

FY2010 ANNUAL REPORT





A Message from the C.E.O.

It's hard to believe that another year is behind us, but what a fulfilling year it was. During fiscal year 2010, the museum experienced unprecedented growth, serving nearly 160,000 patrons – the highest attendance the museum has ever experienced in its 20 years of operations! 2010 marks the 20th anniversary of Lied Discovery Children's Museum and we are looking forward to the next 20 years of serving our community with fun, informal educational experiences that ignite curiosity and a love of learning.

We note another year of improvements to the physical space. To begin with, we opened a new entrance, one that separates the museum entrance from the public library. This simple change allowed us to create a small gift store, and effectively replaced the old admissions area with a new exhibit gallery.

More importantly, the museum focused on the needs of the community, and assessed all programs to determine how they meet the community's needs. We launched House Calls, an interactive health science program. This outreach program travels to the schools, bringing a hands-on educational experience into the schools while lessening the burden of transportation on the schools. The YouthWorks program which encourages youth to graduate from high school, continued for its 17th successful year, once again reporting a 100 percent graduation rate. In addition, the museum offered a variety of special events and diverse programs to help educate or raise awareness on relevant subjects.

And as we look to the future, we will continue to work to meet the needs of our community. The future looks bright with the announcement and groundbreaking of a brand new Discovery Children's Museum, planned to open late 2012! Through the support of the Donald W. Reynolds Foundation and The Smith Center for the Performing Arts, the museum will soon have a new home. We hope you will join us on our quest to create a world class 21st century children's museum, establishing us as a leader in the field of informal education for children and a community asset for years to come.

Linda Quinn

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20 Years of Education and Inspiration

MISSION STATEMENT

The mission of Lied Discovery Children's Museum is to provide a vibrant and engaging experience, through exhibits and programs, where children from economically and culturally diverse backgrounds actively participate in playful learning experiences that ignite a love of lifelong learning.

Lied Discovery Children's Museum opened its doors to the world on September 9, 1990. In 2010, the museum is celebrating much more than two decades of service to Southern Nevada. In 20 years, the museum has provided an interactive educational experience to more than two million children and families. We honor the **Junior League of Las Vegas** and the former Allied Arts Council, the organizations which set the foundation for our private, nonprofit children's museum in 1984. We honor the **Lied Foundation Trust**, which has provided generous support throughout the museum's existence including the key contribution that opened these doors in 1990. And we honor the tireless work of our Board of Trustees past and present, and the individuals and organizations across the Las Vegas valley that have helped build Lied Discovery Children's Museum into the community asset it is today. This consistent, generous support is the foundation upon which our bright future will be built. Thank you!



Lied Discovery Children's Museum was voted "Best Museum" this year by the readers of the Las Vegas Review-Journal in the newspaper's annual Best of Las Vegas poll. The museum has been recognized in the Best of Las Vegas poll 18 times. The museum also was recognized by the Nickelodeon Parents' Picks awards for the second straight year.

A New Discovery

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Lead Discovery Children's Museum has been growing and exploring relocation for several years, searching for a site to create a new, extraordinary learning experience in a more pedestrian-friendly, family-oriented, energetic location.

This new discovery is becoming a reality thanks to the Donald W. Reynolds Foundation, which has provided an unrestricted gift of \$56 million to The Smith Center for the Performing Arts to complete its downtown cultural arts and education block in Symphony Park. The Smith Center will use \$43 million of the grant to construct the **Donald W. Reynolds Discovery Center**, the future home of the new Discovery Children's Museum. The museum has launched a \$12 million campaign to support transition costs and ongoing programs in the new building.

In 2012, we will open a bigger museum, with all new exhibits and even more enhanced programming, located in the new heart of downtown Las Vegas. Our mission remains constant. We will continue to create fun and engaging experiences for children, ignite a love of lifelong learning and serve the community's ever-changing needs. With the continued support from the families and organizations that have helped build our strong foundation, the new Discovery Children's Museum will lift our shared vision to a new standard of excellence.

A New Discovery



Meeting Community Needs

As the leading destination for the families and children of Southern Nevada, Lied Discovery Children's Museum serves as a true community learning center and a complement to the region's education systems.

