



# FY2023

# ANNUAL REPORT

JULY 1, 2022 – JUNE 30, 2023

# CEO STATEMENT

Dear Esteemed Friends and Supporters,

It is with a deep sense of inspiration that I reflect on the unwavering commitment of our dedicated donors, tireless staff, and invaluable community partners who, together, have surmounted numerous challenges over the past year. Their unyielding spirit has paved the way for instilling a profound and enduring passion for learning in the hearts of our young learners here in Southern Nevada. As we meticulously crafted this annual report, I was reminded of the extraordinary opportunity to revisit the achievements of the previous fiscal year, all while further reinforcing DISCOVERY Children's Museum's mission—a mission that places children's fundamental needs for play, exploration, inspiration, a sense of belonging, and unique experiences above all else.

The remarkable success of DISCOVERY Children's Museum remains and will continue to remain, achievable through the unwavering support of an extensive network of community partnerships, generous grants, invaluable sponsorships, and the individual donors who share our vision of creating a warm, vibrant, and all-embracing space. It is a space where everyone is invited to partake in engaging, educational experiences that kindle a lifelong love for learning. We cordially invite you to peruse this report, offering a glimpse into the multitude of accomplishments brought to life during a year marked by triumphs, trials, and the awe-inspiring journey of DISCOVERY.

In our collective pursuit of nurturing young minds and inspiring a thirst for knowledge, we stand together as a beacon of hope and progress, forging ahead with an unwavering commitment to our mission. As we embark on another year, let us celebrate our shared accomplishments and renew our resolve to empower the next generation of learners.

Thank you for your steadfast support and dedication to DISCOVERY Children's Museum. Together, we are lighting the path toward a brighter future, one filled with the wonders of discovery and the promise of endless learning.

With heartfelt gratitude,  
Melissa Kaiser  
CEO, DISCOVERY Children's Museum



**Melissa Kaiser**

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- Melissa D. Kaiser - CEO



# MUSEUM HIGHLIGHTS

## FISCAL YEAR 2023



DISCOVERY welcomed over **257,000** guests to the Museum for the 2023 fiscal year.

DISCOVERY offered reduced admissions to **49,329** visitors through Museums For All.

**14,043**  
Military Families

Free admission was offered to **9,900** visitors through our partnership with Las Vegas Clark County Library District with the Family Adventure Pass program.



SIGNATURE FUNDRAISING EVENTS

# THE MAGIC OF DISCOVERY

SATURDAY, OCTOBER 8, 2022



The 2022 Magic of DISCOVERY Gala held last Fall was presented by The Brenden Mann Foundation and boasted an evening of decade-themed food and beverage, entertainment, and auction items. We were honored to present The Great Friend to Kids Award to Joyce Schneider, a long-time member of the Museum's Board of Trustees and lifetime advocate for education and children.

DISCOVERY Children's Museum is grateful for the over 250 guests in attendance, our event sponsors, and community members who helped make the 2022 event a memorable and impactful evening!

Because of their generous support, we raised over \$340,000 so that DISCOVERY Children's Museum can continue to provide the priceless learning experiences that children have come to love, while also bringing the magic to classrooms and community centers all over Southern Nevada.



## SIGNATURE FUNDRAISING EVENTS

# GOLF CLASSIC

MONDAY, APRIL 24, 2023

DISCOVERY Children's Museum returned to Reflection Bay Golf Club for an un-fore-gettable 9th Annual Golf Classic, presented by Caesars Entertainment. The morning began with an early bird breakfast, while players could purchase tickets for the raffle and ball drop contests and even get a few warm-up swings in before the tournament. Next, the players were off and on the green, ready for a tee-rrific day! The afternoon concluded with a delicious awards luncheon in the clubhouse.

We hosted over 125 golfers out on the course that day, and with everyone's generous support, we raised a record of over \$81,000. These crucial funds supported DISCOVERY's "Museums for All" admission subsidies, a program that provides free or significantly reduced admission to underserved Clark County elementary school students, allowing them to enjoy an interactive, educational, and memorable experience at the Museum.



## SIGNATURE FUNDRAISING EVENTS

# ROYAL TEA

★ ★ ★  
A JUNGLE CRUISE  
ADVENTURE

**SUNDAY, APRIL 30, 2023**

DISCOVERY was thrilled to host the annual Royal Tea fundraiser once again at the Four Seasons Las Vegas. The Royal Tea is a semi-formal afternoon high tea event with an inviting, family-friendly atmosphere. The beautiful springtime afternoon boasted a ferocious “Jungle Cruise Adventure” theme, incorporating wild safari-themed décor, howling good entertainment, and a plethora of paw-some crafts and activities for our youngest guests. The silent auction displayed several unique items and experiences, and the raffle offered many exciting kid-centric baskets.

Over 370 guests were welcomed aboard the S.S. DISCOVERY as we made our way through the roaring Amazon Rainforest! With the support of our generous donors, we were able to raise a record-breaking \$116,000, which will support the development of dynamic learning experiences through the Museum’s exhibits and programs.



# MEMBERSHIP



A membership to **DISCOVERY Children's Museum** is so much more than 12 months of free admission. It's access to exclusive members-only events and discounts on everything from workshops and summer camps to the **DISCOVERY Store** – and even admission discounts to children's museums across the country.

