

**DISCOVERY WORLD**

Annual Report 2023

Discovery World leverages the awesome power of science and encourages you to embark on your own path to discovery!

## OUR MISSION

To inspire generations to discover the wonders of science.

## OUR VISION

A world where every child is empowered to be curious and explore endlessly.



## Letter to the Community

I want to take this moment to thank all of you, our dedicated friends, for your incredible support throughout this time. 2023 was an adventurous year at Discovery World! We unveiled a fun new look, reimagined our mission and vision for the future, and implemented strategic priorities that align with this mission and vision. These are just a few of the exciting changes, but there is a lot more to come!

We continue to build on our foundation of excellence with a renewed focus on creating even more engaging experiences. The new brand exemplifies what Discovery World stands for...exploration, creativity, innovation, curiosity, discovery. Our strategic priorities reflect the dedication we have to leveraging the awesome power of science and encouraging everyone to embark on their own path to discovery, including:

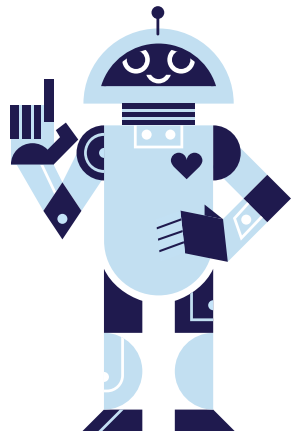
- Broadening participation
- Establishing Discovery World as your place for fun science learning
- Serving as an educational support system
- Elevating the guest experience
- Expanding our audience

Together we can make a difference and create a world where every child is empowered to be curious and explore endlessly. This vision drives everything we do here at Discovery World. I extend my deepest gratitude for the unwavering support, enthusiasm, and commitment to this shared vision. Your generosity makes it all possible. I am so glad to embark on the journey of inspiring generations to discover the wonders of science with you!

Sincerely,

A handwritten signature in black ink, appearing to read 'Bryan Wunar'.

Bryan Wunar  
President and CEO



## BROADEN PARTICIPATION to include communities historically excluded from science opportunities

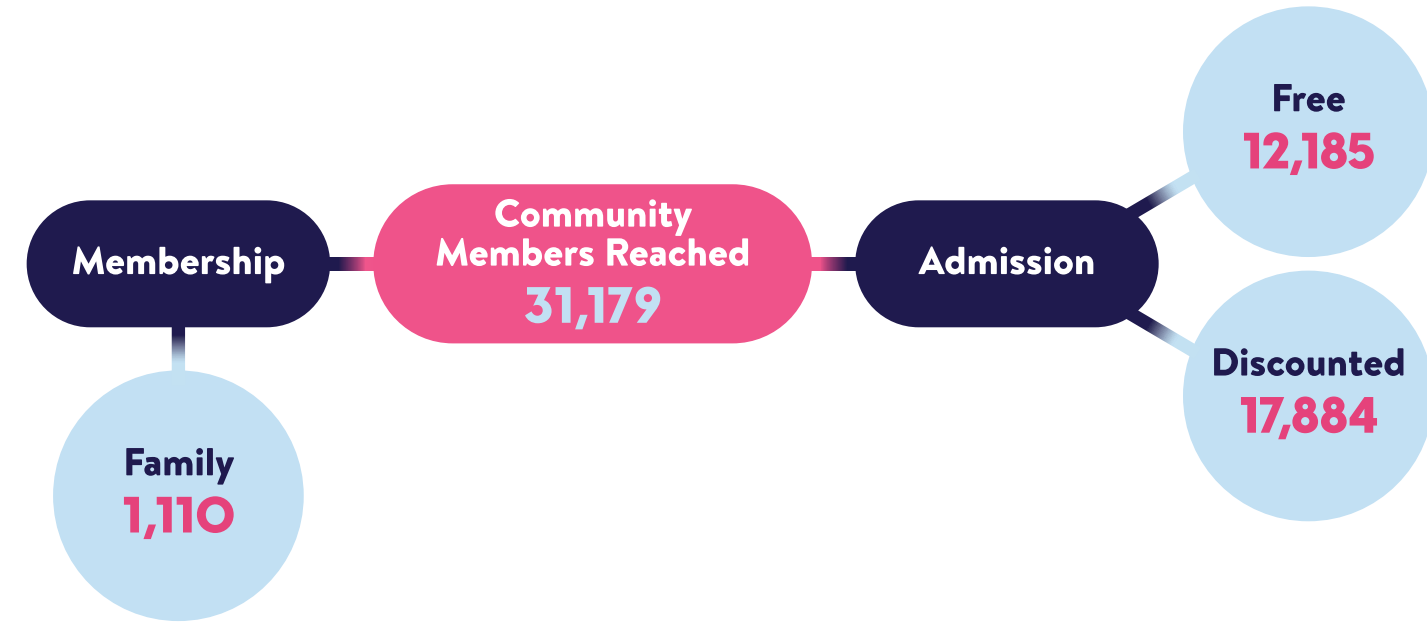
- The **Access program**, which offers affordable general admission and membership options, continued to grow, providing more guests with the opportunity to experience all of the “Aha” moments Discovery World has to offer.
- Through the nationally recognized and leading nonprofit on sensory accessibility, **KultureCity**, Discovery World took the steps to become sensory inclusive certified. With this certification we ensured guests with sensory processing needs enjoyed a sensory inclusive experience full of exploration and discovery.
- **Girls & STEM** celebrates women in the fields of Science, Technology, Engineering, and Math. Through interactions, activities, and demonstrations we hope to have inspired the over 1,900 guests, especially young girls, to become the future in these fields. Thank you to Rockwell Automation and Northwestern Mutual for being champions of this event!



