



SHARING OUR VALUE

LEGISLATIVE REQUEST FY 2022-23

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PRESIDENT'S LETTER

Dear Friends,

Science and education that center *equity* are the Science Museum of Minnesota's superpowers. As an organization, we have decades of experience inspiring curiosity and advocating for justice and equity through STEM.

As a resource for audiences across Minnesota, the museum has welcomed millions of visitors to our building in downtown Saint Paul, generating close to \$80 million each year in economic impact. We also send educators out into communities throughout Minnesota, reaching schools in all 87 counties year after year.

In fiscal year 2019, **the museum served more than 182,000 students statewide - representing more than 40% of Minnesota's public schools.** Our Kitty Andersen Youth Science Center **gave more than 630 underserved youth a chance to see the power of science and the possibilities of STEM careers.** Our IDEAL Center provided research-driven, transformational **professional development in inclusion, diversity, equity, access, and leadership to more than 1,000 individuals.** And that's just the beginning - our impact on Minnesota is broad and diverse.

Your partnership makes it all possible.

Like so many other organizations, we're facing some extraordinary challenges due to the pandemic. Two extended closures to help slow the spread of COVID-19 came with great costs. As an organization that relies on earned revenue from ticket sales, we've seen significant financial loss this year. To weather this health and economic crisis and move forward from a position of strength, we reduced the organization's size. Along with making difficult decisions about the elimination or suspension of important programs, we went from 405 to 243 FTES, losing 158 employees - or nearly 40% of our staff.

Amid these challenges, though, the pandemic also presented us with opportunities. We can't gather in person to share science learning, but we are now more connected *virtually* than ever before. With the closure of our visitor place, we shifted our focus to include virtual offerings of all kinds. Creating and distributing online science tools, sharing our staff's rich expertise, and finding new ways to reach our audiences in their homes across Minnesota has been a rewarding challenge for our team. While the past year has been difficult, I am proud of this organization's response to meeting our audiences' changing needs and the public health crisis.

In early 2021, the Science Museum will celebrate 114 years as an organization woven into the state's cultural fabric. It is our joy to be a beloved resource for generations of Minnesotans, inspiring future innovators, building the pipeline for STEM careers, serving as an economic engine for the state and the region, and being a place for discovery and memory-making for so many.

With your support, the Science Museum will continue delivering science and education that centers equity through all the challenges and opportunities that come our way. Thank you for being our partner in this critically important work. Together with you, we can rebuild the Minnesota economic engine.

All the best,



Alison Brown
President and CEO



BUDGET REQUEST

Budget Request for FY22 and FY23

Operating Support

Current Appropriation (FY20 and FY21).....	\$1,079,000 annually
Request for FY22 and FY23.....	\$1,500,000 annually



EDUCATIONAL VALUE

The Science Museum of Minnesota is a key resource for K-12 students and teachers across Minnesota - even during the challenges of a pandemic. Museum programs - on site, in the classroom, and online - are designed to spark curiosity, inspire confidence, and show Minnesota students there is a place for them in STEM.

In FY19, the museum served nearly 181,000 students from all 87 counties through field trips and school outreach programs. We reached 81 of those 87 counties in FY20 before the pandemic put a temporary pause on our work.

During our COVID-19 closure, the museum shifted its resources and focus to remaining a statewide STEM resource, developing ways to deliver compelling content to online audiences. Web visitors accessed our online programming - which included expert perspectives, at-home activities, and a virtual version of Omnifest, our beloved annual giant screen film festival - 38,000 times.

Young people use STEM to make lives better

The Kitty Andersen Youth Science Center (KAYSC) is the Science Museum's out-of-school-time home for youth science achievement, career readiness, and social justice. The program serves hundreds of traditionally underserved youth each year, equipping them with STEM and leadership skills and preparing them to make a lasting difference in their communities.

STEM Freedom School

STEM Freedom School is a summer program for students from Saint Paul's Promise Neighborhood. KAYSC staff guide students in community building, literacy instruction, and engaging STEM activities that address public health, engineering, technology, and sustainability. We designed the program to spark curiosity, curb summer learning loss, and show students the possibilities of science.

