OUR MISSION

Discovery World 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, Math (STEM), freshwater education and careers in the minds of children and young people, while playing a vital role in the workforce development pipeline.
Dear Friends of Discovery World,

It has been an amazing year, full of progress and accomplishment, as well as bittersweet moments. We had some wonderful celebrations, made tremendous strides fulfilling our mission, and yet, said farewell to a treasured leader. While in full swing of our capital campaign for our Building a Better and Brighter Future endeavor, we completed construction on our new, 9,000 sq-foot Pavilion. Our 2018 Ignite the Spark Gala was our first official event to take place in this space, and it was a roaring success. With more than 650 people in attendance, the new Pavilion glowed in the moonlight and has become a focal point on the Lakefront. We also continued to have great momentum in our Education and Membership Departments. Our Education team continues to offer award-winning summer camps and granted 400 scholarships in 2018 to deserving children in Milwaukee. We also continued to grow our high-focused educational programming to low income schools compliments of several gifts from local corporations. Further, we met our goal of reaching 10,000 members by the close of 2018, and we couldn’t be happier to have welcomed new faces as valued members. Discovery World was excited to open another permanent exhibit called Power On, compliments of the WE Energies Foundation, and also welcomed several traveling experiences on our Lower Mezzanine, which formerly housed staff offices and is now remodeled and open to the public.

As we continued to work to create and develop new exhibits and experiences, we are consistently conscious that Discovery World exists to inspire the next generation of tinkerers, makers, inventors, innovators, and entrepreneurs. We are doing so strictly through the generosity of individual, foundation, and corporate donors, and thanks to our generous patrons and community partners who feel a kinship to our mission and need to serve our community. We continue to expand, offering new events such as our Sensory-Friendly Sundays for children on the autism spectrum and their families, a new health-focused event, and an Earth Day event, which was completely free to the general public, compliments of our partners at the U.S. Forest Service.

With all of this growth and success, we also embraced change and the, “It’s not goodbye, it’s I’ll see you later….” Our President and CEO of 11 years, Joel Brennan, left Discovery World at the end of 2018 to work under Wisconsin’s new governor, Tony Evers. Mr. Brennan is now the new Secretary of Administration and we could not be happier for and prouder of him. He has lead our organization out of debt and into new opportunities, new experiences, and a new era of providing STEM education for all. We are so grateful for Mr. Brennan and wish him continued success in State Government and whatever lies next for many years to come.

With that sentiment, we also want to take the time to thank our many visitors, school groups, campers, event goers, families, and partners for embarking on this journey with us. You’ve made it so much fun, so worth the effort, and have shown us that you’re growing right along with us. We look forward to a fantastic 2019 and hope you’ll continue on this journey by our side. Thank you for your commitment to providing STEM for children of all ages, abilities, races, gender, and socioeconomic status in Milwaukee, in Wisconsin, in the Midwest, and beyond.

With Gratitude,

Dennis Krakau
Chairman of the Board
On behalf of the Discovery World Board of Directors, Staff, and Volunteers
DISCOVERY WORLD’S IMPACT BY NUMBERS

130,000 square-feet of educational space, including: classrooms, labs, theater, exhibits, and studios

2,600 total Cub Scouts, Scouts BSA, and Girl Scouts came for hands-on learning experiences

6,500 people climbed aboard the S/V Denis Sullivan for charters, Dockside Discoveries, Lake Watches and educational field trips

1,500 teachers and educators in the Educator’s Community

1,600 total Summer Campers who engaged in week-long STEM-focused camps from June-August

67,500 students attended field trips at Discovery World

300,000 total visitors to the museum from all 50 states

9,000 children came to Discovery World for educational programming with financial assistance

45,000 guests attended events hosted onsite and catered by Bartolotta’s Catering, Discovery World’s onsite partner and supporter
2018 DISCOVERY WORLD ANNUAL REPORT

2018 YEAR IN REVIEW

JANUARY
• Repeat education programs returned for a deep dive into specific topics such as anatomy, automation, and circuitry thanks to funding from Johnson Controls, Rockwell Automation, and the Zilber Family Foundation.