- **Manufacturing Day**, in partnership with Rockwell Automation, provided over 400 middle school students, from economically disadvantaged schools, a hands on opportunity to see how their skills and interests can translate into manufacturing careers and pathways. Thanks to Accenture, Badger Meter, Harley-Davidson, HUSCO, Johnsonville, and Rockwell Automation, the students had opportunities to try everything from taking apart an engine to programming a robot, and even creating code.
- Nearly 17,000 people experienced Discovery World through the reintroduction of our **outreach programs** at events such as Milwaukee Brewers Weather Day and State Fair. The valued relationships we have with community partners such as COA, Reflo, Boys and Girls Club, and Sherman Phoenix contributed to the success of these programs.
- Discovery World hosted multiple **Free Family Days**, which provided admission to partner sponsored community organizations and members. Milwaukee Public schools extended this opportunity to their students and families, and We Energies organized 250 guests from 15 different Boys and Girls Clubs to attend.



## ACCESS & OUTREACH NUMBERS



Establish Discovery World as your place for  
**FUN SCIENCE LEARNING**

- We flipped the switch on our exciting rebrand in January sparking wonder, curiosity, and exploration in a new way.
- Entering Discovery World, you would notice so many changes! From the bright colors, fun graphics, Did You Know? facts, welcoming admissions desk, and state-of-the-art ticketing system, it was all designed to create a more welcoming and engaging atmosphere from the moment you step through the doors.



