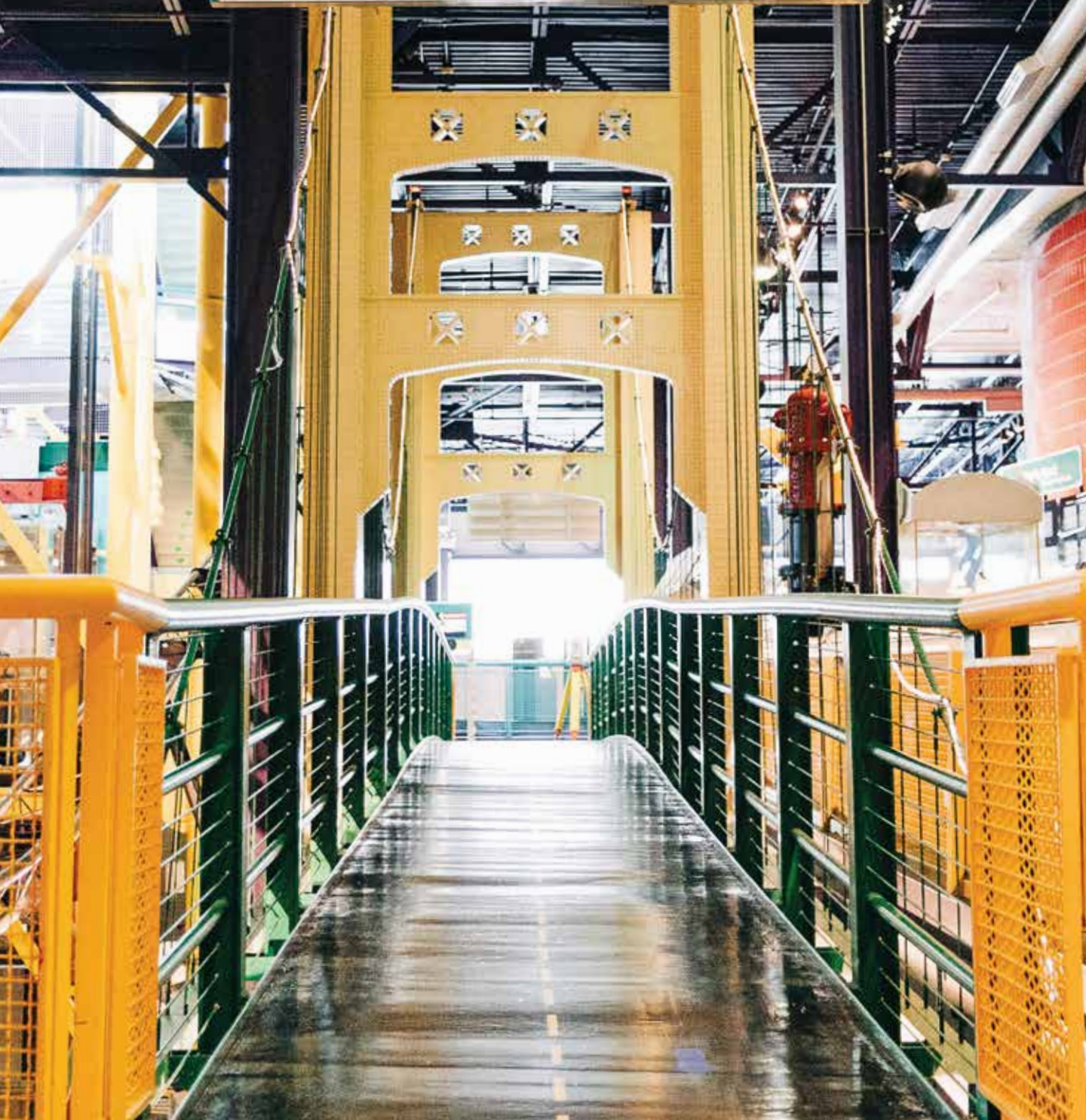


WE PUT YOU AT THE CENTER OF SCIENCE!



