As the newly appointed CEO of Omaha Children’s Museum, I arrived with my eyes wide open. It was clear to me that I had accepted an opportunity to lead an already exceptional team and together, we will take the organization to the next level. I am excited and honored to serve in this role. The road ahead will be full of obstacles and challenges, and no one can do this work alone. I am fortunate to work with such a supportive Board of Directors, a talented team, and a wonderful community of partners.

In 2022, OCM served more than 9,000 member families and welcomed over 300,000 visitors. At the heart of our success is our commitment to delivering high-quality programming and experiences that meet our guests’ needs. We will continue to invest in research and development, technology, innovation, and our commitment to Diversity, Equity, Inclusion and Access (DEIA) to ensure that we continue to deliver value to our community. Early childhood experiences provide the foundation for future learning, behavior, and health. By advocating for other community organizations, families, and caring adults, OCM helps young children learn the skills they need to thrive and succeed.

I am encouraged by Omaha Children's Museum’s mission, values, and commitment to DEIA. We aim to welcome all children and families and provide access to our interactive and engaging environment that encourages children to discover, explore, and learn through play.

Our mission to engage the imagination and create excitement about learning has never been more crucial. We look forward to expanding our comprehensive programming, including our Museum Without Walls Program, Partner School/Welcome Fund Program, and STEAM programming, with an increased emphasis on access for all!

Fawn Taylor
Chief Executive Officer

“If you trust play, you will not have to control your child’s development as much. Play will raise the child in ways you can never imagine.”
- Vince Gowmon
FINANCIALS

OPERATING REVENUE

- Admissions ........................................ $1,276,268
- Gift Shop, Food & Rides .................. $878,835
- Memberships ...................................... $819,206
- Programs .......................................... $255,636
- Rentals & Events ................................. $171,823

Operating Revenue Total ...... $3,649,135

CONTRIBUTED REVENUE

- Contributions/Grants ....................... $1,190,695

Revenue Total ............................... $4,839,830

OPERATING EXPENSES

- Payroll/Benefits ............................... $2,860,750
- Utilities, Maintenance & Insurance .... $495,742
- Exhibits & Programs ........................ $461,893
- Cost of Goods Sold ............................ $322,173
- Sales Taxes & Fees ............................ $312,708
- Contracted Services ......................... $309,447
- Other Operating Expenses ............... $247,367

Total Operating Expenses .......... $5,096,165

Net Operating Income .................... $(256,335)
2022

Annual Onsite Attendance
265,386

Total Audience Served
309,792

Net Income $834,122

Expenses: $5,096,165
Revenue: $4,183,930

Welcome Fund Households
1,545

8,704
Member Households

25%
Visitors Outside of Nebraska

2022

Net Income $207,951

Expenses: $2,929,593
Revenue: $3,128,544

Net Income $256,335

Expenses: $4,593,518
Revenue: $4,183,930

2021

Net Income $91,336

Expenses: $4,557,190
Revenue: $4,593,518

2020

Net Income $207,951

Expenses: $4,557,190
Revenue: $4,183,930

2019

Net Income $834,122

Expenses: $4,593,518
Revenue: $4,183,930

2018

Net Income $155,711

Expenses: $4,567,280
Revenue: $4,722,991
EXHIBITS

Block Party
January 8 - May 1, 2022
Through blocks, we can learn everything! From counting and matching to social skills like sharing and communication. Block Party used blocks to build on important STEAM concepts. Guests were encouraged to design their own builds, develop hypotheses, and then test their creations on our Earthquake Test Table and LEGO Race Track.

Forever Forest
February 5 - April 16, 2022
After touring the country, the recently refurbished Forever Forest exhibit returned to Omaha. Families could explore a tree-top climber, a realistic mini replica of a Union Pacific engine, while also learning about sustainability, selective harvesting, transportation needs, and the everyday products we use that are made from trees. The exhibit also included a kid-sized home children could help build, daily educational programs, and so much more!

From Sketch Town to Draw Alive
We transitioned from Sketch Town, our interactive video wall in Art Smart, to a new provider, Draw Alive. This new provider has a larger offering of programs, helping to keep the exhibit fresh for returning visitors while aligning nicely with future exhibits. Draw Alive has the added value of a lower subscription rate, allowing OCM to be better stewards of donor dollars.
**Moon to Mars**  
*May 28, 2022 - Jan. 8, 2023*  
*Moon to Mars* inspired excitement about learning by transporting children to a world inspired by the current realities and the future dreams of space travel. Designed with support from NASA’s Deep Space Exploration Systems at Johnson Space Center, *Moon to Mars* demonstrated that science and exploration require a diverse team.

