



miami **children's** museum®
play • learn • imagine • create

2021-2022 ANNUAL REPORT

A MESSAGE FROM THE CEO/EXECUTIVE DIRECTOR

Dear friends,

Thank you for your continued support and belief in our institution. I could not be more thrilled to celebrate all that we have recently accomplished with you in this report.

“There’s no place like home”. These iconic words from The Wizard of OZ ring true this past year more than ever before. Not only did we retire our beloved WIZARD OF OZ™ Educational Exhibit after years of inspiring children across the nation, but we also celebrated our first FULL fiscal year since reopening after the pandemic. This past year was truly a return home for all of the visitors we welcomed.

We are proud to serve as a “home” – a safe space - for children of all abilities, backgrounds, and identities to come together and learn about the world around them in an accessible and relatable way. From a child's earliest days, children’s museums encourage and teach acceptance amongst the most diverse of populations, serving as a vital place of representation and intersectionality. We ensure that EVERY child who visits can see themselves reflected in our theater productions, featured artists, and science projects, and cultural programming.

We are proud that our programming celebrates the many cultures of the people who visit us not only within our walls, but also throughout the community. We have expanded our impact farther than ever before and provided daily after school enrichment programming at FIVE schools in underserved neighborhoods. We are bringing our programming to more families than ever before with over 400 Museum at home story-times, sing-a-longs, and demonstrations available to anyone, at any time, for free on our YouTube channel.

I am thrilled to share many of our accomplishments this year –made possible through your continued support – we have highlighted our greatest achievements in the following pages. Thank you for being a part of our family, believing in our mission and for working alongside us today as we fulfill our dreams and build a better tomorrow for our children.

With gratitude,



Deborah Spiegelman
CEO/Executive Director



WHO WE ARE

MISSION

Miami Children's Museum is a 501(c)3 non-profit educational institution that is dedicated to enriching the lives of all children by fostering a love of learning through play and enabling children to realize their highest potential.



VISION

It is our vision to be recognized as a premier institution serving children and their families while inspiring children to learn about themselves and the culturally diverse community we live in through art, science, literacy and early childhood education.



MASTER PLAN

The Master Plan has served as a tool to evaluate the needs of our community and the costs associated with the renovation and expansion of our facility. Thus far we have completed renovations on all of our permanent galleries. In the spring of 2023 we will open our new covered walkway, Harmony Music Garden and picnic area. These renovations and expansions will meet the growing needs of our South Florida community.



FUTURE

After being closed for 408 days due to the COVID-19 pandemic, Miami Children's Museum has come back stronger than ever. By the end of 2021 we knew our new business model had evolved. Miami Children's Museum made changes to keep children, families, and our staff safe and healthy. We now operate on an advanced contactless e-ticketing system. Tickets must be purchased in advance, limiting the number of people in the building. We offer two separate (3.5 hour) play sessions and close for one hour in between to sanitize and reset all exhibits, props, and costumes.

HIGHLIGHTS FROM THE YEAR

2021

— JULY

- **Summer Games Month** - Visitors learned about Olympic traditions and symbols, Japanese culture, and how to make traditional Japanese dishes that were served in the Olympic Village.

— AUGUST

- **Explorers Summer Camp** - 221 children, including 18 who received full scholarship, attended.
- **Back to School Bash** - The Museum prepared children to get ready to enter the classroom and gave children the head start and resources they needed to take on a new school year.

— SEPTEMBER

- **Hispanic Heritage Fiesta** - The Museum honored Hispanic achievements in science, sports, and the arts, as well as the wonderfully diverse cuisines, customs, and traditions that have enriched our city and our nation.

— OCTOBER

- **Traveling Exhibit** - The Lion Guard: The Exhibit Opened
- **Special Event** - Community Halloween Celebration

— NOVEMBER

- **Native American Heritage Month** - The Museum honored America's first people by celebrating Native American Heritage Month. Children enjoyed art demonstrations led by Miccosukee Tribe artists and were introduced to early literacy concepts through Taíno storytelling.

