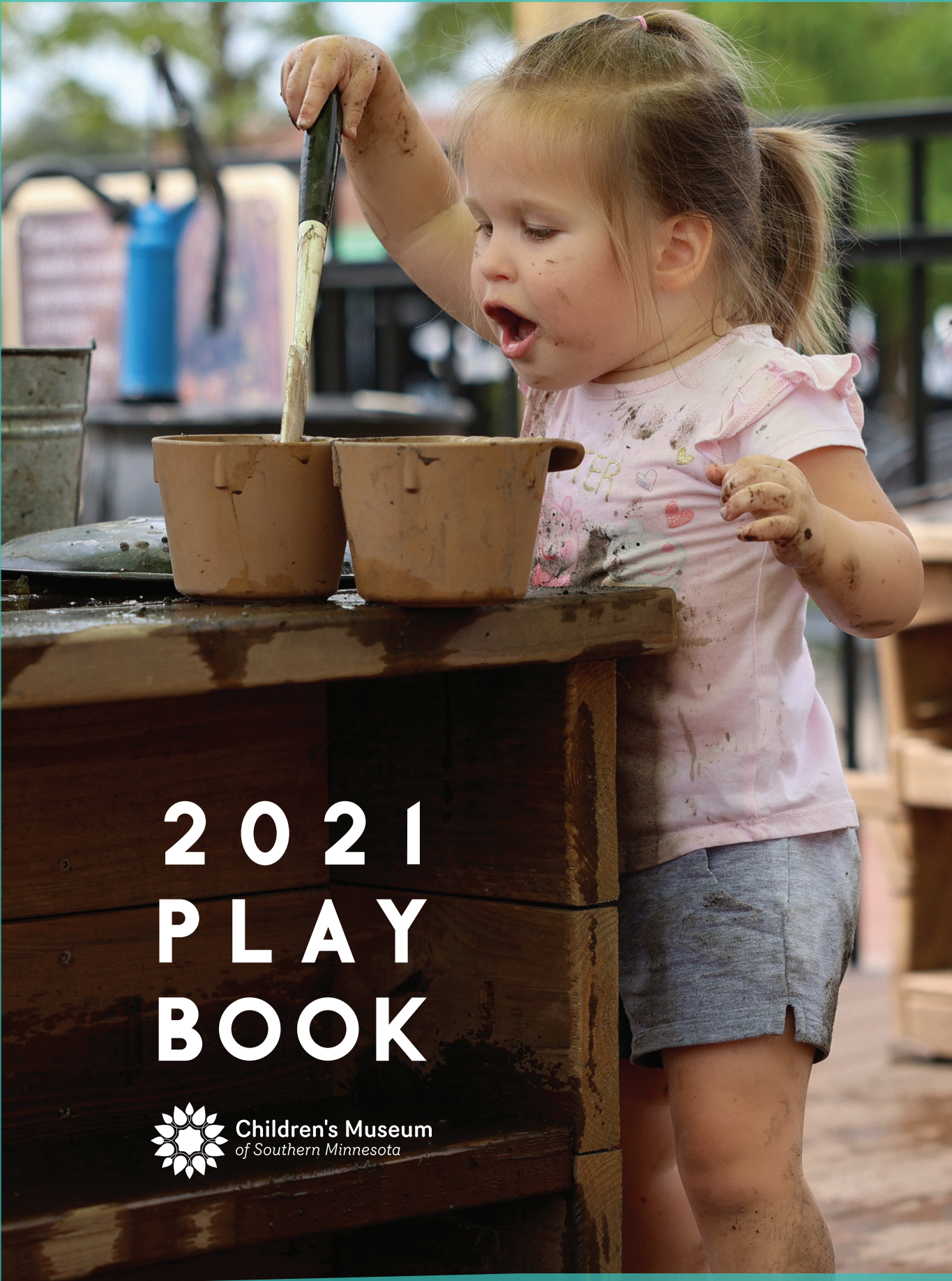




2021 PLAY BOOK



Children's Museum
of Southern Minnesota

ABOUT

The Children's Museum of Southern Minnesota, a registered 501(c)(3) non-profit organization, opened its doors at the current location in May 2015. The Museum features exhibits, activities, and spaces to engage all ages. From the Betsy Tacy-inspired Play Porch to the mind-inspiring attractions of the two-level makers space, and with a towering Mankato Clinic Tree of Forts Climber so tall that it burst through the roof, there's plenty to do and see — all within a safe, inviting, and comfortable space.

MISSION

The mission of the Children's Museum of Southern Minnesota is to ignite the natural curiosity of every child through the power of play in a dynamic, awe-inspiring environment.