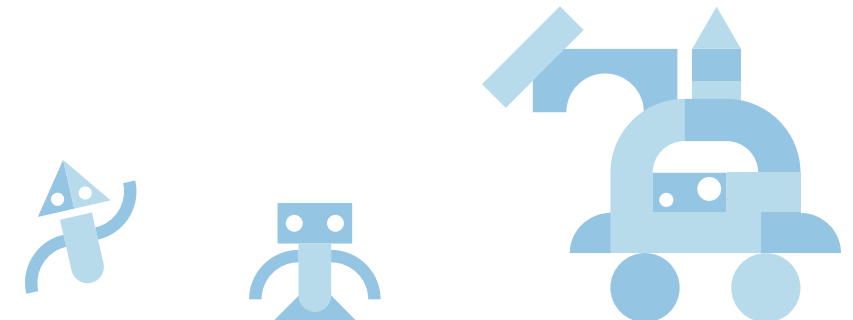
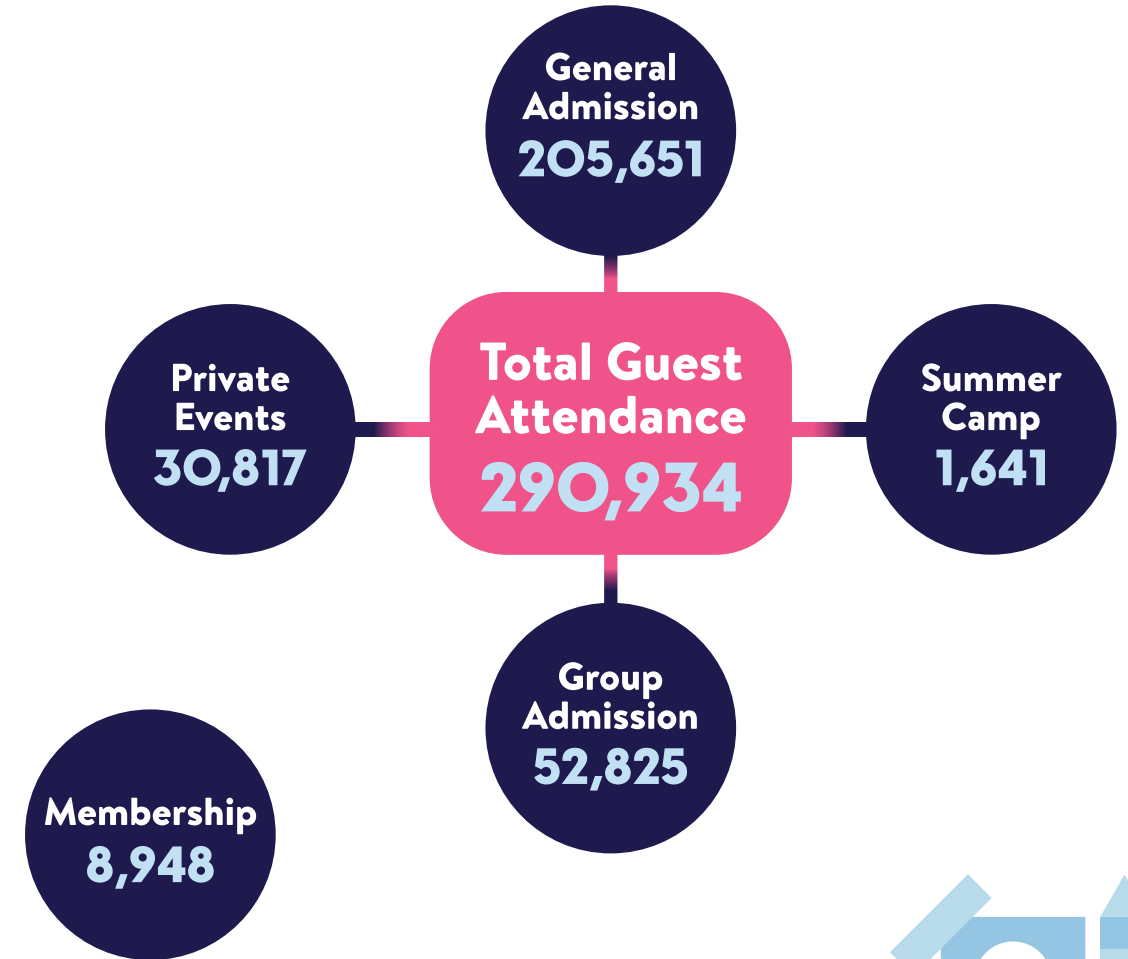
Our team at Discovery World pioneered the industry in 2023! Just a few of these major accomplishments were:

- Darius Jordan, Manager of School and Community Outreach, won the prestigious Association of Science and Technology Centers New Leaders Fellowship. As an inclusive, empathetic, and visionary leader within the organization, this opportunity offers him skill-based training to help develop future leaders.
- John Emmerich, Vice President of Exhibits and Audience Engagement, was named one of Milwaukee Business Journal's 2023 40 Under 40. Wearing many different hats at Discovery World over the last fifteen years, this recognition as one of the city's best and brightest emerging leaders under the age of 40 was well deserved.
- Paul Mech, Director of Education, was recognized as Milwaukee's Young Nonprofit Network's 2023 Distinguished Leader for exceptional contributions to his community. This award highlights the impactful accomplishments of the Discovery World education program led by Paul.
- Volunteer Isaac Kang earned the President's Volunteer Service Award for dedicating an incredible 101 hours of service. He strives to share the same magical experience he had growing up coming to Discovery World with others.

*Have you taken your picture with the EXPLORE sign in Discovery World? This bold, vibrant, and eye-catching piece created by Sign Effectz won second place in the highly competitive, international Sign Design Contest.*

## ATTENDANCE NUMBERS

We experienced record breaking admission this year with **205,651** guests coming through our doors!

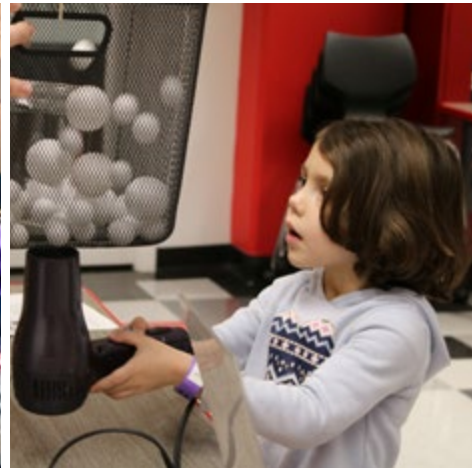


Serve as a primary support system for

# SCIENCE EDUCATION

in Wisconsin

- Discovery World expanded its presence at the regional and state level by partnering with the Wisconsin Cooperative Educational Service Agency (CESA 1) and their Inspire M7 Portal. This connects teachers with the supplemental educational tools we have to offer, such as labs, and the tie into what jobs are available in STEAM related fields.
- We believe every child deserves access to a high quality science education. The recently launched **School Access Support** program lowered barriers for schools serving economically disadvantaged students, providing discounted student admission and transportation assistance.
- Partnering with **Milwaukee Public Schools Science and Art Integration** specialists, Discovery World outreach educators visited 27 schools to offer students multiple educational sessions during two-day visits.
- Summer Camp continued setting Discovery World apart. As one of the largest museum-based science summer camps in the country, we held an important role in addressing the learning loss that happens over the summer months.
- Weekend workshops came back! These monthly themed experiences, led by Discovery World's own incredible educators, dive into topics the whole family can engage with. Some of the fascinating topics explored were Black Holes, T-shirt Printing, Bird Migration, and much more.
- Grants awarded through some of our amazing corporate partners and foundations provided admission and programming for qualifying schools to receive quality supplemental science education.