FEBRUARY
• Celebrated National Engineers Week by offering two family workshops (Intro to Arduino and Hour of Code) to bring coding opportunities to the community.

MARCH
• Reiman Aquarists unveiled new daily animal encounters, offering new interactive experiences for visitors.
• Celebrated International Women’s Day with a special workshop in the Brady Lab.

APRIL
• Changes to the Promenade improved ticketing efficiency and the visitor experience.
• Discovery World participated in Weather Day by creating a massive cloud at Miller Park in front of tens of thousands of children.

MAY
• The Learning Shop moved to a newly constructed space in the museum.

JUNE
• Discovery World allocated more than 400 Summer Camp scholarships to deserving children in the community.

JULY
• The 9,000 square-foot Pavilion spaces opened to the public for events, educational programming and more!
• Story Time with the Milwaukee Ballet brought dance, imagination and wonder to our youngest visitors.
• Donald Driver announced a partnership between Discovery World and the Wisconsin Athletic Hall of Fame, and a new temporary exhibit for 2019.

AUGUST
• Discovery World partnered with Black Arts Fest Milwaukee in an effort to lend support of the new summer festival.
• Live @ the Lakefront concert series welcomed music lovers who embraced the sunshine on the shores of Lake Michigan.

SEPTEMBER
• Discovery World unveiled new Access 414 program. Milwaukee County residents who presented a Wisconsin EBT card, along with a valid ID, received admission at $5/person for up to five (5) individuals in their party. This program’s goal is to further Discovery World’s mission by providing greater access for all families and children in our community.
• Discovery World unveiled Seniors in September and offered FREE weekday admission to anyone over the age of 60.

OCTOBER
• The Power On Exhibit opened to the public thanks to a generous donation from WE Energies Foundation.
• The Kohl’s Design It! Lab opened to the public on Fridays.

NOVEMBER
• Discovery World was named BizTimes Media’s 2018 Large Nonprofit of the Year.
• Discovery World partners with Autism Speaks Milwaukee and CARD Milwaukee to introduce Sensory Friendly Sundays with the goal of making Discovery World more accessible to those on the autism spectrum and their families.

DECEMBER
• Discovery World participated in the first city-wide STEM Hour of Code program, welcoming 20 organizations and teaching over 1,000 hour of code.
• Discovery World announced participation in its first-ever Milwaukee Museum Week, set to take place in 2019.
2018 EVENTS IN REVIEW

JANUARY

• Science Saturday (1/20) and Tony’s Bug Zoo (1/13) began monthly events for the community. These events brought crazy science experiences and crawly creatures to the public.

FEBRUARY

• Love Your Great Lakes Day (2/10): In partnership with the Fund for Lake Michigan, Love Your Great Lakes Day focused on community efforts to revive, sustain and admire the Great Lakes. This was a family-friendly event that offered fun and interactive educational experiences aimed at introducing Milwaukeeans to our community’s connection to fresh water through local organizations that are instrumental in sustaining the Great Lakes. Attendance: 1,044.

• Bartolotta’s Family Food Fest (2/24): Six of Bartolotta’s food units set up throughout Discovery World so patrons could sample various delicious items. Attendance: 1,494 and almost 10,000 food tickets sold.

MARCH

• Robotics Week (3/28-3/31): Featured our partners at Rockwell Automation, FIRST Robotics Teams, professions in the automation and robotics field and community volunteers showcasing robots galore! Attendance: over four days: 8,414.

APRIL

• Spring Fling Egg Hunt (4/8): This Easter-themed event brought 602 members and 578 members of the general public to hunt for eggs throughout the museum for a chance at the golden egg prize. Attendance: 1,180.

