



Minnesota
Children's
Museum



Play in Progress

2016 Annual Report

Letter from the President and Board Chair



Dear Friends,

Without a doubt, the word of the year is

“Progress!”

We see progress in downtown St. Paul as our expansion and renovation project marches ahead. A new glass façade soars along West Seventh Street, and entirely new experiences are taking shape inside. We'll be thrilled to welcome you to our reimagined museum in April.

You've heard the phrase “flying the plane while building it.” We've certainly been navigating that challenge this past year. The museum has remained open during construction – and we thank all of our member families and other visitors for their patience and understanding while we build this all-new museum.

We reached an important milestone in August with the opening of *Forces at Play* in the 3M Gallery, the first of our brand-new exhibits. Visitors are having a blast as they see first-hand how giving children time, space and freedom to explore cultivates important lifelong skills.

Progress is evident at Minnesota Children's Museum of Rochester as well. Energy abounds as our satellite museum embarks on a strategic planning process that will shape the long-term vision for this important community asset.

We also opened a “pop-up museum” at Mall of America®, a temporary storefront experience that supplements our museum in St. Paul during the construction period.

So much progress and change – all towards elevating our mission: Sparking children's learning through play. We're moving toward a vision in which children (and adults) play more in a community that grows happier, healthier and more innovative through the power of play.

Your generosity, support and passion are helping us get there. To all who donate funds, time and expertise to helping us deliver on our mission, we extend our heartfelt thanks.

Sincerely,

Dianne Krizan
President
Minnesota Children's Museum

Kelly Baker
Chair of the Board
Minnesota Children's Museum

A Year of Change

Minnesota Children's Museum advanced its standing as a prominent destination for playful learning. Highlights of this amazing fiscal year include:

- Breaking ground on our \$30 million expansion and renovation project – and making substantial headway, staying on schedule and on budget
- Championing the power of play in learning by launching and growing the #PlayMoreMN movement
- Opening and operating a “pop-up” storefront museum at Mall of America®
- Initiating a strategic planning and community engagement process to set the future course for Minnesota Children's Museum of Rochester

Play for All

Our *Play for All* program ensures all families have access to the museum's rich learning environments, regardless of income. More than 3,000 families received free *All Play* memberships through the program. In total, thanks to community support, more than 64,000 children and adults received free or subsidized admission this past year.

Poised for Growth in Rochester

Minnesota Children's Museum of Rochester is looking to the future. The museum, which serves 30,000 visitors per year, has embarked on a strategic impact planning process to chart its long-term vision and role in the growing Rochester community. A newly expanded board is exploring partnerships that will help the museum deepen its impact while securing a permanent and sustainable home.

Pop-Up Play at MOA

Families flocked to our play space at Mall of America. We opened the storefront museum in September 2015 to provide additional room to play while our St. Paul museum undergoes construction. More than 100,000 members and other visitors have taken advantage of the convenient location to duck in for playful learning at the largest shopping mall in the country.



By the Numbers

We delighted more than **530,000** children and adults through our museums in St. Paul and Rochester and in the Mall of America, our Museum-to-Go classes and *Smart Play Spots* across the state.

bigger better
BOLDER
All-New Museum!

We're creating more room for families to play, explore and learn together like never before.

Each exhibit will help children develop the skills they need to succeed throughout life – how to think creatively, make plans, analyze problems, tackle challenges, speak and listen, work as part of a team and more.

Play...
like it's meant to be

bigger | 10 New Exhibits

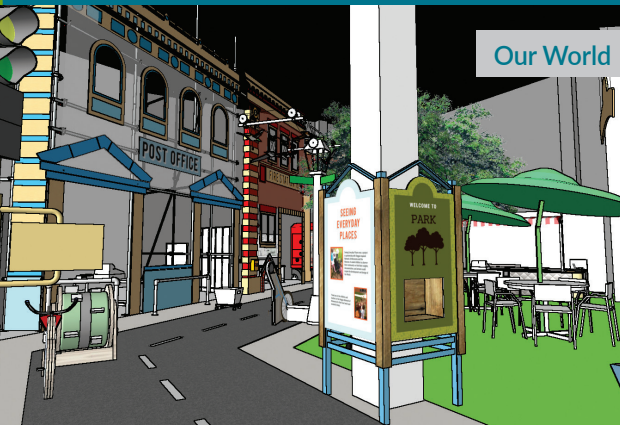
- Four-story climbing adventure
- Maker exhibits, expanded toddler gallery
- Outdoor spaces

better | More Amenities

- Café with coffee bar
- Skyway-level entrance and box office
- Renovated party and event spaces

BOLDER | Powerful Play

- Open-ended, child-directed play
- Space and freedom to explore
- Experiences cultivate essential skills



Groundbreaking ceremony and Statewide Day of Play (October 2015)

Construction Phase 1 began (December 2015)

Construction Phase 2 began, *Forces at Play* and new box office opened (August 2016)

Construction Phase 3 begins, museum closes to visitors (December 2016)

Grand Opening (April 2017)

2015

2016

2017



A new structure of glass, steel and concrete will house *The Scramble*.

