



ANNUAL REPORT 2022-23



Children's Museum of Montana

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YEAR IN REVIEW

Strategic Highlights

Our museum is growing by leaps and bounds! Our staff has more than doubled in the last four years, and we're opening new programs and attracting more guests than ever before. In fact, the number of students visiting on field trips has grown by 55%, and we're still on track to double that number!

We offer a low-cost field trip program for schools, and chaperones are free. We're committed to providing educational experiences that are both engaging and affordable for students of all ages.

Our staff is working daily to upgrade the entire museum's appeal and educational offerings. We're constantly adding new exhibits, programs, and events, and we're always looking for ways to make our museum even more exciting for visitors.

What we are most proud of is the impact we make with our mission to “*Ignite a Passion for Lifelong Learning*” and the new programs that are proving that success each year!

We use our core values as our measuring benchmark:

Quality - this includes innovative and impactful ways to upgrade.

Integrity - we are transparent and ensure our donors and grants funds are spent exactly as they are promised to be.

World Class Customer Service - we are dedicated to our families and children that visit our museum to be treated like family with respect and compassion.

We were able to offer scholarships to almost 200 program spots last year and are excited to offer our afterschool program completely free for the school year 2023-2024!

Education

- Our STEAM (science, technology, engineering, arts, and math) Camps
- Our Afterschool Program
- Our Museum Additions and Exhibits

Our museum adds educational opportunities throughout the museum including new exhibits or upgrades. We added the full alphabet and numbers to our stairs and have heard children repeating the letters and numbers as they climb.

In our toddler pre-k areas, we added more letters with animal pictures representing the letter. In fact, we are working to add the entire pre-k test knowledge required for kindergarten entrance. This offers Mom and Dad's a way to share and teach the information in a fun and exciting way! This will help the 2- to 5-year-olds begin their journey to reading and success in school.

Camps

STEAM camps were a huge success this year! Campers kept coming back for more throughout the 11 weeks of summer and on holidays throughout the school year. Parent surveys showed that children were still sharing what they learned on vacation trips with their families.

Camp facilitators work hard to ensure that each camp is new and exciting, even for returning students. I personally love facilitating the Montana Camp, where I get to highlight the unique and interesting features of our home state. In the summer of 2022, Montana Camp created an exhibit for the museum of the USS Montana, and we were formally recognized by the captain and the state auxiliary commission. We are very proud.

Our campers, ages 5-12, benefit from planning and creating projects such as mini golf courses or bridges. No matter the camp theme, students work on reading and math throughout the week.

We are grateful to the Dennis and Phyllis Washington Foundation and the Herb Waltermeyer Foundation for funding scholarships to this program. Their support helped us make STEAM camps more accessible to children from all backgrounds. The impact to these families is visible, inspiring, and lifelong!

Whizzard Academy

Our first year of the after-school program was a success. Several of our students were capable and well rounded. For them we gave advanced opportunities to further study areas of interest and gain stronger understanding of the knowledge needed for future academics. For the students that needed extra help to get up to grade level, the Whizzards, Heather and Joelle worked with the parents and grade schoolteachers to create individual lesson plans. This was successful because there was growth and improvement in the areas of concern.

We acquired a van to offer some transportation during the school year. Timing constraints need to be worked out so the van can be more accessible to different schools.

The end of the school year we offered the program free to all students and saw our attendance increase. We will continue free services for next year's afterschool program.

Exhibits

We opened a new exhibit last year, the Train Station. It was a hit with children, who loved being immersed in the grown-up world of trains. However, the electronics in the exhibit eventually quit working, so we transformed it into a full hands-on exhibit. Now, children can decide which track to take and how fast to go, giving them a truly interactive experience.

We were also gifted with the model airplanes built by William "Bill" Wilson before he passed. His wife Barbara honored us by donating them to us, and we hung them with pride in front of our own plane. We even created a dog fight scene to show off the planes' capabilities.

We hope you enjoy these new exhibits!

