

2020

Annual Report



Letter
from the
Executive
Director



Revenue
and
Expenses



2020
Timeline



OCM
Trading
Cards



Staff,
Board, and
Guild



2020
Donors



Letter from the Executive Director

They say it takes a village.

Every year, the staff at Omaha Children's Museum dedicates countless hours focusing on our primary audience of families with young children and delivering on our mission of engaging imaginations and creating excitement about learning. Thanks to our village, when the global pandemic threw a wrench in our plans, this team reacted in the only way possible, we found new ways to deliver our mission.

With our doors closed for more than five months in 2020, earned revenues came to a halt. Fortunately, local foundations, corporations and donors increased their giving and supported the museum as we navigated uncharted territory.

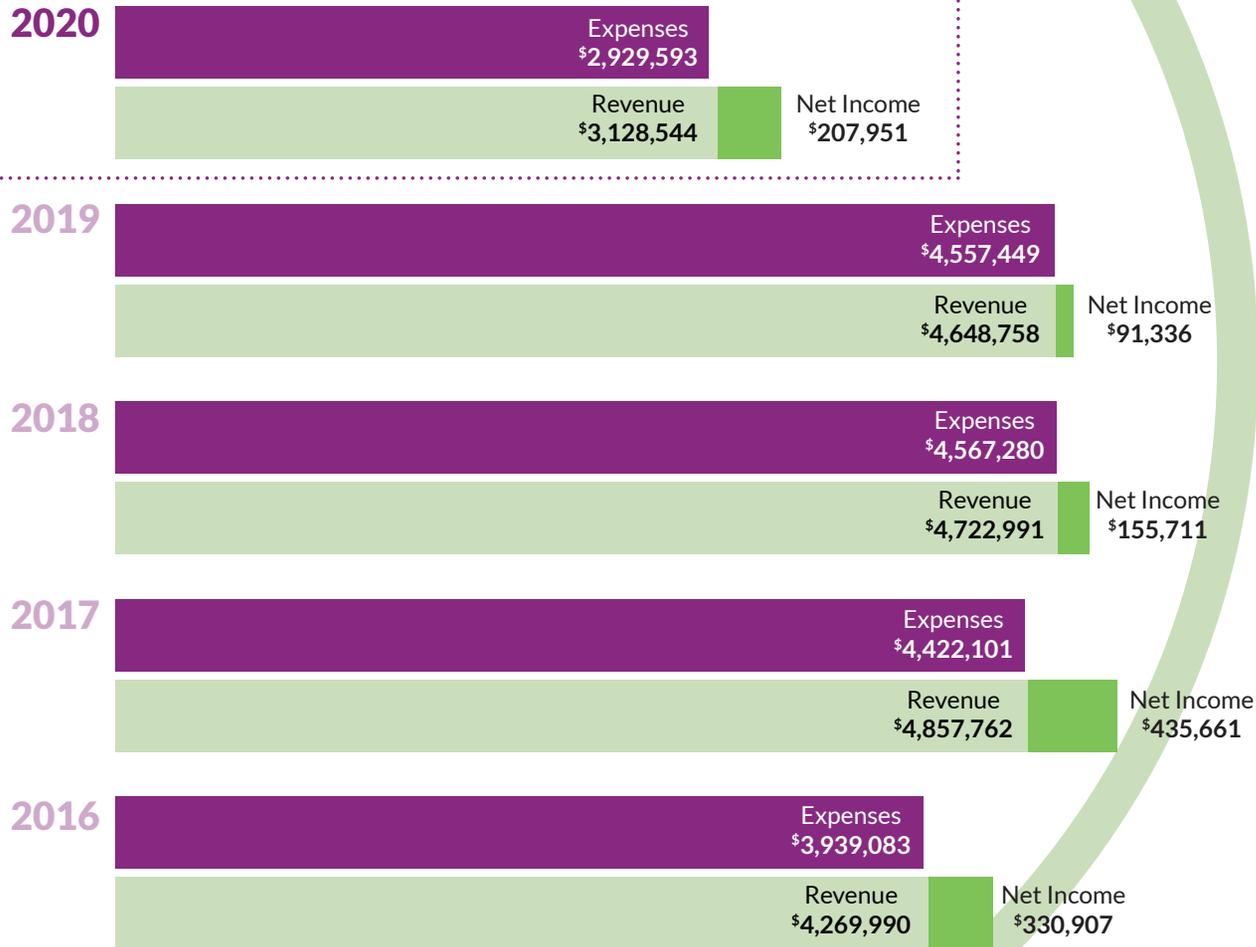
When we could reopen to the public, experts came forth and supported our operations team's reopening plan. And on Aug. 15, families waited outside to be the first back at the museum – socially-distant and masked, of course.

