2017

Annual Report to the Community
Dear Friends of Discovery World,

As we reflect on our 34th year – and, what a year it was! – it is exciting to see our guests’ enthusiasm for Discovery World’s current expansion and transformation match our own. Despite the construction noise and dust, our membership and admission numbers continue to climb, our award-winning summer camp participation remains strong, and we continue to earn investment from and partnerships with regional non-profit and for-profit organizations looking to transform Science, Technology, Engineering, and Math (STEM) and freshwater education and access.

Discovery World exists to inspire the next generation of tinkerers, makers, inventors, innovators, and entrepreneurs. As that work continues, we know how critical it is for us to also encourage collaboration, critical analysis, adaptability, and self-confidence. The physical transformation of our beautiful lakefront facility will allow us to combine both hard and soft skills to deliver our unique experiential education approach in new and exciting ways.

We also reflected deeper in 2017 on how accessible we are to the entire community. Because we receive no direct public funds like several other Milwaukee museums, we do not have the ability to offer many free admission days. Over the last year, we continued to make it a priority of our fundraising focus to grow our Access Fund so that we could offer more free and reduced memberships, admissions, field trips, lab programs, summer camp scholarships, and even transportation. We are proud to partner with donors who see the value of investing in us so that we can break down the financial barriers that too many still struggle with in our community.

As you review the following pages of all that we accomplished in 2017, please know how grateful we are for you. Our annual report is a celebration of YOU – the partners, families, organizations, schools, volunteers, staff, donors, and – most importantly – kids who make every day at Discovery World an exciting adventure.

We made strides together in 2017, and we look forward to all that can be in the days to come. On behalf of the thousands of visitors we welcome through our doors each year, we thank you for your commitment to helping Discovery World make an impact on Milwaukee and our region, today and in the future.

Sincerely,

The Discovery World Board of Directors, Staff, and Volunteers
# STEM Impact to the Community – by the Numbers

<table>
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<tr>
<th><strong>1,300</strong></th>
<th><strong>10,000</strong></th>
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<tbody>
<tr>
<td>Educators joined our Educator Community in 2017, bringing the total to 4,000+ teachers</td>
<td>Square feet of educational space – classrooms, labs, and studio space</td>
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<th><strong>300,000+</strong></th>
<th><strong>2,723</strong></th>
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<tr>
<td>Visitors from all 50 states</td>
<td>Boy Scouts and Girl Scouts attended workshops and sleepovers</td>
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<tr>
<th><strong>10,000</strong></th>
<th><strong>1,406</strong></th>
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<tr>
<td>Groundbreaking of new, permanent 10,000 square-foot space equipped for events, education, and traveling exhibits</td>
<td>Summer Campers, 209 of whom came on scholarship</td>
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<tr>
<th><strong>22,484</strong></th>
<th><strong>62,000+</strong></th>
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<tr>
<td>Patrons, students, and lake-lovers embarked on our tall ship, the Sailing Vessel (SV) Denis Sullivan for exploration and learning</td>
<td>Children attended school field trips</td>
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<th><strong>6,809</strong></th>
<th><strong>35,210</strong></th>
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<tr>
<td>Children attended field trips on scholarship</td>
<td>Guests attended catered, private, and corporate events by Bartolotta Catering, Discovery World’s onsite partner and supporter</td>
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2017 Year in Review

January
Repeat-Visit Educational Model sponsored by Johnson Controls began with 500 3rd-9th and 11th grade students. Students came for 4-6 hours of focused programming over 5 weeks.

February
Fund for Lake Michigan partners joined Discovery World to teach the public about freshwater conservation, preservation, and the beautiful body of water outside our doors.

March
Local artisans featured their creations on the Discovery World promenade during The Milwaukee Makers Market, showcasing art, jewelry, and custom products.

April
Northwestern Mutual Mondays kicked off, opening our doors seven days a week to visitors for the next six months.

May
The S/V Denis Sullivan launched her 17th sailing season.

June
Over 200 children from underserved communities were provided Summer Camp scholarships.

July
Our Annual Gala generated almost $500,000 in revenue and welcomed over 500 attendees to celebrate our mission.

