



History:

The Children’s Museum of Rochester, Inc, dba SPARK, opened our doors at the Apache Mall in August 2020. During this time, we had significant growth despite a global health pandemic which caused us to close or operate at a lesser capacity.

SPARK is a 501(c)(3) community-supported non-profit organization. Our mission is to enrich the lives of young learners by creating shared, interactive experiences that engage people of all ages in the joy of play, the power of learning, and a sense of community.

Admissions/Membership:

FY 21 (July 20 - June 21)	FY 22 (July 21 - June 22)	FY 23 (July 22 - December 22)
37,912 visitors •average of 3,447 visitors/month	70,671 visitors •average of 5,980 visitors/month	33,021 visitors
1,335 memberships	1,557 memberships	1,688 memberships
On average, 5% of visitors each month visited for Free or Reduced Admission (access).	On average, 13% of visitors each month visited for Free or Reduced Admission (access).	An average of 16% of visitors each month visited for Free or Reduced Admission.

This data further broken down:

- Growth rate of **admission** between FY 21 and FY 22 = **87%**
- Growth rate of **membership** between FY 21 and FY 22 = **17%**
- Growth rate of **free and reduced admission** (or access) between FY 21 and FY 22 = **1600%**. SPARK is committed to serving all families. Free programs that provide access to enrichment at SPARK continue to be driving strategic objective. Intergenerational Learning (grandparents play free), Discovery Play (for families needing sensory friendly experiences), Community Access Events (for families and organizations that historically marginalized), and Free First Sundays (for all visitors) have been successful tactics in which SPARK has eliminated barriers. SPARK also brings the museum to classrooms and locations in order to provide some of the enrichment from SPARK in an environment separate from the museum.
- Growth rates from FY 22 to FY 23 are inconclusive as we only have 6 months of data.



Special Events:

FY 21 (July 20 - June 21)	FY 22 (July 21 - June 22)	FY 23 (July 22 - December 22)
Play It Forward* - N/A due to COVID	Play It Forward - 150 attendees	Play It Forward - 265 attendees
SPARKTACULAR event did not exist	SPARKTACULAR Halloween Event - 278 attendees	SPARKTACULAR Halloween Event - 160 attendees (capped sales at 175)
SPARKLE New Year's Eve event hosted virtually due to COVID.	SPARKLE NYE event - 250 attendees for over two sessions	SPARKLE NYE event - 330 (capped sales at 320) over two sessions.
Birthday Party Rentals - 44	Birthday Party Rentals - 64	Birthday Party Rentals - 35

*Play It Forward is SPARK's annual fundraiser at SPARK, both inside the space and outside in a portion of the Apache Mall parking lot.

This data further broken down:

- Growth rate of **Play It Forward attendees** between FY 22 and FY 23 = **77%**
- Growth rate of **SPARKTACULAR attendees** between FY 22 and FY 23 = **-42%**. Due to the size of SPARK and the types of activities that take place during this event, SPARKTACULAR was capped at 175 attendees for FY 23.
- Growth rate of **SPARKLE attendees** between FY 22 and FY 23 = **28%**
- Growth rate of **Birthday Party Rentals** between FY 21 and FY 22 = **45%**. We do not have enough data to calculate the difference between FY 22 & FY 23.