• Earth Day (4/22): Thanks to our partners at the U.S. Forest Service Eastern Region, we were able to offer free admission to the community in celebration of Earth Day. We had films about conservation and preservation in the Todd Wehr Theater, the Future Anglers Foundation and Learn 2 Fish Foundation hosted a Backyard Bass fishing experience, our volunteers at the Aquatic Invasive Species cart educated guests, the DNR led hikes though Lakeshore State Park and our Education Department ran a hugely successful “Trash Full Circle” lab. Attendance: 5,656.

MAY

• S/V Denis Sullivan Kick Off (5/26): We welcomed back the S/V Denis Sullivan from storage and provided free deck tours to over 1,000 people.

JUNE

• Member Fireworks (6/27 and 7/3): 2018 brought a great turnout the fireworks events. We hosted 1,631 members over the two days, and 90 of them even got to watch the fireworks from the deck of the S/V Denis Sullivan. Two-Day Attendance: 1,631.

JULY

• The Pavilion at Discovery World opened just in time for our 2018 Gala. This year’s event welcomed over 650 guests and raised nearly $500,000 for STEM education.

OCTOBER

• Sci Fi Family Day (10/6): With more than 23 vendors and experiences throughout the building, Sci Fi Family Day was great fun for all guests. Patrons were treated to live performances, science fiction themed art, and amazing costumes. Attendance: 2,154.

NOVEMBER

• Girls & STEM (11/10): Our 3rd annual Girls & STEM event sponsored by Rockwell Automation and Northwestern Mutual showcased some of the amazing things that women in our community are doing in STEM-related fields. Attendance: 1,611.

• The Milwaukee Makers Market event (11/24-25) was the place to be for Shop Small Weekend. Patrons supported 17 local businesses and explored the museum. Two-Day Attendance: 1,531.
Working with stakeholders and community partners, the Discovery World developed a comprehensive vision that will shape our organization’s future and allow us to have a more significant impact on our community. As part of a $16 million capital campaign, Discovery World raised the entire cost to build and open the new Pavilion space from donor support. What was once the temporary home to the event tent each year, Discovery World is now the proud home of the Pavilion, a new transformative space for events, educational programming, school meals, traveling exhibits and so much more. Since it opened, the space has had a direct impact on our efforts to introduce and deepen STEM and freshwater interests in young people who may become future professionals in those fields. The new Pavilion is 9,000 sq. ft. and is used daily for various functions.

A new space for education, innovation, interaction, fun, and excitement – all with a beautiful lakefront view!
The Discovery World Membership Team aspired to reach three goals by December 31, 2018:

**No. 1** Increase the total number of memberships to 10,000  
Number Achieved: **10,048**

**No. 2** Increase the retention rate to 45-50%  
Rate Achieved for the period 2013-2018: **46%**

**No. 3** Increase revenue by 10%  
Percentage Achieved: **12%**

- The Corporate Employee Membership Discount was introduced in January 2017 to replace corporate membership cards and simultaneously create meaningful relationships with employees of our corporate partners. Discount rates are based on prior year levels of giving. The number of new or renewing memberships receiving a corporate employee membership discount increased from 487 in 2017 to 908 in 2018.

- The Membership program provided access to the community in 2018 by way of the following measures and organizations:

  - A total of 176 complimentary memberships were processed in 2018 through the Discovery World general access fund.
  
  - Complimentary memberships may not work for all of our community partners and those they serve, so in 2018 we issued the first complimentary “Guest Pass” admission card to Meta House, whereby a staff member may bring a group to experience the exhibits.
  
  - The UPAF/Visions campaign gives City of Milwaukee employees the chance to support local non-profit organizations through a one-time gift or convenient payroll deduction. In 2018, 407 employees chose to support Discovery World through a corresponding level of membership and/or donation.
  
  - In 2018, 24 We Energies’ employees elected to support Discovery World in their workplace campaign and received a corresponding membership level based on the amount of their pledge. An additional 25 employees purchased memberships in person at the discounted rate of 50% through the Corporate Partner Employee Membership Discount Program.
  