August
Science Saturdays – These free science demonstrations were open to the public and impressed visitors with exciting experiments that were held on Discovery World’s promenade in the colder months, and outside the building in the summer months.

September
Our virtual reality exhibit, Virtual Explorer in partnership with Millipore Sigma, opened and replaced the HIVE in the Technology Building.

October
Discovery World broke ground on a new 10,000 sq ft pavilion.

November
Discovery World celebrated Shop Small Saturday and welcomed local artisans and guests to The Milwaukee Makers Market.

December
Adults were treated to a kid-free evening of shopping and wine just in time for the holidays during an intimate, weekday event featuring local artisans.

Summer Camp 2018 sales began, kicking off a process that will eventually bring in over 1,600 kids for 11 weeks of education, exploration, and fun.
2017 Events in Review

Taste of Bartolotta
January 28
1,366 patrons explored Discovery World while enjoying delicious food throughout the museum from Bartolotta Restaurants. A percentage of ticket sales went to the Steve Atwell Memorial Youth Scholarship fund.

Spring Milwaukee Makers Market
March 25
Over 2,000 patrons visited and purchased items from local artists, craftsmen, and designers.

Robots Week
May 10-15
4,932 curious kids and families were amused by robots of all shapes and sizes with a chance to meet their makers. Local FIRST® Robotics Teams, university students, and professionals showcased their engineering skills along with robots built for competition, industry, and entertainment.

Sci-Fi Family Day
September 30
1,839 Sci-fi fans witnessed magnificent costumes, props, and displays while interacting with their favorite characters from the sci-fi world.

Girls & STEM
November 11
This event was created to inspire creativity and curiosity in females through engaging hands-on activities that demonstrate and integrate science, technology, engineering, and math. Our partners and other groups throughout the city were onsite to spark new interests, make real-life connections, and fight obstacles facing young women in Milwaukee. 1,741 attended.

Snow Day
December 16
838 visitors celebrated the science of snow with “cool” activities, labs, and games.

Spring Fling Egg Hunt
April 8
1,360 members and general visitors hunted for eggs throughout the museum.

Member Fireworks
June 28 & July 3
1,184 members and their guests were treated to the best seats in the house – the Discovery World docks – for viewing of the Summerfest Big Bang and US Bank July 3rd fireworks.

Love Your Great Lakes Day
February 11
In partnership with Fund for Lake Michigan, 1,114 guests met face-to-face with local organizations making waves to sustain our Great Lakes and local waterways.

Halloween Members Night
October 20
1,129 members and their guests were enchanted with Discovery World’s Haunted Sailing Vessel Denis Sullivan and many other surprises.

Shop Small’s Fall Milwaukee Maker Market
November 25-26
Holiday shoppers enjoyed our promenade full of local artisans displaying their original creations, with many visitors completing their day enjoying a visit to the rest of the museum.
• Discovery World had 9,434 member families as of the end of 2017 (up from 8,580 in 2016 – a 10% growth). This equates to 58,630 actual members within the program. The annual membership renewal rate average is 40%.

• A new program was implemented in 2017 to replace corporate partner membership cards and create more meaningful relationships with employees. Discount rates were offered in four categories. In 2017, almost 500 new and renewing corporate partners received these discounts.

• Discovery World worked with eight fellow area nonprofit partners to help 150 families receive complimentary memberships in 2017, thanks to funding from We Energies and additional generous donations to our new Discovery World Access Fund. The goal for 2018 is to continue an increased amount of access for those facing financial barriers through summer camp scholarships, free and reduced group and school admissions, transportation support, and complimentary family memberships.

• In the fall of 2017, the Children’s Community Health Plan received 10 complimentary family memberships for families within their network.

• In 2017, the Milwaukee County Disability Services Division received 400 memberships for Milwaukee families affected by disabilities.

• The City of Milwaukee and the United Performing Arts Fund Visions Campaign received 424 memberships while also supporting Discovery World. We are among the most-popular Milwaukee organization in the Visions Program, and total pledge dollars increased by 20% in 2017.

• The We Energies Workplace Giving Campaign allowed 30 employees to support Discovery World and receive a complimentary membership as a result.

