



2022

OMAHA  
children's  
MUSEUM



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**

*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)





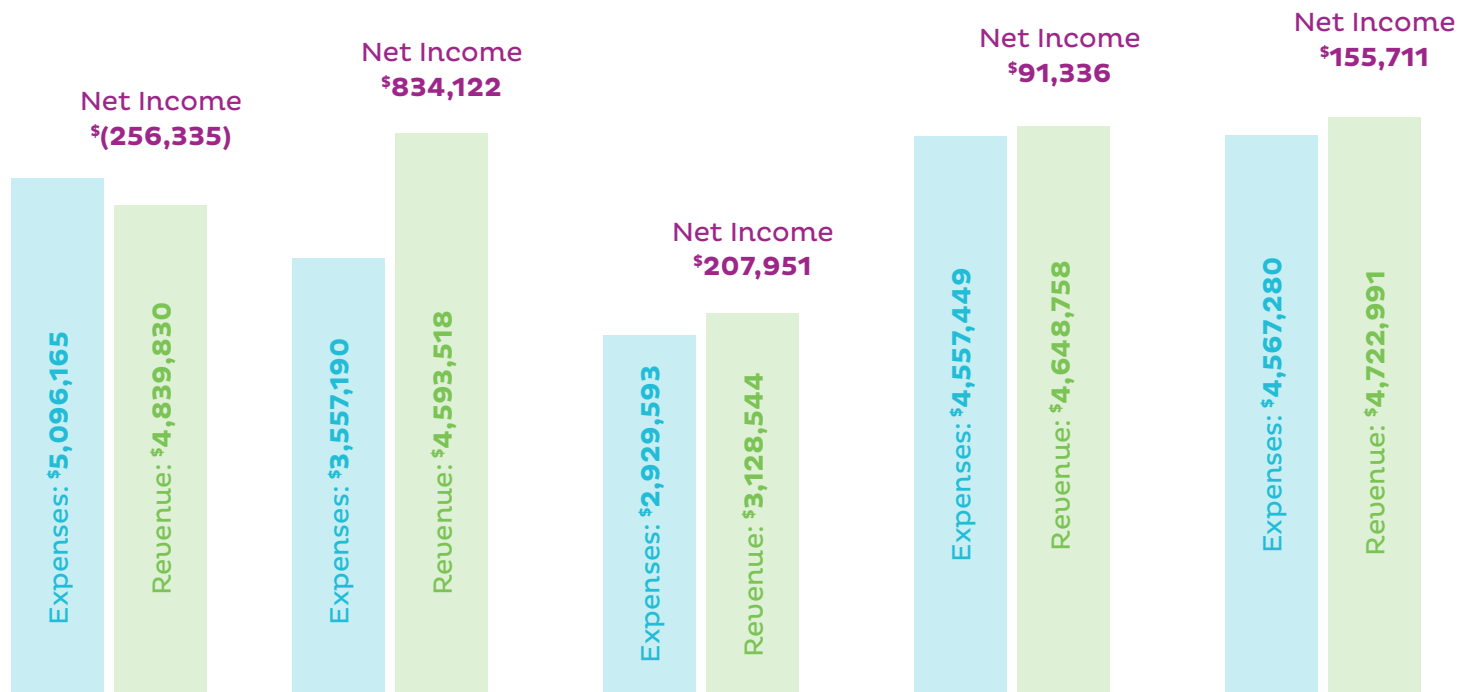
2022

2021

2020

2019

2018



2022

265,386

Annual Onsite  
Attendance

8,704

Member  
Households

309,792

Total Audience  
Served

25%

Visitors Outside  
of Nebraska

1,545

Welcome Fund  
Households



# 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



# BOARD & STAFF

## BOARD OF DIRECTORS

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Sherman Willis

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Gina Bartlett

Matt Breunsbach

Steve Ereckson

Meaghan Fitzgerald Walls

Nichelle Horton-Brown

Anne Karabon

Mike Kelley

Fatima Khan

Rob Maglinger

Andrea Oswald

Sara Wachter

Anne Karabon

## RAINBOW CONNECTORS GUILD

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Angela Cutler

### Executive Committee

Emily Allen

Anne Arther

Gina Bartlett

Kelly Jeffreys

Maren Lakers

Nikki Reynolds

Ashley Rich

Keeli Vrbicky

Melanie Wilwerding

Katie Witt

## A FOND FAREWELL

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.

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.



# STAFF

**Fawn Taylor**  
Chief Executive Officer

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Full Time I-Crew

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Education & Event Coordinator

**Mary Slater**  
Membership Coordinator

**Justin Snodgrass**  
VP, Finance & Administration

**Juan Suarez**  
Guest Experience Manager

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

**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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## \$10,000+

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Holland Foundation  
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