  - Girl Scouts of Wisconsin Southeast (GWSWIE) offers incentives for cookie sales that included a Discovery World family level membership voucher at higher levels.
SAILING THE GREAT LAKES
ABOARD THE S/V DENIS SULLIVAN

Discovery World’s Resident Tall Ship

The S/V Denis Sullivan, Discovery World’s very own three-masted schooner and Wisconsin’s flagship, sailed roughly 3,000 nautical miles in 2018, reaching three of the five Great Lakes. Other noteworthy sailing accomplishments:

• Hosted 158 Public Day Sails with almost 4,000 patrons aboard for those sails.
• Welcomed 740 students aboard for 19 Lake Watch Expeditions.
• Welcomed over 160 students aboard for three Dockside Discoveries.
• 8,500 people toured the S/V Denis Sullivan over the course of the season.
• Hosted the 21+ crowd for seven new Brew Sails.
• Hosted six charters with over 230 patrons aboard.
• Welcomed 730 spooktacular guests aboard for the Halloween Haunted Ship experience and tour.
THE KOHL’S DESIGN IT! LAB & THE
KOHL’S DESIGN IT! MOBILE LAB:
DISCOVERY WORLD’S MAKER SPACE

The Kohl’s Design It! Lab is Discovery World’s onsite maker space where STEM becomes STEAM (science, technology, engineering, ART and mathematics).

In 2018:

- We welcomed almost 62,000 people to the Lab for creation and design fun.
- The Kohl’s Design It! Mobile Lab served over 45,000 students and families off-site during the year.
- Guests created almost 111,000 projects in the lab alone - not including the cart experiences!
- The Kohl’s Design It! Lab staff created 88 new projects for guests to make in 2018.
- The Lab received over 35,000 donated items for use in our recycled material “Bucket Wall”.
- Our prototyping team now tests the function of upcoming projects with visitors in the exhibits via our Kohl’s Design It! Mobile Cart - a fun way to test before we go into full production!

We are grateful to the Kohl’s Corporation for their continued support of the Kohl’s Design It! Lab.
Discovery World recognizes that more opportunities translate to deeper, more meaningful learning. This was the second year of ‘Repeat Educational Programming’, a reimagining of the classic field trip. Rather than visit Discovery World for a single experience, over 1,000 students representing 23 area schools participated in 4-6 hours of in-depth programming on a topic area, spread out over multiple visits. These repeated interactions with the same educator increased student confidence, strengthened understanding of the topics shared, and even provided opportunities for the students to begin to mentor each other.
Each year, Discovery World offers award-winning summer camps that are focused on hands-on learning experiences in the areas of 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 experiences, new friends, and a wide array of educational opportunities that they could not receive anywhere else...all while having fun! Summer 2018 proved once again that kids are smart, talented, creative, curious, and eager to try everything.

Between June and August, we offered camps for 1st-8th graders, including the opportunity for over 400 community members to attend camp on scholarship. In addition, due to the growing demand, Discovery World offered its first off-site camp programming.
In 2018, there were major changes to Discovery World that resulted in a vastly improved visitor experience. We added 5,000 square-feet of exhibit space and created an entirely new entrance to the Technology Building. Working with the WE Energies Foundation, educators from Milwaukee Public Schools, our friends and partners at Milwaukee Area Technical College (MATC), Milwaukee PBS, community stakeholders, and a design/build firm called Roto, we developed, installed, and introduced the exciting new Power On exhibit.

The goal of the new exhibit is to explore the energy transformations that drive our modern world. In Power On, visitors can explore how the sun drives life, weather, and civilization. Visitors can reach out and touch lightning, put their hands inside a tornado, provide a city with power, experiment with wind turbine design, play with gravitational potential energy, see invisible energy, and discover how much power they can generate.