VISION

The Children's Museum of Southern Minnesota is the catalyst for building a stronger, more vibrant community around play so that all children in our region share in a bright future of opportunity and well-being.

A NOTE FROM THE CEO & BOARD CHAIR

To all our Friends,

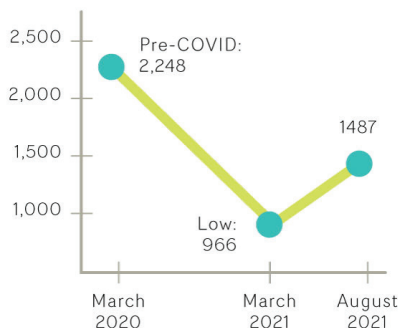
2021 began with so much hope of getting past the pandemic and using the lessons we learned to become an even better asset for our region's children. While the year itself has continued to be full of challenges, our community stepped up to make the best of this situation. We are so proud of our staff's resilience and the work they did to create a safe environment to re-open our doors. There was nothing like seeing the joy on the faces of children and their families as we welcomed them back to the Museum this year!

And we are also incredibly grateful for the support from our new Ignite Society members, donors, sponsors, volunteers, and members. Your support and advocacy for the Museum is what makes us such an incredible community resource.

Ann Hendricks



MEMBERSHIP UPDATE



On the day of the initial pandemic closure in March 2020, CMSM had 2,248 memberships. We experienced our lowest active member count one year later in March 2021. Since then, numbers have rebounded to 1,487 memberships (and counting!).

VOLUNTEERS MAKE IT HAPPEN!

Volunteers at the Museum support the power of play through sewing, providing butterfly tours, working in the prairie gardens and behind the scenes, and much more!



CMSM STAFF

Cathy Brown
Anna Buckentine
Eleanor Coons-Ruskey
Louise Dickmeyer
Ron Evan
Irie Jensen
Deb Johnson
Rochelle Koberoski
Cami Kottke
EmmaLee Krosch
Sue Larsen
Gus Lennartson
Nick Linell
Karmy Luker
Grace Matson
Patrick McCarthy
Wyatt Miller
Marquise Myles
Terri Pelkey
Nick Pocock
Sam Seifert
Luke Splinter
Hannah Timm
Heather Ungerer
Garron Williams

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Christi Wilking

Introducing the

IGNITE SOCIETY

In July, we launched the Ignite Society as a way to recognize our most invested donors and demonstrate the impact they provide through a variety of engagement opportunities. With special events and advanced notice about new exhibits, the Ignite Society deepens relationships between the Museum and our donors.

87

IGNITE SOCIETY
members

\$40K

raised to date to power
play in our community



IGNITE SOCIETY recognizes Museum supporters who make an annual gift of \$500 or more. If you are interested in joining the Ignite Society, give us a call at 507.386.0279 or email us at louise.dickmeyer@cmsouthernmn.org.



Ignite Society members at exclusive preview of the Butterfly House exhibit.

NEW AT THE MUSEUM

There's always something new happening at CMSM. In addition to several new indoor and outdoor exhibits, CMSM also added many new or expanded programs to the roster:

- Little Farm Hands
- Monarch Tagging
- Sheep Shearing
- Discover Dairy
- We Dig Pigs
- International Day of the Girl
- Prairie's Edge Exploration Backpacks
- Rockin' with the Reindeer
- Harvest Fest
- On-site goats and chickens
- Baby Play



Baby Play is held each Tuesday morning in the Infant & Toddler Play Porch

NEW EXHIBITS



BUTTERFLY HOUSE

An immersive outdoor pollinator exhibit focusing on monarch butterflies and the host and nectar plants that support them.

Drummers Garden Center & Floral, Arts and Cultural Heritage Fund & the Minnesota Humanities Center, Union Pacific Railroad Foundation



H2GO OUTDOOR WATER GALLERY

STEM learning is highlighted as children turn an Archimedes screw to lift water.

Arts and Cultural Heritage Fund & the Minnesota Humanities Center, Jarraff Industries, Inc., Olseth Family Foundation, Thin Film Technology Fund of the Mankato Area Foundation, Xcel Energy



DAKOTA SEASONS

An interactive Dakota language exhibit that showcases the seasons of the year.

Arts and Cultural Heritage Fund & the Minnesota Humanities Center, Shakopee Mdewakanton Sioux Community.



PLAYING WITH COMMUNICATION

A temporary exhibit prototype exploring how the internet works.

Consolidated Communications Community Fund



LIGHTS, CAMERA, ACTION!