A SMITHSONIAN AFFILIATE

2022
ANNUAL REPORT



LETTER FROM LEADERSHIP

Dear Friends,

The Michigan Science Center entered 2022 with a tremendous amount of uncertainty. Fluctuating attendance and continually evolving market trends within the context of the "new normal" prompted a strategic assessment of our potential audience growth. Despite the substantial challenges of the preceding two years, the Mi-Sci team remained steadfast and resilient, and our collective perseverance made 2022 a year of true recovery for our organization. We never wavered in our determination to put YOU at the center of science! During this period, we challenged existing assumptions, welcomed new staff, and expanded our strategic initiatives—fostering a more dynamic learning environment for our guests. A revised funding strategy and the forging of new collaborative relationships within the communities we serve resulted in the introduction of updated exhibits and programs with increased impact. Drawing inspiration from the mathematical concept of the Powers of 10, we concluded 2022 with a grand celebration commemorating the 10th anniversary of the Michigan Science Center. We extend our heartfelt gratitude to all those who have joined us on this journey and appreciate your continued support.



Thomas G. Stephens, P.E.
Founder and Chairman
of the Board of Directors



Christian D. Greer, Ed.D.
President and CEO



FINANCIALS & NUMBERS

AUDITED FINANCIALS FOR 2022

	2022	2021
REVENUE AND SUPPORT:		
Admissions & programs	\$1,115,781	\$522,103
Membership fees	\$236,137	\$127,425
Gifts, grants & fundraising events (net)	\$2,175,492	\$3,096,495
Net assets released from restriction		
Endowment & earned interest	\$49,198	\$46,221
Facility rental, store sales, other revenue	\$1,590,615	\$457,309
TOTAL REVENUE AND SUPPORT	\$5,167,223	\$4,249,553
EXPENSES:		
Program services	\$3,247,933	\$3,451,335
Management & general	\$697,580	\$600,037
Fundraising	\$451,982	\$373,458
TOTAL EXPENSES	\$4,397,495	\$4,424,830
INCREASE (DECREASE) IN NET ASSETS	\$769,728	(\$175,277)

MI-SCI BY THE NUMBERS

102,878 guests through the doors at Mi-Sci to explore our exhibits and theaters.

Nearly **6000** guests attended after hours and special events at Mi-Sci.

Over **700** guests attended a child's birthday party at Mi-Sci.

Aramco Traveling Science reached over **40,000** people in 2022.



LEADERSHIP

New Hires

2022 brought new faces to Team Mi-Sci. We were thrilled to welcome to the organization: **Lucy Hale**, Chief Business Officer, **Melanie Depcinski**, Director of Guest Relations, **Anna Weaver**, Associate Director of Membership and Individual Giving, and **George Jackson**, Associate Director of Grants Management.