## HIGHLIGHTS DURING FISCAL YEAR 2023

### July 2022 - Friends and Family Network Memberships

We provided memberships to families in need that were participating in the Las Vegas Friends and Family Network. Memberships were at no cost to the families and were paid through grant funding.

### October 2022 - Slightly Spooky Scavenger Hunt

Museum members were invited to participate in a museum-wide scavenger hunt highlighting all nine exhibits. Prizes were given to all members who participated.

### December 11, 2022 - Holidays Around the World

We held our Holidays Around the World event on December 11, 2022. This event was open to both members and general admission for exclusive free play; winter holiday-themed crafts featuring Kwanzaa and Three Kings Day; and story time. The Museum offered members complimentary hot cocoa and hot apple cider.

### April 16, 2023 - Member Morning Earth Day

We held our Member Morning Earth Day event on April 16, 2023. All featured crafts were reused from past events or old supplies were recycled into new crafts. The event also held story time based off the Earth Day theme.

### May 2023 - Summer Family Fun Pass

Museum visitors were given the option of purchasing a discounted membership that was valid May 30 – September 4, 2023. Families had the option to upgrade their membership to a yearlong membership by paying the difference.

### June 24, 2023 - Ice Cream Social

Our annual Ice Cream Social event was held on June 24, 2023. With Walmart, Blue Bell, and Anderson Dairy as our sponsors, we were able to provide our members with complimentary ice cream. The Museum hosted a slime workshop and free ice cream themed crafts.





# DISCOVERY ON WHEELS

During FY2023 the DISCOVERY on Wheels program continued its mission to serve the many students and communities within Southern Nevada. With the American Rescue Plan (ARP) Grant now extended to October of 2023, DISCOVERY on Wheels visits remained free of charge for Clark County Schools and other learning environments. This year, many new education-based organizations discovered the program and decided to take advantage of the hands-on lessons for the children and families in their communities.

## QUICK STATS:

### CLARK COUNTY SCHOOL DISTRICT

- 89 school sites
- 125 total visits (this includes schools that booked multiple visits)
- 9,046 students served

### COMMUNITY ORGANIZATIONS

- 20 sites visited
- 46 total visits
- 975 students served
- Clark County Las Vegas Library District - 4 sites, 17 total visits, 268 total visitors
- North Las Vegas Library District - 2 sites, 13 total visits, 129 total visitors
- City of Las Vegas Recreation Centers - 7 sites, 7 total visits, 441 total visitors
- Girl Scouts of Southern Nevada - 1 site, 1 total visit, 14 total visitors
- Janie's Classroom - 1 site, 3 total visits, 35 total visitors
- Clark County Parks and Recreation - 1 site, 1 visit, 27 visitors
- Prototypez - 1 site, 1 total visit, 3 total visitors
- Perform to Learn Playhouse - 1 site, 1 total visit, 17 total visitors
- Kiddie Academy of Centennial Hills - 1 site, 1 total visit, 10 total visitors
- Super Genius Kid Center - 1 site, 1 total visit, 31 total visitors

### FINAL NUMBERS

- 109 sites visited
- 171 visits total
- 10,021 total students served



**WE PUT OUR KIDS FIRST.**

# COMMUNITY OUTREACH

The DISCOVERY Team also made an impact in Community Outreach this fiscal year. Many of the events that had been previously canceled or postponed in 2020 were able to commence this year-including previously sponsored events carried over from the year before.

EVENT	LOCATION	DATE	GUEST COUNT
BACK TO SCHOOL BACKPACK PROGRAM	Macedonia Baptist Church	7/23/2022	110
All Camp Challenge-Boat Race Competition	Veterans Memorial Community Center	7/27/2022	-
New Teacher Kickoff	Rio Hotel Conference Center	7/28/2022	42
COX Back to School Fair	Meadows Mall	7/30/2022	263
COX Back to School Fair	Galleria at Sunset	8/6/2022	383
Back-to-School Promotion	Premium Outlet Mall-North	8/6/2022	51
Night Market	Tivoli Village	8/13/2022	155
BiNational Education Week	Mexican Consulate Building	8/22/2022	5
Kickoff to Kindergarten	East Las Vegas Library	8/27/2022	163
Las Vegas Harvest Festival	The EXPO @ WORLD MARKET CENTER	9/9-9/11/2022	306
Grandparent's Day	City National Arena	9/17/2022	41
NASC/CCSD Annual Service Fair!	Rancho High School	9/10/2022	50
Women In Aviation Day	Harry Reid International Airport	9/24/2022	133
Daniel Tiger-Be my Neighbor Day	Downtown Summerlin	9/24/2022	577
Boulder City Art in the Park	Boulder City, Nevada	10/1-10/2/2022	362
Health and Wellness Fair	Treasure Island	10/5/2022	74
Health and Wellness Fair	Circus Circus	10/11/2022	15
Sugar Skull Making Workshop	Windmill Library	10/9/2022	57
Summerlin Festival of the Arts	Downtown Summerlin	10/8-10/9/2022	1,169
City of Henderson Family Equality Day	Downtown Henderson, Nevada	10/15/2022	95
Trunk or Treat	Rainbow Library	10/19/2022	802
Las Vegas Book Festival	Fifth Street School	10/22/2022	70
Trunk or Treat	Henderson Equality Center	10/23/2022	623
Trunk or Treat	Atomic Testing Museum	10/28/2022	565
Life in Death Festival	Winchester Cultural Center	11/1-2/2022	207
Jewish Food Festival	Tivoli Village	11/6/2022	69
Santa's Electric Night Parade	Boulder City, Nevada	12/3/2022	-
Heritage Holidays	Clark County Museum	12/9-12/10-2022	415
Winter Wonderland / Posada Navideña	East Las Vegas Community Center	12/17/2022	34
MLK Jr. Parade	Downtown Las Vegas	1/16/2023	-
School Choice Fair	IPEC Las Vegas	1/21/2023	90
CNY Parade (Chinese New Year)	Fremont Street East	1/28/2023	-
Black History Month Festival	Springs Preserve	2/18/2023	453
Super Saturday	Cimarron Memorial HS	2/28/2023	131
Summer Camp & Activities Expo	The Meadows School Campus	3/4/2023	145
Spring Job Fair	Las Vegas Convention Center	3/24/2023	150
Kids Day	Lost City Museum	3/25/2023	50
Sibling Day	Tivoli Village	4/1/2023	104
I am Neurobeautiful	Fergusons Downtown	4/1/2023	55
Foster Parent Resource Fair	Clark County Government Center	4/7/2023	80
Spring Fling	Mount Crest Park	4/7/2023	18
Girl Scouts STEAM Conference	UNLV Student Union	4/8/2023	50
Fam Jam Event	Lorenzi Park	4/15/2023	114
Anime Las Vegas	Expo @ World Market Center	4/22-23/2023	172
Healthy Kids Day	Henirich YMCA	4/29/2023	35
May the Science Be With You	Desert Research Institute	5/4/2023	350
2023 LAS VEGAS SCIENCE & TECHNOLOGY FESTIVAL	The EXPO at World Market Center	5/6/2023	306
Symphony Park Art Festival	Symphony Park	5/6/2023	50
Hellorado Parade	Downtown Las Vegas	5/13/2023	-
Summer Challenge Kickoff	East Las Vegas Library	5/27/2023	40
<b>TOTAL COMMUNITY OUTREACH FY23</b>			<b>9,374</b>

