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

<table>
<thead>
<tr>
<th>Year</th>
<th>Expenses</th>
<th>Revenue</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$2,929,593</td>
<td>$3,128,544</td>
<td>$207,951</td>
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<tr>
<td>2019</td>
<td>$4,557,449</td>
<td>$4,648,758</td>
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<td>2018</td>
<td>$4,567,280</td>
<td>$4,722,991</td>
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<td>$4,422,101</td>
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<td>2016</td>
<td>$3,939,083</td>
<td>$4,269,990</td>
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</table>

### 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

### 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
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.

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.

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.

March - May

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

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.

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.

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!

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.

November 27
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.

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.
The Story of 2020

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!

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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

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....”

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
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.”

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.

This year, our team revisioned 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.”

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lindy J. Hoyer</td>
<td>Executive Director</td>
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<tr>
<td>Matt Orand</td>
<td>Chief Operating Officer</td>
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<tr>
<td>Michelle Chartrand</td>
<td>Chief Advancement Officer</td>
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<tr>
<td>Justin Snodgrass</td>
<td>Chief Financial Officer</td>
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<tr>
<td>David Andersen</td>
<td>Director of Facilities</td>
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<tr>
<td>Ben Beck</td>
<td>Tinker Factory Coordinator</td>
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<tr>
<td>Tim Benson</td>
<td>Director of Guest Experience</td>
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<tr>
<td>Meredith Billings</td>
<td>Lead Performance Educator</td>
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<tr>
<td>Cruz Cabrera</td>
<td>Directory of Diversity &amp; Access</td>
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<tr>
<td>Tara Case</td>
<td>Accounting Specialist</td>
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<tr>
<td>Kimberly Erwin</td>
<td>Facilities Manager</td>
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<tr>
<td>Tammy Fugit</td>
<td>Director of Human Resources</td>
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<tr>
<td>Cheryl Glasford</td>
<td>Lead Educator</td>
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<tr>
<td>Dennis Guerra</td>
<td>I-Crew</td>
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<tr>
<td>Aurora Harbison</td>
<td>Guest Services Manager</td>
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<tr>
<td>Bailey Hindman</td>
<td>Graphic Designer</td>
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<tr>
<td>Hillary Horner</td>
<td>Director of Education</td>
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<tr>
<td>Mark Jacobsen</td>
<td>Exhibit Designer</td>
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<tr>
<td>Mike Knecht</td>
<td>Guest Experience Manager</td>
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<tr>
<td>Becca Lopez</td>
<td>Guest Experience Manager</td>
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<tr>
<td>Marc Menchaca</td>
<td>Custodial &amp; Maintenance</td>
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<tr>
<td>Jacob Orand</td>
<td>Development and Membership Manager</td>
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<tr>
<td>Brittany Obermeyer</td>
<td>Executive Assistant</td>
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<tr>
<td>Elizabeth Planck</td>
<td>Programmer</td>
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<tr>
<td>Calli Read</td>
<td>I-Crew</td>
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<tr>
<td>Kim Reiner</td>
<td>Director of Marketing and Public Relations</td>
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<tr>
<td>John Schendt</td>
<td>Traveling Exhibits Coordinator</td>
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<tr>
<td>Mary Slater</td>
<td>Marketing Assistant &amp; Receptionist</td>
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<td>Joe Toppi</td>
<td>Director of Development</td>
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<td>Matt Walker</td>
<td>Senior Exhibit Designer</td>
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<td>Emma West</td>
<td>I-Crew</td>
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<tr>
<td>Kelsi Weston</td>
<td>Education &amp; Event Coordinator</td>
</tr>
</tbody>
</table>
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.

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

Candace Bloomquist
Christina and Ron Blumkin
Renee Bond-Manley
Deidra Bourne
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Suzanne and Brian Knauss
Kate and Ben Knowles
Cydney and David Koukol
Beverly Kracher
Deborah and Steven Krambeck
Margo Rosen and Paul Landow
Molly and Joe Lang

In Memory of
Dave Karnes
John Offutt
Dee Owen
Laki Sgourakis

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Hashim Abdinasir
Rebecca and Jake Aboe
Linda Abraham Silver
Emily and Trent Allen
Mallory and Dr. Patrick Anderl
Carolyn Anderson
Kathryn and David Anderson
Mary and Gary Anderson
Melissa and David Anderson
Anonymous
Anthony and Mary Seina Fund
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Gina and JJ Bartlett
Jennifer and Tim Benson
Pam and Dick Berry
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Cindy and Gregg Lueder
Diane and John Lund
Sarah and Dr. Tony Macdissi
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Jake Orand
Matt Orand
Laura Osborne
Emily and Eric Oxley
Luisa Palomo Hare and Mark Hare
$100 - $499 (cont’d)
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Brienn and Jason Parker
Kate and Dan Parker
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Nana and Carter Peterson
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Ashley and Brandon Rich
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Amy and Mike Ryan
Emma and Kevin Savory
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Kim and Matt Scarsi
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Nancy and Robert Schorr
Michaela Schweitzer
Leigh and Dillon Shea
Mary Slater
Rachel and Justin Snodgrass
Gay and David Spark
Pam and Jim Specht
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Dennis Stieren
Natalie and Mike Stuntz
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Ann and Brad Thrasher
Leigh and Eric Thrasher
Bridget and Sam Tynan
Chris Van Long
Gail and Irving Veitzer
Drs. Allison and Chad Vokoun
Keeli and Mike Vrbicky
Krystal Vuong and Dr. Nicholas Wegner
Sara Wachter
Kenny Wagener
Brooke Wegner
Meredith and Andrew Weitz
Kathryn and Roger Wells
Vicki and Tom Wiese
Anna Willey
Lori and Stephen Williams
Melanie and Nick Wilwerding
Katie and Andy Witt
Laura and Ethan Wooters
Molly and Ryan Zabrowski

$500 - $999
Claire and Ben Copple
Donna and David Erker
Dr. Mary Finnegan and Dr. Eric Schermerhorn
Mindy and William Geis
Karen and Cal German
Beverly and Randall Greer
Michele and Doug Grewcock
Sally and William Hanley
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Kristy and Bob Krupa
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$1,000 - $4,999
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Sandy and David Parker
Rose Blumkin Foundation Inc.
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Janet Strauss
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Anne and Dr. Andrew Arther
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Kathy and Gary Gates
$1,000 - $4,999 (cont’d)
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Lindy J. Hoyer
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Kim and Matthew Pape
Jennifer and Eric Peters
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Pinnacle Bank
Quality Refrigerated Services
Rebensdorf Family Foundation
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Karen and Joe Seda
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Burlington Capital Foundation
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DMSi Software
Gilbert C. Swanson Foundation
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McCarthy Capital
Ashley and Matt McMahon
Omaha Steaks
Pape Family Foundation
Purdue University
Rainbow Connectors Guild
Rotella’s Italian Bakery
Ann and Ken Stinson
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$10,000 +
Adah and Leon Millard Foundation
American Muslim Institute
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Bridges Trust
Bill Cenovic
Children's Hospital & Medical Center
ConAgra Brands Foundation
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RDG Planning and Design
Richard Brooke Foundation
Robert B. Daugherty Foundation
Annette and Paul Smith
Streck, Inc.
Sunderland Foundation
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.