## EDUCATION NUMBERS

**Total School/  
Group Admissions**  
52,825  
**Schools/  
Organizations**  
664

### School Programs

**Total Lab Participants**  
13,203

**Lab Sessions**  
536

**Mobile Outreach Programs**  
16,965

**Sites**  
19

### Grant Funded

**Programming**  
3,608

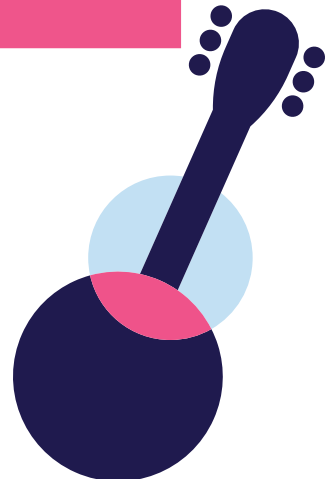
**Admission**  
6,828

### Summer Camp

**Attendees**  
1,641

**Scholarships**  
168

**Camps**  
101



## ELEVATE GUEST EXPERIENCE

with relevant exhibits and engaging events

- The new **Me, Undersea** experience in the Reiman Aquarium provided young science enthusiasts interactive opportunities to explore amazing creatures at underwater depths and venture deeper under the sea than ever before. This is just one of several experiences we changed or added in 2023!
- Discovery World's special events offered guests an opportunity to engage with unique experiences, interact with experts, participate in hands-on activities, and observe educational demonstrations.
  - › The first ever **Drone Fest**, in partnership with Lab Midwest, was an event like nothing else Discovery World has hosted before! Guests could fly a drone in an indoor cage, navigate an aerial course, and complete challenges all while having the opportunity to chat with an expert in the field.
  - › **Wheels & Water**, in collaboration with We Energies, Milwaukee Fire Department, Department of Public Works, and US Forest Service, gave kids the chance to explore and learn about the incredible machines that help our city run from the teams that operate them.
  - › Discovery World hosted this year's **Engineering Machine Design – STEM Forward** regional contest featuring teams of high school students who designed and built complex machines with everyday objects that compete in completing multiple tasks.
  - › **Mermaid Echo**, in collaboration with Milwaukee Riverkeepers, celebrated being a “**River Hero**”. During this very special performance, Mermaid Echo focused on how guests can help take care of the watershed, where the rivers run into Lake Michigan, by making changes in your own home and diving into the world of eco-action.
  - › **Shark Days**, Discovery World's week-long celebration of everything sharks, was the event for all of our shark loving guests. This year was extra special with the introduction of our 5 new Bamboo Sharks!



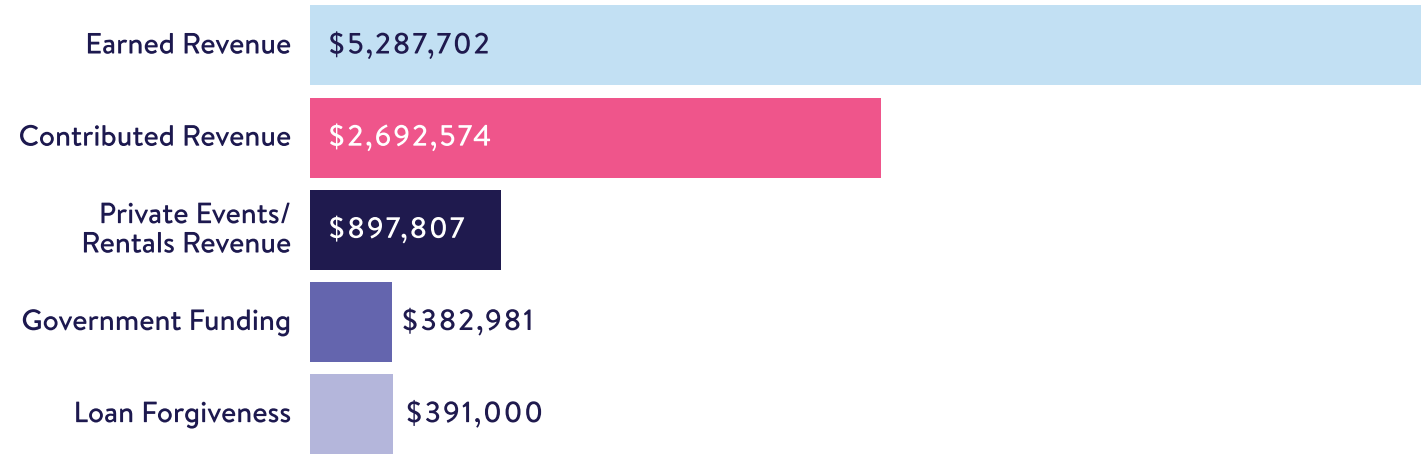
## Expand our audience to include EARLY SCIENCE LEARNERS



Introducing children to science learning at an early age provides increased opportunities for them to develop an appreciation for science and the role it plays in our lives.