OCM board and staff never lost our focus in 2020, in spite of the hurdles. We emerged back into the community even stronger, with a renewed focus on equitable access for all.

As 2020 ended, we are grateful to the village that sustained us and look forward to getting back to a new normal for our families and children.

Lindy J. Hoyer
Executive Director

2020 Financials



OPERATING REVENUE

Admissions	\$272,727
Memberships	\$595,613
Gift Shop, Food & Rides	\$172,164
Programs	\$107,715
Rentals and Events	\$120,405
Operating Revenue Total	\$1,268,624

CONTRIBUTED OPERATING REVENUE

Operating Contributions/Grants	\$1,859,920
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TOTAL REVENUE **\$3,128,544**

OPERATING EXPENSES

Payroll and Benefits	\$2,002,279
Utilities, Maintenance, and Insurance	\$246,823
Exhibits and Programs	\$178,754
Sales Taxes and Fees	\$79,375
Cost of Goods Sold	\$65,294
Other Operating Expenses	\$348,068

TOTAL OPERATING EXPENSES* **\$2,920,593**
NET OPERATING INCOME* **\$207,951**

**Excludes depreciation*

The Story of 2020



January

January 18

The groundbreaking exhibit *America to Zanzibar: Muslim Cultures Near and Far* opens.

“Our Journey to Here” community art project with artist Victoria Hoyt begins.



April

2 months into the closure, we missed our families and found a way to connect. We joined forces with our friends from The Rose Theater to host Mask-erade Parade on April 11. 20th Street was lined with characters donning their masks and waving as hundreds of cars filled with families drove by to wave back.



February

Rube Goldberg Machine Day, Chase and Skye’s Paw-some Weekend, the first (and what turned out to be the only) Artist Visit occurred on Feb. 22 with the help of Lutheran Family Services. Children met Farah Al Sebaie, who introduced children to Syrian embroidery, wooden crafts, and jewelry.



June - July

Still closed to the public.

A commitment was made to host summer camps in person. Masks, smaller class sizes and an entire museum to explore became our game plan. Parents were grateful for the relief after an unexpected spring of supporting learning from home.



March - May

March 14

Coronavirus erased all of the museum’s best-laid plans for 2020. A “temporary closure” was announced on March 14.



August

August 15

Limited reopening to the public which included upgraded cleaning procedures, limited capacity, timed tickets and masks. Nothing stopped our families from seeking quality family time outside of their homes.

The Story of 2020



September

September 5

The debut of *Bug Squad*, originally planned for a summer debut. Pictured here is Scout, a Salt Creek Tiger Beetle found only in Nebraska. An effort to nominate Scout as our state insect began and is still underway. Sign the petition by scanning the QR code!



November

November 27

Santa's Magic opens

Santa's Magic opens with new content to help kids cope with uncertainty surrounding the holidays. Santa's presence was virtual, but his elves kept the holiday spirit alive.



October

October 16 & 23

Monster's MASK-erade replaces Healthy Trick-or-Treat Night because everyone earned a bag of candy this year.

October 29

Read for the Record went virtual this year, with more than 1,100 children participating in a simultaneous reading of *Evelyn Del Rae is Moving Away*.



December

Virtual chats with Santa provide meaningful and safe ways for families to interact with museum staff and Santa, and Bubbly New Year's Eve closed out the year!

Thanks to more than \$3.6 million CARES Act funding, the museum increased its public safety measure by installing 30 dual method air filters; UVC lights in the tubes of the Super Gravitron; more touchless door handles and faucets; and a renovated lobby to allow for easier social distancing.

OCM in 2020 as told through Bug Squad Trading Cards

SCOUT "THE DYNAMIC DART"



ACCEPTING

The museum hosted the groundbreaking traveling exhibit *America to Zanzibar: Muslim Cultures Near and Far*. It highlighted the impacts of muslim culture of more than 50 countries through arts, transportation and design.

"The American Muslim Institute is very excited and proud to have a role in bringing this extraordinary exhibit to Omaha. *America to Zanzibar* is a wonderful way to introduce Omaha families to the beauty and diversity of Muslim history and culture."