Lucy Hale



Melanie Depcinski



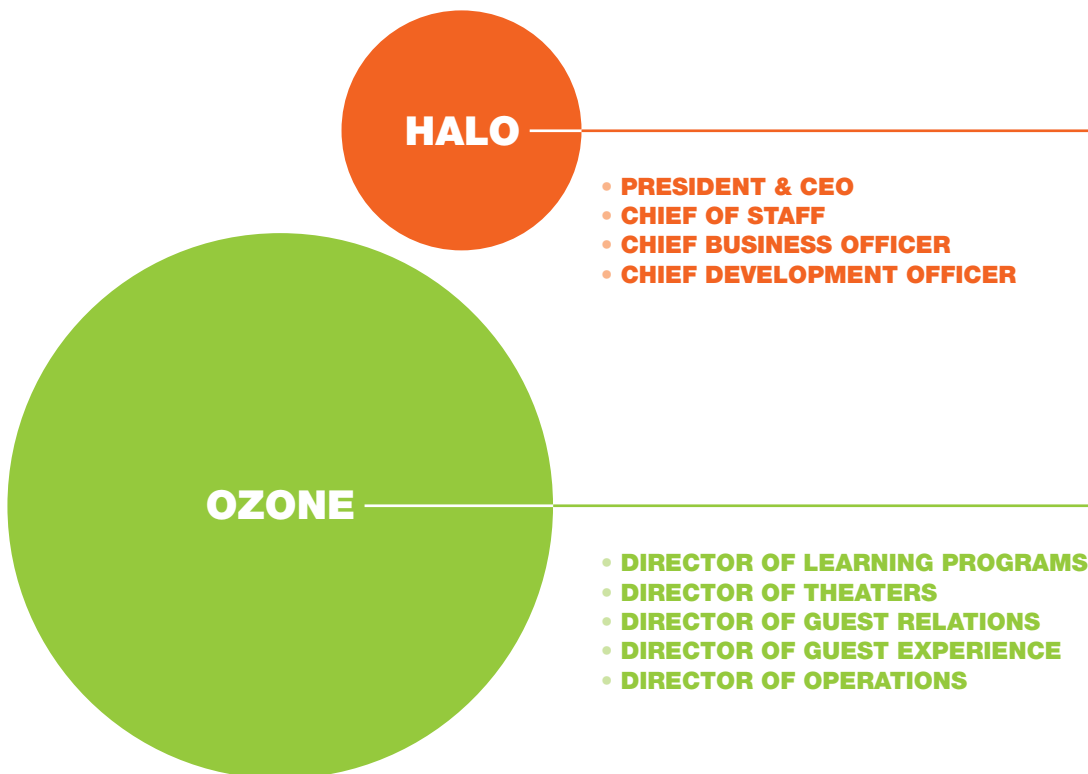
Anna Weaver



George Jackson

Team Mi-Sci

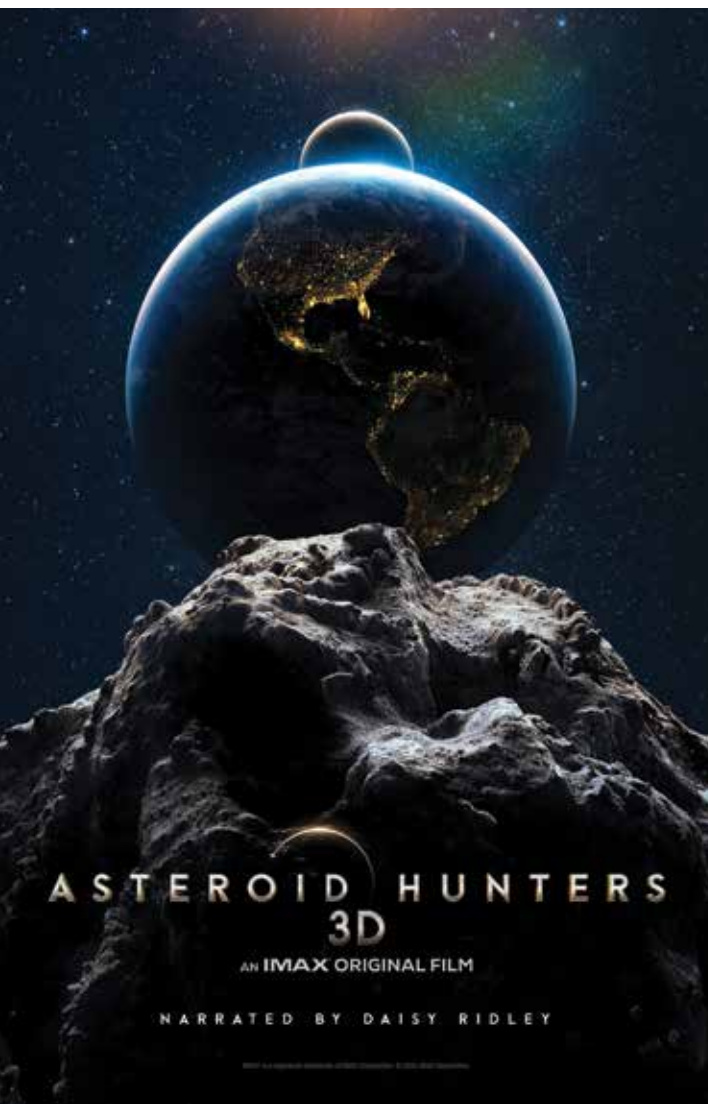
The Michigan Science Center operates in a distributed leadership model, and 2022 was our first full year of this model in operation. Much like we put our guests at the Center of Science, we use Science as the inspiration for our organizational chart:

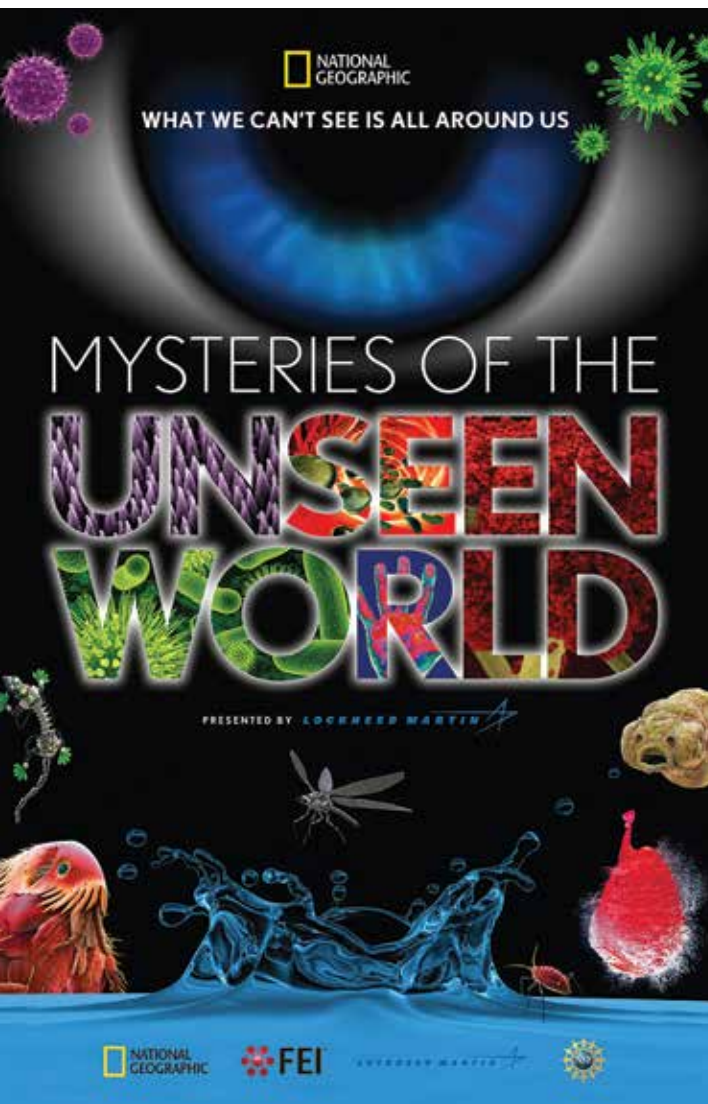




Reopening

The devastating rains of the summer of 2021 continued to impact Mi-Sci well into 2022. As we look forward into the future, we are hopeful for plans to return Kidstown to operation in 2024. Fortunately we were able to return our historic IMAX® Dome Theatre to operation in May, 2022. This space was one of the most affected from the sewage back-up in 2021 and required a complete overhaul of the carpeting and seats. We were incredibly fortunate to have the support of Magna International. Their expertise in automotive seating came to the rescue, and their team donated a complete renovation of the Theatre's 239 custom seats, using Magna's unique FreeFORM® technology. The IMAX® reopened with the film "Asteroid Hunters" and with family-friendly Laser Shows, utilizing a special system from Laser Fantasy.





YOUTH PROGRAMS

Explainers' Program

Mi-Sci launched our newest youth development program in the spring of 2022, the Explainers' Program thanks to funding from PPG and the Ralph C. Wilson, Jr. Foundation. This opportunity connects Detroit area high school students with careers in science museums and cultural organizations, while also helping to make connections to STEM careers. High school students are hired as cohorts who go through training with the floor operations team to learn the skills of museum interpretation, education, and customer service. Students are then invited to stay on in regular paid roles after their cohort time. This program is modeled after several national programs, and research has shown that students in this style of program are more confident in their communications, collaboration, and more connected to STEM roles in society.



STEMinista

Mi-Sci's signature STEMinista program continued to expand across the state thanks to funding support from the Zatkoff Family Foundation and Consumer's Energy. This was the first year the STEMinista program was able to come together in person since the Pandemic, when they gathered at Mi-Sci in May for their graduation ceremony.



PROGRAM HIGHLIGHTS

Community Free Days

We were thrilled to welcome the community to Mi-Sci thanks to our generous donors and partners:

Axalta Community Free Day, March 20, 2022

Strategic Staffing Community Free Day, September 12, 2022

Ford Free Playful Learning Weekend, November 12-13, 2022

The free days saw over 12,000 people enjoy the Michigan Science Center and welcomed community partners such as the Detroit Zoo, Ducks Unlimited, and Shakespeare in Detroit.

Community Free Days are one of the many ways that Mi-Sci ensures our experiences are accessible to all. We are also proud members of Museums for All, an access program provided by the Institute of Museum and Library Services in partnership with the Association of Children's Museums. This important program provides greatly reduced admission to EBT and WIC card holders every day of the year. Altogether, Mi-Sci served over 12,450 people through our umbrella of accessible admissions and programs in 2022.