Full STEM Ahead

Another inspiring KAYSC achievement arose during the pandemic. The Full STEM Ahead project serves students who need a safe, connected space for distance learning. KAYSC instructors help them complete their daily schoolwork then lead them in innovative STEM activities that address real-world problems. Whether they're exploring structural engineering by building bridges out of spaghetti noodles or extracting DNA from a strawberry, Full STEM Ahead students see how STEM can make a difference in our community.

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“The KAYSC isn’t just feeding you information and having you regurgitate it a week later. It’s giving you information that you are going to take with you, for a lifetime.”

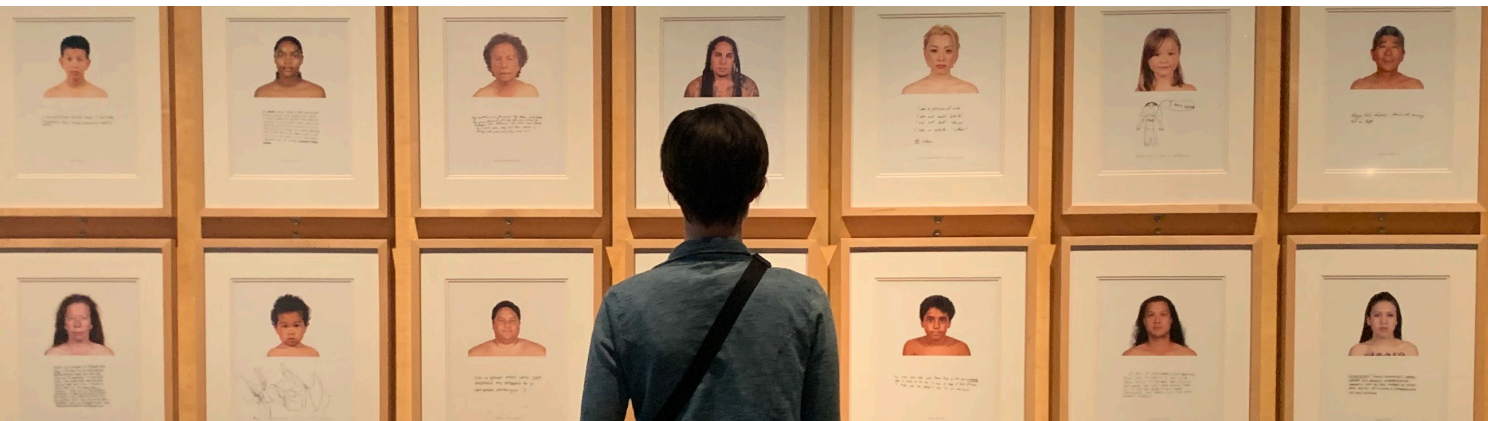
— KAYSC High School Program participant

COMMUNITY VALUE

Equity is one of the Science Museum's key foundational values and one in which we are deeply invested. Our Statement on Equity & Inclusion, which guides all the work that we do, articulates our commitment to create an inclusive, equity-based institution that empowers people to change the world through STEM.

With decades of experience in the equity and inclusion realm, the museum will continue its leadership in the year ahead. In 2021, an updated version of the *RACE: Are We So Different?* exhibition will make its debut. *RACE* originally premiered at the Science Museum in 2007, allowing visitors of all ages to explore the concept of race - what it is and what it isn't. During its ten-year tour of the nation, the exhibit reached more than four million people. Now, the museum's award-winning exhibit development team has refreshed *RACE*'s content to reflect stories that are dominating today's headlines, addressing issues like race in housing and the criminal justice system.

Biologically, race isn't real. But the lived experience of racism is as real as it gets. This exhibition and its associated programs are relaunching at a time when our community needs them - and the dialogue they inspire - more than ever.



What Our Visitors are Saying

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"After working on the microgrant project, we noticed that many of the youth that participated are more willing to open up and engage in difficult dialogue on social issues. Furthermore, we noticed how the youth were inspired by the various ways one can engage in race dialogue, whether it be peer-led discussion spaces or the arts."

SHARING OUR CULTURAL VALUE

The Science Museum values memorable, accessible learning and being truly inclusive, inside and out. To increase access to our programs, we offer a diverse array of access programs that serve audiences with limited incomes.

- In FY19, the museum welcomed 81,791 visits through its discount ticketing programs.
- Nearly 1 in 5 of the museum's 788,000 moments of engagement in FY19 were made possible by its access programs.

