

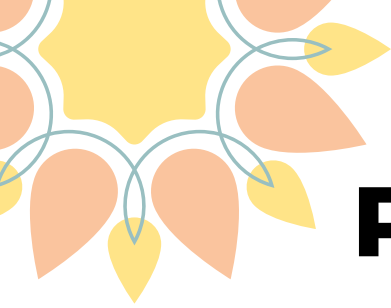


Children's Museum
of Southern Minnesota

2020 ANNUAL
PLAY BOOK



PLAY. It's what we do.



enhancing the
POWER OF PLAY

CMSM@Home

After the pandemic forced the closure of our physical building, we launched a series of at-home activities for children and families to do at home. Our team of Museum Educators developed almost 80 activities that promote learning through the Power of Play. Based around this series, CMSM built an online community of parents, educators, and caregivers to share ideas and support one another when in-person play was not possible.

79

at-home
activities

271

group
members

over
1.3K

total
engagements

new exhibit

ENERGY: POWERED BY PLAY

A new exhibit was launched in the rotating space at the Museum. Energy: Powered by Play opened October 1 (originally scheduled to open in April). The exhibit teaches children how electricity is generated, transmitted, distributed and consumed. Automated LEGO models ignite the natural curiosity of kids in this interactive, colorful, exquisitely built exhibit. It will remain in the gallery through October 2021. The exhibit was funded by Legacy Arts & Cultural Heritage Fund of the Minnesota Humanities Center, the Olseth Family

Foundation, Xcel Energy, Mankato Motors, Mankato Area Foundation – Thin Film Technology Fund, BENCO Electric and Great River Energy, MTU American Inc., BLK Electric, Rob & Melani Walton Foundation, IPS Solar, as well as in-kind supporters.



coming soon

POWER OF PLAY COMMITTEE

The new Power of Play initiative launched in July that focuses on the importance of play in childrens' development, mental health, and emotional well-being. This two-year initiative will feature videos capturing play memories, blog posts, and other resources developed by regional experts. Committee members and play experts include university faculty, medical professionals, and early childhood educators.



expanded

NATURE BASED PLAY

Union Pacific Foundation, Minnesota Legacy Arts & Cultural Heritage Fund and the Minnesota Agricultural Education Leadership Council awarded grants to the CMSM in support of nature based play initiatives for installation in 2020 and 2021. MAELC Guiding Principles recognize that Minnesota is stronger when people understand the importance of agriculture and that it is important for agriculture education to serve both youth and adults. The grants support a variety of programs that address pollinators, gardening, visiting farm animals, egg incubation, chick hatching, and poultry. Area High School Ag Teachers and FFA Advisors will collaborate.



RECHARGE MINNESOTA RECOGNITION CELEBRATION

The Children's Museum of Southern Minnesota installed a dual head Level Two Charger on-site for public use. The installation aligned with the launch of the new Energy: Powered by Play exhibit. Zef Energy from Minneapolis contributed 50% of the cost of the charger as well as a dummy unit as part of the exhibit. BLK Electric also provided in-kind support for the installation.

On September 22, 2020, CMSM was one of 18 Minnesota-based organizations recognized for expanding the use of electric vehicles (EVs) in Minnesota via a virtual ceremony spotlighting leaders in EV adoption.



COMMUNITY PARTNERS AND GOOD STEWARDS

2020 CORPORATE MEMBERS

- Abdo, Eick & Meyers
- City of North Mankato
- Dotson Iron Casting, Inc.
- Mankato Clinic
- Mayo Clinic Health System
- MEI
- Minnesota State University, Mankato
- Nidec
- United Prairie Bank



CORPORATE MEMBER PROGRAM

CMSM launched a new program that helps drive new needed revenue for the Museum, delivers a new employee benefit, and supports families in need. Corporate partners receive a significant discount on annual CMSM membership for their employees to enjoy. The annual Corporate Member fees underwrite Gateway to Play Memberships distributed at no charge to families facing barriers.



MANKATO MOTORS TEAMS UP WITH CMSM

Mankato Motors and the CMSM kicked off a brand new partnership in 2020. During the Month of October, Mankato Motors donated \$100 for every vehicle sold at their Mankato Chevrolet dealership. This initiative speaks to their passion for children and their support of the community. Thank you to ALL 2020 donors for your generous support!