Mi-Sci Turns 10

We are so grateful to Aramco Americas for sponsoring a suite of access programs in honor of our 10-year anniversary on December 26, 2022. Their support enabled us to offer \$10 admission to Detroit residents throughout the winter holiday break, \$10 admission for the whole year to Michigan teachers, and a new library partnership that provides free memberships to Detroit Public Libraries for their members to use at Mi-Sci.

We also celebrated with a birthday party fit for any 10-year old thanks to Andy Morse and SDC Service. The day featured special cake-themed Kaboomistry programming, a community art project, and \$10 admission for everyone on December 26th.





Michigan Science Center is proud to be a founding member of the LEGO® Playful Learning Museum Network. This Network formed in 2021, and 2022 was the first year of an in-person meeting. Dr. Christian Greer, President & CEO and Anna Sterner, Director of Learning Programs, attended the meeting in San Francisco at the Exploratorium. This meeting kicked off our second grant from LEGO®, which has enabled our team to expand programming in partnership with the Detroit Public Libraries and libraries across the state. Build the Change, the signature program deployed by the partnership, has also been a big hit with guests onsite at Mi-Sci and was tested with audiences during Ford's Playful Learning Free Weekend in November. Mi-Sci is excited for this partnership to continue and for our team to take a role as leaders for the museum field in this work.





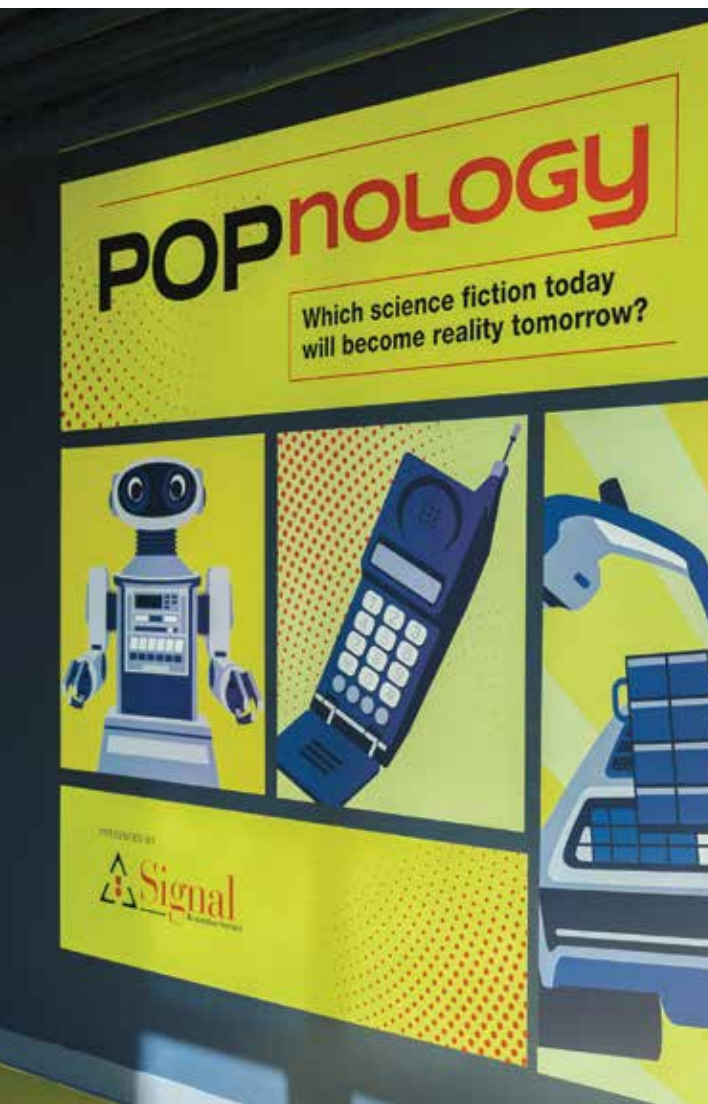
TEMPORARY EXHIBITS

Mi-Sci welcomed two phenomenal exhibits to the Science Hall on the Fourth Floor in 2022.

POPnology **May, 2022 – September, 2022**

Partnering with Exhibits Development Group and Stage Nine exhibits, POPnology opened in the late spring of 2022. This exhibit featured replicas from science fiction films and television shows and explored the connection between science, science fiction, and how the two inspire each other.