A touchless and interactive light display as part of the Lauri Kuch Theater dramatic play experience.

Arts and Cultural Heritage Fund & the Minnesota Humanities Center, Individual Donors



NATURE'S HARVEST

A new rotating exhibit in the Ag and Nature Lab that introduces children to the bounty of nature as they forage and harvest natural foods.

Arts and Cultural Heritage Fund & the Minnesota Humanities Center

CLEANING PROTOCOLS

To ensure the safety of our visitors and staff, the Museum changed its cleaning protocols to include daily loose part laundering, a change in cleaning products and equipment including an ionizer and floor scrubber, optimized the HVAC system to ensure clean air was circulating, and complied with all masking mandates, staff screening and training as recommended by the CDC and MDH.



ACCESS A

The joy of learning that comes through the power of families. Since its inception, the Children's Museum

“
Over the years we have loved the Museum. Our Foster children may change month to month, but we can count on the Museum for a great education and hands-on fun.”

and thanks to donors, Museum members of June 30th, 2021 Gateway to Play Museum a pay-as-you-are-a who experience fi support these families organizations as we

GRANT SUPPORT

Special thanks to the foundations, businesses and additional entities that have helped sustain CMSM's work in 2021 through grant support.

- Blue Earth County Business Assistance Grant
- Carl and Verna Schmidt Foundation
- Glen A Taylor Foundation
- Grow More Good Grassroots Grant
- Lowell & Nadine Andreas Foundation
- Mankato Area Foundation
 - o Consolidated Communications Community Fund
 - o Thin Film Technology Fund
 - o Dennis and Sue Hood Fund
- Minnesota Agricultural Education Leadership Council

S FOR ALL

Power of play should be accessible for ALL children and the Museum has been committed to providing this access, through donor support and our Corporate Members, 24% of our Memberships represent a Gateway to Play membership as of 2021.

Museum Memberships are free-of-charge or through a sliding fee model and are made available for families to overcome financial barriers. The Museum can identify and connect families through a network of 35 Community Partners as well as through inquiries at Museum front desk.

- Minnesota Legacy Fund / Minnesota Humanities Center
- National Informal STEM Education Network
- Olseth Family Foundation
- Union Pacific Foundation
- U.S. Bank Foundation
- Xcel Energy Foundation

CURRENT CORPORATE MEMBERS

supporting CMSM's Access for All/Gateway to Play programs

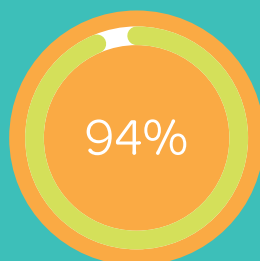
Abdo, Eick & Meyers
Bolton & Menk, Inc
City of North Mankato
Coughlan Companies
Dotson
Mankato Clinic
Mankato Motor Inc.
Mayo Clinic Health System
MEI
Minnesota State University, Mankato
Minnesota Valley Pet Hospital
Nidec
Orthopaedic & Fracture Clinic
Scheels
Schwickert's Inc.
Snell Motors
United Prairie Bank



PLAY. It's what we do.

VISITOR SURVEY

The Children's Museum was very pleased by the response to a Visitor Survey that was conducted earlier this spring. 774 individuals – including 554 Museum Members and 220 non-Members, shared feedback related to their experiences and perceptions of the Museum. The survey was conducted by an independent Evaluation Consultant – Kyle Chambers, Professor and Director of the Center for Developmental Science at Gustavus Adolphus College.



94% of respondents indicated they were satisfied with their Museum experience, with the majority (68%) noting they were “extremely satisfied”.

RESPONDENTS LOVE

Knowledgeable & friendly staff

Fun and playful atmosphere

Educational content

Cleanliness of facility

THE POWER OF PLAY

was reinforced as a key element as to why families choose to participate at the Museum, with the majority of respondents noting they come to the Museum:

97%

for my child to learn
through play

96%

to promote the positive
development of my child

95%

to ignite my child's
curiosity



The above word cloud is a reflection of all responses visitors shared when asked to identify the first words that come to mind when they think of CMSM.

Thank you to our donors who create the margin of excellence at CMSM. It is because of your support that we can sustain an organization where our visitors have such a positive experience.



SUPPORT THE POWER OF PLAY

YES, I would like to support the Power of Play with a donation of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ Other: _____

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Payment Method:

☐ Cash/check enclosed ☐ Credit card

Card Number: _____

Expiration: _____ CVC2: _____

Signature: _____



Donate securely online at:
cmsouthernmn.org/support



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224 Lamm St, Mankato, MN 56001 // 507.386.0279



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Return Service Requested

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