Discovery World members were the first to experience Power On at our annual Halloween Members Night in October. Since then, thousands of visitors, including school groups, have explored, played, learned, and wondered about the way we transform energy in the modern world.
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.
GRATEFUL FOR VOLUNTEERISM

Over the past year, more than 403 volunteers donated over 20,000 hours as exhibit docents, divers, tall ship crew members, administrative assistants, event hands, and more. Thank you! We couldn’t do it without you!
The Discovery World Gala, occurring in July of 2018, was the organization’s main fundraising event of the year. The event showcased highlights from the year with regard to educational programming success, maker space designs, summer camp thrills, and impact on the community. This event was one the first in our new Pavilion and brought the event both outdoors on the main patio, in the Pavilion, and in the Pilot House. The gala featured a live and silent auction, raffle, live appeal, fine dining, live entertainment, fireworks, an ample dessert bar, ice luge, and so much more! Thanks to the generosity of our guests and donors, the event raised nearly $500,000 for our educational programming, serving low income children, families, schools, and fellow non-profit organizations.
THANK YOU TO OUR 2018 GALA DONORS

2018 DISCOVERY WORLD ANNUAL REPORT DISCOVERYWORLD.ORG
THANK YOU TO OUR 2018 ORGANIZATION DONORS

Air Logic
Albert J. & Flora H. Ellinger Foundation, Inc.
John R. Aldridge
Alliance for the Great Lakes
Abdullah Alsayag
American Transmission Company, LLC
Anne & Fred Lubar Foundation
Anon Charitable Trust
Anonymous
A.O. Smith Foundation, Inc.
Swampy S. Arosa
Pamela Audio
Autism Speaks
Alfred Bader
Bader Philanthropies, Inc.
Badger Meter Foundation
Mary Baer
Bard
Kris & Anna Barritt
The Barbolotta Restaurants
Abd Air Barud
Baird
Mary Baer
Badger Meter Foundation
Bader Philanthropies, Inc
Alfred Bader
Autism Speaks
Swarnjit S. Arora
A.O. Smith Foundation, Inc.
Anonymous
Anon Charitable Trust
American Transmission Company, LLC
Abdullah Alsaggaf
John R. Aldridge
Air Logic

Thank you to our 2018 Organization Donors

2018 DISCOVERY WORLD ANNUAL REPORT
DISCOVERYWORLD.ORG
**Revenue Numbers**

- Contributions 2,704,624 (35%)
- Admissions 1,723,927 (22%)
- Membership 902,083 (12%)
- Programs 1,061,403 (14%)
- Catering/Events/Rentals 753,347 (10%)
- Gift Shop & Parking 586,974 (8%)
- Totals 7,732,357 (100%)

**Student Admission**

- Elementary School 27127
- Middle School 38322
- High School 1259
- Totals 7,732,357

**Student Free and Reduced Lunch Program (FRLP) Eligibility**

In 2018, most schools who visited Discovery World through School Field Trip Admission as well as targeted educational programming (including Discovery World’s SHARP Literacy Program and MPS Learning Journey Program) received some level of FRLP eligibility. Of the schools who share their eligibility numbers with us, 32% of student visitors fall within the high level of FRLP eligibility, meaning more than 75% of the school’s student population qualifies for the FRPL program.

- Low - 25% or Less – 10344 (25%)
- Mid-Low - 25.1 to 50% - 8313 (20%)
- Mid-High - 50.1 to 75% - 3774 (9%)
- High - More than 75% - 13394 (32%)
- Unknown - 5759 (Travel Tour Service, Homeschool Group, Private & Public schools without data listed)

**County Attendance**

Over 300,000 people visited Discovery World in 2018. Discovery World hosted visitors from all 50 United States in 2018, and 28 countries. Of the 88% of visitors and groups who supplied a zip code, 96% reported residing in the Midwest, 85% from Wisconsin, 9% from Illinois, & >1% respectively from Minnesota, Iowa, Michigan, Indiana, Ohio & Missouri. In 2018, Discovery World welcomed visitors from all 72 of Wisconsin’s counties, for museum admission, programs, and events.