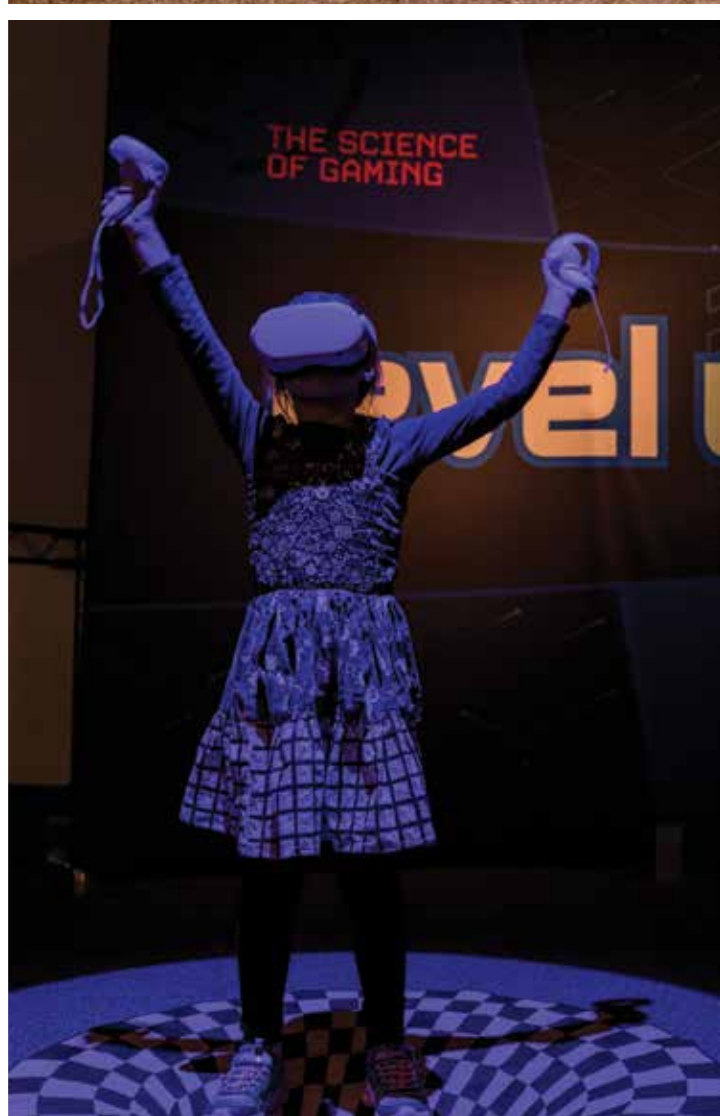


TEMPORARY EXHIBITS

Level Up featuring Electric Playhouse Travels October, 2022 – May, 2023

Thanks to a grant from General Motors, the Mi-Sci Team was able to develop an in-house exhibit, Level Up, all about the science of gaming. This exhibit was a prototype that featured arcade games, video games, virtual reality, board games, giant games, and immersive spaces. We partnered again with Exhibits Development Group and with Electric Playhouse to bring Electric Playhouse Travels as a special component of Level Up. This exhibit was wildly popular with some guests returning dozens of times to Mi-Sci to experience it. Our team continues to prototype these experiences throughout the museum, and we will have exciting plans to unveil in early 2024 about the future of Level Up.





PARTNERS

We could not do this work alone. A heartfelt thank you to all of our partners who joined us this year to create events, programs, and exhibits.

Arab American National Museum

Association of Science and Technology Centers

Detroit Area Pre-College Engineering Program

Detroit Historical Society

Detroit Institute of Arts

Detroit Pistons Neighbors Program

Detroit Public Community School District

Detroit Public Library

Detroit Zoological Society & Belle Isle Nature Center

Ducks Unlimited

Farmer's Fridge

Games for Change

Girl Scouts of Southeastern Michigan

Great Lakes Planetarium Association

LEGO®

Michigan Learning Channel (DPTV)

Midtown Inc.

MiSTEM Network

Motor City Cruise

MSU Science Festival

MySpace Laboratories

National Informal STEM Education Network

National Science Teachers' Association

Smithsonian Affiliates Program

The Detroit Free Press

The Fillmore

University of Michigan

University Prep Schools

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President & CEO

Lucy Hale
Chief Business Officer

Andrea Harp
Chief of Staff
Director of Culture & Community

Nancy Maier
Chief of Development*

*January-June, 2022

science

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\$100,000 - \$500,000

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