# STEAM

## FIELD TRIP PROGRAM SUMMARY



The success of DISCOVERY’s Field Trip program is indicated by the 165 visits made by different school groups during the 2022-2023 school year. After a two-year mandated hiatus, DISCOVERY has been able to adapt to meet the needs of students in our community. The disruption caused by the Covid-19 pandemic affected in-person classroom outings which limited the hands-on learning opportunities normally available to students as part of the typical school year. There have been challenges including Clark County School District’s budget allocations towards community partnerships, as well as socioeconomic factors like household income which could prevent children, who are most in need of these one-of-a-kind learning-through-play experiences, from walking through our doors. The implementation of this program has provided a chance for students to visit during school hours once more, reaching demographics that would not otherwise visit. The field trip experience at DISCOVERY is an opportunity we believe every child deserves.

The intent of DISCOVERY’s Field Trip program is to provide high-quality STEAM field trip experiences that integrate classroom learning with hands-on science, arts, and cultural programming and to bring back participation numbers to that of pre-pandemic visitation. Field trip offerings are available to any school group however, Title I schools are a high priority for the Museum and are given first availability to book their visits. The increased attendance this year is directly correlated to DISCOVERY’s discounted admission rate. This offering was a major incentive for schools to re-book field trip visits and helped DISCOVERY reconnect with these elementary schools over the course of the most recent school year

### PROGRAM HIGHLIGHTS

During the 2022-2023 School year, DISCOVERY hosted:

- 165 field trips (68 Title I schools)
- 2746 Total Chaperones (1043 Title I)
- 8985 Total Students (3804 Title I)
- **11,731 participants (4,847 Title 1 School Participants )**



DISCOVERY’s Field Trip program ensures that children attending Kindergarten through 5th grade can participate in meaningful STEAM field trip experiences. Field trip support helps provide: discounted admission for entire field trip parties, both students and chaperones; “Cultural Collaboration” field trip offerings which partner with other arts organizations as well as Title I Schools and their students identified for participation; development of arts program-specific Cultural Collaboration field trip educator guides that align with Nevada Academic Content Standards and support the integration of the DISCOVERY experience into the classroom before and after the field trip; and galleries staffed with content specialists during each field trip visit.

# COLLABORATIONS

In addition to normal field trips which provide student access and participation in alignment with the Museum's daily offerings, special Cultural Collaborations were also held during the 2022-2023 school year. In partnership with The Smith Center for the Performing Arts, these dual-field trip experiences are multi-layered to include performance presentations within the neighboring Reynolds Hall or Troesh Studio Theater followed by arts and science programming onsite at the Museum. DISCOVERY completed two successful Cultural Collaborations for over 970 participants consisting of world-class performances at the neighboring Smith Center for the Performing Arts. For maximum participation from multiple schools, each performance was offered for four days. Each day included educational components conducted onsite at the Museum which consisted of four workshops designed to complement the theme presented on the stage, further exploring the subject matter through hands-on activities and creative project lessons.

## CULTURAL COLLABORATION PERFORMANCES OFFERED

### VEX IQ Robotics Competition | November 12, 2022

DISCOVERY Children's Museum collaborated with the Robotics Education & Competition Foundation as an event partner to host a 2022-2023 VEX IQ Robotics Competition at the Museum. We welcomed 26 elementary school and middle school teams to compete in robotics skills challenges and competition matches, with DISCOVERY team members and volunteers from the community serving as referees and judges.