In 2019 and 2020, the museum celebrated science and innovation and brought some of our groundbreaking research out of the labs and onto the exhibit floor:

Minnovation

Designed to celebrate the Minnesota innovators who have been pushing the limits of Science, Technology, Engineering, and Math (STEM) for decades, Minnovation was the perfect complement to *Inventing Genius*. This exhibit brought together the world of Leonardo da Vinci and 101 of the greatest inventions of all time.

The Omnitheater's next chapter: Digital technology

In October 2019, the Science Museum's beloved Omnitheater became only the third IMAX digital laser dome theater worldwide. After conversion to the latest in IMAX's digital laser technology, viewers are now experiencing a new crispness, clarity, color, and sound quality that make the Omnitheater experience even more extraordinary.

Science Superheroes

Most visitors don't realize that Science Museum scientists are doing extensive research each and every day - both in the lab and in locations near and far. The *Science Superheroes* experience shines a spotlight on the bold science happening right beneath our noses. Visitors meet museum researchers who are making a name for themselves around the world, learn about their expertise, and see items from our collection that help illustrate their superhero stories.

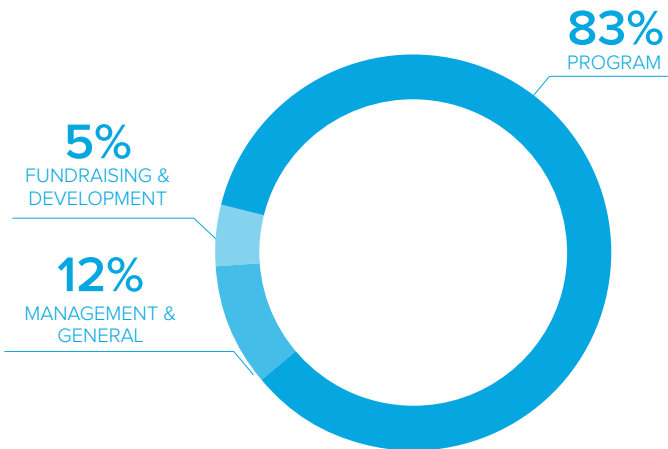
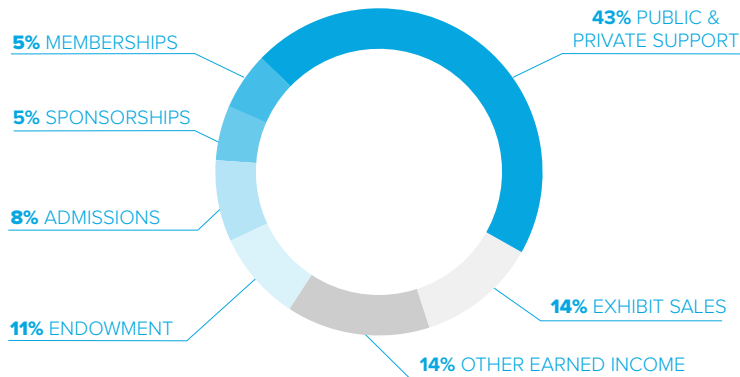
In the FY20-21 biennium, the Science Museum was honored to receive funds from the Arts and Cultural Heritage Fund of the 2008 Legacy Amendment. This funding allowed us to reach students in all 87 Minnesota counties with educational outreach and field trip programs, convene conversations throughout the State to understand how we can better serve Minnesota families, and develop an integrated user portal to provide greater online access to our Minnesota-based anthropology collections. While the pandemic interrupted our program timelines, the Office of Grants Management's flexibility will allow us to complete the work over the next year. We are deeply grateful for the generous and ongoing support provided by the Arts and Cultural Heritage Fund.

FINANCIAL STEWARDSHIP

Our diversified revenue streams allow us to be nimble and to capitalize on opportunities while also being better positioned to weather financial hardship. The Science Museum uses funds wisely, seeking to maximize return on investment, to provide the best value to our supporters and stakeholders.

OPERATING REVENUE

Public and Private Support **43%**
Other Earned Income **14%**
Admissions **8%**
Exhibit Sales **14%**
Endowment **11%**
Sponsorships **5%**
Membership **5%**



EXPENDITURES

Program **83%**
Management & General **12%**
Fundraising & Development **5%**

EARNING OUR KEEP

Earned income represents key diversified revenue at the Science Museum. Ticket and membership sales, summer camps, facility rentals, and exhibit development and production services are just a few of the business lines contributing to the bottom line.