- Milwaukee 95420
- Waukesha 64782
- Ozaukee 50064
- Racine 45002
- Dane 76616
- Washington 7312
- Kenosha 50500
- Sheboygan 3508
- Walworth 3308
- Jefferson 2952
- Dodge 2345
- Brown 3516
- Outagamie 1901
- Winnebago 1710
- Door 1647
- Fond Du Lac 1555
- Columbia 8005
- Manitowoc 7914
- Marathon 448
- Sauk 410
- Portage 417
- Green 315
- La Crosse 317
- Waupaca 299
- Wood 243
- Oconto 249
- Shawano 239
- Eau Claire 227
- Juneau 202
- Calumet 198
- Grant 187
- Oneida 161
- Door 154
- Green Lake 154
- Kewaunee 152
- Chippewa 94
- Total 197,846

**Free Community Access**

- Field Trip Admission 8068
- Field Trip Educational Programming 7799
- Earth Day Admission 5436
- Kohl’s Design It! Workshop Programming 5465
- Educators 2380
- Veterans/Military Admission 1118
- Summer Camp Scholarships 371
- Girls & STEM Admission 313
- Seniors in September 297
- Mother’s Day & Father’s Day 276
- Membership 179
- Big Brothers Big Sisters Admission 56
- Sensory Friendly Sunday 52

2018 DISCOVERY WORLD ANNUAL REPORT
OFFICERS
Joel Brennan
CEO & President
Discovery World
Randall D. Crocker
Chairman
von Briesen & Roper, S.C.
Gary Grunau
Vice Chair
Grucon Group
Bruce Keyes
Secretary
Foley & Lardner LLP
Varun Laroyia
Treasurer
LKQ Corporation
Terence C. McMahon
Vice Chair
The Boerke Company, Inc.
Dennis Krakau
Vice Chair
Wintrust Commercial Banking

DIRECTORS
Kris Barilt
Google
Tim Budliger
Charter Communications
Mag Boyle
Paul Davis Restoration
Nicole Cook
Chad Cundiff
Astronautics Corporation of America
David Denomie
Marquette University, Retired
Joe Donahue
US Bank
Josh Gimbel
Gimbel, Reilly, Guerin & Brown LLP
Greg Gomez
Badger Miler, Inc.
Karl Gouverneur
Northeastern Mutual
Ruth Harper
ManpowerGroup
Heather Hipke
KS Energy Services, LLC
Jayme Keladio
US Bank
Sherry Huza
Managed Health Services
Jim Kanter
MillerCoors LLC
Jason Kelroy
Kohl’s Department Stores
Sang Kim
BMO Harris Bank
Dr. Val Klump
University of Wisconsin - Milwaukee
School of Freshwater Sciences
Mary Jo Layden
Paul Luberc
SuperSteel
Tom Marshall
Helgesen Industries
Ron Matura
BPM Communications
Mark Matzaendorf
FIS Global
Ryan Mihalik
KPMG LLP
John W. Miller
Arenberg Holdings
Bruce Milne
Milne Family Foundation
Katie Muldoon
Quarles & Brady
Will Naugelott
Heartland Advisors
Joe Pfaff
HUSCO International
Lori Richards
Mueller Communications
Kip Ritchie
Greenfire Management Services
Dr. Linda Rivers
Karen Sands
Milwaukee Metropolitan Sewerage District
Paul Schultz
Baird
Jon Simon
Rockwell Automation, Retired
Roger Smith
A.O. Smith Corporation, Retired
Jeff Spence
Milwaukee Metropolitan Sewerage District
Jon Spigel
Miller Compressing
John Stettenbach
RSM US LLP
John J. Stollenwerk
Jeffery Tsohon
BMO Harris Bank
Benjamin Wagner
Habush, Habush & Rotelle 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 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.