— DECEMBER

- **Quarterly Conversations** - The Museum hosted its first Quarterly Conversation with the focus on World Holidays: Cultures, Traditions, and Acceptance.
- **Winter Wellness Education** - Underwritten by Newell Brands Community Fund. The Museum gave out kits to children attending Title 1 schools.

2022

— JANUARY

- **Traveling Exhibit** - Very Eric Carle: A Very Hungry, Quiet, Lonely, Clumsy, Busy Exhibit Opened

— FEBRUARY

- **Black History Month** - The Museum celebrated Black History Month with programming that included artworks inspired by crafters from Gee's Bend and the Harlem Renaissance, and an African dance and drumming session with MAP Dance Theatre.

— MARCH

- **Representation Through the Artist's Lens: Conversations and Workshops for Children** - This program introduced children to diverse artist's work, how their culture and identity shaped their artwork and how their artform is important to their culture. Supported in part by the Lynn & Louis Wolfson II Family Foundation and the National Endowment for the Arts.
- **Read Across Miami: A Literacy Celebration** - During this 4-day celebration, the Museum welcomed over 2,500 visitors to celebrate diverse children's authors and illustrators through story times with celebrity readers, theater performances, and art programming.

— APRIL

- **Free Third Friday** - Presented by Baptist Health South Florida. The program relaunched on April 15th.
- **Autism Acceptance Month** - This year the Museum embraced inclusivity and moved forward from "awareness" to "acceptance" in full support of the neurodiverse children and families it welcomes every day.

— MAY

- **Special Event** - 2nd Annual Fun Fore All Ages Golf Tournament
- **Asian American and Pacific Islander Heritage Month** - The Museum celebrated Asian American and Pacific Islander traditions, languages, arts, and cuisine. Programming ensured that children of Asian and Pacific Islander heritage felt represented and celebrated.
- **Traveling Exhibit** - Teenage Mutant Ninja Turtles: Secrets of the Sewer Exhibit Opened