The Scramble is a four-story climbing adventure.



Kids and adults engineer their own fun in *Forces at Play* in the 3M Gallery, which opened in August.



Fabricator Aaron Schmolle works in the museum's basement workshop on a fantastical wooden element for *Imaginopolis*.



Room to Play Capital Campaign Contributors

The expansion and renovation project is an investment in the power of play. From our founding through today, this community has generously supported our vision of a place where children and families play, explore and learn. We particularly thank these donors for their commitment to the Room to Play capital campaign.

Room to Play Capital Campaign Contributors

Signature Gifts

3M Foundation
Best Buy Foundation
State of Minnesota
City of St. Paul Cultural STAR Program
Target Foundation

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* denotes donors whose past endowment gifts continue to support our mission each year

2016 Play for All Ball: Built to Play

More than 400 guests danced, dined and played – indoors and out – at Nicollet Island Pavilion. All funds raised support the museum's *Play for All* program. Thank you to all the donors and supporters!



Friend of the Museum Award

Since 1995, **Best Buy** has contributed generously to the museum. They are ongoing supporters of Play Team and are one of the **Signature Supporters** of the Minnesota Children's Museum's expansion project, providing \$1 million in support of the new *Our World* gallery. In recognition of Best Buy's generous and visionary support of the museum, we gave the 2016 Friend of the Museum award to Best Buy.

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Volunteering for Play

Volunteers help power Minnesota Children's Museum. From the high school Play Team members to the adult Playologists volunteers donate their time and passion to help us advance our mission.

Adult Volunteer of the Year: Jenny Deyoung

Jenny is one of our most dedicated and longest-serving volunteers. She began volunteering at the museum in 2006 and has completed more than 1,300 hours of service.



Youth Volunteer of the Year: Nouchee Xiong

Nouchee, who has served more than 800 hours in her two years as Play Team member, has grown into a leader and role model for her fellow youth volunteers.



Volunteerism Highlights

1,607
volunteers

26,314
hours of service

\$653,376
value of volunteer hours

Our Generous Donors

Donors to Minnesota Children's Museum give the gift of play. The museum is honored to receive funding from a committed group of corporations, organizations and individuals.

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\$500,000 and above

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\$250,000-\$499,999

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This list reflects contributions received between July 1, 2015 and June 30, 2016. Every effort has been made to ensure its accuracy. If your name has been inadvertently omitted or incorrectly listed, please accept our apologies and contact a member of our Development team at 651-225-6073 or anewman@mcm.org.

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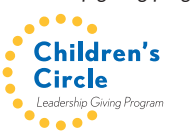
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Donors of \$1,000 and above are members of the Children's Circle - the Museum's leadership giving program.



Financial Overview

Minnesota Children's Museum's fiscal year 2016 financial performance remains strong with a 64% increase in total net assets from fiscal year 2015.

The increase is largely due to the museum's completion of phase I

construction and fundraising for its capital expansion that started in 2016.

The museum's financial strength lies in its diversity of revenue sources, including both earned revenue and contributed support.

Earned revenue represents 17% of the museum's total income and comprises admissions, memberships, traveling exhibit income, other income such as education and group income,

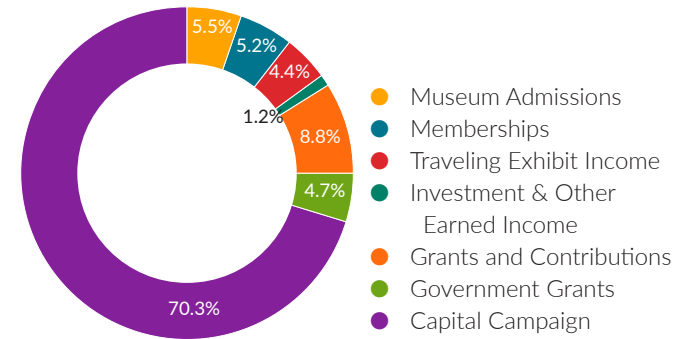
and investment income. Generous annual contributed support and grants represent 13% of total income with capital campaign-specific contributions representing an additional 70%.

Overall, the museum spent 70% on programs and is focusing its efforts on the capital expansion that will facilitate the museum's ability to serve even more visitors and to provide rich learning experiences to families throughout the state.