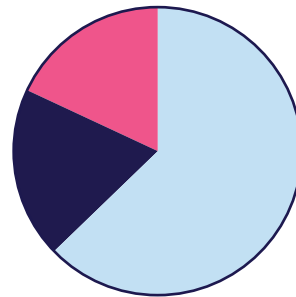
- Build, create, and be imaginative in **Block Party**, one of the newest and most popular experiences for early science learners who visited Discovery World. From building habitats to experiencing how physics works, this has been a great space to put learning into action for some of the early elementary summer camps.
- The Education Team was hard at work developing curriculum for Kindergarten through 2nd grade field trip groups that is based on exploration techniques used commonly in those grades. Offering programming targeted to these age groups will be new to Discovery World starting in 2024.
- 1<sup>st</sup> grade summer camps continued to be some of our bestselling camps! These early elementary learners could choose from nine different camp options covering anything from space, chemistry, and physics to animals and bugs or moving and building
- › **Storybook Science**, a newly added camp designed by one of our educators with a background in early childhood curriculum development, allowed campers to explore science through the use of their imaginations.

# FINANCIAL NUMBERS

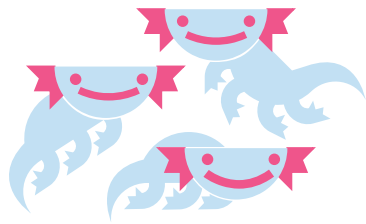


## Contributed Revenue

- Corporate gifts - 63%
- Foundation gifts - 19%
- Individual gifts - 18%

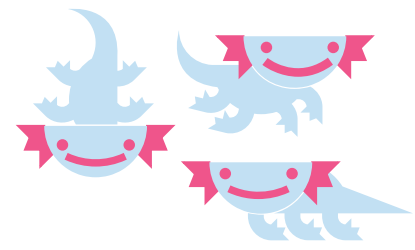


Thank you to everyone who helped us provide all of the “Aha” moments through their generous in-kind donations.



# Board of Directors 2023

<b>Terence McMahon</b> <i>Chair</i>	<b>Bruce Keyes</b> <i>Chair</i>	<b>Joe Pfaff</b> <i>Vice Chair</i>
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## Donor Recognition - Corporate & Foundation Gifts

Abaxent	Evan and Marion Helfaer Foundation	MahlerClean	The Boerke Company
Accenture	FIS Global	ManpowerGroup	The Coronado Fund
Alvin and Marion Birnschein Foundation	Foley & Lardner LLP	McClone	The Cudahy Foundation
American Family Dreams Foundation	Gardner Foundation	Meier Family Foundation	The Les Paul Foundation
Anon Charitable Trust	GE Healthcare Foundation	Melitta S. and Joan M. Pick Charitable Trust	The Milne Family Foundation
Anonymous EG Fund	Gene & Ruth Posner Foundation	MilliporeSigma	The Sommersberger Group
AO Smith Foundation	Generac Foundation	Milwaukee Bucks	The Todd Wehr Foundation
Astronautics Corporation of America	Gilbane Building Company	Mueller Communications	Theodore W. Batterman Family Foundation
Badger Meter	HUSCO International	Nicholas Family Foundation	Tito's Handmade Vodka
Baird	Danni and Shel Gendelman Memorial Endowment	Northwestern Mutual Foundation	Union Pacific Foundation
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		Terry Kohler Family Foundation	
		The Bartolotta Restaurants	



## Individual Gifts

*\*This list represents donors at our major giving level or above*

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Lisa Cudahy	Chris and Emilia Layden	Teresa and Neil Sackerson
Mike and Dierdre Cudahy	Mary Jo and Donald Layden	Paul Schultz
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Dirk and Teresa Debbink	Laurie Lindborg Parsons	Saamil and Aparna Shah
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Karen Dettmer and Michael Baird	Elaine and Gerald Mainman	Roger and Judy Smith
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Nina and Michael Garlie	Kathryn and Thomas Muldoon	Mary and John Wilson
Kathy and Greg Gebel	Tessa and Chris Myers	Jodi Zilinski
Joshua and Julia Gimbel	Gary Neitzel	

**Thank you to everyone who supports Discovery World!**





**DISCOVERY WORLD**

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[discoveryworld.org](http://discoveryworld.org)