Sponsored in part by the Gene Haas Foundation

**Total Attendance: 200 visitors**

### Grace For President | February 7 - 10, 2023

Students enjoyed a dual field trip experience in partnership with the Smith Center for the Performing Arts. After a fairy tale adventure at The Smith Center, students visited DISCOVERY Children's Museum for a curriculum-based, engaging experience highlighting content in science, engineering, and art! Students learned about the chemistry behind fireworks, designed a witty campaign poster, made a patriotic American flag collage, and created their own personalized campaign button.

Sponsored by Nevada Arts Council and the National Endowment for the Arts and Windsong Trust.

**Total Attendance: 510 students and chaperones**

### The Stinky Cheese Man | April 17 - 20, 2023

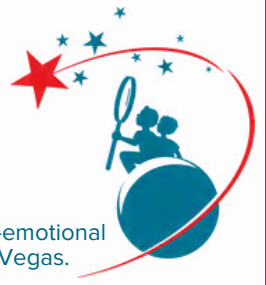
Students enjoyed a dual field trip experience in partnership with the Smith Center for the Performing Arts. After a fairy tale adventure at The Smith Center, students visited DISCOVERY Children's Museum for a curriculum-based, engaging experience highlighting content in science, engineering, and art! Students discovered how cheese is made, designed an ugly duckling puppet, competed in a beanstalk-building challenge, and created their own hairy hare.

Sponsored by Nevada Arts Council and the National Endowment for the Arts, and Windsong Trust.

**Total Attendance: 462 students and chaperones**



# LEARNING EXPERIENCES



## NEW QUARTERLY PROGRAMS

### Roaming Robotics | October 1 – December 30, 2022

Visitors joined us daily in the DISCOVERY Lab to help our VEX robots complete fun challenges while exploring social-emotional learning. Sponsored by the Gene Haas Foundation and in part by a Collective Impact Grant from Compassionate Las Vegas.

**Total Attendance: 600 visitors**

## ONGOING PROGRAMS

### Intergenerational Interludes | August 2022 – June 2023

Cleveland Clinic Nevada and DISCOVERY teamed up to offer an Intergenerational Interludes music program for participants ages birth through five and their caretakers. Interactive weekly sessions offered music, dance, movement, and play led by a Cleveland Clinic music therapist and accompanying memory loss patients. The enriching musical sessions enhanced language and memory skills for participants through a playful and engaging atmosphere. Sponsored by Clark County and PNC Foundation

### Early Literacy Workshop Series | July 2022 – December 2022

DISCOVERY Children's Museum offered a free workshop series designed to promote early literacy skills. Participants aged one to five and their caretakers enjoyed story time, music, science, and literacy-themed art activities and play during this interactive experience. Participants also received one free book at the end of each session. Participants were able to stay and play at the Museum following each session. This Program was funded by a grant from the Clark County Community Recovery Outside Agency Grant (OAG) Program. The program concluded on December 23, 2022. Sponsored by Clark County.

**Total Attendance: 395 visitors**

## REIMAGINED EXHIBITS

### Solve-It Gallery Reimagined | February 13, 2023

Solve It! exhibit located on the 3rd floor of DISCOVERY began renovations on February 13! The reimagined exhibit will open in November 2023 as Energy/Energia.

## NEW EXHIBITS

### Drainger Danger Kiosk | Saturday, October 1, 2022

DISCOVERY welcomed a new Flood Safety kiosk to Eco City on Saturday, October 1. The new exhibit features an interactive kiosk featuring Drainger Danger, from the Clark County Regional Flood Control District campaign, which educates visitors about the dangers of flash floods. By interacting with the kiosk, visitors receive printed "fortune" cards that have tips for flood safety and even have a chance of winning a prize if they pull a lucky ticket. This exhibit is sponsored by the Clark County Regional Flood Control District.

### Eco City Intermountain Health Exhibit | Tuesday, October 11, 2022

DISCOVERY Children's Museum unveiled an exhibit designed to inspire young people to explore careers in healthcare. Inside the new space, sponsored by Intermountain Health, children and their families are invited to learn while playing with a large replica Operation game, a hands-on doll nursery, a display that simulates X-ray scans, and more. This exhibit is sponsored by Intermountain Health.

## SPECIAL EVENTS

### Superhero Day | Saturday, July 23, 2022

Visitors dressed as their favorite Superhero character in celebration of this action-packed day. Visitors explored the special forces unique to Superheroes while engaging in fun-filled activities related to Superhero costume design, scavenger hunts, superhero-themed challenges, and Superhero Science Bench presentations highlighting the science behind superpowers. Visitors also enjoyed meeting and mingling with Superhero characters from the Las Vegas Avengers throughout the day.

**Total Attendance: 1,785 visitors**

### Happiest Day on Earth Celebration | Saturday, August 27, 2022

Visitors enjoyed special programming that included creating jewelry, designing illuminating lanterns, an animated scavenger hunt, and visits with Disney characters from the Las Vegas Avengers Princess Squad! Visitors also enjoyed listening to classic Disney tales, decorating magical crowns, and building their own lofty castles. This special celebration included spectacular magic-themed science shows and enchanting photo opportunities. Visitors enjoyed a special performance by author Sierra Gullickson that included singing and dancing, as well as an interactive read-aloud.