— JUNE

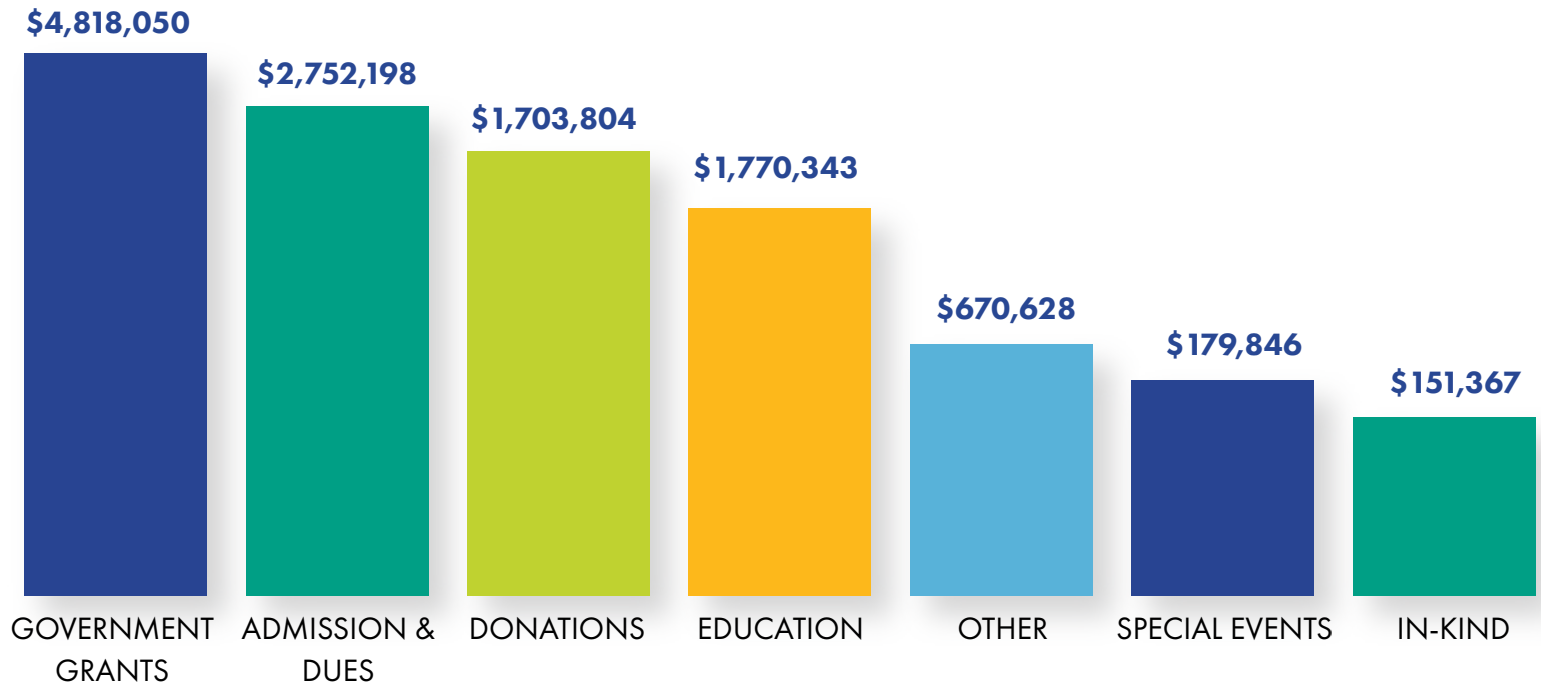
- **Stars of Hope** - Through the power of art, Stars of Hope provided 2,000 individual stars that children at the Museum decorated and wrote messages of hope and love. The stars were sent to Ukrainian refugee children at Krakow JCC with a photo of the child who created it to let them know that they are not alone.
- **Quarterly Conversations** - How to be an Ally in honor of Rainbow Families Month where families were encouraged to become allies against anti-LGBTQ+ language, and bullying and learned how to help create safe spaces in their communities.