The Need:

1. Cultivate the educational development of the significant child population in the Las Vegas area.
2. Protect children and families against the effects of poverty on education.
3. Encourage youth to graduate high school and equip students with the tools of workforce preparedness.
4. Provide learning experiences that reinforce and supplement classroom instruction.
5. Serve a multicultural population by providing diverse programming.

Meeting Community Needs

Lied Discovery Children's Museum demonstrates its commitment to serving the needs of our community.

The Response:

1. LDCM provides over 100 interactive exhibits in science, arts, culture and early childhood development. It offers educational programs and workshops that change on a regular basis, as well as a featured exhibit gallery that changes three times a year, offering a variety of learning experiences.
2. Through the support of grants and contributions, the museum offers subsidized school field trips, allowing one grade level of CCSD to visit for free each semester, and it takes educational outreach programs directly to the schools free of charge. In addition, it offers specialized programs for at-risk teens at no cost to the student.
3. The YouthWorks program combines mentoring, job skills training, homework support and educational guidance to encourage teenagers to graduate from high school. It also provides job skills training and career guidance, with an emphasis on higher education, preparing teens for the workforce.
4. The House Calls outreach program takes interactive health science curriculum directly to local elementary school classrooms, offering exciting education tailored to each grade level. Field trips to the museum reinforce classroom instruction.
5. The museum engages in various cultural programs throughout the year that demonstrate an appreciation for the diversity in our community while educating the general public about our diverse culture.

Meeting Community Needs:

- Cultivate the educational development of the significant child population in the Las Vegas area.

Did You Know?
Clark County has the fifth largest public school district in the country, with 352 schools and nearly 310,000 students.

Lied Discovery Children's Museum addresses its core educational areas of science, art and culture with over 100 interactive exhibits spread over two floors, and daily programs, demonstrations and activities designed to supplement local curriculum standards. But it doesn't stop there.

Temporary traveling exhibitions provide a fresh experience for museum visitors while engaging children in more specialized educational areas. In FY 2010, kids were wowed by *Grossology: The (Impolite) Science of the Human Body*, a featured exhibition that truly demonstrated the museum's mission of making science fun. *Little Builders* followed, giving little learners the opportunity to engage in construction, forces and motion. The return of the popular and bilingual exhibition *Growing Up With The Berenstain Bears*, created by LDCM in 2005, added reading and literacy to the museum's summer offerings. *Maze Mania*, with its variety of puzzles and brain teasers, exposed visitors to an action-packed dose of math.

The museum continues to build on its reputation as Southern Nevada's science center. The entire second level and the eight-story Science Tower are dedicated to the subject, and science lessons come alive every day at the Einstein's Corner demonstration area. Today's hot topics are addressed as well, from health and nutrition at *It's Your Choice* to sustainability and conservation at the *Green Village*.

Art, music and culture are around every corner at the museum, from the *Performing Arts Pavilion* where kids can take advantage of an open stage to create their own show, to the daily arts activities available in the *Creativity Workshop*. In FY 2010, the museum's Artist in Residence program allowed kids and parents to interact and create with a professional local artist in mini-classes held every weekend.

