



discovery
center MUSEUM

Rockford, IL

...so much
MORE to
EXPLORE!

2010 Annual Report

2010 saw the culmination of the Discovery Center Museum expansion project. With construction complete Discovery Center offers so much more for everyone, which we highlight here.

MORE TO EXPLORE!

- The **Tot Spot Gallery** was expanded to 3,100 square feet with the following new learning areas added: *Baby Spot, Make It Go, Make It Flow, Make It Blow, Build It/Roll 'Em, Ginny's House* and *Let's Pretend*.
- **Ag-Zibit:** *Agriculture Touches Our Lives Every Day* is a new exhibition in our expanded space. Ag-Zibit contains 17 hands-on exhibits related to modern agriculture.
- **Grossology:** *The (Impolite) Science of the Human Body* was the first exhibition hosted in the new Woodward Exhibit Gallery, a 5,000-square-foot traveling exhibit hall we share with the Burpee Museum of Natural History.
- **New exhibits** were added in other areas of the museum, too. They are *Eat A Rainbow* in the Body Shop exhibition, along with a *Rocket Launcher and Two Story Hot Air Balloon* in the Air and Flight exhibition.
- **New classrooms**, including the specially designed Tot Spot classroom, accommodated Family, Home School, After School and Tot Spot classes on a spectrum of topics, such as *Your Nose Knows, Lego Robotics, High Voltage Science* and *Going Batty!*

MORE ROAD TRIPS!

Discovery on Wheels – Our outreach educators brought exciting hands-on science programs to 86,513 people at schools, libraries, daycares, community centers, county fairs and festivals throughout the region.

Traveling Exhibits – Discovery Center rented our award-winning exhibits to five other museums. *Team Up* was at Don Harrington Discovery Center in Amarillo, TX and Children's Science Explorium in Boca Raton, FL. *Amusement Park Science* was at Science Museum of Connecticut, in Hartford, CT. *Get the Message* was at Children's Museum of Winston Salem, NC and Orlando Science Center, FL.



MORE COMMUNITY CONNECTIONS!

Fit Families – A collaborative of local organizations working together to combat childhood obesity. We conducted fitness and nutrition activities at our museum and continued the after school nutrition program with assistance from the University of Illinois Extension office.

Alignment Rockford – A community-wide collaborative of 48 organizations established to improve public school and community success. Discovery Center Executive Director Sarah Wolf serves as the Vice President of the Governing Board.

ASAP – For ten years, Discovery Center has partnered with Rockford Public Schools in the District's After School Achievement Program serving 800 at-risk children each week and helping these students improve academic performance.

Illinois Space Grant Consortium – Discovery Center is one of only two museums in Illinois included in this organization partially funded through NASA and developed to provide teacher workshops, space camps, and conduct research projects on topics related to space exploration. In 2010 we hosted NASA's Innovations in Global Climate Change Education Funding Opportunity workshop and webinar. Discovery Center Museum served as the host location for the entire State of Illinois.

Nanoscale Informal Science Education Network – Discovery Center is part of the national collaboration "NISE." The purpose of NISE is to spread awareness and understanding of nanotechnology to communities across the nation utilizing science centers to spread information to children, families, educators and the general population.

MORE FUN FOR EVERYONE!

Grand Opening festivities were held in June in our new event space, Discovery Room, and a donor recognition event was held in July.



MORE PEOPLE SERVED!

- 249,451** Total people served by Discovery Center in 2010
- 102,322** Public Museum Attendance
- 35,299** Education Programs and Classes
- 25,307** Group Tours
- 31,834** Outreach
- 54,679** After School Programs
- 5,000** Hours of service provided by our volunteers

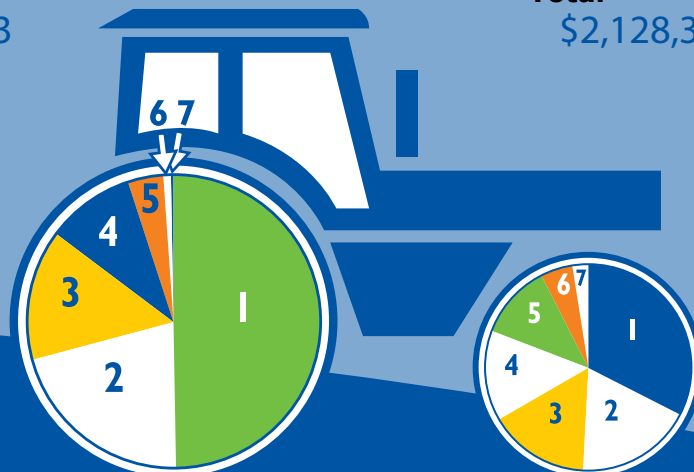
Our Mission
 Create opportunities for joyful learning and discovery through hands-on experiences in the sciences and arts.

SUPPORT & REVENUE

1 Grants and Contributions	\$1,178,642	49.9%
2 Museum Admissions/Memberships	\$500,439	21.2%
3 Total In-Kind	\$335,342	14.2%
4 Program and Class Fees	\$233,769	9.9%
5 Retail Sales	\$88,151	3.7%
6 Investment Income	\$21,487	.9%
7 Other Income	\$3,573	.2%
Total	\$2,361,403	

EXPENSES

1 Education/Programs	\$695,964	32.8%
2 Operations	\$390,093	18.3%
3 Exhibits	\$334,511	15.7%
4 In-Kind Occupancy	\$303,283	14.2%
5 Building & Grounds	\$248,933	11.7%
6 Marketing & Development	\$104,992	4.9%
7 Retail Sales	\$50,554	2.4%
Total	\$2,128,330	



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Imagination is more important than knowledge. For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.

- *Albert Einstein*



At Riverfront Museum Park

711 North Main Street • Rockford, IL 61103

815.963.6769 • www.discoverycentermuseum.org

Located inside Riverfront Museum Park—A Rockford Park District facility