**Namaste India**  
*May 28 - Sept. 4, 2022*  
From Bollywood to the Taj Mahal, from playing cricket to practicing yoga, visitors experienced the wonders of India in the cultural exhibit *Namaste India*, created by The Magic House, St. Louis’ Children’s Museum. *Namaste India* encouraged global awareness and cultural appreciation; the exhibit featured the vibrant art, food, and colorful traditions of this culture.

**EVENTS**

Our top performing Family Fun Weekends of 2022 included a record-breaking attendance for the annual Bubbly New Year’s Eve event!

- **Candyland Family Fun Weekend**  
  *March 18 - 20, 2022*  
  **5,468 ATTENDEES**

- **Chase and Skye’s Paw-some Family Fun Weekend**  
  *February 18 - 20, 2022*  
  **6,088 ATTENDEES**

- **Fairytale Ball Family Fun Weekend**  
  *July 22 - 24, 2022*  
  **4,642 ATTENDEES**

- **Bubbly New Year’s Eve**  
  *December 31, 2022*  
  **3,050 ATTENDEES**
For 40 years, the largest fundraiser for the museum, For The Kids Benefit, has raised funds to support the museum. On May 7, Big Race, Big Win was held. Event chairs were Emily Allen, Anne Arther, Nikki Reynolds, and Ashley Rich, led by president Angela Cutler. The event raised $307,828 and was coordinated by the Rainbow Connectors Guild.

We said goodbye to three board members in 2022: Rob Maglinger, Carolyn Sutton, and Matt Breunsbach. These members brought valuable strengths to the leadership of Omaha Children's Museum.
Once a year, we recognize staff members who best exemplify one of the core values at Omaha Children’s Museum. In 2022, we awarded Value Awards to:

**Growth**
Mary Slater

**Respect**
Michelle Chartrand

**Well-Being**
Mila Herszbaum-Harding

**Fun**
Maya Peirce

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**Jacqelle Lane**
VP, DEI/CQI

**Lisa Lang**
Guest Admissions Lead

**Becca Lopez**
Guest Experience Manager

**Andrew Mattson**
Director of Marketing & Communications

**Norah Mishue**
Full Time I-Crew

**Adelynn Newman**
Full Time I-Crew

**Sarah Nucci**
Director of Exhibits

**Brittany Obermeyer**
Executive Assistant

**Matthew Orand**
VP, Education & Innovation

**Maya Peirce**
Guest Experience Manager

**Hannah Petty**
Guest Experience Manager

**Elizabeth Planck**
Lead Program Associate

**Madison Roman-Wahl**
Education & Event Coordinator

**Mary Rooney**
Multimedia Design Assistant

**Ben Ross**
Education & Event Coordinator

**Mary Slater**
Membership Coordinator

**Justin Snodgrass**
VP, Finance & Administration

**Juan Suarez**
Guest Experience Manager

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**Joe Toppi**
Senior Director of Development

**Graham Urwin-Toll**
Custodian

**Aracely Ventura-Morales**
Full-Time I-Crew

**Matthew Walker**
Senior Exhibit Designer

**Joichiro Yamada**
Full-Time I-Crew

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**Fawn Taylor**
Chief Executive Officer

**David Andersen**
Director of Facilities

**Kaylee Beasley**
Education Program Associate

**Tim Benson**
VP, Museum Experience

**Tara Case**
Accounting Specialist

**Michelle Chartrand**
Chief Advancement Officer

**George Dippold**
Exhibits Technician

**Haily Edwards**
Guest Admissions Lead

**Kimberly Erwin**
Facilities Manager

**Tammy Fugit**
Director of Human Resources

**Cheryl Glasford**
Lead Educator

**Melissa Harbison**
Group Sales Manager

**Bailey Hindman**
Graphic Design Manager

**Hillary Horner**
Director of Education

**Seth Howard**
Grounds and Facility Custodian

**Mark Jacobsen**
Exhibit Designer

**Shaquire Jones**
Traveling Exhibits Coordinator

**Michael Knecht**
Director of Guest Experience

**Jacqelle Lane**
VP, DEI/CQI

**Lisa Lang**
Guest Admissions Lead

**Becca Lopez**
Guest Experience Manager

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Membership Coordinator

**Justin Snodgrass**
VP, Finance & Administration

**Juan Suarez**
Guest Experience Manager
2022 DONORS

$10,000+

Robert Herman Storz Foundation
Rotella's Italian Bakery
Runza National
Shirley and Leonard Goldstein Supporting Foundation
Sydney Sowl
Union Pacific Railroad
Valmont Industries, Inc.

$1,000 - $4,999

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$5,000 - $9,999

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Rainbow Connectors Guild

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Susie Landon
Betsye Paragas

IN HONOR OF
Karen Levin
Betsye Paragas