**Total Attendance: 1,599 visitors**

### Grito Ceremony | Saturday, September 17, 2022

DISCOVERY hosted a Mexican Independence Dance celebration on September 17 in collaboration with the Mexican Consulate and Southern Nevada Health District. After attending a Grito ceremony, visitors enjoyed a special mariachi performance and enjoyed special music-themed programming inspired by Hispanic traditions. The Southern Nevada Health District provided access to an onsite pop-up vaccination clinic. Sponsored by Southern Nevada Health District.

**Total Attendance: 100 visitors**

### Flood Safety Event | Saturday, October 1, 2022

DISCOVERY Children's Museum hosted a Flood Safety Day in collaboration with the Regional Flood Control District, where visitors participated in special programming, including making Drainger Danger puppets, designing flood safety posters, engineering storm drain covers, learning how storm clouds release rain and observing how flash floods can be destructive. We also unveiled the new Clark County Regional Flood Control District's interactive flood safety kiosk featuring Drainger Danger in Eco City. Sponsored by the Clark County and Regional Flood Control District.

**Total Attendance: 1,043 visitors**

# LEARNING EXPERIENCES



## **Girl Powered STEM Event | Sunday, October 2, 2022**

In celebration of International Day of the Girl, DISCOVERY welcomed grades K – 8 students and their families to engage in STEM learning experiences. Participants enjoyed a special presentation by keynote speakers, pediatric neurosurgeon Dr. Taryn Bragg, Director of Demand Side Management at NV Energy, Patricia Rodriguez, and Pediatric Dentist, Dr. Nina Mirzayan, STEM stations featuring circuitry and engineering challenges, and introductions to coding, 3D printing, and CAD. Activities included assembling and driving robots, taking the girl powered pledge, making lava lamps, mixing gooey gak, and more. The University of Nevada, Las Vegas Tech Trekkers, and Women in Aviation were on site to provide additional activities.

**Total Attendance: 300 visitors**

## **Smile Squad Day | Saturday, October 22, 2023**

Smile Squad joined DISCOVERY on October 22nd as we celebrated a day of dental hygiene. Visitors participated in many activities throughout the Museum that included creating a toothbrush holder, practicing their flossing skills, creating a 3D Printed tooth fairy box, engaging in dental-themed art projects, and more. Visitors also enjoyed taking pictures in our photo booth, where they showed off their beautiful smiles. Smile Squad was also on-site, providing free information and giveaways. Sponsored by Smile Squad.

**Total Attendance: 957**

## **Nevada Day | Friday, October 28, 2022**

In celebration of Nevada Day, visitors engaged in a special Nevada-themed celebration, including programming highlighting the state animals of Nevada, art projects inspired by Nevada's landscapes, and explorations of the precious metals that inspired the Silver State's nickname. Visitors also enjoyed making a replica state flag, decorating a desert tortoise shell, designing a train fit for the Nevada Southern Railway, and creating their own unique pair of vivid dancer damselfly wings.

**Total Attendance: 742 visitors**

## **Native American Heritage Month | November 2022**

DISCOVERY celebrated Native American Heritage Month with special museum-wide cultural programming highlighting the history of the Southern Paiute, Northern Paiute, Washoe, and Western Shoshone tribes. Visitors studied ancient images of rock writing discovered in Nevada, practiced weaving and beadwork inspired by basketry and jewelry designed by the Moapa Band of Paiutes, and learned about the tribal territories of Nevada's 33 Indian Reservations and Colonies. Visitors also explored the works of contemporary Native American artists, enjoyed stories by Native American authors and illustrators, and celebrated the life of Sarah Winnemucca Hopkins, a Northern Paiute writer, activist, and educator. Sponsored in part by Nevada Humanities.

**Total Attendance: 16,133 visitors**

## **Strange World Day | Saturday, November 19, 2022**

Ahead of the premiere of Disney's animated film Strange World, DISCOVERY hosted Strange World Day on Saturday, November 19. On this special day, visitors enjoyed a Strange World-themed scavenger hunt that included a free slime-making workshop inspired by the character Splat! Visitors also had the chance to pick up a free Strange World movie poster, screening passes, and other movie memorabilia. Sponsored by Allied Global.

**Total Attendance: 1,172 visitors**

## **Astronomy Day | Saturday, December 10, 2022**

In celebration of Astronomy Day at DISCOVERY, visitors designed a rover prototype, discovered how stars form, explored making clouds, attended space-themed presentations, participated in space-themed art activations, learned about satellites, and enjoyed a special wooden rocket-painting workshop. In partnership with NISE Network (National Informal STEM Education Network), earth and space toolkits were presented, offering hands-on exploration of engaging astronomy-themed content. The University of Nevada and the Las Vegas Tech Trekkers were on site to provide a moon rock composition activity.

**Total Attendance: 667 visitors**

## **Galaxy Far Away Day | Saturday, January 14, 2023**

In celebration of Galaxy Far Away Day, visitors came dressed in out-of-this-world attire and decorated their own cosmic character masks, designed rocket ships, created adorable puppets, engineered stellar alien-inspired spacecrafts, and explored rocks and minerals that glow. Visitors also enjoyed special science programming as they learned about comets, meteor showers, and space robots. The DISCOVERY Lab offered a laser sword engineering workshop. Visitors could take photographs with costumed characters from the Las Vegas Star Wars Collective, 501st, Rebel Legion, Saber Guild, and UNLV's Society of Light-saber Duelists (SoLD). Sponsored by the Gene Haas Foundation.