- AMI Board Member Farhan Khan

DEPENDABILITY

Parents could count on us during the summer of uncertainty. Summer Camps were held, though with smaller class sizes, more masks, and the museum all to themselves.

"OCM is truly the best! I cannot begin to thank OCM and the amazing Summer Camp Staff for a wonderful summer. In the midst of a pandemic, they stepped up to give children in NE a place to play and learn, an outlet to get away from the house. My son loved every minute of his time at OCM Summer Camps and would love to go next summer. Thank You OCM!"

- Parent feedback on camp survey

Miss BELLE "DOC POLLINATOR"



TEAM-BUILDER

Team OCM is outstanding, but we like to recognize staff members who best exemplify one of the core values at Omaha Children's Museum.

In 2020, we awarded Value Awards to: Michael Barnes (Growth), Tammy Fugit (Respect), Rebecca Penc-Hall (Well-Being), and Ben Ross (Fun). Families notice what a wonderful team we have!

"We went for the Monster Mask-erade Halloween event. It was very well organized, a lot of safety standards in place and great treats and activities for the kids. Staff was very friendly. Several staff members stopped to talk to my kids about their costumes...."

OCM in 2020 as told through Bug Squad Trading Cards

DOMINIC "HOPPER"

FLEXIBILITY

Our staff of talented programmers flexed their imaginations this year when faced with months of extended museum closure. Singalongs, Virtual Kitchen ABC episodes, storytimes, princess workouts, and more became the results of this imaginative work. Staff expertise was highlighted with the KIOS child-friendly science podcast, "6 Feet of Science."

CHALLENGER

Maintaining relationships with our 28 Partner Schools during our extended closure and schools going virtual was a big challenge. With support from our many supporters, Virtual Field Trip options were offered that included a hands-on activity and Virtual Outreaches that were interactive. In-Person Outreaches in classrooms resumed in the fall, and were modified to comply with local and state health guidelines.



AALIYAH "THE SPY-DER"

TRANSFORMATIVE

This year, our team revised special events and special exhibit experiences to comply with local and federal health guidelines. For example, we re-worked our usual Halloween festivities to allow for more social distancing inside the museum. We also added a popular interactive virtual experience with Santa.

"I just wanted to say thank you to all of you for the wonderful Santa virtual visit. My son was excited all day and the visit did not disappoint. We've been at home since March because we are a high-risk family, and unfortunately this summer his grandpa passed away from COVID in Florida. It's been hard not being able to interact and go places like normal. This Santa visit was magical. I haven't seen my 6 years old that happy in a while. Thank you for the wonderful visit and the ability to do so virtually. It is appreciated more than you could ever know. We look forward to coming back to the Children's Museum once it is safe for us to do so again."

DEDICATED

Our long-standing Partner School Program was impacted by the pandemic but we were determined to keep classrooms and families engaged. Family Nights at the museum were not possible, so 3,200 S.T.E.A.M. kits were created and delivered to schools featuring age-appropriate activities for children to continue learning at home.



Staff

Lindy J. Hoyer
Executive Director

Matt Orand
Chief Operating Officer

Michelle Chartrand
Chief Advancement Officer

Justin Snodgrass
Chief Financial Officer

David Andersen
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Ben Beck
Tinker Factory Coordinator

Tim Benson
Director of Guest Experience

Meredith Billings
Lead Performance Educator

Cruz Cabrera
Directory of Diversity & Access

Tara Case
Accounting Specialist

Kimberly Erwin
Facilities Manager

Tammy Fugit
Director of Human Resources

Cheryl Glasford
Lead Educator

Dennis Guerra
I-Crew

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Guest Services Manager

Bailey Hindman
Graphic Designer

Hillary Horner
Director of Education

Mark Jacobsen
Exhibit Designer

Mike Knecht
Guest Experience Manager

Becca Lopez
Guest Experience Manager

Marc Menchaca
Custodial & Maintenance

Jacob Orand
Development and
Membership Manager

Brittany Obermeyer
Executive Assistant

Elizabeth Planck
Programmer

Calli Read
I-Crew

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Public Relations

John Schendt
Traveling Exhibits Coordinator

Mary Slater
Marketing Assistant & Receptionist

Joe Toppi
Director of
Development

Matt Walker
Senior Exhibit Designer

Emma West
I-Crew

Kelsi Weston
Education & Event
Coordinator

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President

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Treasurer/Finance Chair

Jen Wulf
Development Chair

Sherman Willis
Secretary/Governance Chair

Rob Maglinger
Advisor

Sandy Parker
Advisor

Chuck Campbell
Advisor

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Helmut Brugman
Pam Duzik
Deena Hamilton
David Hawk
Anne Karabon
Mike Kelley
Liz Langan
Rob Maglinger
Jimmy Nolan
Roy Patterson
Jason Steele
Carolyn Sutton
Sara Wachter
Dana Washington
Kim Weiss

A Fond Farewell

We said goodbye to three board members in 2020: **Deena Hamilton, David Hawk and Elizabeth Langan.** These members brought valuable strengths to the leadership of Omaha Children's Museum.