• The Girl Scouts of Wisconsin Southeast offered 556 membership vouchers to girls in the area for selling cookies at significant levels. This program moves young women further down the pathway toward education and careers in STEM, all for selling their ever-popular cookies.
Sailing the Great Lakes on Discovery World’s Tall Ship, the S/V Denis Sullivan

Discovery World is proud to be the home of Wisconsin’s Flagship S/V Denis Sullivan, our resident tall ship used for educational experiences. The programs held on the S/V Denis Sullivan enhance out-of-school, hands-on learning while empowering youth to explore, innovate, and create. Discovery World is proud to reflect our community’s residential quality of life and tourism, while simultaneously providing opportunities to connect the innovative industries of Wisconsin to the marketplace through maritime programming.

In 2017 the S/V Denis Sullivan spent more than four weeks helping Canada celebrate 150 Years of Confederation. The boat visited five ports culminating with a visit to Quebec City with 39 other tall ships from around the world.

Thirty-two volunteers donated over 6,100 hours aboard the S/V Denis Sullivan during 2017. Although the bulk of these volunteers are from Wisconsin, we also have volunteers from Michigan, Illinois, Iowa, and Utah.
Build, Create, and Have Fun Together!

Kohl’s Design It! Lab

The Kohl’s Design It! Lab is a place for families to build, create, and have fun together. Under the guidance of the Kohl’s Design Team, visitors learn how to use tools like hot glue guns, heat sealers, and vacuum formers to make DIY projects to take home.

- Each month, the Kohl’s Design It! Lab staff develops a new theme and new projects.
- In 2017, there were 61,132 visitors to the Kohl’s Design It! Lab.
- 88 new projects were designed by the Kohl’s Design It! Lab Team.
- The Kohl’s Design It! Mobile Lab, an onsite educational learning lab, served 48,362 individuals in our area’s schools.
- 115,000 projects were created in the Kohl’s Design It! Lab and at mobile sites.

Top three highlights of the year:
- The Kohl’s Design It! Lab officially kicked off “Open Fridays” in addition to being open every Saturday and Sunday throughout the year. The Kohl’s Design It! Lab is now open to the public Friday, Saturday, and Sunday, October through May.
- The Kohl’s Design It! Lab team partnered with 5th graders at Trowbridge Street Elementary school to kick off a repeat program focused on “Science in Architecture.”
- The Kohl’s Design It! Lab provided hands-on activities at many area events including Weather Day at Miller Park, American Cancer Society’s Making Strides Against Breast Cancer Walk, Summerfest, Wisconsin State Fair, Indian Summer Education Day, and Susan G. Komen Race for the Cure.
Virtual Reality
Takes Over Discovery World

Virtual Reality (VR) provides a portal to transport its user anywhere imaginable. Opened in 2017, the Virtual Explorer exhibit, presented in partnership with MilliporeSigma, invites guests to be completely immersed in an experience like never before.

In addition to rotating dynamic content available for guests to select, Discovery World has also created our own custom VR experience called, I.M.M.U.N.A.U.T.S. Guests take an amazing journey inside the most incredible human being in the history of the universe as they learn about DNA, genes, gene editing, and CRISPR (Clustered Regularly Interspaced Short Palindromic Repeats). The year is 2374. You are an I.M.M.U.N.A.U.T. You are impossibly small and impossibly awesome. You are part of the most technologically advanced, highly-trained group of women and men the world has never seen. Your mission is to defend trillionaire Horace James Carter from unfriendly bacteria. You are part of his artificial immune system.

And it’s go time!
The Access Fund

Thanks to a catalyst grant from We Energies and many generous donors, Discovery World was able to increase grants for admission, field trips, labs, theater shows, and Summer Camp to schools, families, and children in our region. Many also received support for transportation, a large barrier for many, with regard to their ability to take advantage of our educational offerings.

In 2017, Discovery World Development Team secured almost $100,000 in sustainable annual donor support for Access Fund initiatives.

The Access Fund provided no more than 150 Wisconsin families with free and reduced memberships.