**Total Attendance: 1,856 visitors**

## **Presidents' Day Celebration | Monday, February 20, 2023**

In celebration of the holiday, visitors enjoyed Museum-wide Presidents' Day themed activities. Visitors enjoyed making voter badges, creating patriotic collages, and exploring surface tension using US coins. Visitors also carved their own silver-minted coins, created sparkling replica United States flags, decorated their own iconic hats inspired by past presidents, and made presidential puppets.

**Total Attendance: 941 visitors**

## **Wizard Week Spring Break | March 11 – 19, 2023**

Visitors joined us for our annual Wizard Week festivities and engaged in a magical high-flying tournament, created wizard-themed crafts, attended potions class, penned and wax sealed a magical letter, and conducted a frog choir. Visitors enjoyed listening to tales from the wizard world, learned about wizard currency, attended a magical sorting ceremony, and posed for photographs in their magical apparel. The DISCOVERY Lab offered a dazzling wand design workshop.

**Total Attendance: 13,485 visitors**

## **National Doctors Day | Saturday, March 30, 2023**

DISCOVERY Children's Museum and doctors from Intermountain Health collaborated to offer the community special doctor themed programming in celebration of National Doctor's Day on Thursday, March 30. Inside the new Intermountain Health exhibit, doctors provided insight into the healthcare field, and shared what children can expect when visiting the doctor. The exhibit and special activities provided children and their families with a chance to learn, play, and explore the healthcare field in honor of this important day.

**Total Attendance: 773 visitors**

# LEARNING EXPERIENCES



## **Science is Everywhere Day Event | Sunday, April 30, 2023**

DISCOVERY held an event in collaboration with the annual Las Vegas Science and Technology Festival. Visitors enjoyed chemistry-themed programming that included making a masterpiece with salt, creating sculptures inspired by molecules and atoms, exploring chemical reactions, and special chemistry-themed shows. The University of Nevada, Las Vegas Tech Trekkers, and members from the American Chemical Society were on site to provide additional activities. In partnership with NISE Network (National Informal STEM Education Network), "Let's Do Chemistry" toolkits were presented, offering hands-on exploration of engaging chemistry-themed content.

**Total Attendance: 845 visitors**

## **Family Equality Day Celebration | Sunday, June 4, 2023**

DISCOVERY Children's Museum hosted its third annual Family Equality Day Celebration, where visitors enjoyed spending the day with their families and connecting with representatives from community organizations. Visitors enjoyed painting kind messages on rocks, participating in a collaborative unity-themed mural, creating a representative hanging sculpture, and designing a unique family crest. Visitors also enjoyed posing for a family portrait in our free photo booth.

**Total Attendance: 942 visitors**

## **ELEMENTAL Day | Saturday, June 10, 2023**

Ahead of the premiere of Disney & Pixar's ELEMENTAL, DISCOVERY hosted ELEMENTAL Day on Saturday, June 10. On this special day, we celebrated the two main characters, Ember and Wade, with programming themed around natural elements! Special activities featured Water World Exhibit Signage Prompts, an earth-themed plant observation station in DISCOVERY Lab, and special science shows inspired by the elements of fire and wind. Visitors also had the chance to pick up a free ELEMENTAL movie poster, activity sheets, screening passes, and other movie prizes. Sponsored by Allied Global.

**Total Attendance: 1,212 visitors**

## **Juneteenth Celebration | Saturday, June 17, 2023**

DISCOVERY Children's Museum hosted its annual Juneteenth Celebration on Saturday, June 17. After a special flag-raising ceremony and performance of the Black National Anthem by Mahaleah Murdock, visitors enjoyed a dance performance by Culture Shock, a body percussion workshop with Jason Nious from MOLODI, and a jewelry-making workshop with local artist Imani Williams. Special activities included creating a celebratory banner, designing a freedom bracelet, replicating the Juneteenth flag, and decorating a freedom wreath. Programming funded in part by the Nevada Humanities and the National Endowment for the Humanities.

**Total Attendance: 1,305 visitors**

## **ART & CULTURAL WORKSHOPS**

### **Art Appreciation Month | August 2022**

Five workshops (August 6, 13, 20, 21, 27 & 28)

DISCOVERY offered five fine art and performance art-centric workshops to celebrate Art Appreciation month. Participants made self-portraits with Aleida Castro, designed city scapes with Stephanie Samantha, created optical art with Bonnie Kelso, painted a Siapo Mamanu mural with Kuulei Jakubczak, and performed in a theatrical production with Ants in the Pants Productions. Sponsored by the Nevada Arts Council, a state agency, which receives support from the National Endowment for the Arts, a Federal agency, and the State of Nevada.

**Total Attendance: 252**

### **Hispanic Heritage Month | September - October 2022**

Two Workshops (September 10 & 18), 3 Performances (September 17 & October 29)

DISCOVERY hosted cultural workshops and performances in celebration of Hispanic Heritage Month. Special workshops included carving stamps inspired by historical Mexican images with artist Aleida Castro and building colorful piñatas with artist Emmanuel Muñoz. Visitors enjoyed a Mariachi performance by Mariachi Esperanza and a music and dance performance by the local cultural group Danza del Carrizo. Sponsored by Nevada Humanities and the National Endowment for the Humanities.