Examples of revenue-producing activities include:

Summer Camps

Science learning doesn't have to take a summer vacation. Science Museum summer camps offer kids the chance to be imaginative, creative, and build lifelong STEM skills.

In 2019, the Science Museum engaged 4,358 summer campers in topics ranging from carpentry to coding. During the twelve-week season, we offered more than 150 camps. 95 of those summer camp experiences were made possible by the museum's scholarship program.

While COVID-19 safety concerns prompted a suspension of the 2020 camp program, we're eager for a return to the energy and excitement that our campers and staff bring.

Exhibit development and production services

Hundreds of thousands of people enjoy Science Museum original exhibits on site each year. Many don't realize that these experiences appear across the country and around the world, as well.

With decades of experience and a team of award-winning exhibit professionals, the Science Museum is a leading museum producer of exhibit experiences. Our diverse client portfolio includes museums from North Dakota to Ohio to Kuwait.

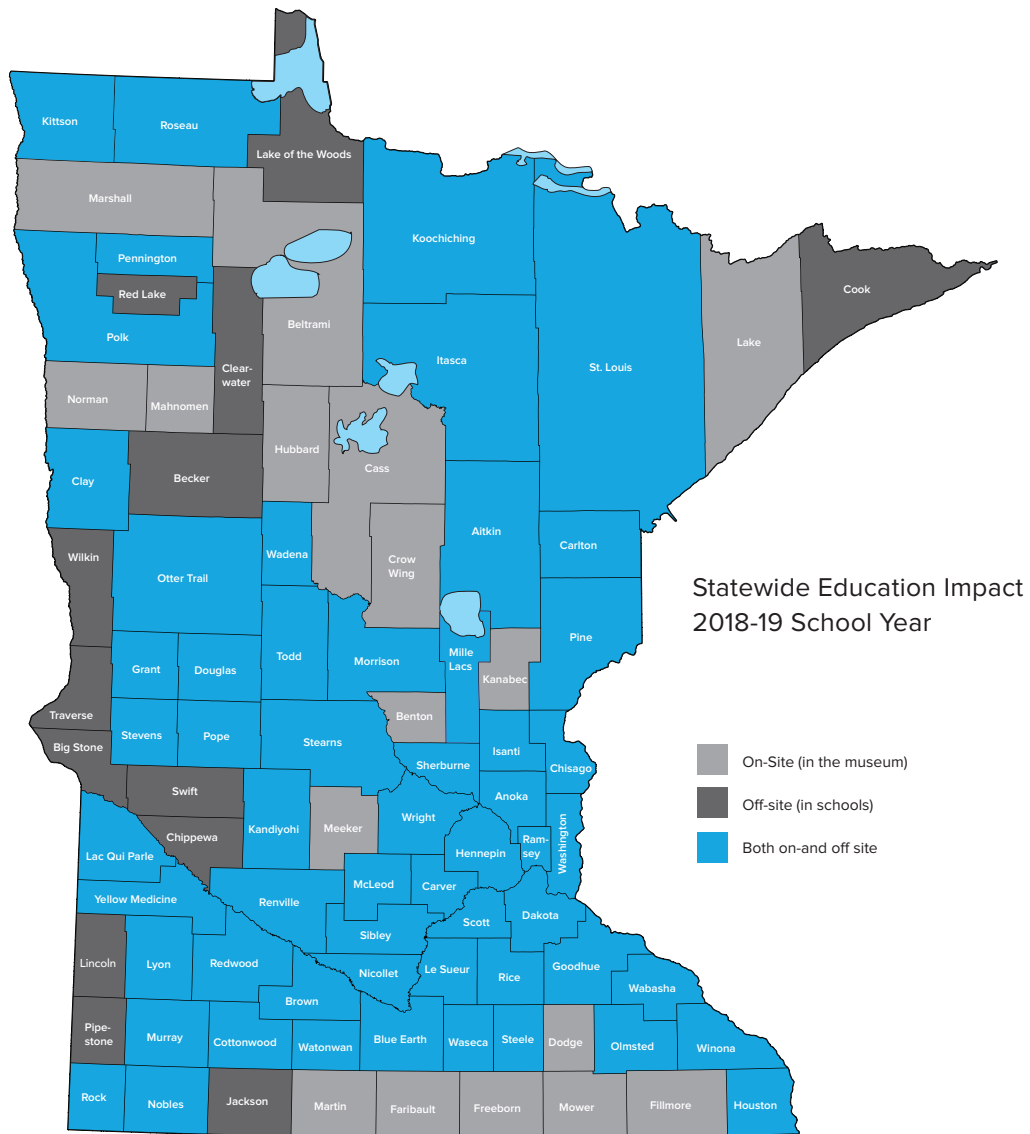
In addition, the museum frequently collaborates or advises on content development through grant-supported activities like the National Informal STEM Education Network.

