



discovery gateway
children's museum

Council Presentation





Meeting Objectives

- Strategic Goals
- FY21 Projections
- FY22 Proposed Operating Budget
- Budget Projections Worksheet
- Earned Revenue Goal Strategy
- Highlights Annual Plan FY22

Three Year Strategic Plan FY19-21

Pursue a stable funding model

Expand to 500,000 visitors

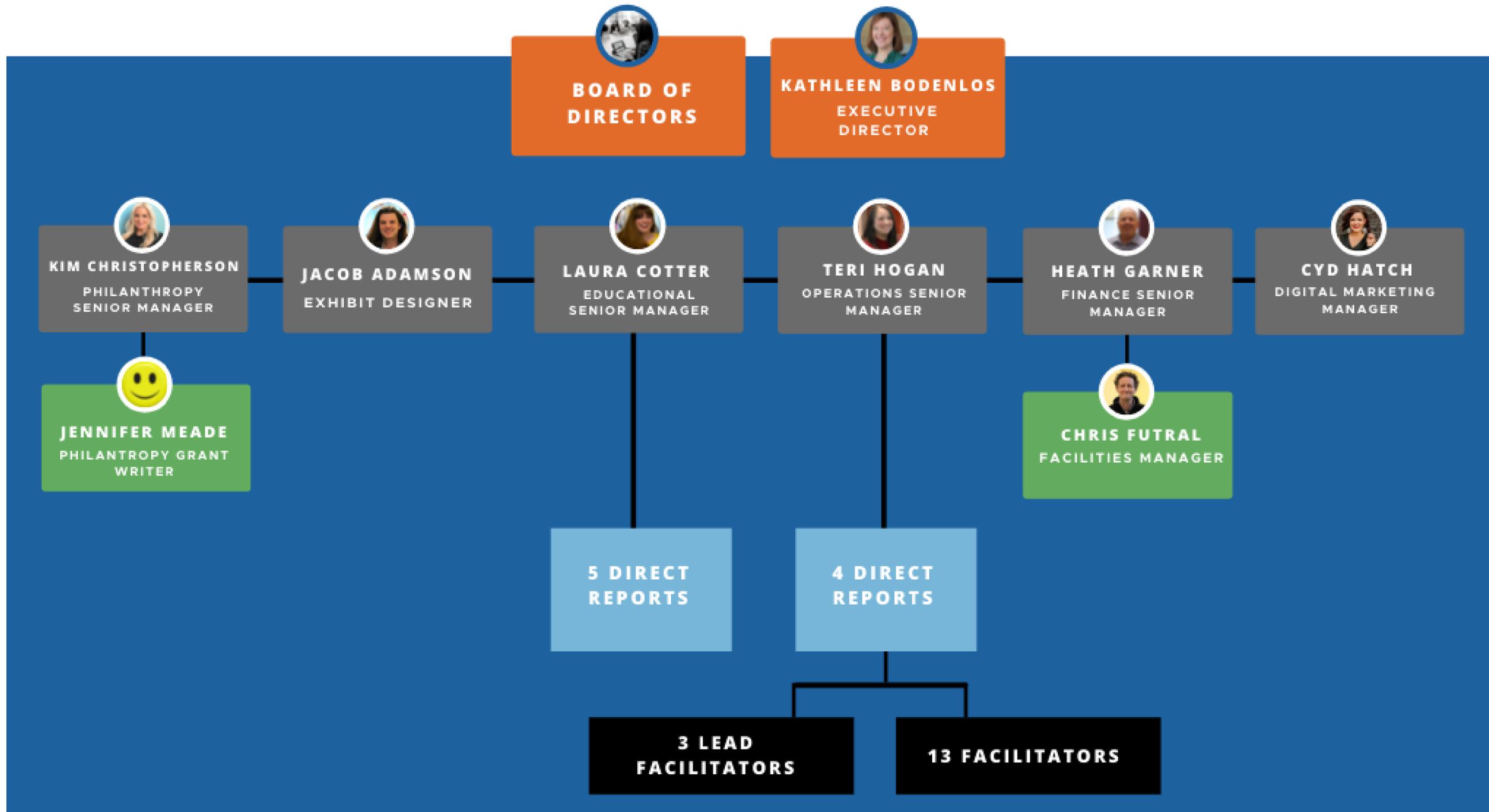
Refresh Exhibits and Add New

Invest in Staff

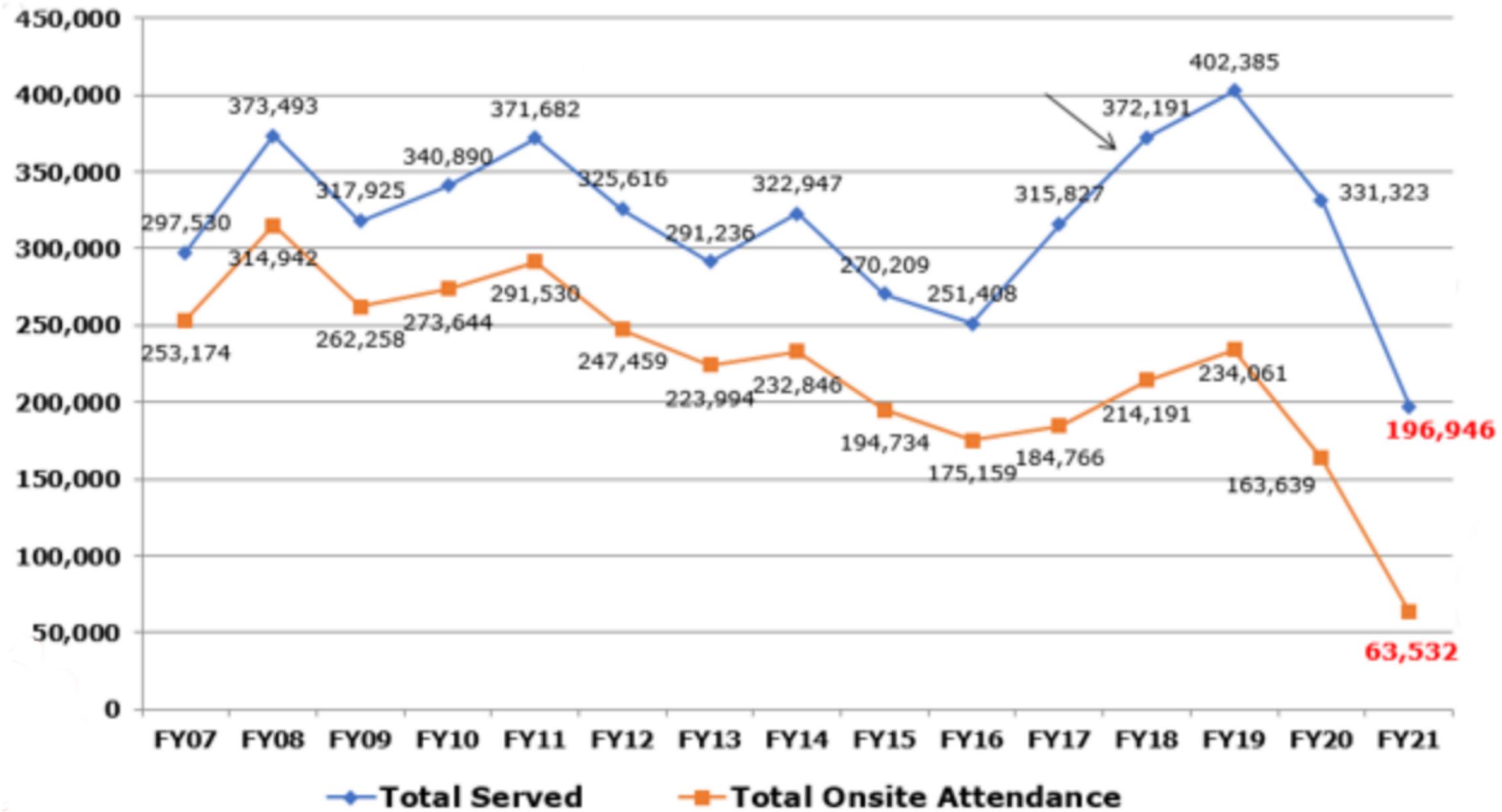
Be Active in Educational Field

ORGANIZATIONAL CHART

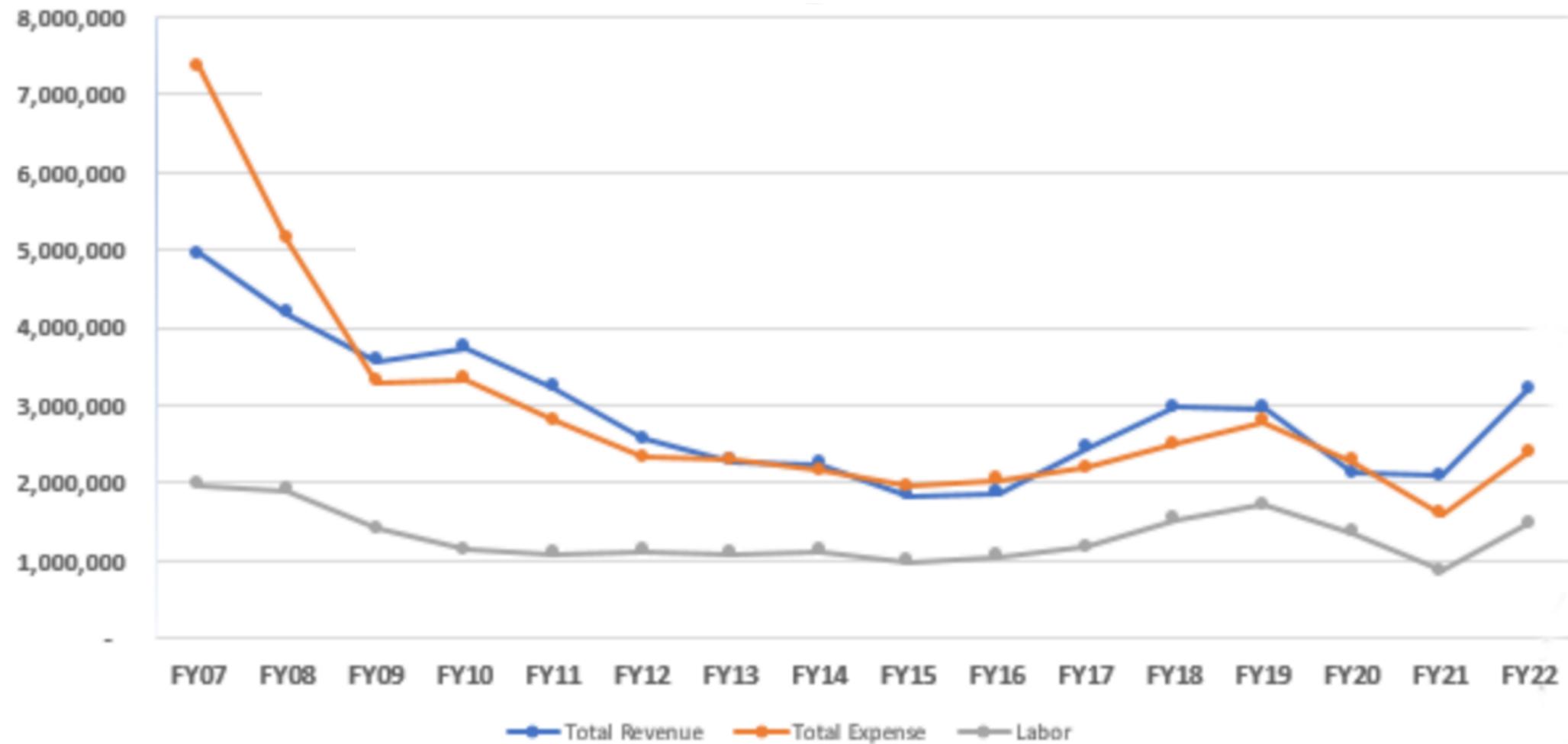
Museum Leadership Team



Attendance Overview



Historical Budget Growth



FY22 Proposed Operating Budget

Budget Growth	FY21 Year End	FY22 Proposed	FY21 to FY22	FY21 to FY22
	Projection	Budget	\$ Growth	% Growth
Total Revenue	\$2,098,111	\$3,215,792	\$1,117,681	53.3%