**Total Attendance: 200 visitors**

### **New Year's Fireworks Workshop | Friday, December 30, 2022**

Visitors joined local artist Stephanie Sumler for a firework workshop and learned how to make a safe, fun, and easy alternative to sparklers that can be enjoyed after the holiday and be used as colorful table decorations. Sponsored by the Nevada Arts Council, a state agency, which receives support from the National Endowment for the Arts, a Federal agency, and the State of Nevada.

**Total Attendance: 60**

### **Black History Month Workshops | February 2023**

Four workshops (February 12, 18, 19 & 25)

DISCOVERY offered four special workshops in celebration of Black History Month. Participants enjoyed making a mixed media collage with author and illustrator Daria Peoples, practicing print making with artist Lily Christoffersen, painting color-contrasting masterpieces with artist Stephanie Sumler, and attending a special read-aloud and workshop with author N. Joy. Sponsored by Nevada Humanities and the National Endowment for the Humanities.

**Total Attendance: 260**

### **Sierra Gullickson | Friday, March 17, 2023**

Visitors danced their silly salmon pants off at Sierra Gullickson's concert and story time. Sierra shared her love of music and reading by singing a few of her original songs and reading her children's book "If I Could Hunt for Pets All Day" from her Read Sing Laugh book series.

**Total Attendance: 50 visitors**

# LEARNING EXPERIENCES



## Grants for Art Projects 2023 Artist in Residence Workshops | April 2023 – June 2023

Seven workshops | Thelma Davis (April 1, 22, 29 & June 3), Bonnie Kelso (April 8, July 15, August 5, October 21), Manda Lyn (June 1, June 29, August 3, October 7), Ross Takahashi (August 12, August 27, September 9, September 10)  
In April, DISCOVERY launched a new Artist in Residence program. Four artists were selected to receive honorariums to teach four three-hour workshops throughout the 2023 calendar year. Participants explored acrylic and watercolor painting techniques with artist Manda Lyn, painted masterpieces using unusual scale with author and illustrator Bonnie Kelso, sculpted air-dry clay figurines with artist Thelma Davis, and weaved textile art with local art teacher and fine artist Ross Takahashi. Funded by a grant from National Endowment for the Humanities: Democracy Demands Wisdom.

**Total Attendance: 240 visitors**

## Asian American and Pacific Islander Heritage Month Workshops | May 2023

Two Workshops (May 13 & 27) 6 Performances (May 7 & 20)  
In May, DISCOVERY Children's Museum celebrated Asian American and Pacific Islander Heritage Month. Visitors enjoyed special programming highlighting China, the Philippines, Japan, and Samoa. The Museum welcomed artist Ailene Pasco for a plastic bag weaving workshop and artist Kuulei Jakubczak for a Samoan Siapo "mamanu" bookmark-making workshop. DISCOVERY also welcomed performers from the Las Vegas Chinese Dance Academy and Korabo Taiko for cultural performances honoring China and Japan. Sponsored by Nevada Humanities and the National Endowment for the Humanities.

**Total Attendance: 400 visitors**

## Bug Universe Workshop | Tuesday, May 23, 2023

Participants joined local artist Bug Universe for a free art workshop in the DISCOVERY Lab. Guests enjoyed designing their own layered sand art sculptures inspired by the colors and landforms found in the Mojave Desert. Sponsored by the Nevada Arts Council, a state agency, which receives support from the National Endowment for the Arts, a Federal agency, and the State of Nevada.

**Total Attendance: 60 visitors**

## Juneteenth Workshops | Saturday, June 17, 2023

In celebration of Juneteenth, DISCOVERY hosted several cultural workshops. Visitors enjoyed a dance performance by Culture Shock, a body percussion workshop with Jason Nious from MOLODI, and a jewelry-making workshop with local artist Imani Williams. This program was sponsored in part by Nevada Humanities and the National Endowment for the Humanities.

**Total Attendance: 140 visitors**

## PROFESSIONAL DEVELOPMENT

### Las Vegas Book Festival | Saturday, October 22, 2022

Bringing Literacy to Life through Design Thinking  
Teachers, parents, and children from the community joined DISCOVERY at the Las Vegas Book Festival for an interactive workshop designed for grade levels K-8. Participants explored the design thinking process through the lens of storytelling and learned how literacy cultivates creative problem-solving in the classroom environment. Participants enjoyed engaging in a hands-on building challenge aligned with the story "The Three Billy Goats Gruff."

**Total Attendance: 22 participants**

### CCSD Community Meet-Up | Wednesday, January 25, 2023

DISCOVERY hosted an annual Community Meet Up for K-12 CCSD educators. Educators attended four engaging workshops at DISCOVERY and learned about the educator resources offered, including DISCOVERY on Wheels programming, field trips, robotics programming and virtual learning. Educators enjoyed refreshments, exciting Science Bench programming, discounted membership prices, and a raffle for free Museum tickets and a free annual membership.

**Total Attendance: 80 educators**

### Nevada STEAM Conference | Saturday, March 4, 2023

Teachers and professionals from around the nation joined DISCOVERY for a virtual workshop designed for grade levels K-5 to explore the kinetic art movement through an introduction to notable artists who have mastered this form. Attendees learned how kinetic art intersects with technology and engineering and gained inspiration for integrating this interactive style of art into multiple content areas.