FISCAL YEAR

JULY 1, 2021 THROUGH **JUNE 30, 2022**

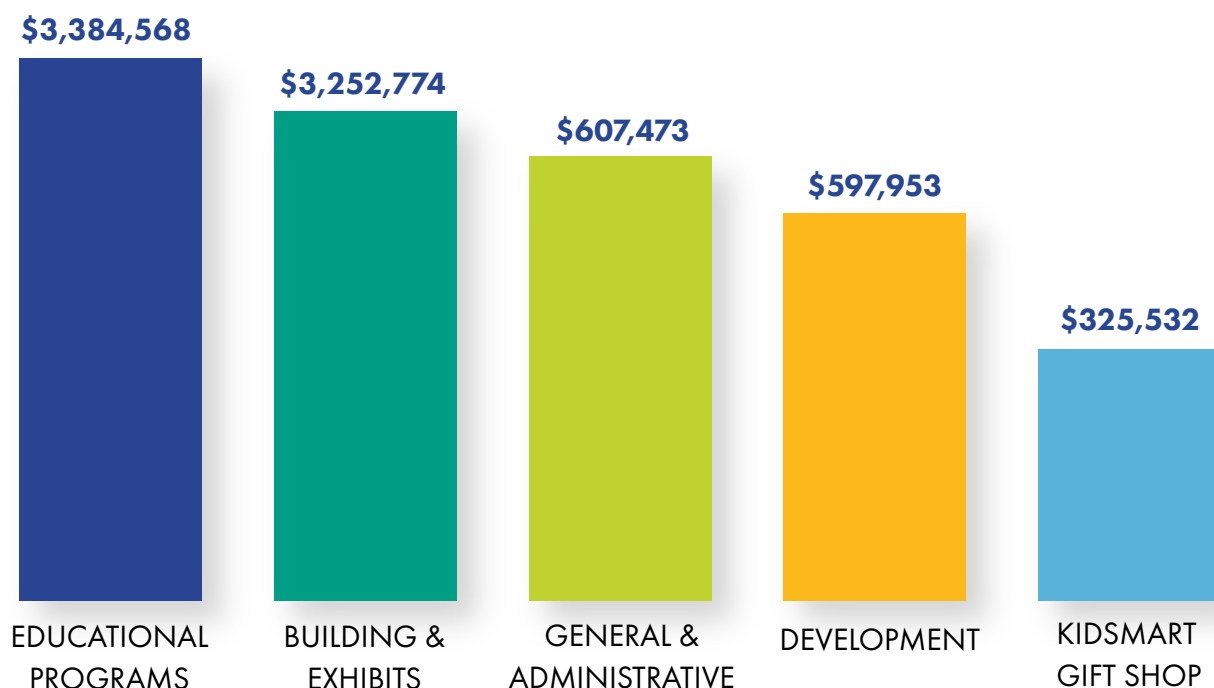
TOTAL REVENUE

JULY 1, 2021 - JUNE 30, 2022 / **\$12,046,236**



TOTAL EXPENSES

JULY 1, 2021 - JUNE 30, 2022 / **\$8,168,300**



MORE THAN A MUSEUM

STEAM Integration Program

The STEAM Integration Program for Early Head Start teachers and children provides a 12-week program to enhance and enrich teachers' use of STEAM concepts in the classroom using experiential learning and problem-solving to train and support teachers, in English and Spanish. The program also provides professional development to each teacher to improve lesson planning, project-based learning, observation, and teacher-child interactions. This year, the program served 24 teachers and 300 children in 12 classrooms.

Afterschool & Summer Camp

Afterschool

This year 345 children attended the Miami Children's Museum S.M.A.R.T (Safe Multicultural Artistic Recreational Teaching) afterschool program which is provided at no cost to families for children in Kindergarten – 5th grade enrolled at five Title 1 schools in Brownsville, Liberty City, and Miami Gardens. Sixty children from the afterschool programs also attended the Museum's spring break camp at no cost to them.

The SMART program provides transformative learning opportunities to at-risk children from underserved neighborhoods, who would not have access to afterschool enrichment without this program which is made possible in partnership with The Children's Trust and Miami-Dade County Public Schools. In addition, 92 children from Miami Children's Museum Charter School participated in the Museum's fee-based afterschool program and cultural afterschool clubs including Musical Theater, Phonics, Photography, Sports, STEAM, Tennis, and Zumba.

Summer Camp

The Explorers Summer Camp provides fun hands-on learning activities that helped children practice creativity and gave campers a better understanding of the world around them while combating summer learning loss and expanding children's knowledge of other cultures. Of 221 children who attended, 18 children were able to participate thanks to scholarships provided through support from the Ellen & Ronald Block Family Foundation and Tekmovil.

Inclusion Programs

Representation Through the Artist's Lens

With support from the Lynn & Louis Wolfson II Family Foundation and the NEA (National Endowment for the Arts), the Museum launched a new art-based series, Representation Through the Artist's Lens: Conversations and Workshops for Children, aimed at empowering children through inclusive representation. Through this nine-part series, children and families explored a specific artist's work and how their culture shaped their artwork. Professional artists, with the help of Museum staff and licensed art therapists, provided children with hands-on experiences, mini-performances and talks to increase children's engagement with the arts and prompt conversations about race and unity. Artists and performers included Edouard Duval Carrie, Fushu Daiko, Adriana Carvalho, Victor Matthews, and more. Over 10,000 guests visited during the weekends in March and April of 2022. There were Miami Dade County Public School Title 1 field trips for 1,000 students, and virtual presentations that were available internationally through the Museum's free digital library, *Museum at Home*.