ACCESS MEMBERSHIPS

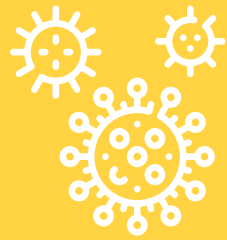


CMSM maintained its commitment to families in need by providing Gateway to Play annual memberships at no cost. The year started with a total of 680 Access members. Upon reopening, only 330 of those Memberships were in place. CMSM continues its outreach to community partners to ensure families can rejoice to bring the power of play back into their childrens' lives!



LEGACY GRANT FUNDING

The Minnesota Humanities Center awarded a \$256,000 grant from the State of Minnesota's Legacy funds. The grant is restricted to exhibit development costs incurred from July 1, 2019 through September 2021. In FY20, CMSM has collected \$125,581 for reimbursable expenses.



effects of COVID-19 ON CMSM

Like many organizations worldwide, the effects of the coronavirus pandemic are vast and present the Museum with significant challenges ahead.



MARCH 14

CMSM voluntarily closed to the public for the safety and well-being of families and staff.

\$250,000
EST. LOST REVENUE

The 6.5-month closure resulted in the forfeiture of earned revenue from:

- Memberships
- Admissions
- Retail Sales
- Rentals
- School Groups

40 → 22
TOTAL STAFF REDUCTION

CMSM staff was reduced by almost 50% to significantly reduce expenses. The following services were outsourced:



Finance



Marketing



IT



OCTOBER 1

CMSM reopened it's doors with reduced hours and new capacity restrictions.



NEW HOURS:
Wed: 9am-12pm
Thur: 9am-7pm
Sat: 9am-4pm



Implemented
additional
strict cleaning
protocols.



Masks required
for all visitors
ages 5+.



Contact-free
check-in
process with
eMembership
cards app.

The Board of Directors is preparing for the likelihood of significantly decreased revenue over the next 18-24 months due to COVID-19.



FACILITY IMPROVEMENTS

Keeping the Museum in tip top shape never ceases. In 2020, we tackled several projects to improve and enhance the Museum's physical space, inside and out:

- Refurbished the exterior wood bump out
- Installed gutters on the north side of the building
- Upgraded security system with additional security cameras and auto lock systems

MESSAGE FROM THE BOARD CHAIR & CEO

While 2020 has been a challenging year, we are even more committed to our future success as a regional asset. The CMSM will continue to serve children and families for many years. Your financial support is needed even more at this time to help us maintain through the pandemic and to grow into the future! Help us to ignite the natural curiosity of every children through the power of play in our dynamic, awe-inspiring environment!

-Kim & Lou

BOARD OF DIRECTORS

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Vice Chair

Shane VanEngen,
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Emmalee Krosch
Gideon Webber-Peterson

Playworkers
Cathy Brown
Anna Buckentine
Kylie Morton
Terri Pelkey
Nellie Welsh

Custodial Staff
Ron Evans
Dane Scott



LOOKING AHEAD

With **your** help and ongoing support, 2021 will be another stellar year at the Children's Museum of Southern Minnesota. Help keep our programming strong and our beautiful campus sparkle as we *ignite the natural curiosity of every child through the power of play in a dynamic, awe-inspiring environment.*



Children's Museum
of Southern Minnesota

Children's Museum of Southern Minnesota
224 Lamm St
Mankato, MN 56001

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SUPPORT THE POWER OF PLAY



THREE EASY WAYS TO GIVE:



text **CMSMPLAY** to **44321**



ONLINE:

cmsouthernmn.org/donate



RETURN THIS FORM TO: Children's Museum of
Southern Minnesota, 224 Lamm St, Mankato, MN 56001

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Gift Amount: ☐ \$40 ☐ \$108 ☐ \$250 ☐ \$1000 ☐ \$1275
☐ \$2500 ☐ \$5000 ☐ Other: _____

Payment Method: ☐ Cash ☐ Check ☐ Credit Card

Card Number: _____

Expiration: _____ CVC2: _____

Signature: _____