**Total Attendance: 80 participants**





# FY2023 REVENUE

Membership Dues	\$369,357
Ancillary Revenue	\$595,205
Signature Events	\$481,643
Program Revenue	\$73,688
Investment Income, Net of Expenses	\$136,391
In-Kind Donations	\$31,405
Contributions	\$4,147,322
Admissions	\$2,072,377
Other Income	\$22,340
	<b>\$7,929,728</b>



# EXPENSES

Fundraising	\$799,001
Management/General	\$1,022,188
Program Services	\$3,650,954
	<b>\$5,472,143</b>



# OTHER INCOME / EXPENSES

Employee Retention Credit	-
Net Realized and unrealized gain (loss) on Investments	\$357,966
	<b>\$357,966</b>



# ANNUAL FUND DONORS

## INNOVATORS (\$50,000+)

- Anonymous Donor
- Canarelli Family Foundation
- Clark County Department of Social Services - Community Resource Management
- City of Las Vegas (ARPA)
- Gene Haas Foundation
- Institute of Museum and Library Services Las Vegas Clark County Library District
- San Manuel Gaming & Hospitality Authority
- Southern Highlands Charitable Foundation

## BUILDERS (\$10,000+)

- Andrew Family Foundation
- Aristocrat Technologies, Inc
- Bank of America
- Bravo Tickets LLC
- Brenden Mann Foundation
- Caesars Entertainment
- Clark County Department of Aviation
- Clark County Regional Flood Control District
- Cochener Family Trust
- CSAA Insurance Services, Inc
- DJ Tiesto
- Eight Cigar Lounge
- Elite Island Resorts
- Green Valley Grocery
- Interblock USA
- Intermountain Health
- Jeri and Rick Crawford
- Jerry's Nugget Casino
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- Pamela and Pierre Omidyar
- PNC Bank
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- Smile Squad Kids Dentistry & Braces
- Smith's Food & Drug
- Southwest Gas Corporation
- Subaru of Las Vegas
- The Ellis Family
- The Las Vegas Raiders
- The Tony and Renee Marlon Charitable Foundation
- US Bank Foundation
- Wells Fargo Bank
- Wynn Resorts

## THINKERS (\$5,000+)

- Allied Global Marketing
- Associated Insurance & Risk Management Advisors
- Avertra
- Belinda and Allon Englman
- Brownstein Hyatt Farber Schreck, LLP
- Carrie Carter-Cooper and Phil Cooper
- Criss Angel
- Divine Events
- Ellis Island Casino
- EY

## THINKERS (\$5,000+) cont.

- Jill and Troy Moser
- Judy and Ed Cebulko
- Las Vegas Sands Corporation
- Laurel Andrew and Victor Onufrieff
- Lettuce Entertain You Restaurants
- Mon Ami Gabi Restaurant
- Nevada Arts Council
- Nevada Humanities, Inc.
- PricewaterhouseCoopers LLP
- Sandra Wells-Hardie and Steve Hardie
- Speedway Children's Charities
- Stacie Truesdell-Michaels and Justin Michaels
- Station Casinos LLC
- The Howard Hughes Corporation
- The Jechart-Yoo Charitable Trust
- The Paul Powell Law Firm
- The Tuttleman Foundation
- Top Rank Boxing, Inc.
- Verizon Foundation

## COLLABORATOR (\$2,500+)

- Adrienne Burke
- Ashley and Matthew Levin
- Bank of Nevada
- Bentar Development
- Carol Jimmerson
- Carver Road Hospitality
- Cashman Equipment Company
- Cashman Family Foundation
- Catherine and Todd Lefkowitz
- Coreprime
- Cox Charities
- Denise Cashman and Family
- Design By Number
- Elle Concepts
- Emily and Boyd Nelson
- Formula 1 Las Vegas Grand Prix
- Fuse Ignited
- International Market Centers
- Jaime and Joshua Rexing
- Jennifer Curland and Joseph Stamis
- Joe DeSimone
- John Klai and Jonathan Sparer
- Kami Dempsey-Goudie and Jason Goudie
- Lauren Elizabeth Foundation
- Littler Mendelson
- Marylou Watchman
- Maverick Gaming
- McCormick Barstow LLP
- Megan and Brian Farnsworth
- MGM Resorts International
- Neiman Marcus
- Nevada Behavioral Health Systems
- Nurse Muse
- POGO Pass
- Rebecca and Christopher Miltenberger
- Red Rock Resort & Casino
- Roy's Liquor
- Sandra and Mark Tratos

## COLLABORATOR (\$2,500+) cont.

- SISU Healthcare Solutions
- Tessie and Peter Poggione
- The Cosmopolitan of Las Vegas
- The Engelstad Family Foundation
- The Honorable Carolyn and Oscar Goodman
- The Tiberti Family
- URVenue
- Xperience Restaurant Group

## EXPLORERS (\$1,000+)

- AEG Live
- Alma Sexton
- Amy Graca
- Amy West
- Angela and Jason Gregorec
- ARIA Resort & Casino
- BMW of Las Vegas & BMW of Henderson
- Brett Ryan
- Bri and Adam Steck
- Candy and Mike Schneider
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- Compassionate Las Vegas
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- Vegas Girls Night Out
- Volvo Las Vegas
- Warner Gaming

# THANK YOU



FOR HELPING US PUT  
**OUR KIDS  
FIRST.**



**DISCOVERY**<sup>®</sup>  
Children's Museum

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