



# 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

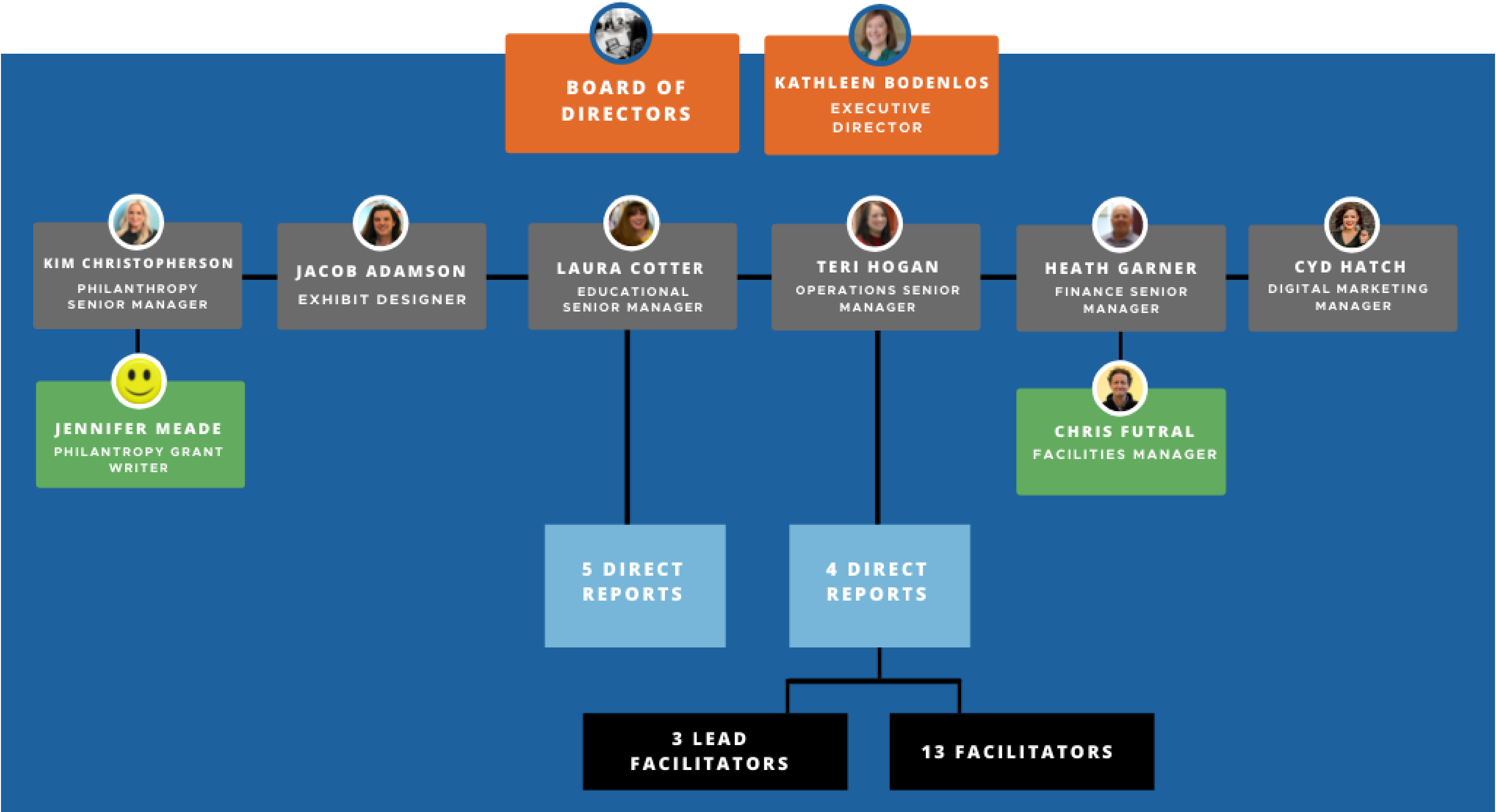
Refresh Exhibits and Add New

Invest in Staff

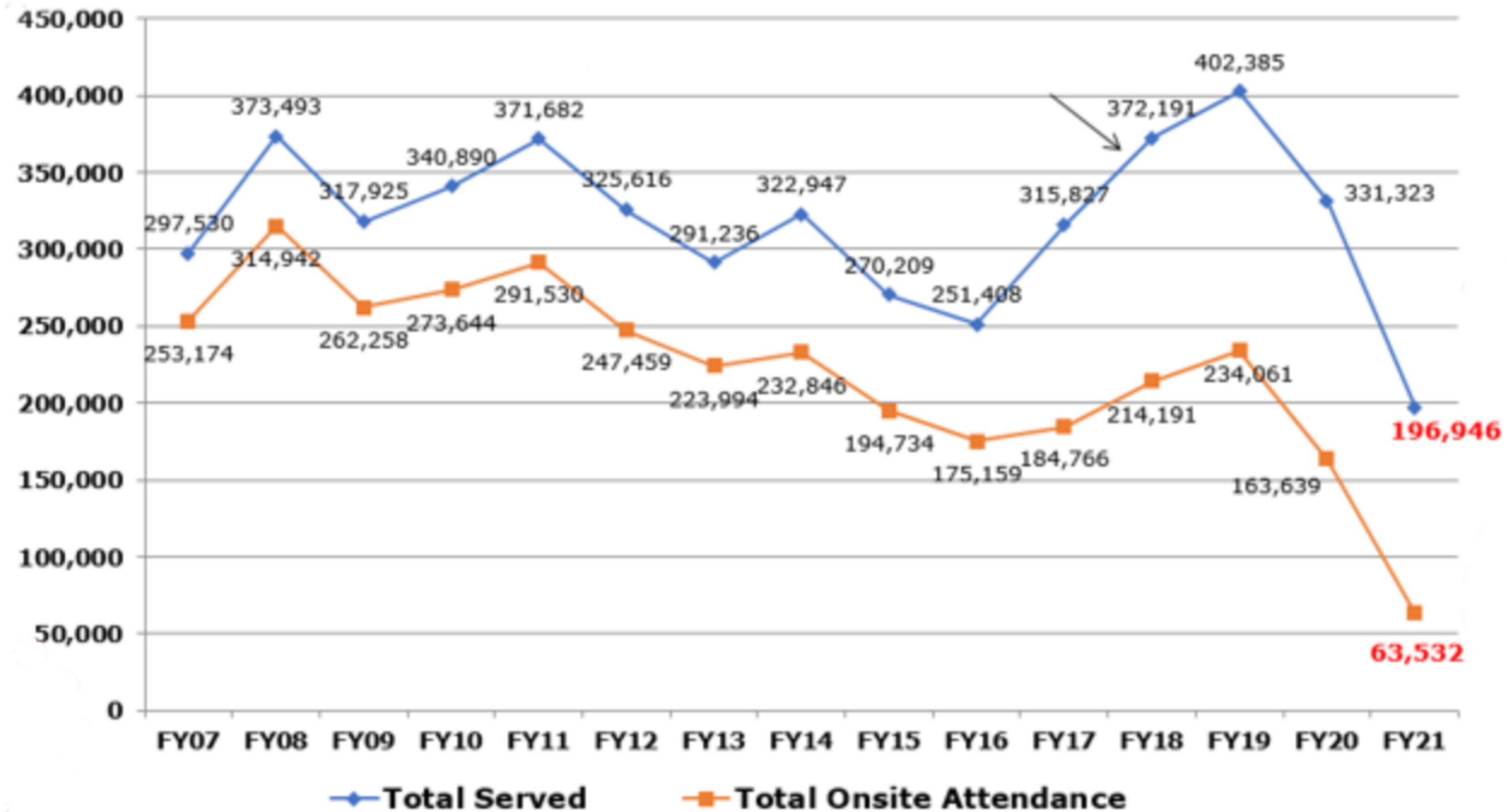
Be Active in Educational Field

ORGANIZATIONAL CHART

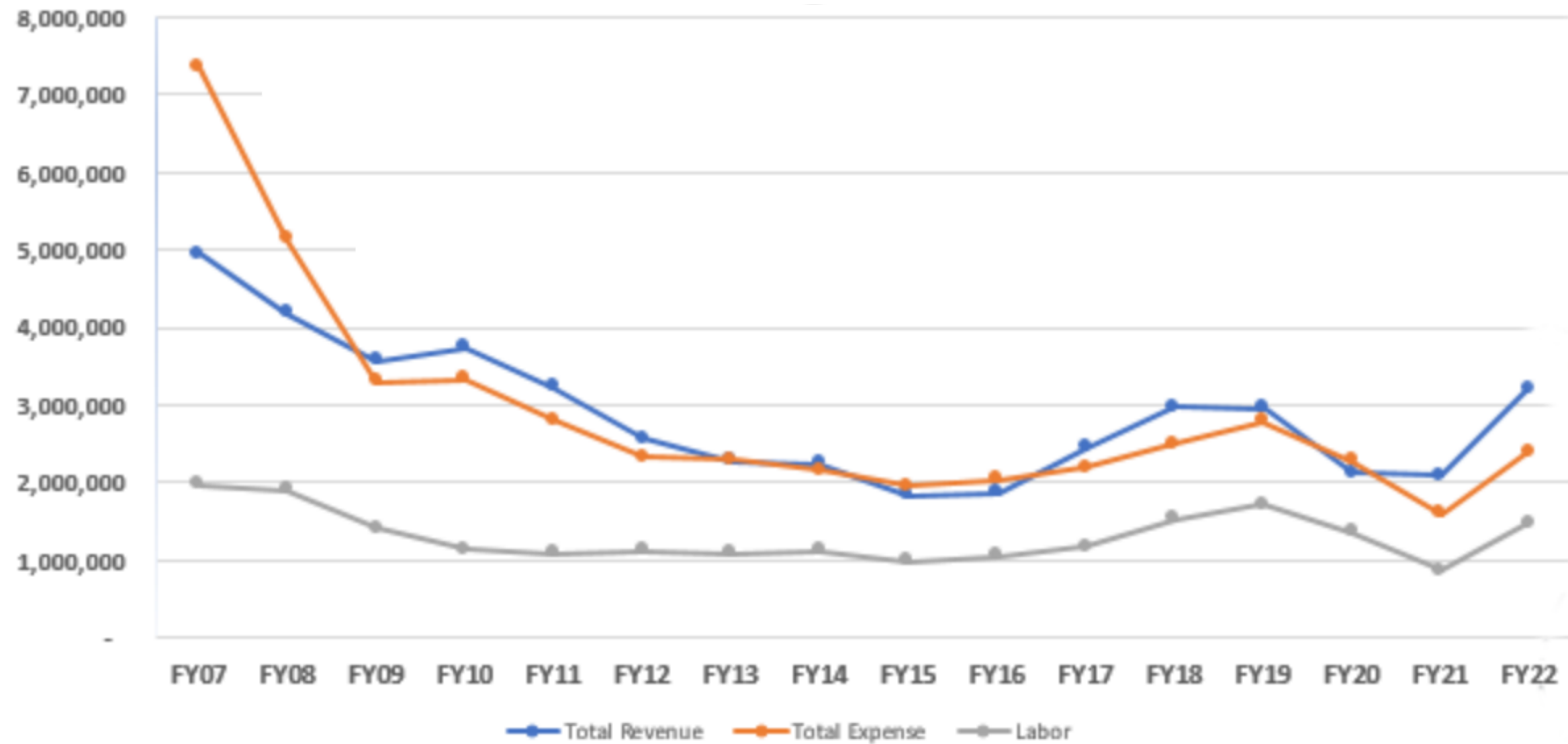
# Museum Leadership Team



# 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
<b>Total Revenue</b>	\$2,098,111	\$3,215,792	\$1,117,681	53.3%
<b>Total Expense</b>	\$1,601,540	\$2,400,239	\$798,699	49.9%
<b>Net Income</b>	<b>\$496,571</b>	<b>\$815,553</b>	\$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%
<b>Net Incr/Decr Non-Cash</b>	<b>\$196,571</b>	<b>\$515,553</b>	\$318,982	162.3%

# FY22 Proposed Total Revenue

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



# 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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