Sensory Friendly Saturday, made possible in part by The Ethel and Harry Reckson Foundation/Michael Spritzer & Marjorie Baron and Sam Berman Charitable Foundation Inc., gives children with sensory sensitivities and global development delays and their families time to explore the Museum in a supportive and sensory modified environment once a month before it opens to the public. Museum lights and sounds are dimmed and sensory friendly activities including black light play, yoga & movement, and stage performances are offered free of charge. This year more than 1,000 children and families experienced our Sensory Friendly Saturdays. It is the Museum's goal to provide children with disabilities the opportunity to engage in social interactions, improve their sensory processing, and to optimize their understanding of and participation in natural environments.

Early Childhood Institute

This year, 90 children attended our Early Childhood Institute (ECI) preschool located within the museum. Based on the High Scope Curriculum and inspired by the Reggio Emilia philosophy, our NAEYC accredited program fosters children's creativity while encouraging the development of skills needed to become successful in school. Through funding from the Institute of Museum and Library Services, and in partnership with The University of Miami and Florida International University, we are currently researching the unique benefits of museum preschools versus traditional preschools.



EXHIBIT HIGHLIGHTS

The Wizard Of Oz

THE WIZARD OF OZ™ Educational Exhibit RETIRED after 12 years in October 2022.

Created by Miami Children's Museum and licensed by Warner Bros. Consumer Products, THE WIZARD OF OZ™ Educational Exhibit was a journey of self-discovery for the whole family that took children and families over the rainbow to experience the magic of the film. Along the way, visitors experienced the adventures of DOROTHY™ and her friends as they found their way back to true happiness. Visitors traveled from the Gale Farm to the colorful Land of Oz, explored Munchkinland, The Crossroads, The Witch's Castle and The Emerald City™ before their return back over the rainbow to Miami, because, of course, "There's no place like home."



The Lion Guard

Miami Children's Museum debuted the first-ever museum exhibit based on the Disney Junior hit series, "The Lion Guard" in 2018.

Spotlighting important learning areas such as social and self-development, problem solving, creative thinking and arts & culture, this one-of-a-kind exhibit brings "The Lion Guard" story to life for young children and their families. Developed by Miami Children's Museum in collaboration with Disney Junior, the exhibit will continue to travel to other institutions through 2025.

Very Eric Carle: A Very Hungry, Quiet, Lonely, Clumsy, Busy Exhibit

Very Eric Carle: A Very Hungry, Quiet, Lonely, Clumsy, Busy Exhibit sponsored locally by PNC Bank opened on Saturday, January 15, 2022 at Miami Children's Museum. Co-organized by Children's Museum of Pittsburgh and The Eric Carle Museum of Picture Book Art in Amherst, MA, the Very Eric Carle exhibit is the first North American traveling exhibit for children inspired by the art of beloved children's book author and illustrator Eric Carle. The exhibit closed on May 8, 2022 and then continued its multi-year tour as a traveling exhibit.



YOU ARE A PART OF OUR STORY

New Partnership Highlights

Resort - Miami Children's Museum cultivated a strategic partnership with Loews Miami Beach Hotel, a premiere resort destination. This enterprising new relationship ensured that the Museum would be serving both area patrons and worldwide travelers from every corner of the globe - exponentially growing the reputation of the Museum.

Retail - Additional expansion included the initiation of retail partnerships throughout Miami-Dade County. With special focus on centers that are free/open to the public as well as geographic location, Miami Children's Museum began planning outreaches with Brickell City Centre, Southland Mall, and the Shops at Midtown Miami. The ROI from these opportunities increased the Museum's offsite patronage and accessibility to its unique interactive programs.

