For every child, a childhood.

Omaha Children’s Museum is guided by a vision that aspires to provide access to the museum for every child in the community.

“Five hundred twenty-five thousand six hundred minutes
Five hundred twenty-five thousand moments so dear
Five hundred twenty-five thousand six hundred minutes
How do you measure, measure a year?”

The opening words to a favorite song of mine, sung by Donny Osmond, popped into my mind as I began to reflect on how 2018 shaped up for Omaha Children’s Museum. Our measurements of success in one year are many. We share the statistics and measurements that quantify success in this annual report.

My personal measurements of this follow the cadence of these lyrics. How do I measure a year?

- In field goals and homeruns scored by visitors to Super Sports
- In pizzas and turtles, Santa and superheroes
- In board members who committed their service and guild members who raised funds
- In staff who committed to doing their best

Five hundred twenty-five thousand six hundred minutes. It’s just one way to measure a year at OCM.

Lindy J. Hoyer
Executive Director

Financials

<table>
<thead>
<tr>
<th>Financials</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience Served</td>
<td>379,394</td>
<td>324,821</td>
<td>310,107</td>
<td>251,107</td>
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<tr>
<td>Visitors Outside of Nebraska</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>Member Households</td>
<td>10,107</td>
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<tr>
<td>Welcome Fund Households</td>
<td>1,103</td>
<td>54</td>
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</tr>
</tbody>
</table>

OPERATING REVENUE

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memberships</td>
<td>$1,082,909</td>
<td>$1,057,624</td>
<td>$1,028,228</td>
<td>$1,057,624</td>
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<tr>
<td>Programs</td>
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<td>$1,028,228</td>
<td>$1,057,624</td>
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<tr>
<td>Vending/Food</td>
<td>$126,649</td>
<td>$126,649</td>
<td>$126,649</td>
<td>$126,649</td>
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<tr>
<td>Gift Shop</td>
<td>$183,943</td>
<td>$183,943</td>
<td>$183,943</td>
<td>$183,943</td>
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<tr>
<td>Amusement Rides</td>
<td>$151,701</td>
<td>$151,701</td>
<td>$151,701</td>
<td>$151,701</td>
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<tr>
<td>Exhibit Rental and Sales</td>
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<td>$129,597</td>
<td>$129,597</td>
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<tr>
<td>Facility Rentals</td>
<td>$29,769</td>
<td>$29,769</td>
<td>$29,769</td>
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<tr>
<td>Special Events</td>
<td>$33,800</td>
<td>$33,800</td>
<td>$33,800</td>
<td>$33,800</td>
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<tr>
<td>Other</td>
<td>$20,800</td>
<td>$20,800</td>
<td>$20,800</td>
<td>$20,800</td>
</tr>
<tr>
<td>Operating Revenue Total</td>
<td>$4,567,280</td>
<td>$4,567,280</td>
<td>$4,567,280</td>
<td>$4,567,280</td>
</tr>
</tbody>
</table>

OPERATING EXPENSES

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<tr>
<th>Category</th>
<th>2018</th>
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<tr>
<td>Payroll/Benefits</td>
<td>$3,082,909</td>
<td>$3,057,624</td>
<td>$3,028,228</td>
<td>$3,057,624</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>$266,749</td>
<td>$266,749</td>
<td>$266,749</td>
<td>$266,749</td>
</tr>
<tr>
<td>Other Operating Expenses*</td>
<td>$155,711</td>
<td>$155,711</td>
<td>$155,711</td>
<td>$155,711</td>
</tr>
<tr>
<td>Operating Expenses Total*</td>
<td>$3,405,369</td>
<td>$3,405,369</td>
<td>$3,405,369</td>
<td>$3,405,369</td>
</tr>
<tr>
<td>Total Net Operating Income*</td>
<td>$1,161,911</td>
<td>$1,161,911</td>
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</tr>
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CONTRIBUTED REVENUE

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<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Contributions/Grants</td>
<td>$330,907</td>
<td>$330,907</td>
<td>$330,907</td>
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<td>Revenue Total</td>
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*Excludes depreciation expense of $605,076 in 2018
According to 75% of respondents in a 2018 guest survey, the top reason for visiting the museum is quality family time.

We often encountered children serving pretend meals to grownups in the restaurant in the temporary exhibit Children’s China: Celebrating Culture, Character & Confucius.

Omaha Children’s Museum launched Kitchen ABCs, a new daily program. Through this program, children learn important safety, math, and science skills.

For every child, quality time with loved ones.

For every child, a chance to learn new skills.
When the permanent S.T.E.A.M. Cave exhibit opened, children encountered new hands-on ways to learn about science, technology, engineering, the arts and math. Museum staff adapted NASA educational programming to create S.T.E.A.M. Power, a program that’s more age-appropriate for our youngest guests.

For every child, a childhood filled with discovery and creativity.
For every child, encouragement to grow strong and confident.

In October, Super Sports: Building Strength, Sportsmanship & Smarts introduced unique sports, athletes and wellness tips to visitors. Thanks to a partnership with the University of Nebraska at Omaha and the College of Education, early childhood educators toured the Super Sports exhibit in November to learn how to integrate biomechanics into their classrooms.
In 2018, 3,486 children from 27 schools benefited from the Partner School Program. The program brings classrooms to the museum and the museum to classrooms at no cost to the schools. More than 1,000 low-income families received subsidized family memberships through our Welcome Fund Program.

For every child, increased access to the museum and its educational programming.
Pretend play allows children to take on roles and try out possible careers. This year, children imagined themselves as ninjas in the Teenage Mutant Ninja Turtles™ Secrets of the Sewers™, royalty at the Fairytale Ball, and wizards at Harry Potter Family Night.

The museum’s educational programs like Professor Play and Kitchen ABCs allow kids to envision themselves in tangible life paths, like attending college or prepping food like a chef or parent. Permanent exhibits like the ones found in the Imagination Playground provide opportunities for them to see themselves in a variety of careers from banker and doctor to firefighter and farmer.

For every child, a future of infinite possibilities.
Great Friends To Kids Luncheon honored the TeamMates mentoring program and Tom and Nancy Osborne on September 17. The luncheon recognized the work the Osbornes and their organization do to make Omaha a wonderful place for children to grow up.

For 39 years, the largest fundraiser for the museum, For The Kids Benefit, has raised funds to support museum programming and exhibits. On May 5, Let The Fiesta Begin was held and featured festive food and entertainment inspired by Cinco de Mayo. Event chairs were Amanda Dana, Laura DiMaio, Megan Hawk and Kim Hefflinger. The event raised $357,727 and was coordinated by the Rainbow Connectors Guild, led by president Deidre Ochsner.

For every child, a friend.

Tom Osborne, TeamMates founder, and Lindy Hoyer, Executive Director.

For every child, continued support.

For the Kids Benefit Event Chairs Kim Hefflinger, Megan Hawk, Amanda Dana, Laura DiMaio, and Guild President Deidre Ochsner.
Rainbow Connectors Guild

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Deidre Ochsner

Executive Committee
Megan hawk
Melanie Wilwerding
Emily Young
Collette Siner
Kelly Jeffreys
Suzanne Turek
Dan mace
Cheryl Glassford
Lead Educator

A Fond Farewell
We said goodbye to four board members in 2018: Trent Demulling, Doug Bisson, Brian Harr, and Luisa Palomo Hare. These members brought invaluable strengths to the leadership of Omaha Children’s Museum.

Santa’s big arrival with help from the Omaha Fire Department.

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