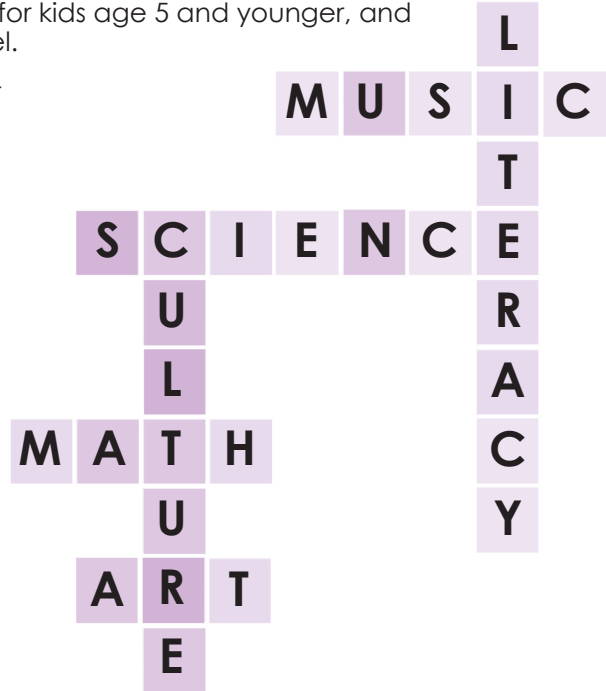
Essential Education

Little Builders boosted the museum's Early Childhood Development offerings, a subject anchored by the *Desert Discovery* pavilion. This 2,000-square-foot area is exclusive for kids age 5 and younger, and designed to support their unique learning style and developmental level.



The educational needs of our large and diverse community continue to grow, and the ever-expanding exhibits and programs prove that Lied Discovery Children's Museum is ready to answer the call.

Grossology, a collaboration between Science World, Advanced Exhibits, and Sylvia Branzei, was sponsored by Cox Communications. *Little Builders* was created and is toured by the Oregon Museum of Science and Industry. *Maze Mania* was created by the Catawba Science Center. Science programming was sponsored by Andrew Family Foundation. Art programming was sponsored by Nevada Arts Council, Wells Fargo Foundation, Sustaining Nevada's Arts Programs, and American Building Supply Foundation. Early childhood programming was sponsored by Wells Fargo Foundation. *Green Village* programming was sponsored by Smith's Food and Drug Stores.



Curriculum Based Programs

Meeting Community Needs:

- **Provide learning experiences that reinforce and supplement classroom instruction.**
- **Protect children and families against the effects of poverty on education.**

Did You Know?
The Clark County School District ranks 49th in the nation in funding. Almost 50 percent of CCSD students participate in the free/reduced lunch program, and the cost of bus transportation for field trips continues to increase.

House Calls Outreach

Created in 2009 through the generous support of Dr. Joe and Joan Lapan, the fully subsidized House Calls Outreach Program made an incredible, far-reaching debut during the 2009-2010 school year, serving 18,693 students all across the Las Vegas valley. The program was offered to every Clark County School District elementary school for free.

As the House Calls program continues to grow and develop, so has the school district's demand for cost-effective community outreach. The museum and its staff of professional educators will continue to enhance health science curriculum in grades K-5 with this imaginative program, which makes use of authentic medical equipment and anatomically correct models to teach students about how their bodies function, how their senses work, and the importance of making informed, healthy choices.

Field Trips

Lied Discovery Children's Museum is Southern Nevada's first choice for field trips, serving 23,327 students in Fiscal Year 2010 thanks to subsidized admission. During the fall and spring semesters, one elementary grade level is offered free school group admission. Visiting school groups engage in the complete interactive museum experience while teachers and educators are supplied with resource materials that display the connections between museum exhibits and state curriculum standards.

House Calls was sponsored by Dr. Joseph & Joan Lapan and National Security Technologies LLC. Field trips were sponsored by Rodger A. Graef Foundation, IGT, US Bancorp Foundation, and Dermody Properties Foundation.

Curriculum Based Programs



YouthWorks Program

Meeting Community Needs:

- **Encourage youth to graduate high school and equip students with the tools of workforce preparedness.**
- **Protect children and families against the effects of poverty on education.**

Did You Know?

Nevada, Alaska, Louisiana and New Mexico rank with the highest percentage of high school dropouts.

(Annie E. Casey Foundation's 2009 Kids' Count Data Book)

One of the longest running and most successful programs ever offered at Lied Discovery Children's Museum is a program for teenagers! For the past 17 years, the YouthWorks program has served approximately 100 teenagers each year, with a focus on teens from low-income families.

This program is designed to address Nevada's high school dropout rate by encouraging teenagers to stay in school, earn a high school diploma and consider higher education. In addition, students learn about workforce responsibilities through hands-on experiences.