Rainbow Connectors Guild

Executive Committee

Megan Hawk
President

Kelly Jeffreys
President Elect

Angela Cutler and Erica Bryant
Fundraising

Emily Young
Treasurer

Suzanne Turek
Recording Secretary

Gina Bartlett
Corresponding Secretary

Nicole Garden
Fundraising

Nicki Deren
Membership

Melanie Wilwerding
Membership Vice-Chair

Carolyn Sutton
Advisor

The Rainbow Connectors Guild organized a virtual For the Kids Benefit that ran from April 22 through May 2, 2020, raising \$241,900.

Rainbow Connectors Guild Board

Jacquelyn Alexander	Maren Lakers
Emily Anderson	Pamela Langel
Anne Arther	Amy McGaughey
Gina Bartlett	Ashley McMahon
Allison Bickford	Kim Pape
Amanda Blumkin	Kate Parker
Erica Byrant	Brienn Parker
Jennifer Buda	Stacey Patterson
Sierra Burt	Beth Raper
Adriana Cisneros	Ashley Rich
Lisa Collingsworth	Carolyn Silliman
Angela Cutler	Colette Siner
Amanda Dana	Regan Smith
Nicki Deren	Natalie Stuntz
Andrea Gammel	Carolyn Sutton
Nicole Garden	Suzanne Turek
Megan Hawk	Keeli Vrbicky
Kim Hefflinger	Krystal Wegner
Shannon Herink	Brooke Wegner
Megan Hoch	Leora Werner
Kelly Jeffreys	Melanie Wilwerding
Alison Johnson	Katie Witt
Kate Knowles	Emily Young
Melissa Laflin	Molly Zabrowski

Honorary Members Of The Bug Squad 2020 Donors

In Honor of

Janie and Harry Hoch Jr.
Eric and Jan Henrichsen
Lindy Hoyer
Sandy Parker
Barb Scanlan

In Memory of

Dave Karnes
John Offutt
Dee Owen
Laki Sgourakis

\$100 - \$499

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Rebecca and Jake Aboe
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Mallory and Dr. Patrick Anderl
Carolyn Anderson
Kathryn and David Anderson
Mary and Gary Anderson
Melissa and David Anderson
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\$1,000 - \$4,999 (cont'd)

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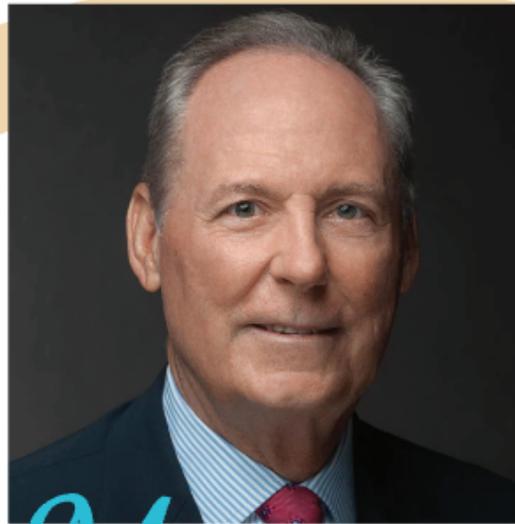
\$5,000 - \$9,999

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Rainbow Connectors Guild
Rotella's Italian Bakery
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\$10,000 +

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Bridges Trust
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Children's Hospital & Medical Center

ConAgra Brands Foundation
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The Sherwood Foundation
Union Pacific Railroad
Valmont Industries, Inc.



In Memoriam

In October 2020, we mourned the passing of a dear friend and a great champion of children, Dave Karnes. It is safe to say that there may not be an Omaha Children's Museum in our community today if Dave hadn't agreed to join the board in the early 1970s. He joined a group of dedicated women working to establish a children's museum in Omaha. He served this organization for the next 45 years, raising two generations of daughters and welcoming nine grandchildren to our mission. Family was important to him. The community was important to him. And he was important to all of us.