterly, and year-end tax statements (Treasurer).
- Collect materials for the accountant (Treasurer and Director) and meet with the accountant to discuss the material provided for the 990.

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- Present the 990 and the audit to the Board for approval.
  - Aid the Treasurer as requested.

## *2022 Accomplishments*

- Met with the accountant to complete 2021 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, to the Board, a 2023 budget.
- A bookkeeper, a position as of December 2018, continued to aid in entering data into QuickBooks and assisting the treasurer with quarterly and year-end taxes.

## *2023 Goals:*

- To continue the above
- To take appropriate steps to fulfill a plan for a continuing Endowment Fund campaign
- To continue effective oversight of Museum funds
- To work with other Board committees as requested

## **Endowment (sub-Committee of Finance):**

Members: The Children's Museum Board of Directors retains the final authority of the 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 2022, the Finance Committee monitored the Endowment Fund and reviewed the quarterly reports.

## *Responsibilities:*

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

## *2022 Accomplishments*

- Included Endowment information in monthly emails.
- Presented Endowment reports and information to the Board.

## *2023 Goals:*

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

We ended 2021 with an endowment balance of \$218,501. The 2022 year ended with a balance of \$191,897. There were ups and downs throughout 2022 and, sadly, as of 12/31/22, the endowment balance showed a decrease of \$26,604.

**FRIENDS of the MUSEUM:** The "Friends of the Museum" organization continued in 2022.

A brochure provides information about how the Friends 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 exciting new exhibits
- Extend our educational outreach services

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- Enable continued excellence in serving the wider community

**Gift Shop:** The Gift Shop Revenue for 2022 was \$16,831.23. Expenses were \$8,740.62. Profits were \$8,090.61. The success of the gift shop has largely been because the Assistant Director has been purchasing quality merchandise from several online vendors and at a lower cost. Most items sold in the gift shop have educational value and correspond to the themes of exhibits on the floor of the museum. The Gift Shop continues to be an excellent fundraising resource for the museum.

**Grants:** Our Museum Director worked to seek out and apply for **twenty-two grants in 2021/2022** for funding to cover staff wages, program supplies, technical equipment, exhibit construction, and capital improvements; twelve of the **twenty-seven** were funded for a total of \$116,900 over the last 12 months. See the chart below for grant details.

Grants were received from the following entities:

Foundation, Government, & Industry Grants Oct 2020 - Sept 2021	
	Amount
Al Watson	\$5,000
Bloomsburg Area Community Foundation	\$500.00
Youth in Philanthropy (2 grants)	\$1,000.00
PA Historic & Museum Commission	\$4,000.00
PA Partners for the Arts	\$3,400.00
PPL Foundation	\$27,500
First Columbia Bank	\$7,000
UPMC EITC	\$2,000
UGI EITC	\$2500
Central Susquehanna Community Foundation	\$13,500
Bloomsburg Police	\$500
Columbia County Commissioners ARP Nonprofit Relief Grant round	\$50,000
TOTAL	<b>\$116,900.00</b>

**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 2022, the Children's Museum held a GuideStar level of Gold.

*Items of note for 2022:*

- **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 Museum assets. **BONUS** - We will appear on the 2021-2022 PBS Kids Passport to FUN! This is a free promo to encourage

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visitors from all over PA to visit and stamp their Passports. The Museum also participated in WVIA member day at Knoebles.

- The Museum Partnered with Discover NEPA to offer BOGO tickets.
- Susquehanna Valley Visitor's Bureau: The Museum was awarded, via a semi-annual lottery, display cases to display what the Museum has to offer.
- Chamber of Commerce Membership: The Museum re-joined the Columbia Montour Chamber for 2022 and hosted one of their evening After Hours Chamber Social Get-togethers.

**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:**

The following policy changes were made in 2022:

### **Equal Opportunity**

#### **Adopted by the Board of Directors on 1/13/2022**

The management of The Children's Museum continues to be committed to providing equal opportunity to all employees and applicants for employment. As stated in the Employee HR handbook, it is our policy to hire, train and promote all employees and to administer all personnel policies without regard to race, color, religion, national origin, citizenship, age, sex gender, gender expression, marital status, sexual orientation, and without regard to the disability of qualified people or any other basis prohibited by applicable federal, state or local civil rights laws. This includes but is not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services.

The Children's Museum expects employees to be fair, objective, and unbiased in all their dealings—with visitors, volunteers, fellow employees, and others. Discrimination on the basis of an individual's race, religion, creed, color, sex gender, gender expression, age, marital status, disability, national origin, sexual orientation, or veteran status is never a proper basis for business or organizational decisions; further, it is illegal.

## **5. ANNUAL APPEAL**

The 2022 Annual appeal income was \$18,943. This is a 69% increase over our 2021 annual appeal. 57% of all donations have been from first-time donors.

## **6. MEMBERSHIPS**

171 memberships involving 822 people supported the Children's Museum in 2022.

Additionally, the Museum partnered with 13 local libraries to offer day passes for library members to visit the Museum.

Golden Museum Memberships were provided to the Women's Center in Bloomsburg, The Gatehouse in Danville, and The Ronald McDonald House, Dwell Orphan Care. They were made available to these organizations for use by their clients during a time of stress or hardship.

## **7. STAFF, VOLUNTEERS, and BOARD**

### **Museum Staff:**

Ginny Weibel, Ph.D., Museum Director  
Shelby Kellner, Assistant Museum Director  
Pat Snyder, Bookkeeper  
Sara Mika, Office Manager  
Joshua Kosco, Front Desk Assistant  
Madison Shriner, Front Desk Assistant

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Emma Intallura, Front Desk Assistant  
Charlotte Olsen, Museum Assistant  
Erik Weibel, Museum Assistant  
Kathryn Polstra, Museum Assistant  
Abigail Knoebel, Museum Assistant  
Sadie Gamgort, Museum Assistant  
Josephine Weibel Museum Assistant  
Allison Beaver, Museum Assistant  
Ryan-Elizabeth Fluke, Museum Assistant

## **Work-Study Students:**

Bloomsburg University students continue as additional 2022 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):**

82 volunteers contributed over 5,000 hours in support of the Museum in 2022.

## **2022 Board of Directors:**

Amy Shetler (Nov-Dec)  
Forrest Jordan, Vice President of Administration  
Vic Klein, Secretary  
Brian Houser, Treasurer  
Karen Blackway  
Diana Hughes  
Patrick Love  
Brooke Lylo  
Liz Strauss  
Emerson Noss  
Mary Osborne  
Daniel Diehl

Prepared by The Bloomsburg Children's Museum  
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