Page to Film: Video Making Workshops for Children With Autism

Supported by funds provided from the Miami-Dade County Department of Cultural Affairs Youth Arts Enrichment Grant Programs, the Museum Theater Troupe worked with students to develop and create short story reading videos. The performance videos interpreted select picture storybooks through music, movement, and dramatic readings. This program engaged students artistically, teaching them about the film and performance making process, and how to use a source material (story books) to develop a creative interpretation. The program promoted literacy standards and taught students about media and digital literacy. For children on the autism spectrum, media literacy has been shown to increase independent life skills, social skills, and increase their self-advocacy as they learn how to use media as a platform to share their voice. Learning to create their own content also increases opportunities for self-expression and boosts communication skills – verbal or nonverbal. The program took place from October 2021 through May 2022 and was provided free of charge. Over the course of 16 weeks, this program provided 8 in-person sessions for children with autism.

IMLS Project - Workshops for Library and Museum Staff: Creating and Delivering High-quality Online Programs for Children

In October 2021, the Museum was one of 260 museums in the United States to be awarded an American Rescue Plan Grant from the prestigious federal funding source, the Institute of Museum and Library Services. The grant-funded project provided a 4-part series of professional development workshops that taught museum and library staff best practices and tips based on the Museum's experience of creating an extensive and high-quality collection of digital experiences and video content.

Museum and library staff participants learned how the Museum Experiences team at Miami Children's Museum partnered with the Marketing team to produce nearly 200 videos that garnered 100,000 views and measurable public engagement. This project increased the ability of museums and libraries to create and deliver online programs for parents and caregivers of diverse cultural and socioeconomic backgrounds.

Surfside

As a response to the Surfside tragedy, the Museum staff got together to create a community message board for the visitors to write words of love and support for the victims and their families. The Museum's Theater Troupe also prepared a story telling of the book called "A Terrible Thing Happened" by Margaret Anne Holmes.

Friends of the Underline

The Museum received funding through the Miami Downtown Development Authority to offer 12 outreaches in the greater downtown area and to deliver theater and art programming to Friends of the Underline throughout the year.



SUPPORTERS

Miami Children's Museum acknowledges the financial contributions of our supporters whose cumulative giving totals \$1,000 or more between July 1, 2021–June 30, 2022.

\$500,000+

Miami-Dade County
Department of Cultural Affairs
The Children's Trust
U.S. Small Business Administration

\$100,000 - \$499,999

Baptist Health South Florida
Institute of Museum and Library Services
The Batchelor Foundation, Inc.
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\$50,000 - \$99,999

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*Includes Capital Gift

Every effort has been made to ensure that the list is complete and accurate. If errors or omissions have occurred, please accept our apologies, and call the Development Office at 305.373.5437x142 to report corrections. Thank you.

COMMUNITY PARTNERS

We gratefully acknowledge the partnerships during July 1, 2021 – June 30, 2022.

Art Basel
Baptist Health
Bass Art Museum
Brickell City Centre
Brightline
Chapman Partnership
Department of Education
Miami Downtown Development Authority (DDA)
Early Learning Coalition
Everglades National Park
Florida Department of Children and Families
Florida Association for the Education of Young Children (FLAEYC)
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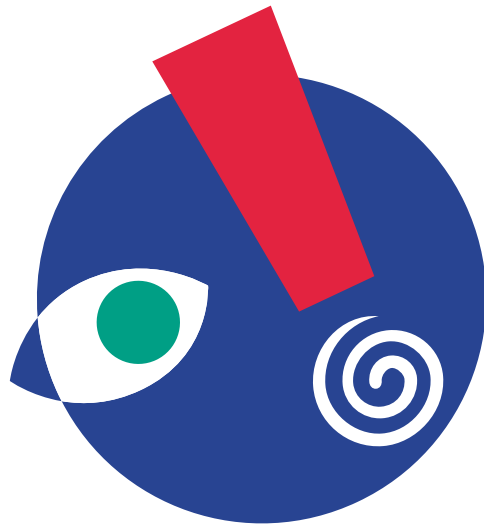
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