Collaborations

Our collaboration with Benchmark continues and has grown to be a community event where the Great Falls Public Schools, Alluvion Health, Montana School for the Deaf and Blind, and Head Start use our toddler screening day to recruit and share with our guest what services they provide. We sincerely enjoy giving back while sharing more services available to the community!

Although Child Bridge stopped their parent training at the museum in 2022, we keep in touch and help whenever possible.

Girl Scouts day of Science at CMOMT was another hit this year! We offer these girls coding badges and other STEM options.

We participated in the Christmas Stroll, the Sunday Sampler, and the Bike Safety Rally this year with other community businesses, museums, and services. We look forward to the new year's youth events including Touch a Truck with the Jr. League in August.

It really does take a village to raise a child and the more we work together the more our children will have the support they need to grow to their full potential and lead our country.

Financial Highlights

Our fiscal year ends June 30th. We will report on July 1, 2022, to June 30, 2023. Our balancing act is between creating the very best experience for our students and guests while being as efficient and economic with our funds as possible.

Revenue

While our grants and contributions stayed steady, our program revenue increased 22% compared to the previous year. We had an increase in every area of operations revenue.

Expense

We hired (2) two new key personnel to run the new after-school program and the increased cost is reflective in the 22-23 costs. We also gave our long-standing staff raises and/or bonuses, so our wage expenses did increase by \$60,466 or 39%.

CMOMT is excited about our first significant advertising partner, Great Falls Neighbors, and this cost increased our marketing expenses. This marketing has had a good response and we are pleased with the three-year contract.

Maintenance costs were much higher than in previous years due to a break in our main water pipe externally. CMOMT has worked hard not to invest too much in upgrades since being informed we would have to move. This break was essential to be fixed and the city guarantees it is not the city's responsibility. After putting hundreds of thousands of dollars into

a building we are asked to move, we will continue to only repair and maintain what is necessary until we relocate.

We did not spend as much on professional fees, yet we look forward to when we are because the design and construction documents for the relocation will be our next budgeted professional fees getting us closer to our move!

Overall, our expenses were up 34% in 22-23. We had more than enough profit to cover the increase. An expansion in important staff and retention is a viable cost even in our efforts to minimize expenses.

Sponsors and grants

Herb Waltermeyer Foundation awarded scholarship funds to make our programs available to underserved populations and create more inclusivity. Their generosity has been given to us for years and the funds are very important to sustaining this community asset for the children.

The **Dennis and Phyllis Washington Foundation** have awarded us funding scholarships again in support of our educational camps. Their impact has been felt by hundreds of families and offered scholarships to many.

Along with being one of our longest most dedicated sponsors for annual Chocolat Noir, the **Uptown Optimist** also continue to support our museum knowing that we make a large impact on families and children every day. Thank you, Uptown Optimist, for staying true to your commitment that we are here for our great grandchildren!

Montana State Office of Public Instruction (OPI) funded the start-up and two consecutive years of our Whizzard Academy, and their funds are invaluable. The community needed more options for after-school care and educational opportunities.

Within this year, we have felt the generosity of many community supporters and we feel it is important to share our gratitude with everyone.