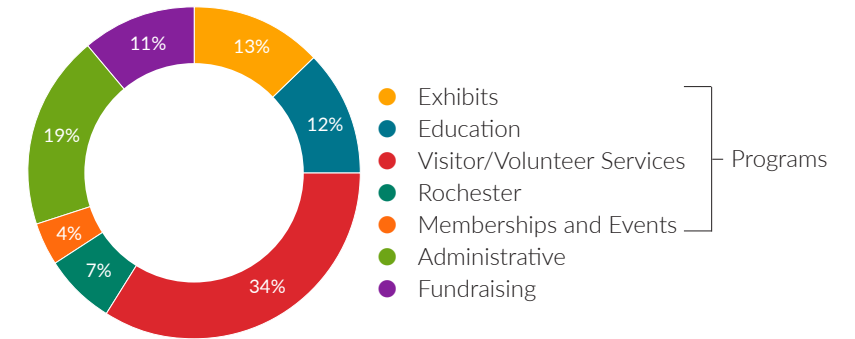
Statement of Financial Position Assets

	June 30, 2016	June 30, 2015
Cash and Cash Equivalents	\$ 1,784,653	\$ 2,765,782
Short-Term Investment - Investment Draw	0	0
Certificates of Deposit	0	0
Pledges and Grants Receivable, Net	799,674	228,970
Accounts Receivable, Net	125,145	93,150
Pre-Paid Expenses	226,509	227,578
Investments	4,409,618	4,782,754
Leveraged Loan Receivable	6,827,800	0
Land, Building, Exhibits, and Equipment, Net	18,904,859	9,147,692
Cash Restricted for Capital Campaign	2,930,781	2,851,280
Pledge and Grants Receivables, Long-term	16,659,009	3,529,765
Total Current Assets	\$ 52,668,046	\$ 23,626,971
Liabilities		
Current Portion of Long-Term Debt	\$ 900,000	\$ 0
Accounts Payable	\$ 104,466	\$ 309,847
Contractors Payable	2,405,899	100,065
Accrued Compensation	330,767	269,047
Deferred Revenue	1,483,188	1,114,579
Line of Credit	0	0
Total Current Liabilities	5,224,320	1,793,538
New Market Tax Credit Loans	9,420,000	0
Long Term Debt, Net of Current Portion	2,150,000	0
Total Liabilities	\$ 16,794,320	\$ 1,793,538
Net Assets		
Unrestricted - Undesignated	\$ 596,589	\$ 870,876
Board Designated - Reserves	830,000	830,000
Unrestricted	1,426,589	1,700,876
Temporarily Restricted	30,205,815	15,891,235
Permanently Restricted Net Assets	4,241,322	4,241,322
Total Net Assets	\$ 35,873,726	\$ 21,833,433
Total Liabilities and Net Assets	\$ 52,668,046	\$ 23,626,971

Support and Revenue



Expenses



Statement of Activities

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue				
Museum Admissions	\$ 1,189,679			\$ 1,189,679
Memberships	1,108,760			1,108,760
Education and Groups	106,889			106,889
Parties and Events	18,601			18,601
Exhibit Rentals and Sales	936,958			936,958
Endowment Income		53,899		53,899
Net Unrealized Gain/(Loss)		(186,035)		(186,035)
Other Revenue	259,460			259,460
Total Revenue	\$ 3,620,347	(132,136)		3,488,211
Support				
Grants and Contributions	829,753	723,338		1,553,091
Restricted: Government Contribution		1,010,000		1,010,000
In-Kind Contributions	102,314			102,314
Fundraising Events	226,504			226,504
Capital Campaign	970	15,099,679		15,100,649
Total Support	\$ 1,159,541	16,833,017		17,992,558
Net Assets Released from Restrictions	\$ 2,386,301	\$ (2,386,301)		
Total Revenue And Support	\$ 7,166,189	14,314,580		21,480,769
Expenses				
Program	\$ 5,225,818			\$ 5,225,818
Administrative, Marketing and Promotion	1,402,223			1,402,223
Fundraising	812,435			812,435
Total Expenses	\$ 7,440,476			\$ 7,440,476
Total Change In Net Assets	\$ (274,287)	14,314,580		14,040,293
Net Assets — Beginning of Year	\$ 870,876	\$ 830,000	\$ 15,891,235	\$ 4,241,322
Net Assets — End of Year	\$ 596,589	\$ 830,000	\$ 30,205,815	\$ 4,241,322

2016-2017 Board of Directors

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Paul Dzubnar, **Chair-Elect**

Ann Ferreira, **Secretary**

Steve Stensrud, **Treasurer**



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Minnesota
Children's
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