The Access Fund provided over 200 Wisconsin children with Summer Camp scholarships.
Looking to the Future

The Steve Atwell Memorial Youth Scholarship

Steve Atwell was a vibrant presence at Discovery World, where he spent more than 14 years as the Director of Development before his passing in 2014. Inspired by Steve’s commitment to Discovery World and to Milwaukee youth, the Steve Atwell Memorial Youth Scholarship was created in 2015.

When fully funded, this endowment will ensure that even more young people in our community will always find enrichment and inspiration at Discovery World regardless of their financial status. These funds give our area’s youth unrestricted and personalized access to our STEM and freshwater education programs, camps, research, labs, staff, and collaborative partners.
Volunteerism at its Finest

Over the past year, more than 430 volunteers donated over 20,200 hours as exhibit docents, divers, tall ship crew members, administrative assistants, event hands and more.

Thank you! We couldn’t do it without you!
Summer Camp Experiences

Discovery World offers award-winning Summer Camp each year focused on hands-on learning experiences in the areas of LEGO® robotics, fashion design, automation, sailing, anatomy, freshwater exploration, and so much more. Children come for one week or the entire summer and are exposed to new friends, new experiences, and a wide array of education that they could not receive anywhere else…all under our roof.

Summer 2017 proved once again that kids are smart, talented, creative, curious, and eager to try everything.

We offered camps for 1st-8th graders between June and August, including our first-ever Sailing Camps in conjunction with the Milwaukee Community Sailing Center.
Discovery World
Annual Gala 2017

The Discovery World Gala, occurring in July, is the organization’s main fundraising event of the year. The event showcases our programming and features our Kohl's Design It! Lab team, Summer Camp students, and our aquarists and their watery friends. 2017 also raised donations for our Access Fund, which provides admission and transportation for underserved kids, families, schools, and fellow non-profit organizations.
Thank You to Our 2017 Gala Donors

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Katie Falk
Kurt & Juliane Farrell
The Field Museum
Sarah Fierek
First Stage
Five O’Clock Steakhouse
Paul & Meghan Fladten
Fleming’s Prime Steakhouse & Wine Bar
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Florence Eiseman
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Four Corners of the World
Fred Astaire Dance Studio of Milwaukee
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Doreen Resk
James Ricketts
Rishi Tea
Dr. Linda Rivers
Rockwell Automation
Ryan Roeger
Roundy’s Supermarkets, Inc.
Dave Ryan
Pete & Karen Sands
Eldred Schaible
Paul Schluter
Nick Schmal
Paul & Maggy Schultz
Gail L. Schumann
Jon & Noelle Simons
Brian R. Smigelski
Bruce Smith
Roger & Judy Smith
Mary Ellen Stanek
Terry Steffenhagen
Stein’s Garden & Home
Wauwatosa Savings and Loan Foundation
We Energies Foundation
Anthony V. Weasler
Neal Wegner
Wells Fargo Foundation
Werner Family Foundation
Raymond & Kelly Wilson
John Wilson
Yo Mama! Frozen Yogurt and Goodies
David Zelewski
Ziegler Family Foundation
Zilber Family Foundation
Erik Zipp
Elizabeth Thelen
Theodore W. Batterman Family
Robert Tirro
Townsend Foundation
United Way of Metropolitan Chicago
U.S. Bank Foundation
Prahlad Vadapally
Corinthia Van Orsdol
Joseph Vander Meer
VWR Charitable Foundation
Tanya Wade
Benjamin & Rachel Wagner
Walter & Olive Stiemke Fund
Xin Wang
If we have listed you with or omitted you in error, please email development@discoveryworld.org so that we may correct our records, with our apologies.
### Revenue Numbers

- **Contributions**: 2,327,736
- **Admissions**: 1,566,526
- **Membership**: 834,634
- **Programs**: 1,062,209
- **Catering/Events/Rentals**: 993,895
- **Learning Shop & Parking**: 589,401

**Totals**: 7,374,401

### Wisconsin County Attendance

- **Milwaukee County**: 52.7%
- **Waukesha**: 15.7%
- **Ozaukee**: 4.5%
- **Dane**: 3.9%
- **Racine**: 3.8%
- **Washington**: 3.7%
- **Kenosha**: 3.1%
- **Sheboygan**: 1.6%
- **Walworth**: 1.5%
- **Jefferson**: 1.1%
- **Outagamie**: 1%
- **>1%**: WI remaining counties, with the exception of Iron County, WI.