Thank you! 2022-2023 Sponsors

Legacy Foundation Sponsors

Uptown Optimists

StaRadio

Townsquare Media Group



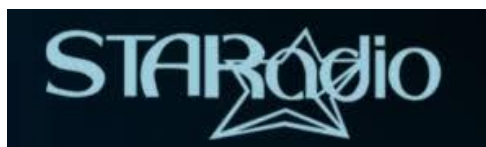
Elite Sponsors

Marshall's Orthodontics

Little Learners Academy

Morning Light Coffee Roaster

Honey Hippo



Champion Sponsors

DA Davidson

Cowboy's Bar

Greg & Mallory Ferriter - Edward Jones



Exceptional Sponsors

Advantage Insurance

Eagle Beverage

Fortunes Casino

Lautenschlager Family

Mark Cappis

Montana Credit Union

Neff Family

Opportunity Bank

Sletten Construction Company

Tammy Stubbs Allstate

Taylor's Transportation LLC

Associate Sponsors

Delta Beta Cappa

Voyagers

Hagen Construction

Mackey Family - In honor of Harper & Audrey

Anderson Family

Hurray Family

Friends of the Museum Sponsors

Anderson Zurmuehlen CAA

Blewett Family

Bravera Bank

Corbett Brown

Elkhorn Massage

Family Eye Care

Gail & Len Carrol

Giskaas Family

Harp Family

Hindoein Family

Jackson Family - In Memory of Jennifer Admundson

Judy Blevins

Justin Worum

Keen Family

Lee Family

Lonnie Anderson - In Honor of Charley

Lorilee and Eric Schroedel

Mark Amundson - In Memory of Jennifer Amundson

McCormick Family

Northwestern Energy

Order of the Eastern Star Olive Chapter 10

Rehm Family

Rock & Shelly Rayl

Sheila Rice

VPW - The Clubhouse

Walters Family

Zech Family

Our sponsors are more than just names on a list. They are supporters who help us create opportunities, innovations, and educational fun for our community. Not listed are the amazing Board of Directors, we appreciate them all!

Thanks to our sponsors, we were able to provide scholarships to 110 student opportunities, added a new STEM project library for the Whizzard Academy, and upgrade most of our over 20 exhibits.

We are so grateful for the commitment of our sponsors to our community. They are helping us to build a brighter future for our children.

Operating Highlights

We have an amazing team, yet I want to start with a Thank you to our hundreds of volunteers and thousands of hours of love and hard work that have been put into this museum. We truly could not do all that we do without you! In 2022-23 we had 104 volunteers give over 666 hours. These volunteers helped with everything from support at fundraisers and upgrading exhibits, to helping us keep the museum clean and beautiful. Thank you all!

We'd like to share a little love with Ms. Paula Roof. Her love and attention to Anika's Closet has kept the magic alive for many years! She is dedicated to hemming, purchasing, and caring for all the costumes in our dress up area. Her work is priceless and makes an impact on children every single day as they imagine being a firefighter, the hulk, or best dressed woman at the ball!

"Creativity is intelligence having fun." Albert Einstein

Let's look at a couple of our main classes of revenue and operations for 22-23.

Our memberships and admissions are tightly related because the years we have the highest revenue in admissions our memberships are usually low. The years the number of our

membership increases drastically, our admissions revenue slows down. Overall, we are doing great!

For our regular operations we are so thankful for the support and use of the museum. Our memberships, both family and organizational, are at an all-time high. We had our most successful science camps ever again in the summer of 2022.

Our birthday parties were at an all-time high in the winter months yet fell drastically when the weather changed.

Chocolat Noir was successful, and the feedback was good. Surveys concluded that the venue was too small and the lack of audio in the auction areas was troublesome. We will use a new venue in 2024 that should alleviate this issue. We are also going to revamp our sponsor formula to suit a larger, more diverse sponsorship opportunity.

Looking Ahead

Relocation is still moving forward with determination to have the very best children's museum in the state of Montana if not the Nation. We will keep the community updated on our progress as we move through the process of obtaining the new site. We are so excited to share this new chapter in our museum's history with you!

Programming

In the new year 2024, CMOMT is planning to begin our Teen Programming. This is a reaction to a community request we received many years ago. The need is great, the opportunity is here, and we have an expert field of consultants sitting on this steering committee from diverse backgrounds and experience. In-house our lead Teen for the program is Kamille Fairhurst. She is an exceptional young lady that shows genius, maturity, and quality in the work she does at the museum currently. We have researched the best methods, standards, and innovative programming. It is exciting!

Exhibits

The new year will start with a new "Game Room" that should be complete by September. Here we need a special thank you to Builder's First Source for donating the materials. The materials are gathered, and construction has begun. In October we are scheduled to open the

second new exhibit of the year, “The Learning Lodge”. This is a creation from the Nations within Montana as gift to the community. The Native stories will be told through murals with hands-on games, toys, and regalia for guests to submerge themselves in culture. Lastly, we will continue to fundraise and submit proposals for our “Simple Machines” exhibit. All donations are welcome to bring this new magic of science to the community!