Ready to lead Minnesota's economic revitalization

A 2018 study by the American Alliance of Museums shows that museums have a \$917 million impact on Minnesota's economy each year, providing nearly 14,000 jobs and generating \$224 million in tax revenue. With an estimated economic impact of nearly \$80 million per year, the Science Museum looks forward to helping lead Minnesota's post-pandemic economic recovery.



STATEWIDE IMPACT



- **Field Trips:** Students and their teachers visit Science Museum exhibits and the Omnitheater from all over the state. For maximum accessibility, each student group receives a substantial discount on museum admission.
- **School Outreach:** The Science Museum reaches students and schools statewide through assembly programs, residency programs, and other outreach programs which reach classrooms across Minnesota.

FIELD TRIPS AND OUTREACH BY COUNTY IN FY19

County	On-site (in the museum)	Off-site (in schools)	Both on-and off-site experiences
Aitkin	33	150	183
Anoka	8,183	3,029	11,212
Becker	0	1,245	1,245
Beltrami	108	0	108
Benton	620	0	620
Big Stone	0	100	100
Blue Earth	1,001	1,021	2,022
Brown	439	445	884
Carlton	350	92	442
Carver	2,240	740	2,980
Cass	103	0	103
Chippewa	0	50	50
Chisago	894	369	1,263
Clay	223	516	739
Clearwater	0	200	200
Cook	0	105	105
Cottonwood	177	478	655
Crow Wing	246	0	246
Dakota	11,589	10,504	22,093
Dodge	279	0	279
Douglas	227	916	1,143
Faribault	192	0	192
Fillmore	350	0	350
Freeborn	258	0	258
Goodhue	745	604	1,349
Grant	28	381	409
Hennepin	26,308	14,528	40,836
Houston	95	160	255
Hubbard	48	0	48
Isanti	448	319	767
Itasca	140	383	523
Jackson	0	190	190
Kanabec	98	0	98
Kandiyohi	41	575	616
Kittson	40	126	166
Koochiching	127	439	566
Lac Qui Parle	59	172	231
Lake	4	0	4
Lake of the Wood	0	446	446
Le Sueur	287	76	363
Lincoln	0	188	188
Lyon	449	423	872
Mahnomen	70	0	70
Marshall	91	0	91

County	On-site (in the museum)	Off-site (in schools)	Both on-and off-site experiences
Martin	156	0	156
McLeod	617	305	922
Meeker	134	0	134
Mille Lacs	841	118	959
Morrison	397	1,135	1,532
Mower	399	0	399
Murray	64	86	150
Nicollet	188	635	823
Nobles	36	336	372
Norman	74	0	74
Olmsted	2,487	225	2,712
Otter Tail	540	1,636	2,176
Pennington	164	267	431
Pine	472	500	972
Pipestone	0	277	277
Polk	131	205	336
Pope	225	306	531
Ramsey	11,740	8,792	20,532
Red Lake	0	216	216
Redwood	406	788	1,194
Renville	177	146	323
Rice	2,791	380	3,171
Rock	42	86	128
Roseau	84	635	719
Saint Louis	649	4,207	4,856
Scott	2,486	1361	3,847
Sherburne	2,187	1,264	3,451
Sibley	259	478	737
Stearns	1,920	850	2,770
Steele	1,195	269	1,464
Stevens	384	543	927
Swift	0	300	300
Todd	128	1,000	1,128
Traverse	0	110	110
Wabasha	528	104	632
Wadena	327	211	538
Waseca	342	470	812
Washington	2,868	1,977	4,845
Watsonwan	116	104	220
Wilkin	0	200	200
Winona	348	460	808
Wright	2,661	1,292	3,953
Yellow Medicine	161	342	503
Total	95,314	71,586	166,900



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