Total Expense	\$1,601,540	\$2,400,239	\$798,699	49.9%
Net Income	\$496,571	\$815,553	\$318,982	64.2%
In-Kind Rent & Goods and Services	\$1,324,016	\$1,103,022	-\$220,994	-16.7%
Depreciation	\$300,850	\$300,000	-\$850	-0.3%
Net Incr/Decr Non-Cash	\$196,571	\$515,553	\$318,982	162.3%

FY22 Proposed Total Revenue

Total Revenue	FY21	FY22 Proposed	FY21 to FY22	FY21 to FY22	% of Total	5 Year Average (FY17-FY21)	5 Year Average % of Total
	Projection	Budget	\$ Growth	% Growth			
Earned Revenue	\$603,000	\$1,485,370	\$882,370	146%	29%	\$2,174,231	55%
Contributed Revenue	\$1,495,111	\$1,730,422	\$235,311	16%	71%	\$1,800,591	45%
Total Revenue	\$2,098,111	\$3,215,792	\$1,117,681	53%	100%	\$3,974,822	100%

Earned Revenue Financial Goals

- \$725,000 in admission revenue
- \$285,000 in membership revenue
- \$55,000 in birthday party revenue
- \$20,000 in facility rentals
- Develop new gift shop and snack bar



Projection Worksheet

- July--75%
- August--80%
- September and October--85%
- November and December--90%
- January and February--95%
- March-June--100%



Changes for Increased Revenue

- Increasing membership prices by \$20-30
 - Reducing related free passes
- Increasing price of birthday parties
- Strategic discounts with the goal of an increased average admission price
- Working to add other revenue generation opportunities



Annual Plan FY22 Highlights

- Maintain and Care for Facility
- Improve and add Exhibits
- Contributed Revenue
 - ISEE Funding, Grants and Foundations
 - Corporate Sponsorships
- Increase Earned Revenue
- Continue Educational Programs and Outreach
- Develop Staff
- Improve Marketing--Digital Focus



Next steps:

Council Approval

Thank you!

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