We have decided to keep our field trips at a very low cost to serve our public schools and daycares better. No charge for chaperones and \$5 per student with groups of 10 or more.

As always it is exciting times at the Children’s Museum of Montana. We will tackle 23-24 for with a vengeance to “Ignite the Passions for Lifelong Learning!”

Sherrie Neff
Executive Director
December 2021

“Necessity may be the mother of invention, but play is certainly the father.” Roger Van Oech

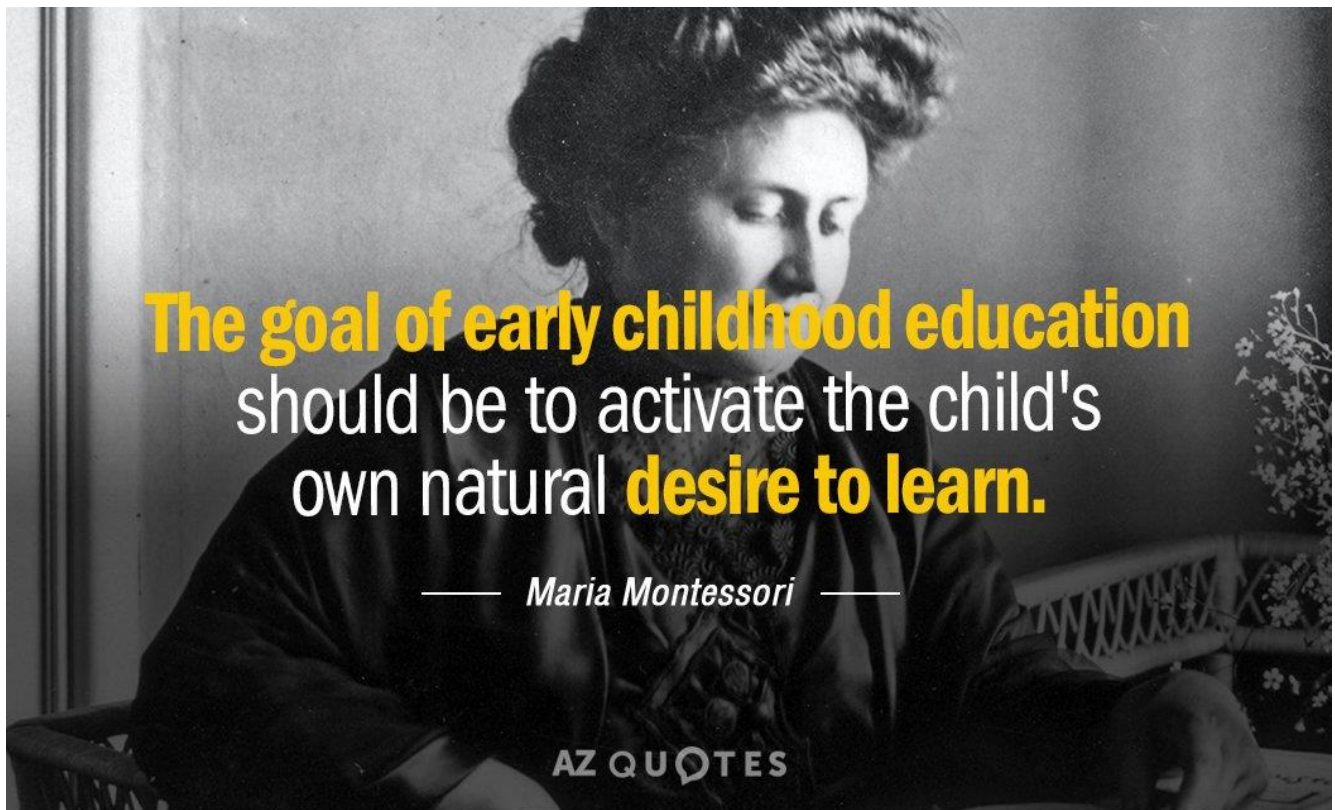
FINANCIAL SUMMARY

We are an unusual group of individuals that make a rockstar team. Our greatest ability is to create magic with very little. We are hands on and dedicated to exceptional exhibits, programs, and world class customer service!