While enrolled in YouthWorks, participants receive orientation and a variety of training, some of which is focused on homework and education. Other training is focused on job skills. Many teens work as guides or activity presenters on the museum's exhibit floors, which enables museum staff to teach these youth the science concepts used in an exhibit and needed for a presentation. This method allows teens to learn educational concepts, which are reinforced as they present the information to the visiting public. Each student meets individually with the YouthWorks program manager to discuss and prepare an individualized education and career plan, and these plans are monitored and updated throughout the teen's participation in the program.

For participating high school seniors, YouthWorks proudly reports a graduation rate of 100 percent since its inception! Through generous donations, this vital program is made possible at no cost to the participants.

YouthWorks was sponsored by Workforce Connections, City of Las Vegas CDBG, TJX Foundation, Wells Fargo Foundation, Robert R. Banks Foundation, MENTOR Network Charitable Foundation, and Sempra Energy, with additional support coming from the Fund a Need 2009 Fantasy Gala donors.

YouthWorks Program



Meeting Community Needs:

- Provide diverse programming that serves the region's multicultural population.

Did You Know?

The ethnic composition of Las Vegas includes: 28 percent Hispanic or Latino, 10 percent Black or African American, 6 percent Asian, and 4 percent identified as two or more races.

According to the 2008 American Community Survey.

Cultural programming at Lied Discovery Children's Museum does more than educate our community about its diversity. Through true collaboration, the events and activities that make up these programs show appreciation for the different cultures that make up our society. Among the museum's annual programs are: *Los Dias de Los Muertos*, a collaboration with Clark County's Winchester Cultural Center celebrating the traditional "Days of the Dead" holiday; *December to Remember*, a collaboration with the neighboring institutions of the Cultural Corridor Coalition celebrating the winter holidays from a multicultural perspective; and the *Thai Festival*, a springtime collaboration with the Thai Cultural Arts Association of Las Vegas sharing traditional food, dance, art and more.

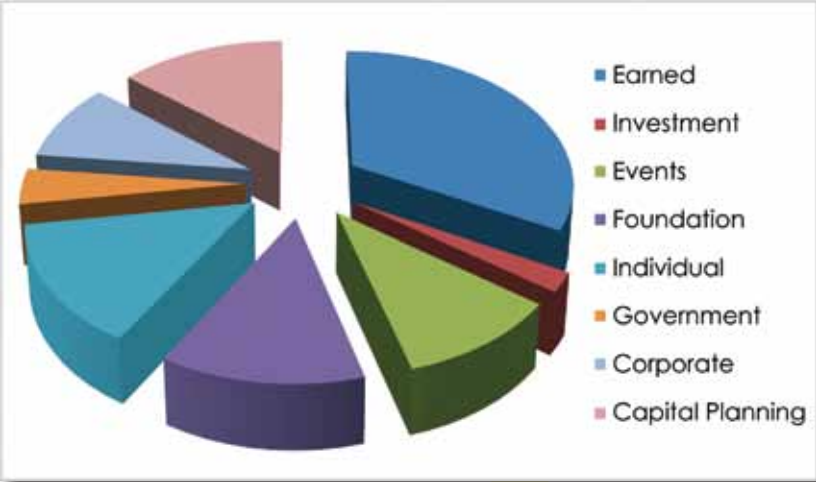
The museum also exposed its interactive educational experience to new groups and organizations this year through special one-day events such as the *World Refugee Day* fair and festival, a collaboration with Catholic Charities, and *Family Day* with the Grant A Gift Autism Foundation.

Cultural programming sponsored by Nevada Humanities Committee.