Over 300,000 people visited Discovery World in 2017. Discovery World hosted visitors from all 50 United States in 2017, and 27 countries. Of the 87% of visitors and groups who supplied a zip code, 96% reported residing in the Midwest; 84% from Wisconsin, 9% from Illinois, & >1% respectively from Minnesota, Iowa, Michigan, Indiana, Ohio & Missouri.

In 2017, Discovery World welcomed visitors from 71 of Wisconsin’s 72 counties, for museum admission, programs, and events.
2017 Demographics and Revenue

**Student Admission**
- 70% Elementary School: 32,299
- 25% Middle School: 11,469
- 5% High School: 2,617

**Group Admission**
In 2017, over 73,000 people visited Discovery World through group admission. School visits comprise 86% of the museum’s group admission visitors and group visits such as other nonprofit organizations, day care centers, and kids clubs, make up 14% of Discovery World’s group admission visitors.

**Student FRLP Eligibility**
- Low: 5% (12,870)
- Mid-Low: 17% (9,119)
- Mid-high: 24% (2,648)
- High: 42% (22,212)

In 2017, most schools who visited Discovery World – including school field trip admission received some level of Free and Reduced Price Lunch (FRPL). 42% of student visitors fall within the high level of FRPL eligibility, meaning more than 75% of the school’s student population qualifies for the FRPL program.

**Free Community Access**
- Field Trip Admission: 6,815
- Field Trip Educational Programming: 4,600
- Kohl’s Design It! Workshop Programming: 1,607
- Summer Reading Program Admission: 487
- Girls & STEM Admission: 459
- Veteran/Military Admission: 435
- Summer Camp Scholarships: 209
- Memberships: 189
- Big Brothers Big Sisters Admission: 60
2017 Board of Directors

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Discovery World

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Lori Richards  
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Kip Ritchie  
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Karen Sands  
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Jon Simons  
Rockwell Automation

Roger Smith  
A.O. Smith Corporation

Jeff Spence  
Milwaukee Metropolitan Sewage District

Jon Spigel  
Miller Compressing

John Stetzenbach  
PricewaterhouseCoopers LLP

Jeffery Ticknor  
BMO Harris Bank

Benjamin Wagner  
Habush, Habush & Rottier S.C.
The Board Governance and Nominating Committee works to ensure effective board processes, structures, and roles. The Committee fulfills the nominating function for the Board, identifies, and recommends candidates for Board membership to the Executive Committee.

The Community Advisory Committee, created in 2017, works to ensure that Discovery World maintains appropriate relationships within and around the Greater Milwaukee Community. The Committee and its members encourage dialogue, program development, and definitive action steps that promote Discovery World’s intent to represent the entire community in the delivery of its educational and cultural mission.

The Development Committee works in coordination with organizational leadership and staff to meet fundraising goals and build resources for the long-term sustainability of Discovery World.

The Exhibit and Infrastructure Committee assists in the development of new exhibits and the renovation or improvement of existing exhibits, along with their integration into educational programming.

The Finance and Audit Committee oversees development of the capital and operating budgets, monitors financial performance, ensures accurate tracking and accountability for funds, monitors financial controls and long-term financial assets, and supervises the annual audit procedures.

The Freshwater Education Committee works to ensure that Discovery World exhibits and educational programs related to freshwater science reflect current and future workforce challenges. The Committee affirms program direction, assists in making appropriate connections with industry and educational resources, and expands community awareness and support of Discovery World freshwater science program activities.

The Marine Committee helps guide the logistical and educational process related to the S/V Denis Sullivan and Discovery World marine activities.

The STEM Education Committee helps affirm the Science, Technology, Engineering, and Mathematics (STEM) mission of Discovery World and ensures that events, public experiences, and educational programs accurately reflect the commitment to this mission.
Discovery World's provides fun and educational experiences through interactive exhibits and educational programs for families and students in Milwaukee, the region, and the state of Wisconsin. We generate excitement for Science, Technology, Engineering, and Math (STEM) and freshwater education and careers in the minds of children and young people, and we play a vital role in the workforce development pipeline.