We have been blessed with sponsors and donors that truly care about our community and the services we offer them. They have given us the power to create and innovate!

Our volunteers are an important part of our museum family. We have been lucky enough to hire many of our volunteers.

Finally, our connections and collaborations with family and youth organizations keep us grounded and experiencing what the families and children need. With over \$74,000 of Net Profit, we feel confident we are doing something right!



Our financial statements speak for themselves in the next section. If you ever have any questions or concerns as a community member that we serve, please feel free to reach out to me at the museum.

FINANCIAL STATEMENTS

Statement of Financial Position

- Liabilities
- Statement of Financial Position
- Ownership Equity

Statement of Comprehensive Income (Profits and Losses)

- Income
- Expenses
- Profits

Children's Museum of Montana, Inc
Statement of Activity
 July 2022 - June 2023

		Total
Revenue		
Contributions		
Total Contributions	\$	181,198.48
In Kind Contributions		10,000.00
Program Income		230,553.84
Refund Refunds (rarely used!)		-70.00
Total Program Income	\$	230,483.84
Sales		3,340.90
Gross Profit	\$	425,023.22
Expenditures		
Accounting/Payroll Services		3,478.30
Contract Labor		2,000.00
Depreciation Expense		7,299.84
Dues and Subscriptions		1,844.52
Insurance		8,151.03
Interest Paid		170.26
Licenses and Permits		1,218.90
Total Maintenance/Repair	\$	11,178.10
Marketing/Advertising		14,714.10
Meals		13,522.40
Mileage/Fuel		156.93
Office Equipment/Software		4,209.14
Office Supplies		980.16
Total Payroll Expenses	\$	233,967.22
Professional Fees		1,152.55
Purchases		2,025.23
Rental		1,241.20
Credit Card Process fees		6,351.70
Shipping & Postage		627.72
Staff/Board Incentives		1,609.51
Supplies		14,888.86
Training/Conference Reg		279.95
Total Utilities	\$	19,325.71
Total Expenditures	\$	350,393.33
Net Operating Revenue	\$	74,629.89
Net Other Revenue	-\$	141.73
Net Revenue	\$	74,488.16

Children's Museum of Montana, Inc
Statement of Financial Position
As of June 30, 2023

		Total
ASSETS		
Current Assets		
Bank Accounts		
Total Bank Accounts	\$	207,666.68
Accounts Receivable		
Accounts Receivable		7,179.66
Total Accounts Receivable	\$	7,179.66
Other Current Assets		
6678-1788 Investments - Other		50,673.48
Unrealized Gains/Losses		-3,632.42
Total 6678-1788 Investments - Other	\$	47,041.06
PREPAID INSURANCE		6,038.00
Prepaid Retainer Architect		3,000.00
Total Other Current Assets	\$	56,079.06
Total Current Assets	\$	270,925.40
Fixed Assets		
Total Fixed Assets	\$	137,163.56
TOTAL ASSETS	\$	408,088.96
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable		9,179.08
Total Accounts Payable	\$	9,179.08
Other Current Liabilities		
Total Payroll Liabilities	\$	10,074.60
Total Current Liabilities	\$	19,253.68
Total Liabilities	\$	19,253.68
Equity		
Restricted Net Assets		
Restricted Net Assets		0.00
Building Fund		50,047.01
Total Restricted Net Assets	\$	50,047.01
Unrestricted Net Assets		264,300.11
Net Revenue		74,488.16
Total Equity	\$	388,835.28
TOTAL LIABILITIES AND EQUITY	\$	408,088.96