Multicultural Programs



Financial Report

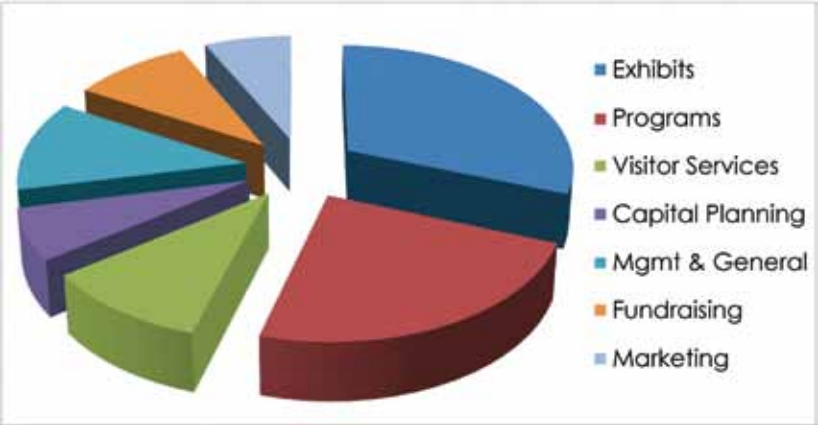


FY2010 Income

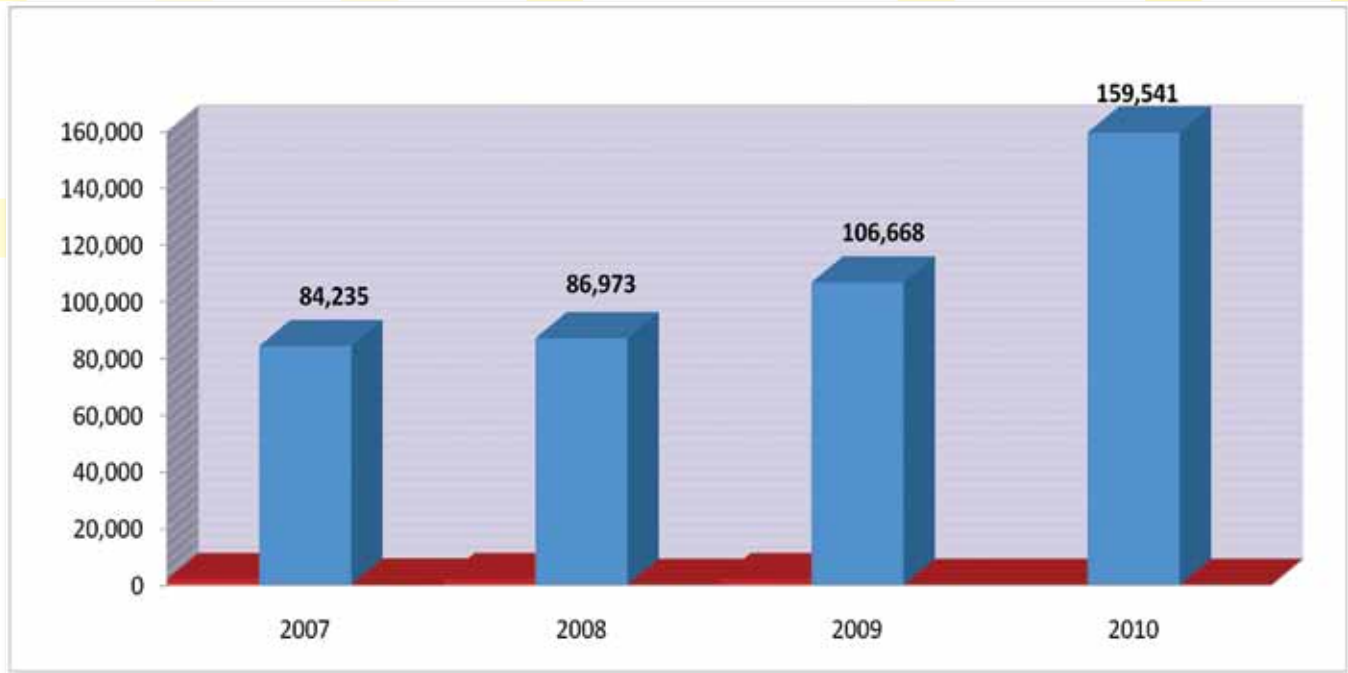
Earned	\$840,610
Investment	\$58,398
Events	\$268,318
Foundation	\$323,379
Individual	\$362,677
Government	\$108,806
Corporate	\$237,221
Capital Planning	\$355,067
Total	\$2,554,476

FY2010 Expenditures

Exhibits	\$695,962
Programs	\$533,612
Visitor Services	\$236,505
Capital Planning	\$150,234
Mgmt & General	\$268,564
Fundraising	\$216,658
Marketing	\$159,069
Total	\$2,260,604



Attendance



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